



Don Belisle, Sr.
Owner of Recore Trading
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Precious Metal Conference

By Don Belisle, Sr.

I've just returned from the annual conference of IPMI (International Precious Metals Institute). This year's conference was held in Orlando. It seems to me there are better locations than Orlando in June, but no one asked my opinion. This gathering is attended

by representatives from all facets of the precious metals business from all over the world. From refiners to producers to engineers to market people, they were there. If you had a question regarding precious metals, the experts were there to help. This year's topics were somewhat different than the topics of years past and were directly related to what's happening in the industry now.

One of the meetings on my shortlist was about converter theft. IPMI is working with the feds to get a national law on the books to help deal with this very pressing issue. First discussed were the existing laws in 33 independent states. We all agreed that although they had great intent, none of them would curb converter theft.

Most of these laws put a tremendous amount of clerical work and record keeping on the honest auto recycler. The main thing the nation-wide law would do would require all buyers of catalytic converters to be licensed. At first, I was against this, thinking "Oh no! Not another license/regulation to maintain and adhere to," but after thinking about it for a while and having it explained to me, it does make the most sense.

This license would be required for any converter recycler of any size but not for the auto recycler. One thing the law does not require is that the auto recycler mark VIN numbers on each converter and keep a manifest for all converters because this is way too cumbersome and does not effectively control theft. The recycler would have to keep track of which converter dealer he sold his converters to and record their license number. Any person who had a converter or converters for more than one vehicle in their possession and did not have a converter recycling license would be subject to arrest and conviction. This seems

pretty common-sense, and I think it would be effective. Look for some form of this law to be passed after the first of the year. Hopefully, once the national law is in place, the 33 individual states with existing laws would rescind them and go by the federal, more common-sense law. I'll be keeping an eye on this and reporting more as things develop.

Other points of interest:

Many countries across the globe are considering very aggressive and non sensical requirements to eliminate the production of the ICE (internal combustion engine) by 2035 - 2050. This obvious knee jerk reaction is ridiculous and does not serve their objectives. Electric vehicle building and operation have many obstacles with no resolution in sight. The first are the environmental concerns of production and recycling of lithium-ion and nickel metal hydride batteries. The production of these units creates tons of waste and there is NO way to safely recycle them. Most states require the recycled batteries to be stored indoors. This is a problem since there is a very real risk of them catching on fire - a fire which cannot be put out by conventional means. Many post-collision electric batteries have spontaneously caught fire only to burn down the recycler's building as the fire department helplessly stood by with no means of extinguishing it, just watch it burn out for days! The process of producing 1 ton of rare earth metals

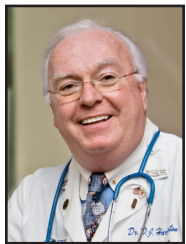
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Precious Metal Conference *continued from Page 1*

to build these batteries produces 2000 tons of hot waste! Where are they going to put that toxic mess? "Not in my back yard!" is the general consensus. Most real experts in the field say the overall environmental impact savings with all things considered is next to nil. With the unresolved problems of electric vehicles, refining ICE vehicles makes the most sense. One of the more interesting topics I heard was to make ICE vehicles lighter, requiring smaller engines which produce less waste. One of the presenters went on to say that if you mix aluminum with 2% scandium, it will have the strength of steel with the light weight of aluminum. This sounds like a possible great solution. I am not yet familiar with scandium, but this looks very

promising. As far as the markets of the precious metals we deal with in catalytic converters (platinum, palladium, and rhodium), all the market experts gave the same forecast - prices will be dropping. They cite a lot of factors in making these predictions, and from mining concerns to low new vehicle production they all said the same thing - prices will continue to drop. For the auto recycler, the good side of lower converter prices is that when scrap car prices drop, they are less likely to have a theft problem and less expensive to operate. The obvious bad side is that the converters you have on hand are losing value daily. Like I said last month, now is the time to sell, not to save.



Can You Afford to Be Negative?

By D.J. Harrington

My wife, Sheila and I are in our 70's now but she doesn't look it. I do. When I meet someone for the first time, I tell them that I served at the last supper. I usually get a laugh or two, but this week I didn't. We have been helping a neighborhood friend to revamp a local radio station by bringing them into the modern era. This once proactive and well-known radio station is in a great area, but unfortunately, the station is filled with some very negative people. Observing their negativity is not going to get the best of me even though our country is in its worst state of negativity. I can see why that radio station chose the wrong path. It's what they hired.

