

# RECORE *Newsletter*

## TRADING COMPANY, L.L.C.

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

## The Games People Play

By Don Belisle, Sr.

Having been in the converter business since the beginning of the converter business, I thought I'd seen it all. I was wrong! The unbelievable prices converters have reached has brought out a level of hysteria, deceit, and confusion I never thought possible. Last week a loyal

supplier brought in his load of converters. He is a supplier/friend who always brings us his converters twice a year. He went on at length about how he is so glad he's not in the converter business. He said he has four or five converter buyers (who all claim to pay the most) stopping by his place each day. When he tells them that he sells to Recore, he always gets the same answer - "Oh we pay more than Recore!" What would you expect them to say, "We pay less but sell to me anyway?" It still amazes me that a yard owner would consider selling the most valuable commodity he has to some new guy who shows up in a pickup truck, with an empty promise, and a handful of cash.

The two most common schemes going on now are the "averaging" price game and the "bait and switch." Averages are one of the tools yards can use to compare prices and this is reasonable, considering how complicated selling converters can be. One would think it should be easy to figure their average from each buyer and then to compare. The problem arises when the new guy doesn't count the way you and I do. New guy counts pipes with two to four converters on them as one converter! This dramatically boosts the new guys average by a large amount. The yard thinks he is doing better with the new guy when in reality he has been cheated! Another common tactic is the bait and switch where the new guy shows price lists with pie in the sky prices on certain converters. This all looks great on paper. This can be somewhat effective when the new guy's price list is based on a recent market price jump since prices have been jumping a lot recently. The yard compares the new guy's price list to what he received last month in a different market. Apples and oranges. The funny thing that happens every time is when your load is graded out you didn't have any or damn few of those extremely high dollar units. There are two truths in the converter business right now:

1. Converter buyers will do or say anything to get you to sell them your converters.

2. Recore pays you more by paying for every gram of precious metals your converters contain.

I'll say very emphatically that we have every one of the new guy's price lists and we are beating all their prices every day! We will beat ANY legitimate price quoted on converters. Period. Don't fall for the games people play because you lose in the long run.

Other things we are seeing related to converters sky high pricing are their effects on salvage prices. In many instances the price paid for scrap is directly related to the value of the converter. And why not, quite often the converter is by far the most valuable item on that scrap car. It seems that many of the salvage buyers have become very knowledgeable with regard to the individual converters worth. You can see this in the prices they are paying



for scrap. One of our regular suppliers was in this week telling of a scrap buyer in his area who buys scrap at auction removes the converters then gives the remaining shell away to whoever will pick it up! In thirty years, we have seen the converter go from a nice little extra to the predominant item of value on many salvage cars. Wow what a change to the way we do

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## The Games People Play By Don Belisle, Sr. Continued from Page 1

business, although when you think about it what hasn't changed dramatically in this business.

Of course, with the high value of converters the incidents of theft continue to increase. We are getting more calls from area police departments than ever before, often more than once per day. Sad to say that if the converters were not marked in some way, they are nearly impossible to trace. Although we have had a thief try to sell us converters

with a local yard's inventory numbers still on them. It just so happened that this thief actually worked at the yard and decided to give himself a raise by helping himself to the yard's converter pile! We helped prosecute this scum bag. Please know that Recore always protects the yard, not the thief. Unlike the converter buyer in the pickup who will buy from anyone and pay them the same they would pay you!

## Passion as a Management Style? 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

Passion – where did it go? Many folks I talk to say, “It’s just not fun anymore.” That can be the case. But where did that competitive spirit go? I think business is just as much fun as it always has been, but the bar has certainly been raised.

Several of my articles this year have discussed passion. Those of you who know me understand my passion for business and how I apply it to all my endeavors. I am unrelenting in my desire to reach a goal. Much of my success has to do with year my management style. My style has evolved over the last three decades, but it includes these three crucial elements:

Manage by objective – I often see folks wringing their hands because they didn't hit a goal and expressing remorse over some things they could or should have done. Never for me. When I decide to do something, I decide what it takes. I hold nothing back. You can accuse me of being over the top, but never of holding back. If I don't hit the goal, I never have remorse over my methods. I know I did everything humanly possible to make it happen, so I have no regrets. It's important to me, as I set so many goals and try to accomplish so much, but this approach allows me to turn the corner and go on when I fail.

