

# RECORE *Newsletter*

## TRADING

COMPANY, L.L.C.

4 Bridle Bridge Rd. • Hudson, NH 03051  
[www.recoretrading.com](http://www.recoretrading.com)



Don Belisle, Sr.  
 Owner of  
 Recore Trading  
 Company, L.L.C.

## Lock Them Up!

By Don Belisle, Sr.

With converter prices through the roof, the thieves are back in full force. Perhaps they never left completely but their recent rise in activity corresponds directly with the soaring prices converters are bringing now. Just this week the local police were here asking us to be on the look out for converters cut off cars overnight from a BMW repair

facility 2 blocks away. Last week police called with a similar request stating 13 brand new cars had their converters cut off from a new car dealer. Naturally we do all we can to catch the thieves. Brand new converters are obvious and easily noticed, however; the used ones if not marked are pretty tough to ID. In one recent instance, the police asked us to be on the look out for some Ford truck cats that had been stolen from a local dealer. We checked our recent door purchases and thought we might have a possible suspect. We mark every converter we buy from a non-salvage yard with the purchase order number just in case there is a question later. After digging out the converters in question we determined that they did match the application of the vehicles they were stolen from.

Naturally the police asked for the converters to try to match up with the saw marks on the trucks' exhaust pipes. They were a perfect match! With the police having the recovered converters, copies of our purchase order with a picture ID, and video of the thieves' car and number plate backing to our door, they had an air tight case. I'm happy to say that the thieves are now guests of the state! Unfortunately, this case was the exception, not the rule because the thieves are seldom caught, giving them incentive to do it again. We are getting more reports from salvage yards that the ever brazen thieves are targeting their stash of cats. A story we have heard more than once is that someone comes to the yard and wants to sell a converter. The person who is in charge of buying converters meets with the customer, brings him to where the yard stores their converters, tosses it in the bin and pays him. Then the customer leaves. You guessed it - the thief now knows where the stash is, so he

returns that night and steals the yard's converters! We have seen this more than once.

You can certainly see the incentive for the thieves with some converters being worth a small fortune. And the thieves seem to know their converters so they grab all the high dollar units and leave the aftermarkets. You wouldn't leave a stack of hundred-dollar bills in an out building or in the trunk of a junk car so why leave your converters there? We need to change with the times. Converters are some of the highest value items you have (and the thieves know it) so you must protect them. It is not uncommon to have a box of converters which are worth in excess of \$10,000.00! You work hard for your money and need to do all you can to keep it.

We are working with yards to try to minimize their losses. In some instances, the yard is not comfortable storing larger quantities of converters so we pick them up or have them shipped here every week. Some yards want their converters processed every week and for others we store them and process when the yard directs us to do this. We offer price hedging to our suppliers to maximize pricing and minimize risk.

This week, 4 small converters which we had not seen before came to our



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## Lock Them Up! *Continued from Page 1*

facility. With any new converter we will always do individual assays so that we know what they are worth. These 4 small converters were from the same car - a high-performance import. When we saw the assay results, I couldn't believe it! I said do it again because that can't be right. We did it again and the results were the same. These 4 small converters from one car were worth \$3,000.00! We are seeing high dollar units more and more every day. This is exactly why you should be selling your converters on assay rather than by the piece. With assay you get every dollar your converters are worth.

### New Process

We developed the process to pay yards with as few as 100

converters by assay 12 years ago. This allowed the yards to sell the same way the large converter collectors and processors sold their material, thus maximizing their value. Our original system has been copied and used in other parts of the country to great success. We have now developed a second generation (patent pending), completely closed system that does not allow ANY losses from dust! Dust from converter processing is the most valuable by weight part of the converter. Our new closed system is revolutionary. We toss in the converters and the finished product comes out the other end. There is NO chance for anything to be lost, so everything gets paid for! No more chasing dust around the warehouse adding this to that and hoping for accuracy. Any questions? Give us a call.

## How to Get an MBA? By D.J. Harrington

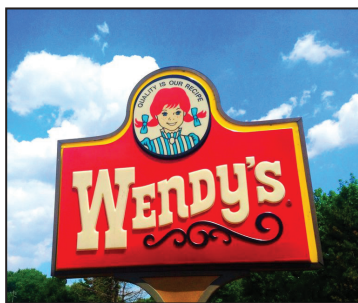


Most everyone remembers Dave Thomas who was the Founder of Wendy's. We see his successful fast-food stores everywhere. However, some people do not know the complete story of Dave Thomas.

