

STRONGEST BUYER OF CATALYTIC CONVERTERS



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

URG Conference Reflections

By Don Belisle, Sr.

I've just returned from the annual URG conference. This year it was in New Orleans. I had a great time and enjoyed seeing many of our far away business associates whom I only get to see once or twice a year.

The URG conference is quite different from other trade shows as it mainly focuses on training. There were three or four different training sessions going on concurrently all day during both days. Many of the yard owners found it difficult to choose which seminars to attend. In many cases, yards with more than one rep from their company would split up to attend different seminars and gain as much info as possible. The feedback was that most sessions were extremely informative with only a few that were thinly disguised marketing attempts.

Virtually every yard owner I spoke with who deals in late model parts reported that business was the best they had ever seen. I heard story after story of how much they were able to get for parts that previously they would not even save. All of them told the same story - customers would call looking for obscure parts which the yard would have not previously bothered with and would have just been scrapped. The customer went on to share that the dealer couldn't get the part and they could not find it anywhere. When the yard did the leg work to check on these non-inventory parts and find that they had them, particularly in the right color, the yard could name their price! One story sticks in my mind where a customer was looking for a piece of an interior door trim panel for a late model car. The yard did the leg work and found they had the part in the exact color. The yard knew that this part new from the dealer was \$2,100.00, but the dealer could not get one in the foreseeable future. The yard sold the part to the customer for \$2,000.00 and customer was glad to get it!!!

The stories of these transactions were commonplace among virtually every late parts yard I spoke with. Another yard told me that during one particular week, 20 converters were stolen from him. He said that normally he would have been devastated. However, with business so good, the sting

was not nearly as bad. It is great to see yards finally being able to take advantage of the current supply and demand situation. Everyone said the same thing - they realize this will not last forever and at some point, things will go back to the way they were.

It was great to spend time with old friends Mike French, Harmony French and DJ Harrington.

Although we talk on the phone several times per year, the face-to-face conversations were much more enjoyable.

These friendships go back decades and are truly treasured. I spent a fair

amount of time with Bill Tolpa and his son Jonathan. At the welcome gala, the three of us were enjoying the live band and in particular the keyboard player. Bill really appreciated his talent since Bill is also a musician, something I had not known. Bill told me he has a treasure trove of old salvage yard related articles that he promised to share with me. I'll post some of these in future newsletters. Bill and Jim Counts did a very informative presentation at the beginning of the show explaining how they saw the need and started URG.



Mike French with Don Belisle at the URG Conference in New Orleans.

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URG Conference Reflections *Continued from Page 1*

Absolutely the best part of the weekend was catching up with old friends in the industry and seeing how things are going in their different parts of the country. I have known many of these people for over thirty years and consider them very good friends, even though we only see each other very infrequently.

If You've Seen One Trade Show You've Seen Them All!

I understand the role that the Trade Show portion of the conference plays in providing the finances to pay expenses and I have even displayed in them occasionally. However, I'm more than tired of seeing the same faces telling the same stories over and over again year after year. If I never have to go to another Trade Show again it will be too soon.

Don & DJ at U.R.G. By D.J. Harrington



Don Belisle, Sr. and DJ Harrington, better known as the Car-diologist, both attended the most recent URG Annual Training Conference which was held April 7th – 9th in New Orleans. It was a pure pleasure to spend some time visiting with Don and others at this conference. To recap the events of the conference, many of you made this one to remember.

Pictured here with Dalan Zartman, Don is on my left and I'm in the middle. Dalan is with Energy Security Agency and spoke twice to a packed house at the convention. Energy Security Agency is the number one rated training company for Hybrid and Electric vehicles. It is no secret that there are more electric and hybrid vehicles on the road today than ever before and that number will continue to skyrocket with Biden leading the charge. With OEMs such as Ford and Chevrolet are giving public commitments to electric vehicles, including the iconic Ford Mustang and F-150. While gas prices keep soaring, consumers are looking toward electric vehicles as a replacement option.



