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

Leaving money on the Table Floor

By **Don Belisle, Sr.**

Recently one of regular suppliers sent us a drum of loose ceramic catalyst from broken converters that he had been saving up for about a year. We had talked early in 2020 when I explained to him that there was a considerable amount of money being left on the

floors of his shop. I explained that at Recore we had the equipment and the knowledge to analyze his sweepings and the dropped chunks of converter material and would pay him for every gram of precious metals contained in the loose catalyst.

This particular yard deals in both late model parts cars and scrap cars. His procedure was to have the drum near where he stored his converters and every time loose material was seen on the floor, they would sweep it up and put it in the drum. By keeping the drum nearby, it made it that much easier for the employees to gather up the sweepings. Anyone who has handled converters knows that there is always loose material left on the floor anytime converters are thrown in or loaded out. I had explained that it was crazy not to be saving this material. I recall him saying that he believed there was so little material that it could not be worth much. I disagreed and explained that he would be very surprised at how much this (trash) was worth. As they got in the habit of sweeping up this material quite often, there would be a small amount of other trash mixed in (that's OK) but it was mostly catalyst. "Just put it all in the drum," I explained. The dismantlers were also trained to be on the lookout for any ceramic that fell from the converters they were removed in their dismantling bays as well. Almost every time a converter is cut off and drops to the floor, a little chunk or dust falls out. In most yards the chunks are walked on, swept up and thrown out at the end of the day. This makes me cringe every time I see it!

In an effort to give the employees incentive to put forth the extra effort, this yard owner made a policy insuring that the proceeds of the drum would be split 50/50 between the house and the employees. This certainly gave them the incentive needed to put in the extra effort of sweeping up chunks and dust then putting it all in the drum. Since this was

PRSR STD
 U.S. POSTAGE
PAID
 FIVE MAPLES

the first year the yard had initiated the program, they really had no idea what to expect, but they were not expecting much. Most likely the employees thought that the owner was trying to squeeze pennies from the trash.



The plan was to send us the drum early in December with the thought that everyone could use a little extra money for the holidays. I was thrilled to see that the yard and the employees had stuck with the plan and actually had a drum nearly full at the end of the year. We processed the material right away and called the owner with the results the following week. That drum of sweepings and chunks picked up from the floor was worth over \$10,000.00! The owner was thrilled. The employees were thrilled. And we were thrilled to provide a new revenue stream to their yard. After the employees split up their \$5,000.00, they saw the rewards of their efforts and are now way more aggressive in saving every bit of catalyst they see. I predict next year's drum(s) will be worth \$20,000.00 Overall, a big win-win for everyone involved!

Inventory Turns: You've Got to Understand Them 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.

You simply must spend more time understanding inventory turns and cost of goods. (I don't mean cost of cars.) One of my good friends, Gary McKinney, a new car dealer, taught me to focus on turns first, margins last. If you are analyzing a return on something over a yearly basis and you put money into materials that return a 50% margin over the year and you compare that to inventory that turns over quickly at 20%, consider how much more you would make if you turned the smaller margin over six times a year as opposed to the larger margin only once a year.

Hundreds of business owners fall into the trap of buying the big item or the pretty item with the money they've generated. Perhaps they think they look good because they have it around. But if cash flow is thin, stay away from items that turn over slowly and favor the inventory that turns rapidly. You'll generate a whole lot more of that valuable revenue from items that, though they have a smaller profit margin, are favorites among customers.

Now there's a calculable point of poor return for which you want to watch. Don't go by a blanket statement. Big margins are not bad and little margins that turn rapidly are not all favorable to your business profit. Get out your calculator and crunch some numbers.

I know this is confusing but let me give you an example. If you buy a car for \$1,000, and it has a cost of goods sold (COGS) percentage of 33% (meaning that it will produce \$3,000 in parts sales), and you turn it (at cost) twice during the year, you will have \$2,000 in the bank. (You double your cost, with another thousand to go in year two.) But, if you buy a car for \$1,000 with a 33% COGS, but turn it 6 times (at cost), it will produce the entire \$3,000 in 6 months (3 turns in the first 6 months, equating to 6

turns annually). In the second case, you have your entire purchase price back in 60 days, ALL the cost AND profit in 6 months, and then you are back to the pool to buy another car. So, the same \$1,000 can produce \$2,000 annually, or \$6,000. One is obviously better than the other. Remember in the second example that you had to process twice as many cars (because you are buying them faster); so those costs increase.