Choose battles carefully – I don't try to change something I can't change or attempt something I know I can't do. Life is too short, and energies are too rare. It's that simple.

Manage by consensus – I didn't learn this until I had been in business about 10 years. I thought I knew all the answers. I didn't. I learned to listen better. Some folks were kinder, more diplomatic, and knew the financials better or simply had a different (and sometimes better) perspectives. I met industry experts like Don Egilseer (Smart Parts), Al & Ed Lacy, Herb Lieberman, Garry Howard, Stu Willen, Howard Nussbaum, Ken Vonhoff, Don Fitz, Jr., Barry Isenberg, and the list goes on and on. When several of us get together and work on an idea and come to an agreement on it, the product is almost always better than what I could have done on my own. Be willing to listen and adjust your ideas.



### 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.

His upcoming and last book is titled Homeless to \$100 Million. I've been giving business advice for years, but have never advised on how to build wealth, with an actionable road map. The mantra of the book is to build wealth, not income, because they are not the same.

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

### PLATINUM GROUP METALS KNOWLEDGE

Recore Trading Company has spent years analyzing 1000's of catalytic converters in our precious metals 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 from \$70 to \$185 and even more based on the precious metal content.



# Keys for Achieving Success in Everything You Do (Part two) By Mike French



In part one of my, I wrote about the importance of creating a plan, about doing the most important things first, about the power enthusiasm, and about doing everything with excellence. Here are more success keys.

## Do everything you do with a positive mental attitude

Your mental attitude greatly affects your ability to achieve success. I have a business friend who seems to have the Midas touch with everything he puts his hand to. He is one of the most positive people I know. He seems to find a positive solution in every situation, no matter how negative it may look. He is inspiring and fun to be around. Another person I know is just the opposite. He goes from one failure to another and seems to sabotage every opportunity by snatching defeat out of the jaws of victory. The difference between these two people is their mental attitude. Their attitude affects everything, especially their success. Positivity promotes positivity and negativity promotes negativity. It is that simple. When you have a positive mental attitude toward what you do, your mind helps increase your productivity. Positivity encourages the mind to be inspired and motivated to work. Individuals who have a positive mental attitude usually find positive solutions to problems and they find ways to get things done on time.

To develop a positive mental attitude, begin with what you think about. Reliable studies show you cannot behave inconsistently with your dominant thoughts. If your head is filled with negative thoughts, you will behave negatively and you will behave positively with positive thoughts.

- Program your mind with good information. Replace negative input sources, tv, news, social media, movies, negative friends, etc., with positive ones, such as self-help and how-to business books.
- Take training classes and watch educational videos. Join business peer groups and enlist positive mentors.
- Learn new learning skills from places, like online Skill Share.

As you fill your mind with positive input, your mental attitude will gradually change and so will your success rate.

## Associate with successful achievers

A few years ago, while delivering a two-part marketing seminar to several hundred automotive recyclers, something happened during the break. When people went to the rear of the auditorium for refreshments and a meet-and-greet time, they formed into subgroups; the mom and pops found other mom and pops, consolidators found other consolidators, parts dismantlers found other parts dismantlers, etc. As Benjamin Franklin noticed so long ago, "Birds of a feather,

flock together." These people already knew each other and because they had things in common, they felt comfortable being with like-minded people.

However, if they want to grow beyond their present success level, they will seek out people that are beyond their current success level. The mom and pop person would be stretched and challenged by getting together with owner or managers of a larger company.

If you want to become more successful, hang around with more successful people. Seek out people who have already done what you are doing now as mentors and role models. Find people in your area of business who have already



achieved success and have developed skills and habits required to be excellent and successful. You can learn a lot from them. Jim Rohn, said it best, "You are the average of the five people you are around".