Don and I heard Eric Maddox, the Keynote speaker. Eric is the author of the book *Mission: Blacklist No. 1*, which details his lead in the search and capture of Saddam Hussein. Undoubtedly a good speaker, Eric taught Don and I how to be a better listener.

One class we both attended was to see J.C. Cahill with his new tool, VIN Match Pro, which is a must for all salespeople. If you contact them, let them know you read about them through DJ Harrington's article for a special price or just call me. I will get you the DJ special price. If you hate returns like I do, VIN Match Pro can solve your product returns.

Recore and the ARA

Twenty plus years ago I started writing articles for Tool Box Magazine, then owned by Mike French. I really enjoyed making connections nationwide and making many friendships with people whom I would not have met otherwise. I always liked when a yard owner would approach me at a trade show and want to talk about something I had written. A few years ago Mike retired from publishing and gave the magazine to the ARA. Although things were supposed to stay the same, they have not. Going forward I will not be submitting any articles or buying any advertising in the Tool Box / ARA Magazine. I wish them luck and success in the future. I will continue to publish my newsletter and submit articles to other trade magazines.

Brian Riker, yourdotguy.com spoke twice. Once on DOT Compliance issues facing today's recycler. He's your GO TO PERSON for all things DOT and you can find him on podcasts at (yourdotguy.com). Brian's other class was "Marijuana and the Truck Driver, Is it really a problem?" You bet it is. Good information that can save you lots of money was revealed in that class.

Rob Rainwater and J.C. Cahill presented a class in the main ballroom on "How Are You Developing Your Sales Team." They had a fully packed class and gave some great tips and best practices just like always. J.C. is now a NEW member of Profit Team Consulting. That's right. So, now Mike Kunkle, Lee Worman, Rob Rainwater and now J.C. Cahill.

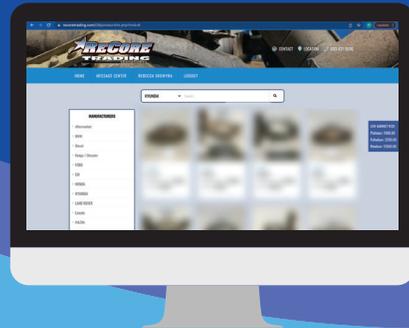
I can't forget the next speaker either. Ryan Falco, the new President of AESOP Auto Parts, spoke and or was on a panel 4 different times. His class entitled, "How to Hire and Inspire at Your Yard," demonstrated his knowledge and expertise at finding and encouraging yard staff to stay positively engaged. No better person could have shared how to build people better than Ryan. Thank you for sharing your knowledge with us, Ryan. A true asset to this industry, Ryan is also a good friend.

Talking about friends, it was good to see Chad Counts from Counts Business Consulting. They say the apple doesn't fall far from the tree. Chad knows a lot because of watching his Dad, Robert and his Uncle Jim Counts. Mike Lambert did two classes on "Bid Buddy," of course and "How to Buy Smarter." Your information was much appreciated, Mike.

During the conference, Don and I had a nice time sharing a meal together because we don't get to do that often. Don is good people. I'm proud to know him and honored to write for the Recore newsletter. When you can list your name alongside the #1 Recycler in the Country, the great, Ron Sturgeon and read his article in every issue of the publication, you might not be a multi-millionaire like Ron, however, you can surely improve your bottom line. Thank you, Don, for spending some time with me at the conference.

See you next time.

Our Process and Program



Prompt Pickup & Easy Shipping

Recore Trading will schedule local pickup or coordinate and pay for shipping to our facility. Along with tracking updates, we also inform you when your converters arrive. Once received, one of our professional buyers start counting and grading the lot.

Immediate Payment

With immediate payment, our buyers will purchase each of your converters by code number from our extensive catalog that will likely meet or exceed your current buyers price. You will receive your first payment within days of your converters arrival.

Processing

Recore Trading has developed a revolutionary, completely enclosed system that de-cans and reduces dust loss, ensuring you are paid for every ounce of precious metals.

