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Secrets of Success or Is It Survival?

By Don Belisle, Sr.

When asked to write an article on the secrets of success I was quite perplexed. With everything we have to deal with in today's business climate, I thought I should be writing about survival rather than success. It is certainly true that

none of us business owners have ever had to deal with the roadblocks we have today! From the virus and the mandatory shutdowns to the help shortage, we are now experiencing a very different world from just a few short years ago. And a few short years ago, things were not that great to begin with! I feel most of the "secrets" to success in the past are still very applicable to survival; however, they must be applied as though they were on steroids!

Let's look at the 3 keys to success that most of us have used in the past. The first is hard work. We all know that it takes a ton of hard work to be successful. There is just no way around that. In fact, the degree of success in many businesses is directly related to how hard the owner has been willing to work. I have tremendous respect for the hard working people in our and any industry. I consider it a badge of honor to be recognized as a hard worker. In fact, one of the best compliments I ever received was from my stepson, who I raised from the age of 4 to adulthood. He said to me a few years ago that I was the hardest working person he had ever met.

The second key is to work smart and plan ahead. Yes, I know this is easy to say but not so easy to do. You must take the time to pick your head up from the grindstone and look around. Where are things headed? What are the more successful people doing? What will the future look like? These three questions are key to ending up in a much better spot! Many people have worked hard their whole life, but without using their head and planning ahead, they are working hard at the same thing they have been doing for XX years. In many cases they will come to retirement age with nothing more than accomplishing a job well done for XX years. I feel somewhat sorry for these people because, yes, they have worked hard but without using their head and planning, they are not in a spot where they

can reap the greatest rewards from their labors. A big part of using your head is in assessing the future as it relates to what you are doing in the present. Does it make any sense to work 20 years in a job or business that will not exist when you reach that 20-year mark? Should you look around and see where things in your and other fields are trending? It certainly does and doing so will pay big dividends. Adjusting where you are heading now makes all the difference 20 years later. The guy who says "I have been working hard and doing things the same for twenty years," reaches a point where his future is nowhere near what it could have been. Which guy do you want to be?

The third key is luck. This is the hardest key to gain but pays the most rewards. We have all seen entrepreneurs who, through a mid-level amount of work and planning, have reaped tremendous rewards largely because they were very lucky. Conversely, we have also seen those that have worked diligently, have used their heads and yet, without luck, their achievements have not been truly representative of their efforts. These people are still way better off than most but not as great as possible. I do believe you can make your own luck to a certain point and that greatly depends on how much you used Key #2, have worked smart and have a very positive attitude. If you are working hard (Key 1) and using your head (Key 2) you will get a certain amount of Key 3 (good luck). If you achieve all three, you have success.

continued on page 2

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Secrets of Success or Is It Survival? *Continued from Page 1*

When asked to write about the "Secrets to Success" I wondered what makes anyone think I know the secrets, and if I did why should I share them? Overall, it has been a great exercise for me to look back and talk about what has worked for me and also look at what has worked for

other successful business owners I have seen. Everything written here is nothing more than my opinion; however, it has worked for me.

To quote Seneca the Roman Philosopher:

When opportunity meets preparation, success is inevitable.

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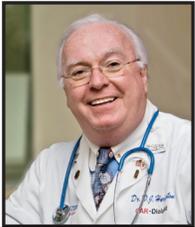
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Thank You, URG! *By D.J. Harrington*



From all the students that have received a scholarship from URG, there's a big **"THANK YOU."** Last year, URG gave away \$40,000 to help our children and fellow employees go to college and vocational schools across this great country.

To discover more about URG's generosity to its own, go to their "URG On-The-Go" podcast episode #36 and hear all about it. You will also hear from some of the recipients as well. It's truly a blessing to hear how your financial assistance has affected their lives.

I'm also still looking for some charitable people to become an "Ambassador" with me by pledging \$11.00 a month or \$132.00 for the entire year. Last week, I spent that much money while feeding my grandchildren at an inexpensive Mexican restaurant. Before I go any further asking for help, here are some names of people who helped with the URG Scholarship Foundation Golf Tournament in 2021.

