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### STRONGEST BUYER OF CATALYTIC CONVERTERS



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

## The Good and the Bad

By Don Belisle, Sr.

Being an auto recycler has always had its ups and downs. As we all know both the parts side and the scrap side of the salvage business have undergone tremendous changes in the recent and not so recent past.

Not that long ago the recycled part sale had only one competitor which was the OEM part. The salvage yard usually priced the recycled at one half of the OEM list price. Used parts sold well, the customer saved money and got a quality repair, and the salvage yard made a profit as well. Then when all the saleable parts had been harvested the carcass was scrapped and the catalytic converter was sold as the "gravy". Its value was never a consideration when the yard bought the car.

In today's world the recycled part must compete with the aftermarket part. The use of aftermarket parts is mostly mandated by the insurance companies who have included the use of aftermarket parts as part of the terms of their policy! Aftermarket parts have saved the insurance companies millions of dollars, dollars that used to go to the salvage yards.

On the scrap side of the business are yards that now must buy cars and consider the value of the converter as the primary factor in how much they pay for their car inventory, and mistakes can be costly. On certain cars if the OEM converter is either missing or replaced with an aftermarket unit the cars value can be more than \$1000.00 less! When you are buying cars online the risk factor has grown exponentially. Catalytic converters wholly control the price of scrap cars!

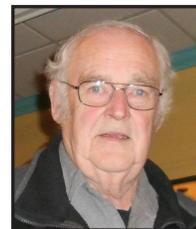
At Recore we do all we can to give our suppliers every bit of information possible in an effort to make them educated & profitable buyers. This works well as long as the OEM converter is on the car. Where do we go from here? Converter prices as of today are still on the rise which is

good. We all know the day will come when the bottom falls out and the converter prices plummet as well. Will the yards be stuck with a lot of high-priced inventory that's value has fallen off a cliff? Will converter and car flat prices continue to climb? The truth is no one knows for sure. At Recore we protect our suppliers with price hedging, here is how it works. Our supplier will call and say I have 200 converters coming to you next week please lock in my prices today. We gladly lock him in, he gets his converters in and gets the guaranteed price he locked in at. No risk, no worries. If the price dropped, he still gets his locked in number.

If you have a question, give us a call, we will do all we can to help our suppliers.

## Good By Old Friend

A couple weeks ago I was very surprised to learn that Bruce Crawford had passed away. How can this be? I just talked with him a few days ago. Well, it was true. Bruce passed very quickly. After going into the hospital on Friday with apparent heart issues, he passed on the following Monday.



Bruce was the Executive Director of ATRA-NH (Auto and Truck Recyclers Association). He served in this position for the past decade or so. Not only did he run

*continued on page 2*

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GOLD	SILVER	PLATINUM	PALLADIUM	RHODIUM
1964.30	25.62	1056.00	2725.00	17400.00
-32.90	-0.25	-9.00	-163.00	+0.00

## Good By Old Friend *Continued from Page 1*

the association, but he was also a registered lobbyist and represented us well at The State House in Concord. He would watch all upcoming legislation and represent the recyclers interests. He also was our liaison with ARA and did a great job there, too.

In his former lives, Bruce ran his own truck repair facility, sold new and used Peterbilt Trucks and many other truck and tractor interests. Like most of us, he had dirty fingernails for years!

I'll never forget the first time I met Bruce. It was in the late 80's. At the time I had just started Recore and a big part of my business was buying scrap trannies. I had an old General tri-axle truck with a pulp loader to load the

transmissions. Well, I was up in the Bow, NH area, fully loaded and had a flat tire. I pulled into the garage at the truck stop. Bruce owned the repair facility and he came walking out asking what I needed. I explained that I must have picked up a bolt or something in a yard and had a flat tire. The tire was junk. I didn't have much money, so I asked Bruce if he had a used tire. Bruce said in his "Old Yankee" way that he might have something. He looked around and came up with a well used tire. I then asked if he could give me an inspection sticker as well since that was due. He looked at me kind of funny and said "Well, I think I can find 4/32" on those tires somewhere. He treated me fairly, got me on my way and we were friends ever since.

