

STRONGEST BUYER OF CATALYTIC CONVERTERS



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

There is No Profit Like a Known Profit!

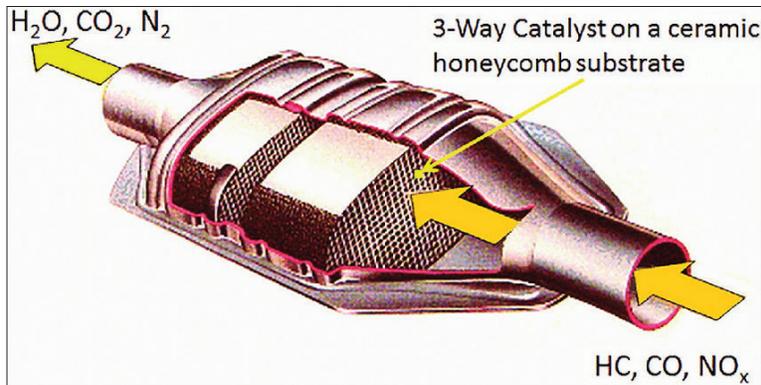
By Don Belisle, Sr.

As converter prices continue to rise exponentially, the question I hear most often is "When will they top out?" Great question and I wish I knew the answer. The truth is that no one knows. There are a handful of "experts" who are making educated guesses,

however; their guesses are no better than yours or mine.

Obviously, recyclers would like to maximize the returns they get for converters and who can blame them? We all want to get everything we can for what we sell. When a recycler asks me "What's going on in the market? I can see prices are very high and wonder if I should I sell now or hold on for even higher prices." The advice I give them now is always the same - the market is higher than it's ever been, so minimize your risk and sell now. A mantra that has served me well in business over the years is "There is no profit like a KNOWN profit!" Sure, it's possible you could hold your converters for a month, a year, a decade and maybe you would do better than you would today, maybe not. Maybe the market drops and you lose a small fortune. Obviously, it is a big risk so are the potential benefits worth it? If you sell now, you have the funds to reinvest in more cars and more converters so you can continue to turn that money into making a profit each time.

Here is what I see as a potential threat to the converter recycling industry. The science behind today's converters is basically the same as it was when converters were first introduced nearly 50 years ago. As most of you know, in today's converters there is a natural chemical reaction that occurs between the precious metals and the harmful exhaust gasses. This reaction converts the harmful gasses into non-harmful or less harmful ones. Simply put, carbon monoxide and hydrocarbons are converted to carbon dioxide and water vapor. These precious metal elements involved can be recycled from old converters to new ones over and over again because they never wear out. Isn't nature a wonderful thing! As we all know, the prices of these metals have increased exponentially over the past few years. No one knows this better than the OEM auto



manufacturers. It costs them hundreds of dollars for the precious metals used in new converters that they must install on their cars in order to meet emission standards. Multiply this by the hundreds of thousands of cars built each year and you can see that they have a very significant expense. After all, they must meet emission standards and there is no way around it.

So there is more than a passing interest in developing an alternative technology that effectively treats exhaust gasses but at a lesser cost. Can a new technology be developed to treat exhaust gasses as effectively for less cost? I'm hoping not but betting yes! What will the new technology be - an electronic box, an after burner, or something completely new? Obviously, I have no idea if or when this may happen.

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Continued from Page 1

We do know that technology is advancing at breakneck speed and there are things we have in our lives today that we could not have even conceived of 10 years ago. We see this every day in every part of our lives. I realize that if the OEM's or any independent engineer developed a system to treat exhaust gasses without precious metals at a cost significantly less than the cost of the precious metals, it would be a windfall for them! Even if the costs of development were in the tens of millions of dollars the return on investment would be quick and long lasting. If this were to happen, the demand for recycled precious metals from converters would drop like a rock.

In today's world, 86% of recycled converter metals goes into the production of new converters. If this demand disappeared the price would plummet overnight! Yes, there are more electric cars being sold each year; however, the internal combustion engines will be around

for many years to come. If a new magic exhaust box were developed, the converter recycling industry would be devastated. Prices would drop dramatically and the way you run your business would change as well. The one good thing is that you would not be bothered 6 times a day by every new converter buyer in the world promising you the sky and the moon!

MARKET WATCH EMAIL ALERTS!

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A Power-Packed Person By D.J. Harrington



Sometimes when you meet someone, you know that your life and the lives of others will be changed forever. Truly gifts from above, these special people go beyond what is expected of them and when things happen beyond their control, they are ready to help at a moments notice. They have the words and the close relationship with the Almighty to react faster. I have watched my friend, Mike French, up close for years. Mike is one of those people because of his quick response to needs of others.

