

**STRONGEST BUYER OF CATALYTIC CONVERTERS**



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

## Number 1 Question

By Don Belisle, Sr.

The number one question I get is, "Where do you think the PGM pricing is heading?" As we all know, PGM (platinum group metals) pricing controls the value of scrap catalytic converters. Every single time I am asked about this, I give my honest answer which is always that I have no

idea. There are many "experts" who try to predict what the markets will do and they have one thing in common - they are almost always wrong. Even if the PGM market

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followed the traditional supply and demand scenario, it would still be very difficult, if not impossible, to predict.

The fact of the matter is and has always been that the PGM markets are more driven by fear than anything else. History has proven this many times over.

### A couple of recent examples prove this to be true:

A few years ago, when the government in South Africa announced that they would only be able to provide the PGM mines with 90% of the electricity they had received in the previous year, the PGM markets skyrocketed.

Conversely, a few years ago, GM announced that they anticipated new car sales to be down the next year and PGM prices dropped like a rock.

So, if you looked at the state of supply/demand for the next year, you would be inclined to think that prices should keep increasing. By far, the largest consumer of PGM's is the new car industry. It needs these metals in ever larger amounts to meet the increasing emission standards. The computer chip shortage should end, new car production should increase dramatically and demand for PGM metals should increase greatly as well.

Ok, that is a reasonable deduction; HOWEVER, as we have seen countless times in the past, one headline from anywhere in the world that strikes even the smallest amount of fear in any part of this industry and the markets react

violently in either direction! We have seen this time and time again. Looking at the world stage, it is extremely easy to see that such a headline is not only likely but that it is very likely a certainty. Just look at the Covid epidemic, the possible war in Ukraine, the collapse of the southern border, and the direction in which our current leaders are taking us! As we all know, catastrophes of the greatest proportion are expected by most of us. These will absolutely affect the PGM markets to which we all sell and the way they go is anyone's guess!

My feeling is that prices are very good right now and I feel the chance of the prices dropping catastrophically is real and the possibility of tremendous losses is outweighed by the known prices now. With that in mind, I hedge my metals every week. Sure, things "could" take off in the positive direction but I feel the risks do not outweigh the rewards. Remember that there is no profit like a known profit. A bird in the hand... We all know that the bears and bulls make money, and the pigs get slaughtered. Don't get slaughtered!

### Driver Shortage

In our industry, we are all experiencing help shortages. This is true nation-wide and seems to affect the recyclers a bit more than most. Recyclers I talk to all say the same things - they cannot get dismantlers, salespeople, or delivery drivers.

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## Number 1 Question *Continued from Page 1*

The owners themselves are doing every job in the place just to keep things going.

The shortage is even worse in the CDL A semi-truck driver sector of the work force. At Recore, we have had semi-trucks since the beginning and by far the toughest and most aggravating part of our business has been finding, hiring, and keeping good semi-truck drivers. I have even put programs in place where I would train the person to get their CDL A for free provided they agreed to stay at Recore for five years after getting their license. In all cases, five years and a day after getting their license, off they went.

So, in the recent past, we started hiring owner/operators who would pull our trailers. This has worked with a fair amount of success; however, we would lose some control over the situation. Now we have reached the point where we cannot even get decent O/O's or drivers at any price. Something needs to change. When you offer a truck driver \$35.00 per hour with benefits and ask him to winch down the load and be sure nothing will fly off the crushed cars and he laughs at you, something is very wrong. When the drivers make more money than the company does, something has to change.

## See You in New Orleans *By D.J. Harrington*



Oh Yes! I will see you in New Orleans. Recently, I did a short video message for URG on the upcoming annual conference. When I said that I will see you, I will. However, I will let Rob Rainwater, Ryan Falco, Bill Stevens and Scott Robertson tell you why it will be a good one. Their comment on the video

is truly a great opener for the next URG conference.