Brock Supply, Wheels America, Auto Data Direct, Denton Auto Salvage, Bay Auto Parts, Bionic Auto Parts, EZ Suite, eComply, ACE/MCI Commodities, Wheels America, EQ Cores & Recycling, Online Parts Depot, Supershear, Sharp Auto Parts, Don & Terri Porter, Bishop International, United Catalyst Corporation, Communication Consultants of Colorado, PGM of Texas, A&P Auto Parts, Recycler's Cross

Dock, American Auto Salvage, DJ Harrington, Custard Core Supply, Knox Auto Parts, Car-Part.com, Aesop Auto Parts, SAS Forks, RAS, AXE Payments, Fenix Parts, IAA, Solera | Hollander, Mr. R's Auto. To these Ambassadors, thank you very much for your support.

Everyone of these folks gave so we could give a hand up, not a handout to deserving students. This premier event of the year is being held in New Orleans April 7th-9th, 2022. It will be epic. You can go online to register at www.u-r-g.com. What's your function at this upcoming event? Perhaps you want to exhibit or donate an auction item for Friday's reception at World War II Museum then email Jennifer McPherson at jmcperson@u-r-g.com. If you want to sponsor a golf hole, it's only \$150 or you can buy the flag with your company logo on it for only \$250.

This upcoming conference will be one of the best conferences ever held by URG. So, while you're there, enjoy two days of expert training, award-winning speakers, networking opportunities, exhibitors and mixers. To get weekly URG Conference updates over the next few months, you can tune into the URG On-The-Go podcast wherever you get your podcasts. We are located world-wide. Please meditate on or pray about being an "ambassador". See you in New Orleans on April 7th-9th, 2022.

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This Is Why You Should Start Setting ‘Unrealistic’ Goals

Stop worrying about what other people think and start setting massive goals to get where you want to go.

By Nick Gilmour



Remember that poster that hung up in our classrooms as kids? It said something like, “Shoot for the moon. Even if you miss, you’ll end up among the stars.” We were surrounded by motivational quotes telling us to dream big and achieve big, but somehow, as we got older, we lost that mentality along the way.

Now, we worry more about what other people will think about our big goals. We hear people close to us saying we’ll never reach the moon, and we start to believe it. We’re told our dreams and goals are “unrealistic,” so we make do with something smaller, something less worthy of our ambition.

Worrying about what other people think holds us back and prevents us from focusing on what we have to do. But when we start to focus on ourselves, we begin to understand that their thoughts don’t matter and that we can excel in what we want to do.

I have very unrealistic goals for myself and my business, and it’s a good thing — it keeps me motivated and striving to do better all the time. And that’s also a major win for my customers: They’re always going to get the best possible version of me.

If you’re going to reach the big goals, don’t forget your roadmap

I’m not saying that you should be dreaming up these big goals without some kind of roadmap to get you there, but yes, I’m telling you to dream big. Yes, I’m telling you to have these so-called “unrealistic” goals and make them realistic for yourself by working harder than everyone else and dedicating your free time to achieving real success.

Never give up on your dreams — no matter how stupid they may seem. Just know that the bigger the dream, the more hard work required to realize it. The two are directly proportional. As long as you keep that in mind, you’ll always get where you want to go. Trust me, you’ll start getting addicted to the hard work because it gets you results.

Take the big risks to see the big rewards

When I wanted to open my store, everyone said “Oh, you already have a job, and it’s a big risk.” They also worried that I’d lose a lot of money (not that I had any). But I understood the risk and reward involved and was willing to go all-in. I sacrificed my personal life, but it worked out. My top goal is to earn more than the richest people I know combined — times a hundred.

Your goals could be bigger or smaller, but don’t let anyone tell you that you can’t get there. And if they continue to mock you or tell you to “Just give up already and be happy with what you have,” then, honestly, don’t spend time with them anymore. I’m not telling you that you can’t be happy right now where you are. In fact, it’s the opposite. We shouldn’t waste the time we spend working towards our goals and not enjoying the journey. Just remember that there’s another destination waiting for you — so don’t get too comfortable. This isn’t it for you if you don’t want it to be.

What if I have big goals but feel no motivation?

A lot of us are super ambitious. We want that house on the water, the business that gives us financial freedom, to travel the world or finish that novel. We have the ambition in us because we want the best and to be the best, but when it comes down to it, we just aren’t motivated. Something else distracts us, or we let other tasks bog us down and keep us from focusing. Then, by the time we have the time to get motivated, we’re too tired. Suddenly, a decade has passed, and we’re still in the same spot.