Such was recently the case when Mike received a call from an unknown person. I had known that this individual's brother-in-law decided to take his life, and the way it happened and where it was done was very hurtful to this man and his wife. What I did not know is that this hurting soul had reached out to Mike French because of hearing Mike talk about God and His power-packed promises revealed on Mike's podcasts. Even though this man did not personally know Mike at the time, he was willing to reach out for some help.

As Mike normally does, he intently listened as the caller described the devastatingly, gruesome scene where they found the deceased. The caller admitted that he blamed himself for not recognizing the signs of an impending suicide. After all, this man was family. With his kind words and soft, soothing demeanor, Mike worked this man through his immediate hurt and brought him to the throne of heaven with several power-packed promises found in the Bible. Hearing those promises and praying with that man was what the man really needed. That family has now accepted what happened and as time goes by, they will remember the good things about their brother and brother-in-law and not the bad. You know, it is true. God and time do heal hurt.

Any of you can probably recall times when Mike French

helped you during tough times. It might have been a family or friend situation or even a business issue. He probably prayed with you then and kept praying for you. Mike's always been a shining light for others to experience God in situations. His help shows God-inspired caring, and thoughtfulness toward others.

All of us know Mike from the Tool Box Magazine and how each edition helped our industry to excel. Based on the stories published in his books, Power-Packed Promises, did you know that you can hear his podcasts on iHeart, Spotify, iTunes, Pandora, Google Play, Stitcher, Amazon or wherever you get your podcasts? If you have heard any of his recent podcasts, you know Mike's power-packed promises help with daily living. There's a great deal of helpful information that can help all of us in his podcasts as well. So, tune in and see how listening to each one can help you have a better day.

Thank you, Mike, for sacrificing your time and energy by pouring into the rest of us the power you aptly speak about in your books. As Mike shifts from Editor-In-Chief of Tool Box Magazine to preacher and full-time servant of God, it brings an old chorus to mind. It's still being sung in some churches today.

The Lord bless you and keep you.

Make His face shine upon you and be gracious.

The Lord turn His face toward you.

Mike French is a true Ambassador for our Lord. Thank you for answering the call to help others full-time, Mike. If you would like to have one of Mike's books, you can still find them online at Amazon.com. You can also hear them by tuning into Power-Packed Promise With Mike French podcasts.

See you next time.

D.J. Harrington can be reached at 800-352-5252, email: dj@djsays.com, website: www.djsays.com.

Never Settle for Less By Becca Skowrya



A big part of my job is calling our suppliers from all over the United States. I get to hear so many stories about them, how they all got started, what's going on in their part of the country, etc. And most recently, I was on the phone with one of our new suppliers from down in the Southwest. He informed me he is

fairly new to this business/industry. We continued on with our conversation and he asked a lot of questions about our process. I explained that we are the converter processor... and just after that he said "you know, I don't think I'll have enough converters, I may not have the amount you need, I only get about 25 or so a month" and that's where I stopped him. I interjected and said "what do you mean you don't have enough? This is part of what Recore can do that no one else can!". He was surprised.

I went on to explain that we accommodate any size yard. We have suppliers that sell to us weekly, bi weekly, monthly, quarterly, yearly etc. Once they get to 100 converters they like to sell to us, so they can be paid based on assay. Our new supplier had no idea that was even possible! He thought he would have needed hundreds to thousands of converters to receive an assay payment. He was so used to the narrative of the "guy in the pick-up truck" coming by every couple of weeks waving cash in his face, telling him, "sell to me now, no one else will give you the amount of money I will" blah blah blah. He thought he was going to be handcuffed to the middleman, who was going to make a profit off of him, and then that guy will end up selling to a processor like Recore anyway.

When I first started at Recore, I would speak with our existing customers in the New England/Northeast area, everyone around here knows that if you sell to Recore, you don't need to be producing hundreds to thousands of converters to receive an assay payment from us. And now that Recore has gone nationwide, covering coast to

coast, it is so fun for me to tell these new yards that they CAN receive an assay payment, even if they average 25 a month! They understand that if they just save up for a few months and have the discipline to say "thanks but no thanks" to the guy coming by every week, that they will make so much more money selling to us. And what is even more fun, is telling them that they get paid immediately and receive their assay payment about a week or so after! They are always pleasantly surprised by the quick turn around.