Milling & Sampling

Recore Trading has our own in house lab where we conduct an assay test on several samples from your lot to ensure accurate results.

Assay - Final Payment

Unlike others, we do everything in house and do not need to send out to a lab. Because we are able to do this ourselves, you are able to receive your assay payment within 7-10 days!



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Good, Best, Better

By Becca Skowyra



No, that wasn't a typo and you didn't read it incorrectly... I know the saying goes "good, better, best", however recently I heard my dad say it as "good, best, better" and I thought it was worth writing about.

Many times when we set a goal for ourselves we put a limit on it. We say we want to accomplish _____ (fill in the blank), so we set it and start. We feel a sense of accomplishment when we start working toward that goal, that's the good. When we keep progressing, that's the better. And then when we have finally reached our goal, that's the best. But why stop there?

Maybe it's just me, but the world seems so much more competitive now. Growing up, there would be a handful of small businesses in my town, now they are everywhere! So, if businesses are not constantly evolving and adjusting their goals, they aren't likely to survive in this climate. In order to be successful nowadays, we need to switch our standard to good, best, better.

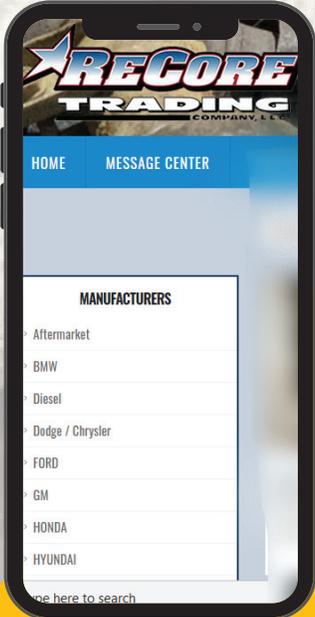
Many of our suppliers have been in business for a very long time. I really have to hand it to them, they have been able to stay afloat among all the newer and younger competition. It's a tough business in general, now add on the pressure of newer technology to keep up with and with younger skin in the game, that makes it even harder. They had to change their strategy to no longer be at "good, better, best" to good, best, and now better just to keep up.

If you follow the traditional philosophy of "good, better, best" then once you have reached your best, that's it. Your mind has concluded that this is it, this is the end, you've reached your full potential. But there is always the power of one more, so you can go from best to better.

Think of Blockbuster for example, they had it all. They were the best. But now look at them! There is only one store left. They are a good example of what I am talking about. They went from over 9,000 stores, down to one. In the year 2000, the CEO of Blockbuster literally laughed at the idea of buying Netflix. Can you imagine the regret?! Blockbuster not buying Netflix might go down as one of the biggest financial blunders in corporate business history ever. If only they had the mindset of "good, best, better", they could have evolved into what is now Netflix and their net worth would be at over five billion dollars! Whoa! The pain of that is almost as bad as the pain of playing the same lotto numbers every week but the week you decide not to play, they pull your numbers.

Now think of Amazon, they went from essentially a bookstore to the conglomerate that they are. They definitely did not stop at best. They are on the better track and God only knows what else they will eventually do. Apple is another great example of this. They went from their first computer of Apple I, to the Mac, iPods, iPads, iTunes, MacBooks, AirPods and so on. They are certainly in the better stage as well... I would not be surprised if their next product is a contact lens with a computer system in it.

So, what are you going to be? Are you going to be a Blockbuster? Or are you on track to be an Amazon, or Apple? Now obviously I am using them as an analogy. The likelihood of any of us being Amazon or Apple is very unlikely, and I can't emphasize "very" enough- although I'm rooting for you to go for it! The moral of the story is, even when you think you've done it or have it all, there is always room for more. Always be at your best, but keep striving for better.



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Find Out If You're Devoting Enough Resources to Your Success

If you're not seeing the results you expected, consider whether you've put in sufficient time and are otherwise sacrificing enough to get what you want.