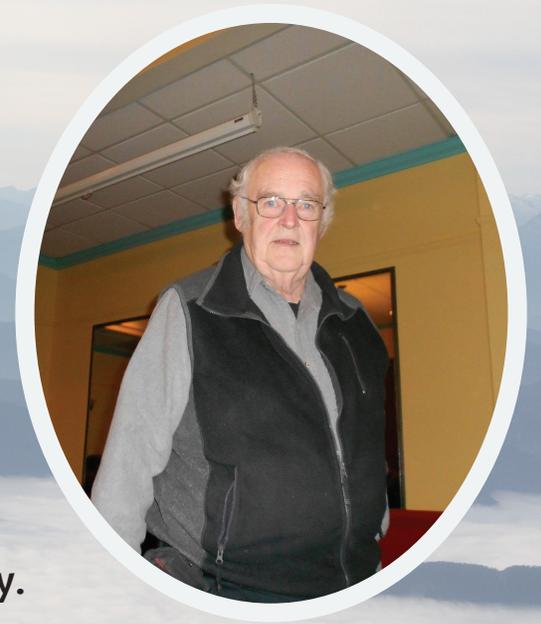
We lost a good one.

# Bruce Crawford

JUNE 8, 1946 – FEBRUARY 22, 2022

**The Recore Family mourns the loss of Bruce Crawford,  
Executive Director of ATRA-NH.  
He did so much not only for the auto recyclers in New  
Hampshire but the entire industry.**

**Bruce was a good friend to all and will be missed by many.**



## Best of the Best *By D.J. Harrington*



This year's line-up of speakers at URG are the best of the best. If I was picking and choosing speakers at the URG convention, I wouldn't miss seeing the first two keynote speakers. Eric Maddox is the Army Interrogator who found Saddam Hussein. That session would be a must see for me because Eric is considered

one of the most sought-after speakers. Then the next day I wouldn't miss hearing Garrison Wynn, CSP, a Fortune 500 true leader who is also another keynote speaker. I would also go see Paul D. Adamo, "The Core Hunter" who only last month was a guest on the URG podcast. He was wonderful. Paul graciously signed up to be an Ambassador for the URG Foundation Scholarship Fund to help others at \$11 a month. You are a gift to this industry, Paul. Thank you!

Others that I would not miss are Ryan Falco, the GM of

Midway Auto Parts, or Pat Husses CFO of PAM's Auto Parts or Matt Lacy, CEO of Lacy Auto Parts or Dan Snyder, Owner of all the Snyder's Recycled Auto & Truck Parts locations. I have heard all of them. Coming to the convention just to hear them is worth the trip to the conference because they help you get better at what you do.

Two other special speakers that you shouldn't miss are Brian Riker and Dalan Zartman. Both men are speaking at two different times so you can fit them into your schedule. Since they bring new ideas each time they speak, you don't want to miss hearing them. Brian Riker is President and Chief Compliance Specialist and owns Fleet Compliance Solutions. You can hear his podcast WORLD-WIDE, "On the Road with Your DOT Guy, Brian Riker". Just this month, Brian was a guest on the "URG on the Go" podcast. Fantastic presenter!

Now, Dalan Zartman. If you want to keep your team safe from fires in your yard or to prevent electrical vehicle

## Best of the Best *Continued from Page 2*

nightmares so no one gets hurt, come hear him. Note of caution: Dalan's classes will be packed; go early so you can get a seat. Dalan is the Chief Executive Officer for Energy Security Agency. I wrote about his company last month in the Power Source magazine. Now we know he will be speaking more about electric and hybrid vehicles that are on the road today, and the number will skyrocket in the next year, especially with all of OEM's giving public commitment to electric vehicles. It's my goal to get Dalan on a podcast soon but he's been busy lately. While in New Orleans, he will give away FREE risk analysis and guidance service information. Yes, you heard it right. FREE to us. Dalan will explain why the largest insurance companies of the USA pay him to do so.

I expect all the speakers from the conference to attend those classes delivered by Mike Kunkel, Lee Worman, and Rob Rainwater from Profit Team Consulting. All three are speaking at different times. You know how great they are and certainly shouldn't miss them. Makes sure you hear Jen Wilson, Owner of Jancey Consulting. One class that I will be attending, if he is not speaking at the same

time as Dalan, is Bo Wroten, Owner of Recyclers Cross Dock. Publicly, I want to thank Bo for all he does for the URG Scholarship Foundation. He spear-heads the Golf Tournament and Auction every year. Bo and his team are the big reason \$40,000 in scholarships were presented to deserving individuals for college and vocational schools last year.

Don't forget the Ambassadorship. I am still looking for people to become Ambassadors for the URG Scholarship Foundation. All it takes to be one is pledge \$11.00 a month, and you can join a team of caring recyclers that want to help future leaders. With what's happening in our country today, all of us could use some good leaders.