At one yard, I followed a profitable numbers trail toward acquiring more trucks for salvage because I observed that, though the margins were not as high as some of their other products, truck parts turned over rapidly. They could hardly keep them in their inventory.

We'd buy them; money would flow like the snap of a finger, sometimes almost before we could process the parts through our system. We learned by analyzing the numbers. We made a very progressive buying decision by comparing returns.

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, 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 based on the precious metal content.



How to Survive, Thrive, And Even Prosper, During an Economic Downturn



There has been much talk in the news about recessions that may or may not be happening. Fear mongers predict a big economic downturn. The truth is, if you were to speak to 100 economists, you'd get 100 different opinions on the matter. And what is a recession anyway?

According to one definition I read, a recession is a prolonged period of time when a nation's economy slows down, or contracts. Such a slow-down is characterized by a number of different trends, including: people buying less stuff, a decrease in factory production, a growth in unemployment, a slump in personal income, and an unhealthy stock market. According to this definition a slow-down has to continue for at least six months to be considered a recession. Then there is the standard newspaper definition which says simply that a recession is a decline in the Gross Domestic Product

(GDP) for two or more consecutive quarters.

The fact is that some major lending institutions are in trouble for lending too much money on thousands of homes

that are now in foreclosure. To offset troubling bank losses, the Federal Reserve has cut its lending rate. The IRS's tax rebate may or may not make any difference. Gas prices continue to climb and no one can deny the negative affect that has on the national economy.

During an economic downturn most companies let employees go and look for other ways to save cash. They cut back on all non-vital expenditures. That usually includes advertising. Cutting back on your existing advertising could be a mistake, however.

This may be a good time to start advertising if you haven't advertised previously.

If you have advertised regularly in the past, don't stop now.

If you plan to stop spending for advertising, you should probably rethink your strategy.

Many business owners curb advertising during recessionary periods and therefore remove themselves from consumer awareness. Even though eliminating advertising costs may be beneficial to their bottom line in the short term, their receipts also decline proportionately; with sales hindered by lack of promotion. In other words, their short term solution could actually cause long term negative consequences. This finding is backed by a report from *Ogilvy on Advertising* - which cites a study they did on this subject. They found that if a business stops advertising a brand which is still



By Mike French

in its introductory phase, that brand will probably be killed forever. Ogilvy also stated that studies of the last six recessions have demonstrated that companies which do not cut back their advertising budgets achieve greater increases in profit than companies which do cut back.

If you have not advertised regularly in the past now may be a good time to begin. No matter what happens to the economy, some things have not changed and will not change. Consumers *still* need certain things such as food, clothing, shelter and a car that runs! So they still need auto parts. And you can be sure that they will be looking for more ways to save money. This is a great opportunity for recyclers to use this opportunity to advertise the value of using recycled parts because of the cost-saving benefit. You can focus on a few short-term selling techniques such as sales and price promotions, which use coupons and other incentives.

Monitor your competitor's advertising. If they're cutting down, seriously consider increasing your advertising budget and increase the amount of advertising you do. This is a great opportunity to capture and retain a larger share of your target market. Avoid gimmicky and clever advertising. Center your message on the benefits and advantages of your product and service. Employ direct response advertising techniques. Use hard hitting copy with simple but convincing language, as well as a special offer the prospect will find hard to pass up. Be sure to include a strong call to action.

Avoid ads that look like all the other ads. They should appear as vital messages that offer customers the most value for their money. Stress quality and durability. Consumers are looking for as much value as possible. This is a good time to emphasize the aggressive quality control systems you have in place. Spotlight any warranty protection programs and guarantees that you offer.

Spend your advertising dollars carefully by being specific and targeted with your advertising. Be sure to send the right message to those most likely to buy. If you do a direct mail campaign, keep your mailing list "mean and clean" by updating it through the National Change of Address Service (NCOA) to make sure you are sending to the

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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.