I believe letting these four people, that everyone knows, tell you, "See you in New Orleans" is the best start to what I believe will be the best conference ever held. First, here are the dates, April 7th through the 9th. The famous golf tournament is scheduled for April 6th. Remember, all proceeds from the golf tournament go toward the URG Scholarship Foundation. So don't miss it. Last year they gave away \$40K in scholarships to recyclers and children for college and trade school tuition.

If you bring all your team, together, you'll experience the premier event in the automotive recycling industry. Yes, the Friday night reception will be held at World War II History Museum, US Freedom Pavilion. There's a reason for that. Even though we shouldn't dwell on the past, we should continually look to the future by remembering what's happened in the past. I have spoken to lots of recyclers this past month. People are wanting to meet and celebrate with fellow recyclers to discuss how we can get better. So, "STOP" working your face over time.

I was so proud of last year's conference. We gave away two, 2014 vehicles to two very needy families and then headed to the URG Friday night program at the House of Blues where URG and recyclers across the US and Canada congregated to give over \$57K to help our children for this coming year. I can't wait to see what we give away in 2022. Scholarship applications are available on the URG website. Go to [www.u-r-g.com](http://www.u-r-g.com) to see if your children could qualify for this year's scholarship.

Let's make 2022 a year to remember. Lots of new speakers will present this year. The number one electric vehicle trainer in the United States will be speaking and will also man a booth at the show. If you want to see if a booth is

still available, sponsor a golf hole for \$150 or sponsor an event, call Jennifer McPherson at 512-677-6202.

Most importantly, you don't have to be a member of URG to go to this URG training conference. If you don't want to have a fire in your yard from an electric vehicle, then come to learn how to safeguard your yard by the same people who trained Tesla and all the hybrid companies. Come hear the military interrogator, Eric Maddox when he describes the dramatic capture of Saddam Hussein. That's right, Eric Maddox will be speaking. This will be the best attended annual conference.

I can say that because I've done seven different podcasts. Yes, I know it's no secret there are more electric and hybrid vehicles on the road today, and the number will skyrocket in the next year, especially with OEM's such as Ford and Chevrolet giving public commitment to electric vehicles. That commitment includes the iconic Mustang and F-150. There are hazards and risks that you must be prepared to deal with to keep you and your team safe. I realize that I'm telling you that the number one company in the country will be at this conference. It's because you'll return home with everything you need for your yard. Listen intently to what I'm saying and don't miss out on receiving FREE risk analysis and guidance service information.

If you listen to the URG podcast, "URG on the Go" every week, you'll hear a new, inspirational episode. To help all recyclers, we are available on Spotify, iTunes, Pandora, Google Play, Stitcher, iHeart Media, Amazon or wherever you get your podcasts. Over the last months, we have had lots of your friends on this podcast.

See YOU on the podcast. AND, see YOU at the 50th anniversary celebration of the Automotive Recyclers of Michigan on May 20th – May 21st, 2022, at Morris Rose Auto Parts, Kalamazoo, Michigan where this year's ARM Road Show and Business Networking Conference will be held. "Old DJ" will be the emcee for that weekend, and I'm looking forward to it too. I'll also see YOU in New Orleans at the URG Annual Training Conference, April 7th - 9th and on the golf course on April 6th. See YOU in New Orleans.



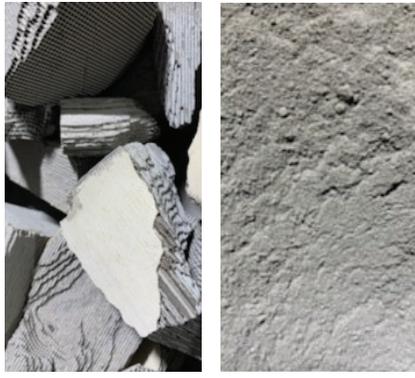
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# The 12 Rules for Life

## A summary of Dr. Jordan B Peterson book 12 Rules for Life: An antidote to chaos

By Becca Skowyra



The past few years have proven to be extremely difficult. Our worlds were flipped upside down when the pandemic hit. Many, especially those in business, faced tremendous uncertainty during these unprecedented times. People and businesses were hit hard with restrictions, mandates, safety and health concerns, etc.