Dave Thomas may have become a wealthy man, but he was born an orphan and was adopted at 6 weeks of age. This gracious man, who was not afraid of hard work, once appeared on the cover of a Wendy's annual report dressed in a knee-length work apron sporting a mop and a plastic bucket. When asked why he would do that, here's how he described that picture. *"I got my M.B.A. long before my G.E.D. At Wendy's, an MBA doesn't mean Master of Business Administration. It means **Mop Bucket Attitude.**"* He described his Mop Bucket Attitude has a mind-set of a servant who's willing to do anything that will minister to and build up others. Unfortunately, some business owners haven't adopted that same Mop Bucket Attitude.

Occasionally, I get a chance to visit yards or speak at a convention. During that time, I try to uncover ways that will help build those people up rather than looking for

ways to push them down. That was also Dave Thomas' attitude, and he knew what it took to be successful.



Dave led by example and never asked an employee to do what he wasn't willing to do himself. If a true leader is not willing to do something himself, then he shouldn't ask his employee to do it either. A leader should be the biggest team player, coach, and cheerleader on the team. I had to add *"cheerleader"* because my two granddaughters are cheerleaders for their Kindergarten through 2<sup>nd</sup> grade football team. They're learning what it takes to cheer someone down the field to the goal. It's never too early to teach a young person to encourage others.

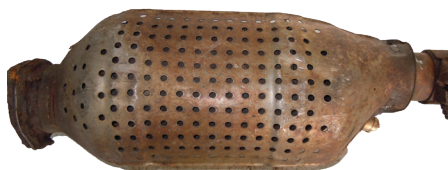
As business owners and managers, we must come alongside those of whom we have administrative authority and explain that everyone is in it together. NO job is too menial, and no position is least important in the overall, company scheme. I truly believe that the janitor is just as important as the CEO, and a successful organization realizes every jobs' importance and acts accordingly. This reminds me of the time when my daughter accompanied me on a speaking trip to Florida.

Erin had just turned 5 years old. When we stopped at a fast-foods place for lunch, there was an older man cleaning the floor between the tables. After watching him for a while, she asked if she could give a couple of her dollars to that man because he was working so hard at his job. When Erin gave him her money, she also told him that he was doing a good job. My heart melted because she had encouraged him at her level.

Sometimes our ways of measuring success must change to evaluate success. Success shouldn't be defined on paper as the bottom line of a budget or quarterly profit margins. When a company is truly successful, the employees are

### SELL YOUR CATALYTIC CONVERTERS AS PRECIOUS METALS

Recore Trading has the experience, the knowledge, the equipment and the people for buying and processing catalytic converters for maximum return. Selling to us cuts out all of the middlemen and we sell our finished product to an automobile manufacturer. Call us today! Get paid **MORE** at **RECORE!**



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# Tools for Success: Do You Need Free Advertising? By Ron Sturgeon



The first article in this series listed more than 25 tactics to increase your business success, all of them based on my experience. I started with nothing and didn't get to college, so I know you can achieve maximum success, regardless of your education. E-mail me to get the first article (or any of the other articles) in the series. Each takes a closer look at one of the tactics listed in that first article.

I know, I know, you don't have much money for advertising. But... surely you are interested in it if it's free?

Don't underestimate the value of press releases for your business. In fact, you should set a goal of issuing one every other month, no less than 6 times a year. It's easy and costs almost nothing.

Look for things to announce that are newsworthy: new products, employee promotions, a new service you're offering, a business contribution or award your business has won. You must make sure your release is focused on the reader, consumer or customer, promoting products that will benefit him or her. If the release focuses too much on promoting your business, it won't get published.

You can write your own press releases. I always did and, as a result, have been written up in many newspapers and trade journals, including Inc. Magazine twice!

Writing my own press releases has been a huge boon to my business. I recently issued a press release about my free, monthly, auto-recycling E-newsletter and got over 100 registrants in just a few days. And it can be a

boon for your business also. Eventually, I found a source for writing press releases and recommend you try him. Eric Anderson specializes in helping people with small businesses write press releases. He can be reached at (813) 787-8959. You'll find him easy to deal with and very inexpensive, just a few hundred dollars. What kind of ad can you get for \$200? One story placed in a newspaper is more cost effective than an ad.