Even in 2020 We Should be Thankful and Grateful By Sandy Blalock



Although November has always been known as a time when many will be focused on thankfulness and gratitude, perhaps being thankful and grateful every day of the year can serve a greater purpose and have a more profound impact on our lives.

The textbook definition most often says “thankful” means being conscious of benefits received. The person receiving the benefits has an awareness of a beneficial gesture...and responds as such. Often, it’s automatic, such as saying “thank you” when someone does something nice or helpful. It’s an expression of appreciation for something another person has done for you. It’s more about the act itself (and how you feel about it) than the person doing the act.

Thankfulness is most often tied to politeness, with society and a child’s upbringing conditioning people to express thanks for a kind act – either instantly (with words) or later (with another form of communication: email, card, phone call).

We tend to think of thankfulness as something that lasts for just a short time, most often with little or no thought even given to the act once thanks has been shared. Showing that one is thankful is often easy to do, as it is a fleeting response. Most of us don’t think being thankful is something hard to do, in fact for the most part we consider it fairly simple.

So why is gratitude a more important feeling? I personally believe it is because it fosters a sense of wellbeing, serenity and satisfaction. A grateful feeling comes from



a deeper place within yourself or your heart. We may think that our thoughts create our feelings, but we could also say that feelings may also influence the language we use in our head to formulate our thoughts. What

we communicate to ourselves every day will impact how we view life as well as our environment. When we find that bond with gratitude, quickly our view of life, relationships, circumstances, as well as our surroundings will have a more positive tone.

Gratitude is often much more memorable than thankfulness. It can last a long time. When you feel gratitude, you may have that sense of appreciation for many years. Gratitude often encompasses shared experiences, love, commitment and devotion with special people in your life. For many who focus on gratitude regularly, it is a way of life...a state of being.

It's not wrong to be thankful and show it. Random acts of kindness, as well as intentional acts of kindness, occur every day and it's important to express our thanks for it. And not just because we've been taught that it is the "polite" thing to do. Rather, thanking people for kind gestures creates a positive feeling within us and can, with time, foster true gratitude for people in our lives.

So yes, there is a difference between being thankful and grateful and it's certainly great to be thankful. However, at the same time, we should all strive to feel grateful, as gratitude is part of how we make sense of our lives and the people within it. When we keep it in the forefront, we are able to credit our loved ones with the appreciation they deserve. By striving to make gratitude a discipline, many things such as time spent with family,

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How to Survive, Thrive, And Even Prosper *Continued from Page 3*

businesses you intend to send to. Your list should have all the changes of addresses for those who have moved. This will make your printing and mailing costs worthwhile.

No one knows for absolute certain what is going to happen with the economy. But any talk about a recession

should prompt you to prepare - just in case. Remember “perception is reality” to those who believe that they are in a recession or fear that one is on the way. Some people will always behave as if there *is* a recession. This, however, can be your strategic marketing advantage if you use it wisely.

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

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.



Happy New Year to All By D.J. Harrington



In the past years, it has been my pleasure to write for the Recore Magazine. Even though we are beginning a new year, I believe the first quarter of this year will be remarkably like what we experienced over the last 9 months. However, I am hopeful it will be better. I am certainly looking forward to taking my grandchildren to a movie in a large theatre and not just watching Netflix in the living room. I cannot wait to buy them snacks and popcorn at the food counter. That has not happened in a while. Here in Georgia, we can eat at certain restaurants and order take out. So, COVID requirements are less stringent here than other places.

My poor daughter juggles her own business work around that of her three elementary school children with classroom or online training. Their basketball season with reduced number of games is starting soon but only two parents are allowed in the gymnasium during each game. Social distancing wins again! That decree leaves out grandparents attending games. So, I will not get to witness them playing, scoring, winning, or losing any game. Hopefully, someone will keep me posted on how it is going.

When I look back over 2020, it was a crazy year that most of us will want to forget. Who still remembers the start of 2020 and all those plans for URG and ARA conventions? Car-part.com had also scheduled dates for their training. The World Tour was set up all over the country in small and big cities alike. With all that pre-planning and scheduling, it was going to be a prosperous year for everyone. Now, all of us look forward to the promise that the new vaccine can offer us more hope

against COVID-19.