After my initial conversation with my guy from the Southwest, he wanted to get an idea on pricing, so he sent over a couple of converters to get an idea. I was happy to do this for him but I couldn't stress enough that the price we are going to show him is BEFORE assay, and he will receive MORE after assay. So, he emailed over a couple and we sent pricing back. He called me back and by the tone of his voice, he seemed cautious yet optimistic and somewhat confused. He went on to say "so your pricing is way better than anyone I've dealt with down here, and just to be sure, this pricing is just the initial check? I'm still going to receive an assay payment after, correct?!" I responded "yep!". He was shocked, he realized just how much he had been losing out on. So not only was he surprised we can pay him based on assay if he has 100 converters, he was surprised by just our upfront pricing alone!

After talking with him, it meant so much to me to hear the relief in his voice that he won't be "left out" of better pay, and he won't have to settle for less. It is nice to know the difference in cash flow that he just made by saving up his converters for a short time and selling to us, will be huge for him. Not only will he receive assay-based payment, he goes straight to the end user- he cuts out all of the middlemen!

If you have a yard similar to my guy in the Southwest, give me a call today at 603-437-3000! We truly can accommodate any size yard. This is part of what Recore prides itself on.



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.

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4 Bridle Bridge Rd, Hudson, NH
603-437-3000

The ARA and It's Members By Sandy Blalock



Most state associations and ARA do their due diligence to assure that strategic industry partners bring value and savings to our members. As specific areas of both the supplier's and buyer's business work together, this trusting relationship allows both parties to better understand the inner workings of the other. In some cases, both parties will be able to adapt

their own business practices and operations to better accommodate the other, and that can lead to further efficiencies, operational advantages and savings.

We have vendors in just about any segment of the industry that without hesitation support their state and national associations by exhibiting, sponsoring, advertising, and training. It makes absolutely no sense to me why we would give our hard-earned money to those who only show up at our doors when they need us.

The consolidation of the supply chain may allow buyers and sellers to reduce the number of suppliers they buy or purchase from - streamlining the buying and selling process and making budgeting and accounting a far simpler task. A successful supplier relationship program will often create a trusting partnership between a buyer and a supplier. I think this is key in today's modern auto recycling facility.

As an established supplier relationship develops, communication improves. Suppliers gain a more complete understanding of the businesses they serve, allowing them to meet the recyclers needs more effectively. Delays in the supply chain will decrease, and the flow of operations will greatly improve. And when issues in the ordering process do arise, the healthy working relationship between supplier and recycler will make such issues easier to resolve.

A huge problem has grown exponentially with the value of catalytic converters and an enormous uptick in catalytic converter theft that has not left our industry untouched. Everywhere you look someone is buying and/or selling

catalytic converters. I often wonder with all the awesome vendors buying catalytic converters why recyclers would continue to do business with 3rd party buyers that do not support our industry. I know that for many the attraction of being paid cash for your cores and cats is often hard to pass up, but remember this person buying from you today is going to be selling to someone and making money that rightfully belongs to you, not to mention they may also be buying from those who have illegally obtained the converters thus promoting theft.

Another issue is that ARA is tracking more than 40 bills in states related to catalytic converter theft as well as, who can sell and buy them. Some of those bills have passed and, in some states, it may now be illegal for you to sell catalytic converters to anyone who does not have a brick-and-mortar business and/or permit to buy cores and cats.

ARA has always and will continue to support law enforcement and their efforts to successfully prosecute catalytic converter theft. We as an industry do not want to support an underground business just because they offer that attractive quick cash payment. It really is our duty to support the companies that care enough to show up, sponsor and give back to recyclers, including many who so generously donated thousands of dollars to our Recycler Covid Relief that benefitted ARA members as well as our state affiliates in 2020.

Need help finding a vendor who supports and gives back please visit the Automotive Recycling Online Buyers Guide at <https://autorecyclingbuyersguide.com/> or you can also see the many supporters in the ARA Magazine, Recyclers Toolbox and your state association newsletters. I hope that each of you reading this will wisely choose to work with companies that give back to the industry we all love. Stay safe and don't forget to mark your calendars for ARA's 78th Annual Convention and Expo in Dallas, Texas November 10-13th. Hope to see y'all there!

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Sprucing up your Resume-AND-How an Employer can

Learn More from Resumes 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.

BUT... before I start, let me say this. The resume isn't the operative tool for getting looked at. Imagine how many resumes the employer is seeing! What really gets you in the door is the cover letter. Research the company where you are applying. Exhibit passion for the job... discuss your qualifications in the framework of what you learned about the company. Have someone else check your grammar and spelling because your cover letter and resume speak volumes about how professional you are and your attention to detail. If you can establish your credibility in the cover letter, close by mentioning some thoughts on what you can do to improve something about the company's products, etc.

