

PRSR STD
U.S. POSTAGE
PAID
BRATTLEBORO, VT
PERMIT #79

It Started with An Umbrella

By Don Belisle, Sr.

Five generations and a hundred and twelve years later, one of the very first salvage yards in the country is closing its doors. For thirty years, I have had the absolute pleasure of a business relationship, which later became a friendship, with Nissenbaum's Auto Parts in Somerville, Massachusetts.

Nissenbaum's was started in 1910 by Jacob Nissenbaum! This business has been on the same plot of land and operated continuously for all 112 years. There were not many cars on the road in 1910 when Jacob started the original business. He dealt mostly with the collection and recycling of paper and rags. The original property consisted of one barn and the rest of the property

was open land. The barn housed the horse which pulled the wagon Jacob used to collect rags and paper throughout the town of Somerville.

From the very beginning, the place was all about recycling. As more and more cars were on the road, Jacob kept up with the times and gradually changed to salvaging parts from wrecked cars. The open area around his barn was perfect for storing the wrecked cars. His more than four acres quickly filled up and the used parts business was born. I'm sure Jacob had no idea that the business he created would last longer than a century. As progress evolved, so did the business. Nissenbaum's has been at the forefront of changing times in recycling and continually adapted as the times warranted. Their

continued on page 2



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



It Started with An Umbrella

continued from Page 1

realization of changes needed as they were happening, and adjustments made accordingly were instrumental in their success for over more than a century.

My first involvement with the family business was back in 1989. At that time, fourth generation brothers Allen and Joe were running the place and fifth generation Neil was being groomed to someday take the reins. In those days, a big part of my business was buying scrap transmissions for the recovery of their aluminum content. Converter recycling was in its infancy and was only a small part of Recore's business. I would go yard to yard in my Tri-axle, converted logging truck picking up transmissions at each stop. Columbia Street in Somerville was a great location for me since I had three suppliers there, all within a quarter mile of each other.

On one of the very first times there, I was picking up trannies at Nissenbaum's and it was raining torrentially. Allen looked out and saw me up on top of my pulp loader getting soaking wet. He rummaged through the cars in the yard, found an old umbrella and tossed it up to me. The old umbrella helped a lot and I was very appreciative as I used it at every other stop that day.



Little did I know then but this was the beginning of a 30+ year running joke. From that day forward, every time I spoke with Allen he would kidingly say, "Hey, you got my umbrella? I could use that!" And when he spoke with one of my employees, he would tell them to "Ask Don if he's got my umbrella!" He was of course joking and we both got a lot of laughs out of it. Well, last week I sent Mike down to pick up the last load of converters coming out of Nissenbaum's and as Mike was leaving, Allen scrounged up a dirty old umbrella and gave it Mike saying "Give this to Don. He'll know what this is all about." This gave me a great laugh and now that umbrella is proudly displayed in my office.

I reached out to Allen and arranged a time when I could go to Somerville so we could shake hands and I could congratulate and thank them for thirty great years of business. Our final meeting was a good one. I was very glad that Allen, Joe, and Neil were all there. We had a great time talking about the good old days and everything that has happened along the way. I took a few photos, and we looked around, amazed at the way the landscape had changed. The nearby multi-story lab was

continued on page 3

It Started with An Umbrella

continued from Page 2

overbearing all other properties in the "neighborhood". It is this lab that purchased the property and others in the neighborhood for expansion.

Our dealings with this family have been an absolute pleasure with every interaction. Joe and Allen will take a well-deserved retirement and Neil will convert his part time business to full time. Neil owns Fixit, LLC where he specializes in onboard auto computer reprogramming in vehicles. They are all gentlemen; good businessmen and they NEVER had a bad word to say about anyone. I always enjoyed our interactions, even when they didn't sell me anything. They will be missed!



Converter Chronicles

Subaru Converters



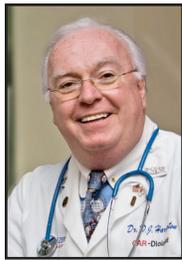
When selling by the piece and not on assay, be sure not to cut them too short when recycling these types of Subaru catalytic converters. The information needed to properly identify these types are circled below.



Please submit all questions on our website under contact form!



www.recoretrading.com



Is Your GPS Working?

By D.J. Harrington

Surprise, a New Year is here AGAIN! The years go by quickly, and sometimes we need to reroute ourselves so we're ready for what's up ahead. Recently, my wife reminded me that I needed to write an article on "A New Year, a New You" which would center around reinventing oneself in 2023. As maybe with you too, it will take me some time to remember writing 2023 on checks, but my wife says that it probably won't affect her at all because she rarely writes any checks.