Do you make resolutions for the New Year? I do every year! I always say that I will lose weight, cut back on drinking Stella, and that I will pray more. Good intentions, right? In 2021, I plan to do more reading of good books and catch up on talking to my friends in the recycling industry. I want to spend more time with my grandchildren and speak kinder to people.

I do not know about you, but as I write this article for Recore Magazine, I think



about all the articles from issues past. This new year will be very meaningful for me. I lost some good friends in 2020. My neighbor's brother and my dear friend, Herman Cain, died from COVID. You will remember Herman ran for President in 2012 and that he was a serious contender for the Republican Party nomination with his famous proposal, 9-9-9 tax plan. Herman died at age 74 on July 30th, 2020. First time Herman and I met was in 1996 when he was Chairman and CEO of Godfather Pizza. We spoke at the same convention and became good friends.

In 2021, I want to be more grateful. I want the attitude of gratitude to permeate my being, to be more thankful for things, people, family, and friends. Before I go to bed at night, I plan to list five things that I am grateful for that day. I also plan to say thank you to others more every day. It is obvious at my age that life is not a sprint but a marathon. I must slow down, take each day as it comes, remembering that little things in life really matter.

I need to be more thankful for the stem cells in my legs. It

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friends, coworkers and loved ones, takes on a new depth of meaning.

Try making gratitude something you focus on and practice in a very deliberate way, whether it is expressed outwardly or felt inwardly. It will change you and the relationships in your life for the better!

Positive or negative feelings will influence our choices. We all need to make a conscious effort to choose more positive choices which should lead to more positive outcomes. So, in theory, gratitude can actually affect outcomes in our lives, relationships, jobs and yes even the world.

I am thankful and grateful every day for my family, coworkers and friends and the fact that I can do something I love, helping and protecting our industry for the future and for all of you reading this I wish you a very Merry

Christmas, Happy Hanukkah, Kwanzaa, or Boxing Day and for the New Year May 2021 bring you all great joy, happiness and success.

Thankfulness is measured by the number of words.

Gratitude is measured by the nature of our actions – David O. McKay

EXPERIENCE

As buyers and processors of catalytic converters and a leader within the industry, Recore Trading is celebrating over 29 years in the business. We have specialized in catalytic converters since the very beginning of catalytic converter recycling!!



Managing in the Digital Age By Chad Counts and Robert Counts

Navigating the constant influx of changes in technology can be exhausting. Insurance programs, inventory software updates, social media, website development, e-bay, CarPart, the list goes on and on. All these tools are meant to save time and provide you with greater resources, but often lead you to running in place if you are unable to integrate them efficiently.

Integrating technology into your operation is unavoidable if you want to keep up with the increasing pace and cost of the salvage industry. Those who are able to leverage technology most effectively at all levels of their organization will be able to produce more quickly, efficiently and accurately. As access to vehicles and prices become more available and competitive, the ability to compete against other operators becomes increasingly important.

Ultimately it comes down to:

- Who is able to produce the most sales with their facility?
- Who is the most efficient operator in terms of expenses?
- Who produces the most per vehicle?
- Who has the most productive employees?
- Who is the most profitable?

Being able to cut through the noise of the industry and day-to-day busyness while keeping a close eye on the important figures that impact your bottom line is critical in the digital era. The digital era makes it increasingly possible to have easy access to Key Performance Indicators (KPIs) and critical decision-making data in your hands at a moments notice. Yet, this is only half the battle in navigating management in the digital era.

"Management is doing things right. Leadership is doing the right things."

Once you have your KPIs and decision-making data available to you, the job now becomes one of leadership and management. So before we worry about doing things right we have to make sure we are doing the right things.

Happy New Year to All *Continued from Page 5*

protects me from getting or giving COVID-19 to anyone.

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. We have the expertise to sort your cats into categories of similar precious metal content to maximize return. Then de-cann and process them in house, analyze in our lab and pay you for every gram of precious metals you sold us. Doing everything in house cuts out all of the middlemen and we sell our product to an automobile manufacturer.



You Lead People:

Starting with leadership, what is the vision for how customers will view your company and what employees are working towards accomplishing?