By Nick Gilmour



Why is it that when we encounter people with high-flying dreams and ambitions, most are working slow and low-paying jobs? Many have big hopes for their lives, yet let decades pass by and be no closer to reaching their goals. These people might have excellent social lives and might have re-watched every episode of

Grey's Anatomy, yet the sacrifices required to reach their true ambitions are lacking, so they remain where they are, both financially and professionally.

The obvious truth is that in order to succeed, you're going to have to make the right amount of sacrifices, and giving yourself an hour a day to work on a dream isn't going to cut it.

If you value free time, a 12-hour sleep routine and weekend wine and dines with friends more than financial freedom, then you're either going to have to come to terms with not achieving what those who did make those sacrifices managed to do, or you need to make a change now.

Before you dive any further into this article, I need you to say to yourself, "I am willing to sacrifice what it's going to take to succeed." Say it, write it down and mean it.

Here are some pathways to knowing if you're doing that — capitalizing your time properly and maximizing return on effort.

Your input will equal your output

Particularly for a startup, the input you put into a business is equivalent to the output you're going to receive. If you're strategic, that output will eventually (and hopefully) far outweigh the amount of input you put in, but for now, it's a pretty even field. The more positive input and the more effort you put into your business, the more you're going to get out of it. Recognizing that fully means that it's necessary to devote all your resources, time and effort into an enterprise in order to optimize its revenue and success.

How much is an hour of your time worth?

Your time — every hour spent — actually has a monetary value. Total earnings per year divided by the hours spent earning it is a simple formula, but it's not that simple. Being an entrepreneur pretty much always means not sticking to a 9-to-5 schedule, and you're going to boost your chances of success exponentially when you decide that every waking hour of the day needs to be part of the calculation. So, next time you sit down to scroll through social media and notice an hour has gone by, consider that a payment you've had to make rather than earning towards success. This might lead you to use those hours more wisely.

Capitalize time the right way

Allocating hours towards focusing on goals, yet achieving nothing, is a frequent outcome for many budding entrepreneurs. In most cases this happens because time spent isn't being optimized effectively. For example, why waste two hours a day struggling with adding up numbers on the accounting side of things when someone else can

get it done in 15 minutes? It's going to cost you a little in the present, but the time saved can be put towards the functions of your business.

So, apply your strengths in areas that can benefit from them the most, and task others whose strong points are your weak points. The best entrepreneurs don't keep all the work for themselves, because that's simply not efficient. It's easy to think that hiring a freelancer just means money out of your pocket, but that couldn't be further from the truth. You're wasting money when you're wasting time.

If you can put people in the right seats to a point where everybody is where they shine, that's when a business is going to optimize output to its highest potential.

Fine-tuning abilities

It's important to never stop learning and never act as if you've absorbed as much as there is to know in your field, because that inevitably means falling behind those who've grasped that knowledge on this earth is unlimited. So, if you're good at something, keep learning it, and if you're not as good at something, keep practicing until you are. Just as you would with a car, you want to fine-tune — constantly strengthening skills and refreshing what you know.

At the same time, don't let work get in the way of health. If you let yourself run out of gas or keep on driving without looking after yourself, you will get run down. If you feel yourself burning out, make time for what you need to get back on track. If you can benefit from a day of relaxing so that you can put extra time into reaching a goal the next day, do it.

Be ahead of the market

Make sure you're always watching the market and keeping an eye on forecasted changes. Then, when things do change, you'll be able to adapt and transition easier than if you tried to adapt after the fact. Instead of just paying attention to what's happening right now, look forward as well. When the business is ready to transition or the market changes, you'll then be able to easily pivot while the competition is left floundering.

So, what's it going to be? Will you be a cautionary tale — someone people remember as having so much potential but never enough time? Are you serious enough about goals and the incredible payoff that comes with being successful that you're willing to make sacrifices for the greater good of your life? It might take a few years of hard work, but every hour you put in is going to bring you closer and closer until you're there. You will get there.