For mailings, use Microsoft Word. Go to the Labels section (under Tools) where you can create and save a template of the addresses of your chosen media. Don't forget to include your banker to receive the press releases. Include other media of interest as you discover magazines that might be appropriate to your industry, trade journals and even newsletters that may relate to your business, such as the one put out by your trade association. My media list grew to well over 400 in just a few years. When a

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## How to Get an MBA? *Continued from Page 2*

committed to their leader and the company's vision. Their customers are well treated, and the profit margin is attained. Let me back-track as to why I circled the topic, Mop Bucket Attitude. While speaking to groups of employees at a business in Macon, Georgia, I became more aware of their thoughts for others. The group was quite impressed with a resume filled with education, accolades and qualifications of a person applying for a job at their company. Let's be honest with ourselves. Instead of looking beyond what's written, sometimes embellished with unachieved character traits, our society has become accustomed to seeking approval of others to achieve personal success. Case in point, social media.

On social media, we constantly post things to get people to "LIKE" our day's activity or family fun-time. We want to be important, appear successful, be respected, and seem perfect. Don't tell me about success, show me! Sometimes what's posted is to get attention. So, what does it take to have true success?

An M.B.A. moment! Whether early on or late in life, truly successful people have had their Dave Thomas, M.B.A. moment. They've discovered that they're not more important than others within the organization and they work that way day in and day out. Everyone can achieve

an M.B.A. if they're willing to do the right activity with people. When you're dealing with people at work, adopt the Mop Bucket Attitude, a mindset of a servant who's willing to do anything that will minister to and build up others, and you'll see an elevation in your personal and business success. And you know what? You'll feel better about yourself too.

See you next time.

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### ONLY AT RECORE TRADING COMPANY!!

With our in house precious metals lab, over 5 years ago we pioneered assay based returns on small lots of catalytic converters.

Whether you have 1,000 pieces or 100 pieces, you can get paid for every ounce of precious metals your cats contain with final payment in 7-10 days. **Get paid MORE at RECORE!**



## Do You Need Free Advertising? *Continued from Page 3*

press release is ready, I print out the mailing list on labels, and they go in the mail in no time. The technology and services are available to make this important task easy. You can also release through a wire service (I use PR Newswire) to area media, newswires and the web for about a hundred dollars.

The key to placing press releases successfully is to make them about the benefits to consumers or customers who subscribe to your target publication. Your release won't be published if it simply promotes your business. A good professional helper like Eric Anderson can help you see this and improve your placement numbers.

### Remember only you can make business great!

Ron Sturgeon, Mr. Mission Possible, has been a successful business owner for more than 35 years. As a small business consultant, he can deliver wisdom and advice gleaned from an enviable business career that started when he opened a VW repair business as a homeless 17-year-old

and culminated in the sale of several businesses he built to Fortune 500 companies.

Ron has helped bankers, lawyers, insurance agents, restaurant owners, and body shop owners, as well as countless salvage yard owners to become more successful business people. He is an expert in helping small business owners set the right business strategies, implement pay-for-performance, and find new customers on the web.

As a consultant, Ron shares his expertise in strategic planning, capitalization, compensation, growing market share, and more in his signature plainspoken style, providing field-proven, and high-profit best practices well ahead of the business news curve. Ron is the author of nine books, including *How to Salvage More Millions from Your Small Business*.

To inquire about consulting or keynote speaking, contact Ron at 817-834-3625, ext. 232, [rons@MrMissionPossible.com](mailto:rons@MrMissionPossible.com), 5940 Eden, Haltom City, TX 76117.

## How to get the "winning edge" in Advertising *By Mike French*



It is amazing how close some of the Olympic participants were at the finish line in the last Olympic games. Some athletes won by a photo finish. The difference between winners and losers was often infinitesimal, maybe a slight fraction of a second; yet the top prize, along with all

the glory and its benefits went only to the winner. The winner got 100% of the top prize. Does this mean that the winner was 100% better than the losing competitor? No. What it means is that the winner had the winning edge. That winning edge made all the difference in the world.

The same can be said about advertising in the new millennium. Because of all the competition and the new sophisticated advertising methods and strategies being utilized, marketing is no longer a cakewalk. Gone are the days of "just getting your name out there" to achieve a great response. You now must work hard to

get your message even noticed to compete in a busy, dog-eat-dog, marketplace. You have to go for the "marketing edge."