Negativity costs businesses billions every year in lost productivity according to the Gallup Organization, and this number is conservative since it doesn't consider the ripple effect of complaining and negativity. In fact, Gallup's most recent report goes on to say that last year's negativity was the worst in 15 years. There's no doubt that rising gas, food, energy, transportation, inflation, and housing prices as well as climbing of interest rates can have a negative effect on businesses and their employees. Furthermore, people want to complain just for complaining rights, whether it's about the economy or life in general. Negativity creates stress.

Now listen to this, 90% of doctor visits are stress-related according to the Center for Disease Control and Prevention; and the #1 cause of office stress is co-workers and their complaining. Here's another example. A study found that negative employees can scare off every customer they speak with for good. So, consider reading Tom Rath's book, [How Full is Your Bucket?](#)

You and I know that too many negative interactions compared to positive interactions at work can decrease the productivity of your team. It's my goal that this radio station owner understands that. Research done by Barbara Fredrickson at the University of Michigan has proven that negativity is harmful to people and business and that positive work environments outperform negative work environments. She's saying that as business owners, it's our

responsibility to create a positive environment. Joel Osteen, a pastor, televangelist, and author based in Houston, Texas states it simply, *"If you cannot be positive, then at least, be quiet."* My mother, and probably yours too, put it a different way, *"If you can't say something nice, don't say anything."* Negativity can be unnerving. It's my belief that negativity affects the morale, performance, and productivity of our teams. Just one negative person can create a miserable office environment for everyone else. You might have had that happen at your business.

In recycling, I will name some of the things that negative emotions are associated with; see if you agree.

- Decreased life span and longevity.
- Increased risk of heart attack
- Increased risk of stroke, greater stress, less energy, more pain?

Now, start today to monitor your thoughts and words. You would be amazed at the thoughts that pop into your head and come out your mouth. In the morning, write a list of things for which you are thankful, then weave them into your day. If you think of things that you are grateful for, you won't have time to think negatively. Focus on what is right with your life not on what is not!

Everyone knows people who continuously complain. I try to avoid them at all costs, but I still see them at conventions and businesses. To avoid them, I pivot and walk in the opposite direction. If you must complain to me about something, bring me one or two possible solutions to the complaint, and let's work together to change the situation. What I've found is that a seemingly negative person who can present a couple solutions might be right on with what needs to be done. Just remember, if they're negative, they must present a couple constructive solutions to get my attention. This is exactly what I'm asking the negative person to do at that radio station. We shall see what happens there, but they can't afford to stay negative.

It's my goal to be around as many people as possible in 2022 but prefer positive people that know what direction they are going. At this point in my life, I cannot afford to be negative because life's not fair. I am, however, going to make the best of what I was dealt and move forward with positivity.

See you on the next "URG on-the-Go" podcast.

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Is your brain working the way it should?

By Becca Skowrya

Do you ever feel like your mind is just stuck? Does it feel like you can't pull the right words or even follow simple directions? When you are in a very "overwhelming" environment do you notice that sometimes you just really have to close your eyes tightly in order to get one word out? If you answered yes to any of those questions... you, along with millions of others, may struggle with sensory overload.

Sensory overload is when one or many of your senses become overstimulated. This overstimulation happens because of external stimuli in your environment. It's when your senses take in more information than your brain can process. Sometimes, there is competing sensory data coming to your brain from your environment. Your brain may struggle to interpret all of this information at the same time. In some people, it feels as though their brains have become 'stuck.' Their brain becomes unable to prioritize which pieces of sensory information it should focus on first. When this happens, your brain becomes overwhelmed. It will send signals to your body, instructing it to get away from the more overwhelming pieces of sensory input it is receiving. Essentially, your brain feels trapped by the high volumes of input it's picking up on. Your body begins to panic in a bid to try to protect you from overwhelming stimuli. All of this can lead to cognitive difficulties in executive functioning.