A while back I had to write my resume highlighting my skills and business accomplishments. Because this was my first time to write my resume, I researched types of resumes online. I found three common types: Chronological, Functional, and Hybrid.

Chronological resumes are almost always written in reverse chronological order with most recent employment at the top, listing strong achievements in recent positions.

Functional resumes typically use functional headings to highlight areas of expertise or specific skills. Functional resumes mostly benefit someone making a career change or a job seeker who has gaps in employment, such as time off raising children. Functional resumes highlights areas of expertise and skills as opposed to highlighting positions held.

Hybrid resumes are the best of both worlds; this is the most common resume you will see in the marketplace. Typically, with the combination resume you would begin with skills and accomplishments, then follow with job titles listed in reverse chronological order. Hybrid resumes are best for job seekers who have performed a range of job functions. Regardless of the type you choose, remember that those seeking quality employees want to know one thing: what can you do for the company.

In December, I placed an ad to hire an administrative assistant. We received more than 300 resumes. For me, the combination resumes were the most straight forward, allowing me to quickly decide whether to discard the resume or interview the person. Remember that resumes are about looking good, but job seekers must be truthful.

A recent article I read stated that about one third of all job seekers provide false or exaggerated information on their resumes and that men are more prone than women to do so. I interviewed a promising applicant to replace my assistant, the first interview went well, but there were some things about her past employment that did not ring true to me. I did some checking and found that she had blatantly lied during her interview. Of course, we did not hire her.

A little resume sprucing is part of the process; employers expect you to jazz up your resume to tailor it for their job, but there's a big difference between jazzing up and lying.

When sending your resume include a cover letter indicating how your background matches the job specifications. When communicating by email use the subject line to your advantage, reference the job number or position because that makes it easier for the recipient to get your resume and cover letter to the right person.

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.

COMMITMENT

Recore Trading Company is committed to and welcomes the opportunity to earn your business. Whether you have 10 catalytic converters, 100 or 1,000's, you can sell your cats to us cutting out all of the middlemen. Customer satisfaction is our utmost concern and we promise you prompt, courteous and friendly service based on our core values—honesty, trust and dependability. You work hard and you deserve to maximize your profits so don't settle for anything less; GIVE US A CALL TODAY!



New Hampshire – Where “Junk”yard is a four-letter word

By Tara Mae Albert, M.S., Solid Waste Operator Training & Certification Coordinator

Nearly 20 years ago an unlikely partnership was formed between the NH Department of Environmental Services and the Auto & Truck Recyclers Association of New Hampshire. More specifically, on one side there was one spitfire woman in the Solid Waste Management Bureau that was tasked with cleaning up the junkyards in the state of New Hampshire. On the other was a duo, with one man who was just as much spitfire, and the other was a giant who brought balance to the conversation. Behind those two men were a motley crew of men and women who, like it or not, were brought along for the ride.

The facility owners wanted regulators to really understand all aspects of their business operations; the history behind them; and the role that they play in promoting sustainability through reuse and recycling. Surprising to them, NHDES staff wanted to listen, and learn.

During those early meetings, a respect was built between all parties. Everyone had a task at hand, with the underlying understanding of the importance of this work. To understand how groundbreaking this partnership is, you need to understand a little bit about how New Hampshire regulates junkyards. RSA 236, which came about through the efforts of Ladybird Johnson in the 1950s, authorizes each municipality to issue a certificate of location in addition to a license to operate a junkyard. Nothing in the original iteration of this statute mentions the environment, it was all about aesthetics and zoning.

In the 1990s, the NHDES was becoming more aware of activities at these facilities, most notably because of the health effects emerging around MtBE, which is why there was a push to regulate the junkyards. There are many environmental concerns with activities and operations undertaken at auto salvage yards, including contaminated soil, surface water and groundwater from mismanagement of automotive fluids; air quality concerns from burning hazardous materials; and altering of the physical attributes of water bodies due to heavy metal contamination.

Let's go back to the cast of characters that we met above. They recognized that when these facilities operate properly, and with purpose, these concerning contaminants can become valuable commodities and resources rather than nuisances and hazards. This led to stakeholder workgroups from multiple agencies, businesses and even political appointees to develop Best Management Practices (BMPs) for running these facilities in an environmentally-friendly and sustainable way.