How much of a marketing edge do you need? According to the experts who keep track of such things, you only need to be slightly better than the competition to get the edge. In marketing, you just need to know what makes ads work

or fail. There are many little things that cause people to respond, so use them in your advertising.

The first direct mail project I did for an auto recycler was about twenty-five years ago. It was easy and uncomplicated. I just took some black and white photos of wrecked cars, lined them up in rows on each page, printed the job on cheap newsprint and mailed it to a large list of auto repair shops. Soon the phones

started to ring off the hook. In fact, they had no trouble knowing when the mailing had been delivered by the post office. The response was fast and dramatic. In fact, the phones were already ringing when the counter staff arrived for work. They took one call after another without letup. As soon as they put the phone receiver down, the phone rang again with a new order. The staff had never worked so hard! The phones were still ringing at the end of the day when they left. The phones stayed jammed for days. At the end of the month there was a huge increase in the company's bottom line! Those were advertising's "good-old-days!" That was then, and this is now!

In today's marketplace, it is nearly impossible to get a landslide response to any kind of advertising campaign or promotion. Why is this so? To begin with, back when we sent out our first mailer, hardly any recycler was doing professional advertising. Many are doing it now, so today's marketplace is very different. Consumers now face an

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### PRECIOUS METALS KNOWLEDGE MEANS MORE CASH

Recore Trading Company has spent years analyzing 1,000's of cats in their lab and have proven time and time again that no grading system will maximize a customer's profits.

The value of just one cat from the same year, make and model vehicle can vary as much as 150% based on the precious metals content and on the PGM market when it was manufactured. Maximize your profits by selling your cats as precious metals. *Get paid **MORE** at **RECORE**.*





# Safety Must Be a Top Priority By Sandy Blalock



Safety is a huge concern for auto recyclers and with the dynamic changes we are seeing in vehicles coming into our facilities we will often find safety resources overextended if we do not prepare for the handling of those vehicles now. Safety in our organizations takes commitment top down. As more and more electric and hybrid vehicles enter end of life processing, we will need to direct resources

toward occupational health, fire protection, ergonomics, risk management and environmental compliance concerns.

Unfortunately, business owners must decide the Return of Investment on all facets of their businesses and all too often base decisions on cost savings and not necessarily keeping workers safe. I think if you choose to invest in a true managed safety program now you will see savings down the line. In fact, I have seen figures that say for

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## How to get the “winning edge” in Advertising Continued from Page 4

avalanche of advertisements coming at them from every direction. Advertisements go directly to their businesses by U. S. mail, telephone, email, faxes and the Internet. Then there is advertising aimed at them on television and radio. They also see it on signs along the road, on buildings and on the side of vehicles of all kinds. It is printed on clothing and on thousands of promotional products of all kinds. It's even in some previously unthinkable places. I read in this morning's newspaper that you will soon be able to buy advertising on postage stamps. It's no wonder that consumers are becoming blind to advertising.

What this means is that advertisers must work harder and smarter than ever before to get advertising noticed and responded to. You can't "just get your name out there" and expect measurable results. You now must study advertising carefully, know what you're doing, and know what causes people to respond. You must create advertising purposefully. It must be intelligently designed to include the right response devices and triggers. Only then will you achieve an "edge" over the competitors marketing in your territory. And yes, don't kid yourself about it, there ARE competitors marketing in YOUR territory. There are large recyclers advertising and shipping nationwide. A repair shop just down the street from you may receive advertisements from a faraway parts provider selling the same parts as you. They may offer attractive coupons and other incentives to make your customers choose them over you. Usually there is no return address on their flyer to say where they are located. There is only a toll-free number to call to order parts. You can be sure they are getting a response or they wouldn't continue to advertise in your area.

So, what should you do?

First, make sure you are advertising regularly in your own marketplace. Failing to do so will make your customers sitting ducks for anyone else who is advertising to them.

Secondly, make sure you include the right marketing ingredients in your advertising product mix. Remember the secrets of what makes consumers respond. For example, two ads might appear side by side in the same publication, or arrive together in the same batch of mail. Both are the same size and both cost the same amount of money. The only difference between the two is that one is "benefit" driven and the other is not. Ads that spotlight benefits always edge out ones that don't. That's only part of it. Good ads must have powerful headlines & subheads, irresistible offers, attention getting teasers, well written testimonials, powerful illustrations & photos, valuable coupons, easy-to-understand response devices, correct color choices,

strong & professional graphic design, contact information placed in the correct location as well as clear, strong, call-to-action statements.