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## SELL YOUR CATALYTIC CONVERTERS AS PRECIOUS METALS

Recore Trading Company as buyers and processors of catalytic converters and a leader within the industry has specialized in catalytic converters since the very beginning of cat recycling. Maximize your profits at Recore Trading by selling your cats based on the return of the precious metals they contain. Our customers consistently see significantly higher returns for their product.



# 4 Strategic Planning By Sandy Blalock



Following ARA's Strategic Planning retreat earlier this year, a new Association Strategic Plan was adopted by the Board of Directors in July. The plan represents a direction that will guide current and future work over the next three years. ARA's Strategic Plan is grounded in the Association's mission to advance the automotive recycling industry and promote its beneficial effects on society. It identifies four strategic initiatives that are the means through which ARA plans to translate its vision into practice. The initiatives focus on **branding, non-dues revenue, government advocacy, education/certification/compliance**. Each initiative is a series of implementation strategies that define ARA's commitment of resources, as well as goals that measure progress and future success.

"This Plan is a representation of ARA as the eyes, ears and voice of the professional automotive recycling industry," noted Scott Robertson, ARA President. With the direction and guidance, the Strategic Plan provides, and the support of our ARA volunteer leaders and members, I'm confident that ARA is well equipped to meet any challenge that comes our way."

Our strong commitment to education for our industry led us to acknowledge our need to be the leader in providing education and training on electric and hybrid vehicles for our members and the industry. As such we are proud to announce we have developed new Electric (EV) and Hybrid

Vehicle Training Modules focused on all information automotive recyclers and dismantlers will need to process electric or hybrid vehicles at end of life.

## Strategic Planning Cycle



There will be 8 modules that will be video or webinar style of no more than 30 minutes in duration, with test questions after each module. These modules will be available on the ARA University website soon and will include:

1. An Introduction to EV types, identification and high voltage technology used in EV's

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# Keys for Achieving Success in Everything You Do (Part two) By Mike French

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## Don't quit!

Persist and persevere at what you do. Be a finisher! Many times, people don't achieve success only because they gave up too soon. An old joke is told about the guy who worked for years trying to develop a new soft drink. His first failure was called, "1 Up". His next attempt was called, "2 Up". One failure followed another. He finally gave up in frustration when "6 Up" failed. He did not realize how close he had come to achieving massive success.

Success is often achieved by sheer tenacity against insurmountable odds. Thomas Edison had 10,000 failures on his way to finding a light filament that would work. He said, "Negative results are just what I want. They are just as valuable to me as positive results. I can never find the thing that does the job best until I find the ones that don't." That reminds me of the short commencement speech given by Sir Winston Churchill. He said, "Never give up! Never! Never! Never! Never!"

## WE'LL GO THE EXTRA MILE!

Because Recore Trading Company treats others how we want to be treated, we are known for our prompt, courteous and friendly service with immediate cash payment. And most of our customers are not only our suppliers, they are our neighbors and have become long lasting friends.



Mike French is an author, speaker, publisher, consultant, and owner of a successful business. Since 1982, Mike French and Company has offered 400,000 different promotional products, graphic design, all kinds of printing, direct mail services (lists and fulfillment), and publishes an industry trade magazine for automotive recyclers in North America: "The Auto Recycler's ToolBox Magazine". Contact: 1-800-238-3934 – mike@mikefrench.com – www.mikefrench.com.



*Happy Holidays!*



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## Strategic Planning *By Sandy Blalock Continued from Page 4*

2. Risks and Dangers
3. Tools and PPE
4. Recovery, transportation, storage of the vehicle, and vehicle assessment
5. Preparing Vehicle for Safe handling
6. Dismantling
7. Levels of responsibility and management guidelines and
8. When Things Go Wrong

Along with the new training ARA also has an updated - Electric and Hybrid Vehicle Technology manual. This new EV/HybridVehicleManual will be available on the ARAU site for downloading along with resource guides from many of the OEM's that has additional dismantling information along with battery location, removal and recovery.

We are also very proud to announce that we have produced a new Depollution Training module that will be on ARA University soon. It will include all aspects of what is required to depollute vehicles in a recycling facility. We

thank the Automotive Recyclers of Massachusetts for their donation that made this depollution training possible. We continue to add additional training and resources on the ARA University and have many changes planned for 2021.