As a reminder, at the WWII Museum on Friday night, we will join NABC in gifting recycled automobiles to deserving families and the Auction is held with buffet dinner, and special entertainment by The Victory Bells. Wear military attire OR 1940's inspired clothing to honor those who paved the way for us. Adult beverages are included.

See you next time.

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# How do you stay motivated all of the time?

By Becca Skowrya



Owning a business is no small feat. You have to live and breathe it. It is the first thing you think about when you wake up and it's the last thought you have before you fall asleep. It is mentally and physically taxing. When you are exhausted and at the end of your rope, how do you stay motivated?

They always say "you can be anything you want to be", while that is true for everyone, the other half of that quote is "you just have to put your mind to it". That last part is what only a small percentage of people will do. We all can be who we want to be, but willing to do it is different. Putting your mind to something and seeing it through is way harder than it sounds. That is why according to the U.S. Bureau of Labor and Statistics, 65% of businesses fail within the first 10 years. Nearly every single business owner I have spoken with came close to quitting because they saw failure more times than they can count. It was extremely hard for them to stay motivated during the times that they were failing. Many have said they were seeing failure after failure but eventually something took off.

Staying motivated through failures without seeing any positive results is something that only the most disciplined of people can do. One of our suppliers that I was speaking to recently mentioned how hard it was the first few years of getting started with his business. He and his wife had to constantly do without. He mentioned that every month seemed harder and harder to get by. Eventually though, through perseverance and motivation, they made it. Amazed at the resilience, I asked him how they were able to keep going, he just said he never wavered in his routine and always thought of his family's future. He knew that if he could stay disciplined, motivation would follow, and he could do what he needed to even when he didn't want to.

Many people have mentioned their family being their biggest motivating factor and the reason they pull through. Recently there was a post circulating on social media from Ukrainian President Zelenskyy's 2019 inaugural address where he stated to his lawmakers "I do not want my picture in your offices: the President is not an icon, an idol or a portrait. Hang your kids' photos instead, and look at them each time you are making a decision." That last sentence, "hang your kid's photos instead, and look at them each time you are making a decision", that is what so many of the ones that succeed do, either literally or figuratively. From the one percenters to the everyday person just trying to get by, family is almost always their motivating factor.



Even when you have motivating factors, like family, it can still be excruciatingly difficult to maintain motivation. You may have seen the movie *Limitless* - while that would be nice to just pop a pill and have this unlimited amount of motivation, it's just not realistic, legally anyway. The feeling of being motivated comes from a neurotransmitter in your brain, dopamine, but it takes action for it to be activated. Dopamine only increases by physically doing. Dopamine is part of the catecholamines group of neurotransmitters in the brain that promotes feelings of focus, enjoyment and wellbeing. When you physically engage in an activity, dopamine levels rise. Feeling motivated is one of the major functions promoted by dopamine. It gives you drive to achieve and perform. Dopamine can accumulate within the nucleus accumbens, which signals the brain that an event is about to happen. This triggers the rest of the brain to develop a plan or a decision to act on that event or to the circumstances leading to that event.

So what keeps you motivated? Does exercising give you the motivation to tackle the day? Does fear of failure give you the kick that you need? Is it your naturally competitive personality? Is it your family? And let's call a spade a spade, money is always motivating.

From the beginning of 2020 we have dealt with a global pandemic, mandates that destroyed careers and businesses, and now the potential of WWIII. If anyone had a reason to give up, these past couple of years were your excuse. It's amazing to see our suppliers and other businesses that stay motivated through these times and are still going strong. Unfortunately it looks like life is only going to get harder, so just remember why you started and focus on what motivated you to take action in the first place.

# Management Article: The Secret to Beating Your Competitors.

## The Odds Are in Your Favor! By Ron Sturgeon



When asked about some of the fundamentals that I've written about—offering extended warranties, taking steps to reduce dismantling costs, or putting salespersons on commission—none has been done.

My response is generally the same: You just need to be a little better to beat your competition.

Even more encouraging: Once you make the decision to focus on beating the competition, the odds of achieving a measurable difference are way in your favor..

Let me share with you why I feel that way.