When talking with anyone whether inside our industry or not, I tend to use one of my favorite phrases, *"I served at the Last Supper"*. Most of the time, I get a chuckled response. I bet I've used it thousands of times over the last 40 plus years that I've been a recycling consultant. As I look back on those years, I can remember a couple of the first recycling centers I visited were Wellers in Michigan and Nordstroms in South Dakota.

Back then, years prior to GPS, I had my trusty, dog-eared, Rand McNally map book. When I drove in my car, the map book was huge, bulky and took up lots of space on my front passenger seat. Before I finally put it in the trash, I reviewed all the marks and notes along the edges and chuckled at myself, *"Those were some good times"*. After navigation systems became available to the public, my wife and daughter bought me a Tom-Tom device for Father's Day. They were very proud of their purchase and couldn't wait for me to say it was easier getting to any location. Later, I graduated to a Garmin.

Now, 20 years later, you'll find me using my iPhone with its built-in MAPS navigation system that allows me to get to any location without a problem. It tells me how long I need to stay on this highway or street and when I need to make a turn. The route choice is either fast or slow travel time. GPS technology knows where you are so internet connectivity isn't needed. Speaking of GPS, set your GPS for April 27-29th to be in Orlando, Florida for the URG Training Conference at the Hyatt Regency, Grand Cypress.

Most of us have a smart phone and probably can't live without it either. When you use your smart phone to make or receive phone calls, you're utilizing an internal GPS with embedded location services that is

actively receiving signals from orbiting satellites or cell towers. All that's required to make your smart phone function properly is a clear view of the sky. So, let's take a briefly consider what's up the road for you and your business.

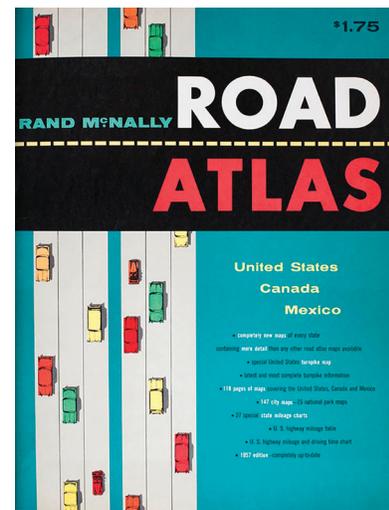
At some point you've heard your GPS say, *"Rerouting."* What that means is we need to make a change. I think some of us within automotive recycling should be listening to "rerouting" signals and take notice to apply rerouting directions for ourselves and our businesses for the New Year. Stop doing it the "old way" and look for a more profitable way of doing business.

Take a few minutes to listen to the URG "On-the-Go" podcast, especially the one with Paul D'Adamo, "The Core Hunter" from RAS. On that podcast, we discussed Inventory as the "gift that keeps on giving." A huge take away from that podcast was, CASHOUT + NO PARTS SALES = LOST REVENUE. It was a stellar podcast and was loaded with step-by-step information, solutions, and a process that you will need to reroute your business in the New Year.

I hope all of you had a blessed Christmas, a very Happy Hanukkah or a wonderful time celebrating Kwanzaa and shared it with your loved ones. This being the New Year of 2023, from the bottom of my heart, I wish all of you a year filled with love, laughter, peace, and prosperity. It is time to forget the past and reroute your direction so you can celebrate a new start. Have a Happy New Year, and I hope all your endeavors in 2023 are successful.

Before I end this article, all of you who are praying for my neighbors, Kelly, and Madison, they are both doing better. Since Kelly was air-flighted couple weeks ago to Shepherds Center in Atlanta, she has received wonderful care and is making some small but encouraging progress. They really mean business at Shepherd's Center. Even though it's not as quick as we had hoped, everything is done in God's timing. Thanks for your continued prayers for Kelly and Madison.

I will see you April 27th – 29th in Orlando, Florida for the URG Training Conference and the URG "On-the-Go" Podcast.





Persuasion and Likeability

By Becca Skowrya



When it comes to persuasion, likeability is key. When it comes to likeability, body language is key. Body language is a significant and often unconscious part of likeability and persuasion. Try to think of the last time someone persuaded you to do something. I bet you found this person to not only be trustworthy but also, likable. They probably weren't extremely pushy or forceful, getting right up in your face. They most likely weren't timid with their shoulders curled in either. The art of persuasion is something in between. As with nearly everything else in life, there is a balance.

Every single one of us persuades someone every day, multiple times a day. You may have just done it. Persuasion could be something as simple as walking down the street saying "hello" to a stranger... you will try to persuade their response by using your body language as being cheerful and pleasant seeming in hopes for a positive response back.

For many, the art of persuasion comes second nature. But for others, it has to be learned. There are some body language tips to help with persuasion. One of the things you can do is "tilt your head". Sounds bizarre, I know. This behavior is part of our limbic brain response. A head tilt exposes your neck and, therefore, your jugular vein. This puts you in a vulnerable position that becomes a subconscious sign of respect and trust=likability. We display this vulnerability around babies to make them feel at ease. We also send this message to those we love to convey confidence and comfort. Think about the time you tried to

console someone, you probably tilted your head a bit as an acknowledgement to them that you were listening and sympathetic.