While drafting, discussing and building the BMPs everyone came to the conclusion that these facilities were not junkyards, they were recycling facilities. So, the term motor vehicle salvage yard replaced the “junk” in junkyard thus dubbing the term a four-letter word. This subset of facilities wanted to be set apart from the locations identified in RSA 236, and be recognized as important contributors to their community rather than a visual eyesore and a source of contamination.

To officially designate these facilities as a step above, the local licensing law was redrafted to include a statement of compliance with the NHDES BMPs as a requirement for annual licensing.

Those in the partnership came to an understanding of how to run a facility without contaminating the land, water and air. Now, that information needed to be spread far and wide throughout the State. With a team of NHDES Staff, the yard owners and operators came together to once again listen and learn. There was a mutual respect build between the regulators and the regulated.

In addition to impregnating the BMPs into the annual license, a certification program was developed for those facilities that implemented work practices that go above and beyond the BMPs. Over the years, 30 yards reached NH Certified Green Yard status.

Ten years into this endeavor another woman took on the role of coordinating the now fully functioning and defined N.H. Green Yards Program. Her goal was to follow-up on the outreach and education efforts in the early years of the program and identify those facilities that required a more forceful hand to get on board with activities. She also focused on working with municipal officials to ensure that there was an understanding of roles between the three entities. Closing the gaps between all the parties involved with the successful operation of a motor vehicle recycling yard, in a community.

Fast forward another 10 years and there is yet another spitfire woman at the helm. She is tasked with closing the loop that was started 20 years ago by creating a general permit that enforces the BMPs that were developed and tested by NH's Motor Vehicle Salvage Yard Leaders themselves over the past two decades. The General Permit will allow businesses to continue operating well-run recycling businesses while giving NHDES the authority and ability to require that anyone scrapping vehicles to follow the same requirements.

This general permit will ensure that NH's Motor Vehicle Salvage Program will continue on with both promoting the environment as well as promoting well-run, important businesses. It also validates the work that was started 20 years ago and will help sustain the program for years to come.

While this story reads as a fairy tale, easy peasy, a sing-a-long, there were many times where the work got hard, unpopular decisions were made and great leaders were lost along the way. This program is a great success story where the term “junk” has been repurposed by those that know the business.

For more information regarding the NH Green Yards Program, you can go to <https://www.des.nh.gov/waste/solid-waste/regulated-facilities/motor-vehicle-salvage-yards> or contact the NH Green Yards Coordinator, Loey Pushee at Laurel.C.Pushee@des.nh.gov.



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Laughter is the Best Medicine

Casino Workers

Two bored casino dealers are waiting at the craps table.

A very attractive blonde woman from South Alabama arrives and bets \$20,000 on a single roll of dice.

She says, "I hope you don't mind, but I feel much luckier when I play topless."

With that, she strips to the waist, rolls the dice, and yells, "Come on, Southern girl needs new clothes!"

As the dice bounce and come to a stop, she jumps up and down and squeals,

"Yes! Yes! I won! I won!"

She hugs each of the dealers, picks up her winnings, and her clothes, and quickly departs.

The dealers stare at each other dumbfounded.

Finally, one of them asks, "What did she roll?"

The other answers, "I don't know, I thought you were watching."



Old Biker

An 89 year old man was stopped by the police around 2 a.m. and was asked where he was going at that time of night.

He replied, "I'm on my way to a lecture about alcohol abuse and the effects it has on the human body, as well as smoking and staying out late."

The officer asked, "Really? Who's giving that lecture at this time of night?"

"That would be my wife."



A Man Takes His Wife On A Birthday She'll Never Forget

A man asked his wife what she'd like for her 40th birthday.

"I'd love to be six again," she replied.

On the morning of her birthday, he got her up bright and early and off they went to a local theme park.

What a day! He put her on every ride in the park: the Death Slide, the Screaming

Loop, the Wall of Fear, everything there was! Wow!

Five hours later she staggered out of the theme park, her head reeling and her stomach upside down.

Right to a McDonald's they went, where her husband ordered her a Happy Meal along with extra fries and a refreshing chocolate shake.

Then, it was off to a movie – the latest Disney and what a fabulous adventure!

Finally, she wobbled home with her husband and collapsed into bed.

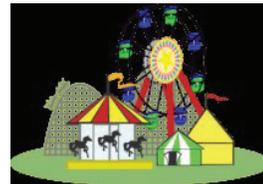
He leaned over and lovingly asked, "Well, dear, what was it like being six again?"

Wearily, she raised her head, and said;

"You idiot, I meant my dress size."

The moral of this story is:

When a woman speaks and a man is actually listening, he will still get it wrong.



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