Imagine that your business has 100 competitors. Consider where most of them are in relation to these four key thresholds that lead to competitive advantage:

- **Recognizing that there is an issue** - Most owners and managers know that they are facing pressure on earnings. Something isn't quite right, but they don't want to devote the energy to defining the issue precisely. I would estimate that only about one in four has the willingness to face issues directly. So, out of 100 competitors, simply recognizing the issue puts you in better shape than 75 of them.
- **Zeroing in on the issue and creating a workable solution** – Now, how many of the 25 competitors left will act upon the insight? How many will invest the time to design a workable solution? Let's be generous and say that half of the remaining competitors recognize the issue and can remain focused long enough to design a solution. Now, of your hypothetical 100 competitors, only 12 remain.
- **Quantifying the solution with goals, metrics, and milestones** – As business owners, we know that implementing a major initiative (such as shifting sales people and delivery drivers to pay for performance) doesn't happen overnight. It takes careful planning and good leadership. It requires sound management and an agreed upon measures of progress. How many of your competitors will do this step effectively? Let's be kind and say half of the remaining twelve get this far.
- **Executing the plan** – Among the six of your competitors that have a plan with measurable milestones to deal

with the issue(s) that have been identified, only half, or three, will have the gumption to carry it out. It takes a lot of energy and involves changing key processes. Before you become discouraged about competition, consider that only three of your hypothetical 100 competitors might be doing the right things to make meaningful improvements to their businesses.

The very good news: If you can carry out these four steps, you only have to be a little better than these final three to win.

You must delegate effectively to make sure that you cross all four of the key thresholds to lasting competitive advantage. If you find you're stuck, get help. It's available, and the cost is small relative to the IMMEDIATE decline in earnings you will see if you don't constantly innovate, cannibalize your old paradigms in favor of new ones, and change.

My friend used to say I threw 100 changes against the wall every year, and only a few really stuck, but they were real humdingers.

### 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.

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.

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## BEAT THE COMPETITION

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# 9 Key Roles of Change Leaders

Nov 30, 2021

From American Management Association

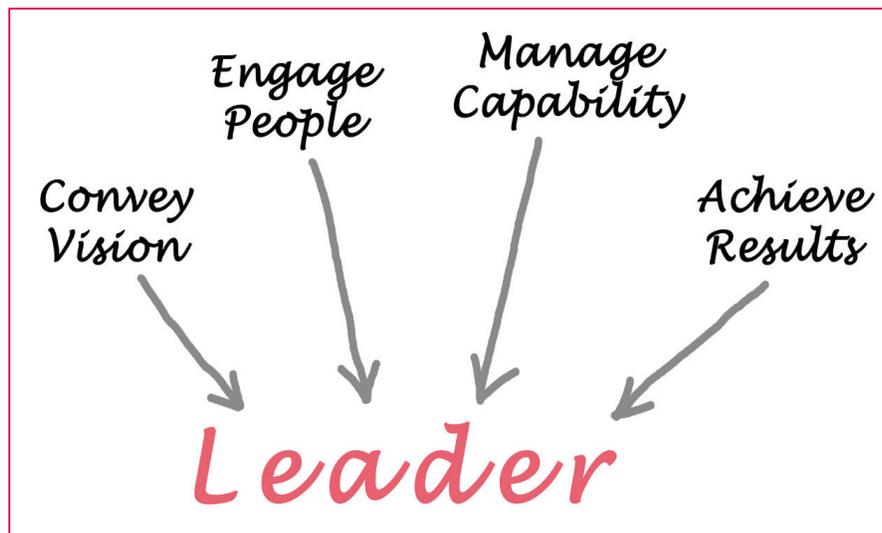
From adopting new technologies to adapting to meet increased customer expectations, change is essential to business survival. Change management—a systematic approach to keeping change under control—supports employees throughout the transition period and prevents chaos. Yet, beyond change management, driving and steering significant change within an organization demands change leadership.

What is change leadership? It's more than being responsible for planning and managing change. A change leader influences others to re-think what they're accustomed to doing and embrace the possibility of doing something that's completely unfamiliar. Along with offering an inspiring vision of bold transformation, a change leader empowers others to step outside of their comfort zone and start doing something new and radically different with confidence.

Effective change leaders are crucial to business and desperately needed during times of rapid advancement and rampant uncertainty. As the experts at American Management Association (AMA) know, change leaders are not born but made. For those embarking on this path of professional development, following are nine key roles of a change leader that you might be called upon to perform:

- **Understand the need for change.** To convince others to reject the status quo and welcome change, you need to fully understand why your organization is undertaking this critical initiative. If the change doesn't make sense to you, how can you expect others to see its value?
- **Assess readiness for change.** Are your team members ready for this change? If they're already overwhelmed with job responsibilities and pressures, prepare for resistance.
- **Increase readiness for change.** Find a way to make the proposed change more appealing and doable for your team. Consider providing additional training or delivering a presentation on how this change will streamline a work process or solve a common problem.
- **Manage scope and speed of change.** Is the change initiative too ambitious? Is the timeline for implementation too tight? Take steps to narrow the focus and slow the pace for your team. Consider breaking a large-scale change down into smaller increments.