ARA wants all auto recyclers to know that ARA, is the voice of the professional automotive recycling industry. Our dedicated staff, consultants and volunteers are always looking out for your best interests. We will leave no detail unattended to protect your right to do business, as a professional automotive recycler.

### EXPERIENCE

As buyers and processors of catalytic converters and a leader within the industry, Recore Trading is celebrating over 30 years in the business. We have specialized in catalytic converters since the very beginning of catalytic converter recycling!!





Celebrating  
Over  
30 Years  
In Business  
1989-2020

## SELL YOUR CATALYTIC CONVERTERS AS PRECIOUS METALS & MAXIMIZE YOUR PROFITS!

- Get paid for every gram of precious metals in your converters!
- Cut out all of the middlemen—we decann, mill sample and lab analyze all in house, maximizing your profits!
- Over 30 years experience in the metals business and every Recore Trading supplier has seen higher returns!



Give us a call today; we are ready to earn your business!

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## Laughter is the Best Medicine

This man just wanted to go to sleep, but what happened next left him terrified.

Three guys were at a deer camp. They had to bunk two to a room.

No one wanted to room with Steve because he snored so badly.

They decided it wasn't fair to make one of them stay with him the whole time so they voted to take turns.

The first night John slept in Steve's room and came to breakfast the next morning with his hair a mess and his eyes all bloodshot. The rest of the guys said, "Man what happened to you?"

He said "Steve snored so loudly, I just stayed up and watched him all night."

The next night it was Garry's turn. In the morning same thing, hair all standing up and eyes all bloodshot. Once again, they asked Man, what happened to you? You look awful."

He said, Man that Steve shakes the roof. I couldn't sleep a wink. I just watched him all night.

The third night was Herb's turn. Herb was a big burly guy who loved to fish and hunt—a man's man.

The next morning, he came to breakfast bright eyed and bushy tailed. "Good Morning, he said. The guys couldn't believe it. They said, "Man, what happened."

He said, "well we got ready for bed. I went and tucked Steve into bed and kissed him good night. He sat up and watched me all night long."



## So the Pope is SUPER early for his flight.

He asks his driver on his way to the airport if he could drive around for a while because they have time to kill and he hasn't driven a car since becoming the pope.

Naturally, he's a bit rusty, so he's driving poorly, when suddenly he sees police lights behind him. He pulls over and when the officer comes up to the window his eyes go wide. He says to the pope "Hold on for a minute," and goes back to his car to radio the chief.

Cop: "Chief we have a situation. I've pulled over an important figure."

Chief: "How important? A governor or something?"

Cop: "No sir. He's bigger."

Chief: "So, what? a celebrity or something?"

Cop: "More important, sir."

Chief: "A major politician?"

Cop: "No sir, he's much more important."

Chief: "WELL WHO IS IT!?"

Cop: "Well actually I'm not sure. But the pope's his driver."



## Three couples are trying to get married.

Three couples are trying to get married at the same church. There is a young couple, a middle-aged couple, and an elderly couple. The three couples meet with the priest and discuss when they can get married.

"If you wish to get married in my church, you must all go one month without having sex," says the priest.

One month later the three couples return to the church and talk to the priest. He then asks the elderly couple, "Have you completed the month without sex?"

"Yes we have, it was easy," replies the elderly couple.

"How about you?" He asks the middle-aged couple.

"It was hard, but we didn't have sex for the whole month," they respond.

"And how about you two?" He asks the young couple.

"No we couldn't do it," responds the boyfriend.

"Tell me why," says the priest.

"Well my girlfriend had a can of corn in her hand and she accidentally dropped it. She bent over to pick it up and that's when it happened."

The priest then tells them, "You're not welcome in my church."

"We're not welcome in the supermarket either," says the boyfriend.



### OUR DOCK IS OPEN MONDAY THROUGH FRIDAY

Recore Trading's dock is open Monday through Friday from 7:30 AM to 4:00 PM for drop off with professional buyers available for immediate cash payment. *Get paid MORE at RECORE!*

PROUD MEMBERS OF:



**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](mailto:sales@recoretrading.com).