You may notice that bright lights, loud noises, clutter, certain fabrics, crowded spaces and stress will trigger this feeling of your brain shutting down. When you are stressed out, your brain is less capable of processing the stimuli. The more overwhelmed you are by your senses, the more stressed you become. And the more stressed you are, the more prone you are to further sensory overload. It's truly a vicious cycle.

As we age, and along with some illnesses, it's inevitable some of us may struggle with sensory overload at some point leading to cognitive dysfunction...Here are some tricks to help combat it:

DECLUTTER!!

Declutter, declutter, declutter! This is one of the most important things you can do to help with sensory overload, as well as mental health in general. Clutter in your home or at work has a direct correlation to your performance. Being surrounded by clutter contributes to stress, anxiety/depression, and poor concentration. When you are in a clean and tidy environment, you are able to process information faster, have better focus and clearer thoughts.

Take a deep breath.

When people get overloaded/anxious, their breathing typically becomes shallow fast, causing a decrease in oxygen to the brain and body and an increase in toxic carbon dioxide. This can lead to feelings of confusion and

disorientation, which are associated with brain fog. Deep breathing—inhaling for about 4 seconds and slowly exhaling for about 8 seconds—reverses that, increasing oxygen to the brain and helping eliminate carbon dioxide to calm panic and restore clarity in the mind.

Walk away.

Sometimes when noise and visual input is just too much, you may just need to remove yourself from that situation for a few minutes. When you can eliminate the stimuli, your brain is able to reset. Once you've cleared your mind, you can slowly reintroduce yourself to that environment.

Write it down.

If you're at work and the phones are ringing, customers are coming in, people are walking in and out... that is prime time for sensory overload, leading to some form of temporary cognitive dysfunction. So, if you need to remember something but your brain just can't process any of the information, write it down. If you need to leave to give yourself a brain break- write down what you were doing so you don't forget.

Sleep.

This is critical yet something many of us don't prioritize getting enough quality of. Not obtaining enough sleep diminishes a wide variety of cognitive functions. Attention, language, reasoning, decision making, learning and memory are all likely to be impacted when you are sleep deprived and dealing with sensory overload. It's a recipe for disaster. The sleep foundation recommends getting 7 to 9 hours of sleep a night in order for adults to function at their best.

Pomodoro Technique.

This technique is a time management system that encourages people to work with the time they have, rather than against it. To use this method, break up your day by 25 minute chunks, separated by 5 minute breaks. Obviously, this cannot be done all of the time, especially if you are working in the customer service industry. But if you have a specific task that needs to get done, work on that specific task for 25 minutes, then take a short 5 minute break. Work for another 25 minutes, take a 5 minute break and so on. If you have a particularly long task, after 2 hours or of using this system, make the breaks slightly longer, about 20 minutes.

At some point we will all struggle with this, no matter what age you are. We live in such a fast paced, instant gratification world that it will be impossible to avoid any sort of sensory overload when we have a million things coming at us at once. Thankfully there are plenty of ways to help with sensory overload and/or cognitive dysfunction. These are just a few simple steps to help when life gets a little chaotic.



The Powerful Success Secret of Friendly Follow-up

By Mike French

People are the ultimate consumers of every product and service, people make decisions about what to purchase and when. That's why friendly follow-up is so powerful and important to business success.

In a recent article, I pointed out that even though making money is very important (you won't stay in business unless you do), it should never be your business focus. People must be. That's because all successful companies revolve around meeting people's needs.

Big Sales Success Secret

I read an interesting story about a man who had become the top salesperson everywhere he had worked. He was truly amazing! He won every sales achievement contest with no one else coming close. When asked to share his big success secret, he said, "It isn't much of a secret, really; all I did was do friendly follow-up quickly and carefully with every inquiry I got at industry trade shows that I regularly attended. That's it."

Two Discoveries Changed Everything

He said he learned early on in his career two vital pieces of information that led to his dramatic increase in sales results. First, he learned that most people who stop by a trade show booth to inquire about a product or service eventually do obtain that product or service, but NOT from the person who presented it to them at a trade show. That's because they had forgotten who had first spoken to them about it when they were ready to buy. So they bought from someone else. Second, he learned that most people prefer to buy things from friends. Therefore, the solution seemed simple to him. First, make genuine friendships with people who stopped by his booth and, second, do something to help people remember you after they leave. He put together a plan.