- Set short-term and long-term goals that you will monitor with the same KPIs incrementally to make sure progress is on track,
- Determine if goals need to be adjusted up or down, or if training or personnel changes need to be made.
- Establish a clear organizational structure that makes it apparent who is responsible for accomplishing each of the goals and that also promotes accountability across departments.

You Manage Processes:

With clear directives and goals set, the task is passed to management to determine the right steps for accomplishing the tasks. Once the steps are established, managers then train and motivate their employees toward accomplishing the task. Setting small milestones and goals that can be used to determine if things are on track or need to be changed.

Managers should be attentive to feedback from employees regarding opportunities to improve processes and reward them if an idea proves beneficial. Employees also need to know the numbers that they will be measured by and provide information regarding barriers to success as quickly and efficiently as possible to their managers to shorten the amount of lost time.

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Find us on Facebook.

My faith means a lot to me. This past year has been a rough one, but I am still here. Others are not. My three grandchildren love spending time with me, and I cherish spending time with them. So, this new year is going to be great for me because I am alive. I will appreciate what time I have left.

Before I sign off, remember the URG Training Conference is scheduled for April 7th – 10th in Dallas, Texas and the Annual URG Scholarship Foundation Golf Tournament is happening on April 8th. I will keep you posted on that.

Happy New Year everyone! See you next time!

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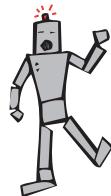
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Laughter is the Best Medicine

Hospitality: making your guests feel like they're at home, even if you wish they were.

A man buys a lie detector robot that slaps people who lie. He decides to test it at dinner. He asks his son, "Son, where were you today during school hours?" "At school." The robot slaps the son. "Okay, I went to the movies!" The father asks, "Which one?" "Harry Potter." The robot slaps the son again. "Okay, I was watching porn!" The father replies, "What? When I was your age I didn't even know what porn was!" The robot slaps the father. The mom chimes in, "Haha! After all, he is your son!" The robot slaps the mother.



One day a man came home from work to find his wife crying hysterically in the kitchen. "What's wrong, dearest?" asked the confused husband. "Oh darling," sobbed the wife, "I was cleaning little Suzie's room when I found whips, handcuffs and chains under her bed, along with a very erotic porn magazine! Whatever are we going to do?" "Well," replied the man, "I guess a spanking is out of the question?"



I'm a mailman. At Christmas this year, Mrs. Jankowitz met me at the door and invited me in for a great breakfast spread. After I ate, I thanked her and she said, "There's more." She took me to her bedroom and showed me moves I had never imagined. I told her



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.

I had no idea she felt this way. She said, "I don't." I ask, "What was all this about?" She says, "I asked the husband what to give the mailman." He said, "Screw the mailman, breakfast was my idea."



Three babies are in their mother's womb. One of them says, "I want to be an artist so everyone knows what it looks like in here." The next one says, "I want to be a swimmer because I get so much practice in here." The last baby says, "I'm going to be a hunter because if that snake comes in here and pokes me again, I'm going to chop that thing in half!"



Grandfather Sitting On the Porch

A man is walking down the street, when he notices that his grandfather is sitting on the porch in a rocking chair, with nothing on from the waist down. "Grandpa, what are you doing?" the man exclaims. The old man looks off in the distance and does not answer his grandson. "Grandpa, what are you doing sitting out here with nothing on below the waist?" he asks again. The old man slyly looks at him and says, "Well, last week I sat out here with no shirt on, and I got a stiff neck. This was your Grandma's idea!"



Bubba and Leroy

Bubba and Leroy were sitting on the front porch of a trailer house. Leroy says "Bubba, you and me are bestest buddies. If you was gone huntin and I had sex with your wife and she had my baby, would that make us Kin Folk?" Bubba replied " I don't know Leroy, but it would dang shore make us even"



The Drill Sergeant

As a group of soldiers stood in formation at an Army Base, the Drill Sergeant said, "All right! All you idiots fall out." As the rest of the squad wandered away, one soldier remained at attention. The Drill Instructor walked over until he was eye to eye with him, and then raised a single eyebrow. The soldier smiled and said, "Sure was a lot of 'em, huh, sir?"



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