I think the world has had enough. That really became apparent when our friendly neighbors to the north decided to hold their Freedom Convoy. It was inspiring and refreshing to say the least. Learning about that led me to researching world renowned Canadian psychologist Dr. Jordan B. Peterson. If you haven't already heard of him, I would strongly recommend looking him up. He details the 12 "rules" to live by. For those who are struggling, these rules will be life changing.

### **Rule #1 Stand up straight with your shoulders back.**

First impressions are important, you need to come off as confident as possible. Confidence exudes competence. Competence is power but not in a tyrannical sense. You don't want to look like defenseless "prey"... so be a lion, not a sheep.

### **Rule #2 Treat yourself like someone you are responsible for helping.**

When reviewing his materials about rule # 2, he comically says something along the lines of: if your dog is sick, you bring him to the vet, the vet prescribes the medication, you go pick it up and you give your dog the medication exactly how it is recommended. But when it comes to you, if you're sick and need medication, you may not administer it exactly how you're supposed to. The whole point of this is realizing you're a person of value and what you have to offer is important. Take care of yourself, so you can continue to provide value to others.

### **Rule #3 Make friends with people who want the best for you.**

When Dr. Peterson says make friends with people who want the best for you, he means make friends with people who DEMAND the best from you. It's best to surround ourselves with people who know we are far more capable than we may believe. It may seem like tough love or criticism, but it's not. It should be taken as a compliment because those who are pushing you, believe in you.

### **Rule #4 Compare yourself to who you were yesterday, not to who someone else is today.**

When looking to improve yourself, just base your improvement on who you were yesterday, last week, last month and so on. It is human nature for us to compare our lives to others, especially with social media. However on Facebook, Instagram etc, we are only seeing the

highlights of someone else's life. When we compare our lives or successes to others, we are not seeing the full picture. Only compete with yourself and nothing else.

### **Rule #5 Don't let your children do anything that makes you dislike them.**

This is about raising your children to be well liked. If your child is acting in an obnoxious manner and you don't correct it, they will continue that behavior into adulthood. In order to be a successful adult, they need to know how to behave appropriately in social settings. It's perfectly fine to allow your kids to be imperfect and unique, but it is not okay to allow them to be inappropriate/immature (especially as they get older). You are only setting your child up to fail if you allow bad behavior to continue. Nobody will want to work with or be friends with someone that is "bothersome"... so don't let your child be.

### **Rule #6 Set your house in perfect order before you criticize the world.**

This chapter is very dark and morbid as it pertains to some of the most evil people on the planet. I'll spare you the details. Basically this rule is to meditate on your own resentments about yourself. Listening to your resentments is one of the best things you can do. This is similar to "before you point the finger, make sure your hands are clean". So before you blame everyone and everything else for your problems, evaluate yourself to see what you can do to change it and ask yourself if you're causing it. Consider the question "have I done everything that I should and can, to set my life straight?" If you do this, you will realize that the world is not to blame. You will also find, more likely than not, that you are both the reason and solution for your problems.

### **Rule #7 Pursue what is meaningful, not what is expedient.**

Set a goal, develop a vision, work towards it, and things inevitably get better. It's far easier to stay within our comfort zone, but if we don't pursue what is meaningful in a timely manner, we may look back and have regrets. We don't want to procrastinate on what we should pursue now. Before we know it, five years will pass and we will be further away from our goal.