Here's What He Did

- He made friends – His plan was simple and personal. When people stopped by his booth, he smiled and showed sincere personal interest in them. He shook their hands and introduced himself. He asked for their names. He asked where they worked and what they did there. He asked other personal questions such as, "How are you doing today? ... Are you enjoying the show?... Are you finding what you came to the show for?" He leaned into conversations and looked into their eyes, listening intently to their answers. He answered their questions and encouraged and helped them every way he could. In other words, in the brief time he had with them, he got to know them as much as he could and genuinely made friends with them. And as soon as they walked away, he recorded everything into an electronic filing system before he could forget. This information helped him in future contacts with them.
- He got every visitor's contact information - He asked for and got the contact information from everyone who stopped by his booth to inquire about his products and services.

- He did fast follow-up - He followed up with them immediately after the show. He phoned and thanked them for stopping by his booth and asked them about their travel back home. He asked them if they had thought of other questions about his products and services since they had first spoken at the show. He told them he wanted to help them when they became ready to buy. Some were ready to buy already. Why did this work? It's because the faster you follow up, the more likely you are to close the deal. In fact, one study found 78% of customers buy from the company that responds to them first.
- He sent a letter - He followed up his phone call with a handwritten letter thanking them once more. He included a brochure about his products along with his business card. He told them he would call them again in a couple of months, and he gave them a specific date.
- He called them again - He phoned them on the designated date and asked how they were doing and if they were closer to getting what they needed. Many times, they were ready at this point and they bought his products.
- Continued to conduct friendly follow-up – If they still hadn't made a purchase, he continued to contact them every few weeks to check on them, and most eventually did purchase.

Simply put, his follow-up system reinforced their relationship and reminded people about his products and services. And when they were ready to buy, they remembered him and bought from him.

A Final Thought...

As most of you are aware of, I am now retired from business and the director of a new non-profit organization, Christian Auto Recyclers & Vendors Association (CARVA). I enjoy finding words of encouragement from the Bible and passing them along to others. I believe God generously gives everyone talents and gifts to help them serve others. Here is a great Bible passage about that: "Each of you should use whatever gift you have received to serve others, as faithful stewards of God's grace in its various forms" (2 Peter 4:10). There is much happiness to be found in doing that very thing!

Mike French is retired from 39 years of business in the Automotive Recycling Industry. He is an author, publisher, consultant, and speaker. Mike is founder and Executive Director of Christian Auto Recyclers & Vendors Association (CARVA) and will be at upcoming recycler trade shows and events. Mike is available to speak at your group, conference, or event. He loves to share inspirational stories that demonstrate how the Word of God actively changes lives. He can be reached at mike@carva.group. Visit www.CARVA.group and/or visit www.PowerPackedPromises.com

OUR JOB IS TO GET YOU THE MOST

As pioneers in the industry, we know what it takes to make sure you are getting the most money for your converters.

We do everything in house de-canning, milling, sampling and lab analysis on lots that have as little as 50 converters.

This gives Recore a distinct advantage over any other converter buyer and has made us the strongest buyer of scrap catalytic converters.

We have the precious metals experience including our exclusive assay based knowledge to group similar metal content converters together and process them that way for maximum return. We have a state of the art, COMPLETELY ENCLOSED system for 100% recovery of your precious metals.

All of our customers are consistently seeing significantly higher returns for their product.



LET'S DO BUSINESS TOGETHER



Over 10 years ago we developed the process where we could purchase a supplier's lot of as few as 100 pieces and pay them based on the actual content of the precious metals their converters contained. A yard with 100 or more converters can be paid an up-front initial on delivery payment, then in two weeks or less receive the additional assay-based payment on the content of precious metals contained in their converters.

We are able to do it this quickly since we have our own on-site lab that analyzes your product in house and can get your material paid for very quickly. This is the absolute best way to maximize what you get for your converters.

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Is Your Advertising Making You Money? Know Your Customer Acquisition Cost

By Ron Sturgeon

Whenever you are wondering whether you should continue to run an advertisement or whether your last mailer was worth the cost, you need to consider customer acquisition costs.

Customer acquisition cost is not hard to understand, but few businesses do the math required to evaluate their advertising efforts.

I first learned about calculating customer acquisition costs while serving on the board of an Internet games company. At this firm, revenue per employee was fairly low, but the cost of acquiring a customer from certain kinds of promotional efforts was very high.