You need to understand the difference between motivation and ambition. You could have all the ambition in the world, but if you’re not motivated to follow it through, nothing is going to happen.

Stop thinking about your personal or business goals as something you’ll get to after everything else is done. Instead, make it your top priority and get to the rest later. If you don’t end up cleaning the living room because you were too busy hashing out a strategy, don’t worry about it. If the dishes sit in the sink until tomorrow, who cares?

Think about where you want to be in the next decade and what you need to do to get there. Set tiny goals if you need to and reward yourself when you hit those milestones, read the books that you know are going to push you to succeed, carry a notebook of positivity or go out and find that motivational poster.

Whatever you do, don’t prove those people right because you didn’t feel like sitting down to work tonight. Prove to yourself that you’re worthy of the moon — and don’t stop until you set foot on hard rock.

Written By

Nick Gilmour, *Entrepreneur Leadership Network Contributor*

Nick Gilmour is a serial entrepreneur with over 10 years of successful business startups in the retail, real-estate and manufacturing industries. He has an accelerated-growth mentality with a “grassroots” business approach.

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The Common Denominator By Becca Skowrya



Over the past few years while working for Recore, I have had the privilege of meeting some extraordinary people. Some in person, some online, and some just over the phone. I have been very fortunate to be able to talk with entrepreneurs from coast to coast. I can't help but notice they all have particular qualities in common. Here is what I have observed among them:

Their ability to adapt, no matter the circumstance

A lot of times when things don't go as planned, it's human nature to give up and complain about how "I can't catch a break". It's way easier to play into the "woe is me" mentality, that is just the way brains are wired. But these overachievers that I am talking about, fight through that. They may certainly feel like they can't catch a break and may complain aloud occasionally, but nevertheless they keep on going. They forge ahead, they forge the skills, determination and adaptability. They continue to forge the necessary skills that no one else is gaining because the others have decided to quit.

Their willingness to learn

They are constantly interested and learning. They are always either reading books, articles, or listening to podcasts. They seem to be inquisitive about everything, not just their area of expertise. They have an open mind and see opportunity in just about everything. Some of the information they have learned they will decide to keep and consider it useful, or they just learn it and move on. They don't criticize the information that is irrelevant to them. They always choose to engage in conversations even if it doesn't pertain to them.

They surround themselves with other high achievers

Many high achievers surround themselves with other successful people. There is a natural competitive

behavior among them, so when they are surrounded by their equals or those who may be more successful, it sparks that competitive drive. They want to be the best, so being around people who are "better" makes them uncomfortable. It pushes them to do more because they don't want to be the "best of the average", they know that will only make them weaker. By surrounding themselves with other overachievers, they have been able to constantly be uncomfortable and master it. They also learn from others as well. It's not just about "what" you know, sometimes there is more value in "who" you know.

They all struggled

Almost every successful entrepreneur has had it rough. Many had nothing, or they lost it all at some point. They have figured out that you can't learn unless you make mistakes. They also believe that the harder life is, the more resilient you become. When s*** hits the fan, you figure out what you're capable of. "The same boiling water that softens the potato, hardens the egg. It's about what you're made of, not the circumstances". This saying is true for many of them.

What I've realized is anyone can be successful if they put their minds to it. But you've got to be willing to persevere because it is never easy. Recently, I was listening to a podcast where a successful businessman was asked "what would you say to someone who needs that extra push"... he responded, "if you need that push to do it, then it's probably not the right time." And that really puts things into perspective. We can all read and watch what Elon Musk, Warren Buffet and Bill Gates are saying, but you have got to be the one who does it. Motivation does nothing without action. If you're lucky enough to have that competitive edge and drive, then watching them and listening to them can certainly help. But action is what will get you there. You just need to do it. And that is what the main common denominator is among the successful.

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Are You Taking Care of Your Employees? If Not, Others Will!

By Ron Sturgeon



I recently lost an accounting person who had been with me a few years. When I went to replace her, I found that I had to pay considerably more than I was paying her. These are unprecedented times we are in, and labor markets are certainly not acting normally. Most of your employees, and likely your best ones, are not looking to move. But

don't think that other employers won't approach your employees, including your competitors. It's not mean, folks. It's just capitalism. We have been trying to hire a janitor for several months, offering \$22/hr., with benefits. We are having no luck.