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.

Don't Lose Your Best People to Competitors in this Rising Pay Environment

By Ron Sturgeon



According to Alex Alonso from the Society of Human Resource Management, the number one reason people leave their jobs is for more money. I personally have lost 2 employees in the last 2 months. Both loved working here and had been here a long time, but they left for a noticeable increase in pay.

If you are paying your people based on performance with a fair and competitive plan and treating them fairly with respect, you can likely skip this month's article. Those of you who do not have a strong pay for performance program for employees likely need to read on.

What is a shame is that when you lose a quality salaried employee who isn't on pay for performance, you will likely have to pay more to get a replacement, plus your training costs. I don't know any larger progressive operators who aren't paying for performance, but I am sure some are lagging this 20+ year-old trend.

The sad part is that if you are paying for performance, your employees are making more than those of your competitors, BUT you are getting significantly more production, so your unit cost is likely lower than your competitors. There really is no reason not to put in pay for performance if you have not already done so.

Of course, pay for performance does not change the fact that that you still must be kind, respectful and an effective leader. You still have to offer lots of training, and competitive benefits for all your staff.

There is a lot of information out there on how to do pay for performance, so immerse yourself in understanding

it, and then pull the trigger. You will be amazed at the increased sales with lower costs you will get if you do pay for performance properly.

Covid has accelerated issues for most of us, and it will never be the same again, but those who are paying attention are doing the best they ever have.

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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Laughter is the Best Medicine

Two women playing golf

Two women were playing golf. One teed off and watched in horror as her ball headed directly toward a foursome of men playing the next hole.

The ball hit one of the men.

He immediately clasped his hands together at his groin, fell to the ground and proceeded to roll around in agony.

The woman rushed down to the man, and immediately began to apologize. 'Please allow me to help. I'm a Physical Therapist and I know I could relieve your pain if you'd allow me, she told him.

'Oh, no, I'll be all right. I'll be fine in a few minutes,' the man replied. He was in obvious agony, lying in the fetal position, still clasping his hands there at his groin.

At her persistence, however, he finally allowed her to help.

She gently took his hands away and laid them to the side, loosened his pants and put her hands inside.

She administered tender and artful massage for several long moments and asked, 'How does that feel?'

Feels great, he replied; but I still think my thumb's broken!



Lucky Frog

I took the day off work and decided to go out golfing

I was on the second hole when I noticed a frog sitting next to the green. I didn't think anything of it and was about to shoot when the frog says "Ribbit. 9- Iron".

I looked around and didn't see anyone.

"Ribbit. 9-Iron."

I looked at the frog and it just stared back at me. So, I put my other club away, and grabbed a 9-iron. Boom! I hit it 10 inches from the cup. I was shocked!

So I said to the frog, "Wow that's amazing. You must be a lucky frog, eh?"

The frog replies "Ribbit. Lucky frog."

I decided to take the frog with me to the next hole.

"What do you think frog?" I asked.

"Ribbit. 3-wood," the frog replied.

I took out my 3-wood, and boom! A hole in one.

It was incredible. By the end of the day, I had golfed the best game of golf in my life. So I asked the frog, "OK where to next?"

The frog replied, "Ribbit. Las Vegas."

We went to Las Vegas, went to Caesar's Palace and the frog said, "Ribbit. Roulette."

When I got to the roulette table, the frog said, "Ribbit. \$3000, black 6."

Now, this was a million-to-one shot to win, but by this point I trusted the frog completely. I put it all on black 6 and, amazingly, won! Tons of cash come sliding back across the table.

Suddenly I was a high roller. They put me up in the best room in the hotel. I looked at the frog down and said, "Frog, you've won me all this money and I am forever grateful. I don't know how to repay you!"

The frog replies, "Ribbit, Kiss Me."

So I thought, "Why not? After all the frog did for me, it is a small price to pay." With the kiss, however, the frog turned into a gorgeous 18 year-old girl.

"And that, your honor, is how the girl ended up in my room."



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