The calculations go like this. If you mail out 1,000 advertising fliers at a cost of 50 cents each, you will spend \$500. If you get 20 responses, it cost you \$25 per response. But you can't spend responses; you can only spend sales/profits. Now, if you were able to convince 100% of the people who responded to become customers, your customer acquisition cost would be \$25. But no one closes all their prospects.

In most businesses, closing 25% would be a reasonable rate. So, from the 20 responses, with a 25% close rate, you can expect to add 5 customers. Now your customer acquisition cost is \$125. WOW. That could still be great if your average sale were \$1,500, with a 50% gross margin. Simply put, it would cost you \$125 to bring in one customer that produces \$750 of gross margin.

Now, if your cost to mail those brochures were \$1.00 each, then your customer acquisition cost just doubled, to \$250. If the value of the sale were only \$30 with no repeat business, the advertising would be costing you money.

Without considering the numbers and the lifetime value of the customer in the case of repeat business, it's impossible to make an intelligent decision about whether your advertising is working.

In my small business consulting, I frequently find businesses that run \$1000 print ads without ever doing the customer acquisition math. Even if the advertisement only resulted in one new customer per time it ran, it still could be a good investment if the new customer contributes enough to profits.

Are you doing customer acquisition cost analysis on all of your advertising? If you are being advised to run ads that don't make money because you need to "build your brand" or "be in the market", you need to adjust your thinking and go where the numbers tell you to go.

Customer acquisition cost is always a part of any consulting or speaking assignment I do, and we always make sure participants in our Peer Benchmarking Group Sessions understand this important calculation as part of their overall small business marketing strategy.

As a promoter of my businesses, I have had to become a web expert. Now I'm helping other small business owners. I'll be glad to share some of the dos and don'ts of creating an effective business web site with you and the unique aspects of measuring customer acquisition cost for those customers your website attracts.

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

A DAY AT THE BEACH

April was explaining to her husband how much fun they'd had at the beach during her "girls day" outing.

"But, she told him, it didn't end all that great for me"

"Why, what happened?" he asked.

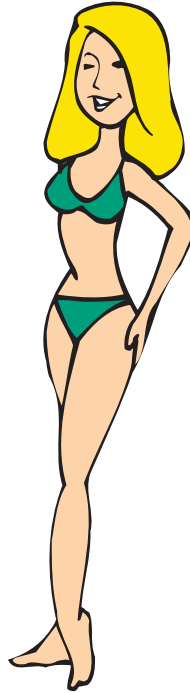
"I went out to take a swim in the rough water but I didn't go that far out because the waves were very bad. Then I suddenly noticed that all the turbulence had caused the lower half of my bikini to be stripped off.

I looked and looked for it but it was gone, gone, gone!"

"For goodness sakes, sweetie,. what did you do?"

"Do? Why I did what any respectable female would do,...

... I covered my face and eyes with my hands and ran to the beach house as fast as I could."



PRIESTS IN HAWAII

Two priests decided to go to Hawaii on vacation.

They were determined to make this a real vacation by not wearing anything that would identify them as clergy.

As soon as the plane landed they headed for a store and bought some really outrageous shorts, shirts, sandals, sunglasses.

The next morning they went to the beach dressed in their 'tourist' garb.

They were sitting on beach chairs, enjoying a drink, the sunshine and the scenery when a 'drop dead gorgeous' topless blonde came walking straight towards them.

They couldn't help but stare.

As the blonde passed them she smiled and said

'Good Morning, Father ~ Good Morning, Father,' nodding and addressing each of them individually, then she passed on by.

They were both stunned.

How in the world did she know they were priests?

So the next day, they went back to the store and bought even more outrageous outfits.

Once again, in their new attire, they settled down in their chairs to enjoy the sunshine.

After a little while, the same gorgeous topless blonde came walking toward them.

Again she nodded at each of them and said – 'Good morning, Father ~ Good morning, Father,' and started to walk away.

One of the priests couldn't stand it any longer and said, 'Just a minute, young lady.'

'Yes, Father?'

'We are priests and proud of it, but I have to know, how in the world did you know we are priests, dressed as we are?' She replied, 'Why Father, it's me, Sister Kathleen.'



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