### **Rule #8 Tell the truth or at least don't lie.**

If you act in truth, then the order you produce is good, regardless of how it appears. It's an axiomatic ethical proposition that the job of whatever extracts order from chaos is properly done, if it is done in truth. "If you act out a lie, you weaken your character. If you have a weak character, then adversity will mow you down when it appears, as it will inevitably. You will hide, but there will be no place left to hide. And then you will find yourself doing terrible things." (Peterson)

## The 12 Rules for Life *continued from page 4*

### **Rule #9 Assume that people might know something you don't.**

You always want to enter into a conversation so that when you come out, you end up wiser than when you went in. Other people can see things about ourselves that we can't, so always keep an open mind, and always be willing to make adjustments when needed. That is not to say "conform" to everyone else's standards, but rather, be aware of any shortcomings that you may have and be willing to adjust accordingly.

### **Rule #10 Be precise in your speech.**

Let's assume you are going through a rough time in a relationship and you don't know why, you can't figure it out, it's unnamable. This problem is manifesting itself in a physiological discomfort, so you begin to talk about it, and finally you are able to name it. As soon as this problem has a "name", it goes from this cloud of foggy potentials to knowing exactly what the problem is. Once it has a name, it becomes precise. Now that you have precision in naming the problem, your imagination cannot wander into the terrible things that it has the potential to wander into. This is a way to "tell it like it is".

### **Rule #11 Don't bother your kids when they are skateboarding.**

This means to let your kids do "dangerous" things safely. Let them learn for themselves. Allow them to make mistakes. When kids can do dangerous things safely, they learn to keep pushing the boundaries-learning it's okay to go past their limits. There is a gift in letting others struggle. Besides, a little scratch never hurt anyone!

### **Rule #12 Pet a cat when you encounter one.**

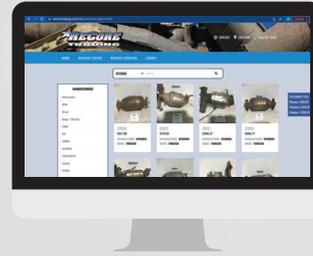
This rule applies to when tragic things such as the death or illness of a loved one are happening around you, and you feel somewhat powerless. To "pet the cat when you encounter one" means to keep your eyes open for the "redemptive elements of being" to pop themselves up. It's about how to manage oneself when circumstances feel too much. When things seem to be going to hell in a handbag, you've got to shrink your temporal horizons. When tragedy strikes, people will say "this too shall pass", which is true, but not when you feel like you're on fire because you've got to plan for the next two seconds. When your world around you is falling apart, you can only take things day by day. So pet the cat when you encounter one to just find the little things in everyday life that can be soul-sustaining when you're in a very dark space.

In closing, I was compelled to write about this after seeing the Freedom Convoy, hearing people's stories, and learning about the toll it has been on everyone. The pandemic we face in 2022 will not be covid, but rather, the deterioration of ourselves due to circumstances that have arisen from covid. Dr. Peterson's 12 rules for life can help people tackle their everyday struggles.



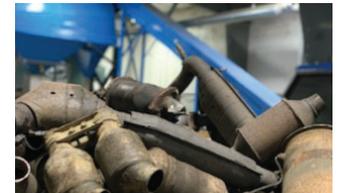
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# 3 Steps to Leading Strategy Execution for Short-Term Tasks and Long-Term Success

Nov 30, 2021

## From American Management Association

Whether it's repositioning, outsourcing, undertaking a new technology, launching a new initiative, or expanding into new markets, executing a strategic goal is an involved process. Without sound leadership at every phase, even the best-thought-out plan with remarkable business-transforming potential is bound to wind up on the pile of brilliant ideas that failed to live up to their promise.

To ensure ongoing progress towards achieving the ultimate strategic goal—as well as dealing with problems that come up along the way before they escalate—leaders need to keep a firm eye on short-term tasks and near-term priorities. These are the immediate and specific tasks or steps associated with executing the strategy. Such priorities should be measurable and manageable—that is, realistic for the project team to get done within the desired timeframe. As a general rule, near-term priorities in a strategic plan should be executed in 90-day cycles. To meet that mark, regular progress reviews are essential.