By the way, I recently noticed two similar display ads that just happened to be side by side in the daily newspaper for the same product. Both ads looked exactly alike in size and shape, only one had the price slightly better than the other. One offered it for \$30.00 and the other for \$29.99—a one cent difference! Guess which one got the calls? Very small changes can make a huge difference in response. I saw an ad this morning in the Seattle Post Intelligencer, that offered a product, "Two for the Price of One." A competitor's ad nearby offered the same product, but said it this way, "Buy One and Get One FREE." Both were the same offer, but the second one was a better sounding offer. Anyone reading the paper, and in the market for that particular product, probably saw both ads near each other and had to choose which to buy. Studies have shown that the second way of wording brings a much better response because it uses the word "free."

So, in today's marketplace, you must know how to get the "edge" over competitors rather than expect a landslide by simply "getting your name out there." To have that edge, you must either become a student of direct-response advertising methods and strategies yourself, or hire a professional with a solid track record to do it for you. Be careful, though; most graphic designers don't know anything about marketing. They only know how to make pretty flyers. "Pretty" won't give you the "marketing edge". Only applied, tried, and proven marketing methods and strategies will give you the winning edge that you need!

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### STATE-OF-THE-ART EQUIPMENT

Recore Trading Company is the only catalytic converter buyer throughout the Northeast and beyond with a state-of-the-art in house precious metals lab, milling and sampling line and de-canning stations. Selling to us cuts out all of the middlemen and you will maximize your bottom line. Get paid **MORE** at **RECORE**.



## Safety Must Be a Top Priority *Continued from Page 5*

every dollar spent now you will save \$2 in the future and possibly even more.

Let's put the cost of prevention into perspective – how likely is a workplace fatality or major injury? According to the Centers for Disease Control a workplace fatality or serious injury could cost close to a million dollars and even more. You also must factor in the indirect cost of lost productivity, employee replacement, insurance, attorneys and now you may be in the 3-million-dollar range. This is on average so the possibility is it could be multiple millions more. In the end no one wins when there is a workplace injury including the owner.

It all boils down to creating that Safety Culture of good safety habits and focusing on people not budgets. Identify and eliminate hazards in advance, **TRAIN ALL EMPLOYEES INCLUDING OWNERS AND MANAGEMENT.** Good habits lead to positive results and employee behavior is the heart of safety.

Power of Habit, author Charles Duhigg says that at one point, we all consciously decide what to do when we get to work. But then we stop making a choice and the behavior becomes automatic. The following synopsis helps explain why. Once the habit emerges, the brain stops evaluating the decision. So, unless we achieve new behaviors, the pattern will continue automatically. And the problem is that our brains can't tell the difference between good habits and bad habits. They're just habits. Each behavior consists of a habit loop, comprised of three components – a cue, plus a routine, plus a reward, Duhigg says. One thing leads to the next and then, like a loop, it repeats.

For example, assume that not brushing your teeth is a bad habit. You finish eating a sandwich and that's a cue that you're done with the main course. You don't brush your

teeth because you hate what it does to your palate, that's a routine. Your follow-up dinner with ice cream and it tastes great, not like toothpaste, that's a reward. But we all know bad things happen when we don't brush our teeth. It's hard to change habits, but we can fiddle around with the components of the habit loop. Duhigg tells us it's hard to change habits, but we can fiddle around with

the components of the habit loop. For example, change the cue and the reward. The routine then changes with it. Your teeth feel dirty (cue), you brush your teeth (routine), you enjoy the tingly effect of the toothpaste (reward).

It is because of the high cost of training and keeping our employees safe ARA has invested in being in the forefront of training for all auto recyclers. ARA is working hard

to build a dynamic easy to use training platform on [ARAUNIVERSITY.ORG](http://ARAUNIVERSITY.ORG). ARA leadership are recyclers just like each of you and they know and face the same problems all of you face. ARA wants all recyclers to know that we have learned a few things in our 77 years of service to the automotive recycling industry and we will continue to strive to assure the high costs of training are not a burden auto recyclers have to face alone. We will continue building and adding modules that fit today's modern auto recycling facility.