- **Understand stakeholders' responses to change.** Make an effort to see the change initiative from the perspective of your team members and others affected, such as customers and suppliers. Acknowledge and consider their emotional as well as their intellectual responses.
- **Communicate change management plans.** Build commitment to change by communicating the change management plan. Remember: Change is difficult for most people. Clear and consistent communication can help make accepting change easier.



• **Connect change initiatives to strategy.** To make change meaningful and worth the effort, reinforce the connection between the change initiative and the strategic direction in which your organization is heading.

• **Help people learn from the change.** How has the change improved a work process or result? Document and share what your team has

learned from the change with regular follow-up and evaluation. Call attention to how the change has benefited the entire organization.

- **Keep initiatives on track.** Change must be sustainable. Monitor your team's progress and the outcomes to be sure the change is living up to its promise and stays on course.

Being a change leader is a demanding, very visible, high-stakes responsibility. So, be sure to consider all the roles you're expected to successfully execute before taking on that important change initiative.

## About AMA

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## Laughter is the Best Medicine

### A mature lady gets pulled over for speeding

Older Woman: Is there a problem, Officer?  
Officer: Ma'am, you were speeding.  
Older Woman: Oh, I see.  
Officer: Can I see your license please?  
Older Woman: I'd give it to you but I don't have one.  
Officer: Don't have one?  
Older Woman: Lost it, 4 years ago for drunk driving.  
Officer: I see...Can I see your vehicle registration papers please.  
Older Woman: I can't do that.  
Officer: Why not?  
Older Woman: I stole this car.  
Officer: Stole it?  
Older Woman: Yes, and I killed and hacked up the owner.  
Officer: You what?  
Older Woman: His body parts are in plastic bags in the trunk if you want to see.

The Officer looks at the woman and slowly backs away to his car and calls for back up. Within minutes 5 police cars circle the car. A senior officer slowly approaches the car, clasping his half drawn gun.

Officer2: Ma'am, could you step out of your vehicle please! The woman steps out of her vehicle.  
Older woman: Is there a problem sir?  
Officer2: One of my officers told me that you have stolen this car and murdered the owner.  
Older Woman: Murdered the owner?  
Officer2: Yes, could you please open the trunk of your car, please. The woman opens the trunk, revealing nothing but an empty trunk.  
Officer2: Is this your car, ma'am?  
Older Woman: Yes, here are the registration papers. The officer is quite stunned.  
Officer2: One of my officers claims that you do not have a driving license. The woman digs into her handbag and pulls out a clutch purse and hands it to the officer. The officer examines the license. He looks quite puzzled.  
Officer2: Thank you ma'am, one of my officers told me you didn't have a license, that you stole this car, and that you murdered and hacked up the owner.  
Older Woman: Bet the liar told you I was speeding, too."



### Easter Bunny

A man was driving along the highway when he saw the Easter Bunny hopping across the middle of the road. He swerved to avoid hitting the rabbit, but unfortunately the Easter Bunny jumped in front of the car and was struck.



The basket of eggs and candy that the rabbit was carrying went flying all over the place.

The driver, being a sensitive man as well as an animal lover pulled over to the side of the road to see what had become of the rabbit carrying the basket.

Much to his dismay, the rabbit was dead. The driver felt so awful, he began to cry.

A woman driving down the highway saw the man crying on the side of the road and pulled over. She stepped out of her car and asked the man what was wrong.

"I feel terrible", he explained, "I accidentally hit the Easter Bunny and killed it. Children will be so disappointed. What should I do?"

The woman told the man not to worry. She knew what to do.

She went to her car trunk, and pulled out a spray can. She walked over to the dead, limp rabbit, and sprayed the contents of the can onto the furry animal.

Miraculously the Easter Bunny came to life, jumped up, picked the spilled eggs and candy, waved its paw at the two humans and hopped down the road.

50 feet away the Easter Bunny stopped, turned around and waved and hopped on down the road. 50 feet further on, he turned and, waved and hopped on. 50 feet further he turned and waved again, another 50 feet, again he waved.

The man was astonished. He couldn't figure out what substance could be in the woman's spray can.

He ran over to the woman and asked, "What is in your spray can? What did you spray on the Easter Bunny?"

The woman turned the can around so that the man could read the label.

It said:

"Hair spray. Restores life to dead hair. Adds: permanent wave."



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