I know that you don't want to go around and give everyone a raise, and I am not proposing that. But we both know that inflation appears to be here. The question could be should I give a raise now and keep the talent or wait 3 months then pay more to replace those who leave, a raise now looks even better (or perhaps just a spiff based on some epical accomplishment or achieved goal) especially when you factor in the required training and hiring cost.

I hear you when you say you can't pass the costs along to your customers. Actually, those that are tuned in know that there are supply chain and availability issues for many OEM parts. When did you last look at setting stock levels, and studying Days in Stock (DIS) for the parts you just sold? In many cases, you sold parts within days of their arrival. When that's the case you can raise the price for that part, likely considerably, and you may slow down the sales a little, which can be a good thing.

Saying yes in 3 weeks at a higher price instead of 3 days at a lower price is a non-financial event for you from a timing or cost perspective, but it can be huge for your margins. Also, if you are selling almost everything to other recyclers, who are almost certainly marking it up, it may be time to consider selling more to the shops and not losing that margin. There may have been a time when it made sense to sell a high percentage of your parts to other recyclers, but those days are gone for many. If you are in an area with no population, and can't or won't deliver into the big markets, it could make sense if you can buy your cars cheaply enough.

I know, buying has become such a pain. The vast majority of recyclers are still buying on their gut, rather than actually figuring up the saleable parts on every car, like Bid Buddy does. I always laughed when competitors told me others were paying what they thought were "crazy" numbers for cars, and they were doing it week after week. If you are seeing that, you should be paying attention because you can pay more for cars and sell the parts for less when you buy the right cars.

What we all know:

- These times are unprecedented.
- Costs and cars are up
- Denial is not a river in Egypt. Stop being in denial. You are going to have to raise your prices so that you can take care of employees and still make a profit.
- It isn't going to get better.

If you can't raise prices, then your business is too fragile, you have waited too long, and its time to rethink, sell or retire.

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 businesspeople. 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. Ron's upcoming and last book is titled *Homeless to \$100 Million*. He has been giving business advice for years, but he has 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.

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Laughter is the Best Medicine

Very Angry Wife

A man left for work one Friday afternoon, but since it was payday, he stayed out the entire weekend partying with the boys and spending his entire paycheck instead of just going straight home. When he finally appeared at home on Sunday night, he was confronted by a very angry wife and a two-hour tirade befitting his actions. Finally his wife stopped the nagging and simply asked, "How would you like it if you didn't see me for two or three days?"

The man replied, "That would be fine with me."

Monday went by and he didn't see his wife. Tuesday and Wednesday came and went with the same results. Come Thursday, the swelling went down just enough that he could see her a little bit out of the corner of his left eye.

Donkey

A Cajun named Jean Paul moved to Texas and bought a donkey from an old farmer for \$100. The farmer agreed to deliver the donkey the next day.

The next day the farmer drove up and said, "Sorry, but I got some bad news. The donkey died."

"Well then, just give me my money back."

"I can't do that. I went and spent it already."

"OK then, just unload the donkey."

"What ya gonna do with em."

"I'm gonna raffle him off."

"Ya can't raffle off a dead donkey!"

"Sure I can. Watch me. I just won't tell anyone he's dead."

A month later the farmer met up with the Cajun and asked, "What happened with the dead donkey?"

"I raffled him off. I sold 500 tickets at \$2 apiece and made a profit of \$898."

"Didn't anyone complain?"

"Just the guy who won. So I gave him his \$2 back."



Robot Car

A man ordered a voice automated robot car that does anything he tells it to do correctly without any error.

He got the car and became very proud of what the car could do without mistakes.

One day, he was home and his wife told him to tell the car to go and pick the children from school as she was very tired.

The man agreed and said to the car, "Car! Go and bring my children from school."

The car went and didn't return in time as expected, they knew something must be wrong.

Several hours later and with no car, the man became apprehensive.

He dressed up and got ready to lodge a report at the police station.

As he and his wife stepped outside they saw the car coming with an overload of children.

The car parked right in front of them and said, "These are your children, sir."

In the car, were their Landlady's two daughters, their choir mistress' two sons, his wife's best friend's daughter, their pastor's son and their neighbor's two sons.

The wife who was angry shouted at her husband,

"Don't tell me all these are your children!"

The man asked her calmly, "Can you first tell me why our children are not in the car?"



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