The sure thing is that the onerous regulations in our industry are probably not going to get less stringent and we will stay on top of that for you as we update the University. We want to be your resource and need your input as to what we are lacking. Help us build a platform of educational programs that every recycler can count on as a resource. Visit [ARAUNIVERSITY.ORG](http://ARAUNIVERSITY.ORG) and preview the courses. Sign up your team now! Don't wait until something happens and forces your hand. Make training a habit each of your employees wants to embrace. Remember there is no additional cost of training on [ARAUNIVERSITY.ORG](http://ARAUNIVERSITY.ORG) for all direct members of ARA. We still offer the training for non-members however I think you will find the cost will exceed your cost of membership. Join the ARA Team now and get into that TRAINING HABIT. [ARAUNIVERSITY.ORG](http://ARAUNIVERSITY.ORG) built by your Automotive Recycling Association for ALL AUTO RECYCLERS. Train today 24/7 without leaving your office or home.



### WE WANT TO EARN YOUR BUSINESS!

Whether you have 10 catalytic converters, 100 or 1,000's, Recore Trading Company is committed to and welcomes the opportunity to earn your business.

We've invested time and money in the equipment to make sure you maximize your profits. You deserve this and nothing less! Get paid **MORE** at **RECORE!**





# Still Building the Best Selling High Speed Car Crushers and Baler Loggers in the Industry

Email [service@overbuilt.com](mailto:service@overbuilt.com)  
or call 605-352-6469



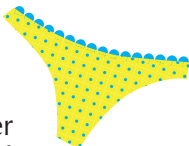
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## Laughter is the Best Medicine

### Doing Handstands

A mother went to pick up her daughter from elementary school and found her doing handstands against the wall. When they got into the car, the mother said, "Darling, I wish you wouldn't do that because the boys can see your panties." "Okay, mommy," the little girl replied. The next day, the mother noticed her little girl's hands looked dirty, so she asked, "You haven't been doing handstands again and letting those boys see your panties, have you?" "Oh no, mummy," the daughter replied. "Honestly! I took them off first."



### Wrong Side of the Bar

A construction worker walks into a bar. He's a rather large, menacing guy. He orders a beer, chugs it back, and bellows, "All you guys on this side of the bar are a bunch of idiots!" A sudden silence descends. After a moment he asks "Anyone got a problem with that?" The silence lengthens. He then chugs back another beer and growls, "And all you guys on the other side of the bar are all scum!" Once again, the bar is silent. He looks around belligerently and roars, "Anyone got a problem with that?" A lone man gets up from his stool unsteadily and starts to walk towards the man. "You got a problem, buddy?" "Oh no; I'm just on the wrong side of the bar."



Don't forget to laugh, and if you have heard any good jokes lately, we would love to hear from you. Please send us your favorite joke and who knows, we may like it so much that we'll pay you \$25 and print it in one of our newsletters. Email your jokes to sales@recoretrading.com, fax to 603-437-1313 or mail them to 4 Bridle Bridge Rd., Hudson, NH 03051

**The fattest knight at King Arthur's roundtable was Sir Cumference. He acquired his size from too much pi.**

There's only one word to describe our completely closed system for processing catalytic converters.

**REVOLUTIONARY**

We have developed a second generation (patent pending), completely closed system that does not allow ANY losses from dust! Dust from converter processing is the most valuable by weight part of the converter.



**Buyers of Catalytic Converters, Aluminum Rims, Flattened Car Bodies and Other Automotive Scrap**

4 Bridle Bridge Rd. • Hudson, NH 03051  
603-437-3000, 855-647-3267 • Fax: 603-437-1313

**www.recoretrading.com**



Vermont  
Auto  
Recyclers  
Association



AUTOMOTIVE  
RECYCLERS  
ASSOCIATION  
ESTABLISHED 1988  
ROE - Recycled Original Equipment



NHMTA  
NEW HAMPSHIRE MOTOR  
TRANSPORT ASSOCIATION

**WE WELCOME YOUR COMMENTS** Please know that any article or information in our newsletter is the expressed opinion of the writer. If you are enjoying our newsletter, we'd love to hear from you and if for any reason you are not, just let us know, and we will remove you from the mailing list. Contact us at sales@recoretrading.com.

**603-437-3000 • 855-647-3267 • Fax: 603-881-3900**