As part of its professional development mission, American Management Association (AMA) equips business leaders with the skills and knowledge to accomplish what for many remains an elusive feat: the successful implementation of strategic goals. One critical component is the **Monitor, Review, and Evaluate Approach**, or MRE for short. Applying MRE helps business leaders stay focused on short-term tasks and near-term priorities, step by step and stage by stage.

It all starts with being a keen observer and keeping check on what's happening. The Monitor steps helps you discover whether your approach to strategy execution is working. Was the short-term task delivered as promised? Have timelines been met? Did team members encounter any obstacles or setbacks? Has progress been made toward the

ultimate strategic goal?

Then, it's time to look more carefully and critically. The Review step guides you through a deeper examination of the short-term tasks that were just completed. What worked, and what did not? Were there any unexpected outcomes, whether positive or negative? Is the team ready to continue moving toward the ultimate strategic goal?

After Monitor and Review, it's time for an honest appraisal of the quality of the short-term tasks. The Evaluate step encourages leaders to pause and take stock. Should the strategy be modified? Are the initial assumptions still valid? Should the team build on their incremental work and priorities met and keep on going—or does the plan need an adjustment?

The MRE Approach should be repeated at the end of each 90-day cycle throughout the strategic plan. By paying close attention to how near-term priorities are executed, you can learn valuable lessons for the long-term project. And, as a leader, you can take comfort in knowing: A project with a good, strong beginning and a solid middle is almost certain to have a satisfying ending.

### About AMA

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## Laughter is the Best Medicine

### Magician vs Parrot

A magician was working on a cruise ship in the Caribbean. The audience would be different each week, so the magician allowed himself to do the same tricks over and over again.



There was only one problem – the captain’s parrot saw the shows each week and began to understand how the magician did every trick. Once he understood he started shouting in the middle of the show, “Look, it’s not the same hat.”

“Look, he is hiding the flowers under the table.”

“Hey, why are all the cards the Ace of Spades?”

The magician was furious but couldn’t do anything; after all, it WAS the captain’s parrot. One stormy day the ship had an accident and sank. The magician found himself adrift on a piece of wood in the middle of the ocean... of course, the parrot was adrift on this same very piece of wood with him.

They stared at each other with hatred, but did not utter a word. This went on for a day... then another ... and then another. After almost three days the parrot finally says, “OK, I give up. Where the heck is the boat?”

### Old Man

A 79-year-old man is having a drink in a bar. Suddenly a gorgeous girl enters and sits down a few seats away. The girl is so attractive that he just can’t take his eyes off her. After a short while, the girl notices him staring, and approaches him.



Before the man has time to apologize, the girl looks him deep in the eyes and says to him in a sultry tone: “I’ll do anything you’d like. Anything you can imagine in your wildest dreams, it doesn’t matter how extreme or unusual it is, I’m game. I want \$100, and there’s another condition”.

Completely stunned by the sudden turn of events, the man asks her what her condition is. “You have to tell me what you want me to do in just three words.”

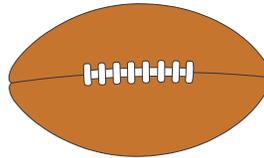
The man takes a moment to consider the offer from the beautiful woman. He whips out his wallet and puts \$100 dollars in her hand —He then looks her square in the eyes, and says slowly and clearly: “Paint my house.”

(Our needs change as we get older, and we tend to look for bargains. And if you are my age you have to think that this could happen to you.)

### Super Bowl

A man had 50 yard line tickets at the Super Bowl.

As he sits down, another man comes down and asks if anyone is sitting in the seat next to him. “No,” he says, “The seat is empty.” “This is incredible!” said the man. “Who in their right mind would have a seat like this for the Super Bowl and not use it?”



The first man says, “Well, actually, the seat belongs to me. I was supposed to come with my wife, but she passed away. This is the first Super Bowl we haven’t been to together since we got married in 1987.”

“Oh . . . I’m sorry to hear that. That’s terrible. But couldn’t you find someone else - - a friend or relative, or even a neighbor to take the seat?”

The man shakes his head. “No, they’re all at the funeral.”



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