Another thing you can try to do is cross your legs. When you are unsure or feel threatened, you plant both feet firmly on the ground. If you're afraid of heights, you probably won't stand at the edge of a building with your legs crossed. But when trying to come off as relaxed and welcoming, you will probably cross your legs and may even lean a little. Oftentimes this behavior will be mirrored, putting both parties at ease. When someone's guard is down they will be more likely to follow along.

One more thing to consider is simply smiling. Never underestimate the power of a smile. Smiling not only provides benefits to yourself, but to others as well. When you smile neurotransmitters associated with lowering anxiety and increasing happiness are released. Smiling at someone during an interaction improves your own mood, increasing your charisma, this will help the other person feel more positive emotions from the conversation.

Persuasion is not to be confused with manipulation. The persuasion I am talking about is trying to persuade someone to join in on your football squares. Or trying to get someone to play on your 35 and older basketball team. So next time when you're trying to persuade Tom Brady to coach your son's football team, just try tilting your head, crossing your legs and smiling... it should work every time!



Management Article: Is \$15 the new \$25? Coping with the labor shortage

By Ron Sturgeon

The *Big Trends in Small Business* newsletter on LinkedIn touched on a subject that is vexing many entrepreneurs, the labor shortage. The article featured a pair of San Francisco-based family restaurant owners who have had to close their pizzeria from time to time because of labor shortages.

The entrepreneurs have adopted a variety of strategies to cope. They have revisited their tipping policies and raised wages for servers and cooks. They have implemented QR codes and other labor-saving tactics and reduced staff, basically they have found ways to work with fewer people.

The posting spurred a lot of thoughtful comments about the labor shortage in and out of the hospitality industry. Paula Merrell, owner of Chef Point Bar and Restaurant in Colleyville and Watauga, pointed out the tightening of the labor market is partly driven by the loss of life due to Covid and by baby boomer's retiring. In other words, a shrinking population is part of the underlying problem.

The Stolls, the couple featured in the piece on LinkedIn, mentioned having four interviews scheduled for a day and having only a single person show up. I think for the hospitality industry that's part of the problem. Servers have found other more regular work that pays more and allows them to be at home with their families more.

They aren't coming back.

There is simply too much competition for labor for \$2.13 per hour (it's the federal minimum wage, unless your state has a different requirement) plus tips to keep people on the job. Last month, I wrote a syndicated article entitled, "\$15 is the new \$25" that pointed out the opportunity that exists for forward-thinking restaurant owners.

Owners need to be willing to think differently about compensation so that they can have a stable, happy workforce. Consider raising the pay of your servers to \$10 or more per hour and guarantee them at least \$25 per hour with tips. Raise menu prices and you will have the trifecta: great food, fabulous servers who aren't going anywhere, and loyal customers who get well taken care of. (This assumes you can have great food) Also, just

raising pay isn't all the answer. If you aren't a great boss with a great work environment, and can lead and train employees (yes, they do need training) and remodel your hiring practices to only hire the best employees, you are in trouble. I am not proposing that you can just pay everyone more without requiring more.

Many detractors will say that I don't understand, and they can't raise prices. If you can't raise prices, then your product offering isn't as good as it should be, and the sole arbiter of that is the customer, not you. Or maybe you don't manage expenses well enough. It seems no matter how fast we adapt, the battle never stops. Either embrace the battle and smile as you learn to compete, or sell out, because it's never going to stop and its never going to be "like it used to be".

When I think back on my business successes, this isn't really such a new problem, 20 years ago we were paying more than most of our competitors and offering signing bonuses for the right people. As a result, we had the best of the best and grew like a weed. My competitors used to say "Sturgeon, how can you have 150 employees when I can't hire 10?" I told them, or wanted to tell them, to look in the mirror.

That is certainly a better outcome than continuing to slug it out with other restaurant owners for an inadequate supply of labor at \$2.13 plus tips, while talking up your establishment as the best place to work.

You certainly can't solve the labor shortage at all businesses, but you can start to solve it at yours.

Remember only you can make business great!

Ron Sturgeon, Mr. Mission Possible, has been a successful business owner for more than 35 years. As a small business consultant, he can deliver wisdom and advice gleaned from an enviable business career that started when he opened a VW repair business as a homeless 17-year-old and culminated in the sale of several businesses he built to Fortune 500 companies. Ron has helped bankers, lawyers, insurance agents, restaurant owners, and body shop owners, as well as countless salvage yard owners to become more successful businesspeople. He is an expert in helping small business owners set the right business strategies, implement pay-for-performance, and find new customers on the web. Ron's upcoming and last book is titled *Homeless to \$100 Million*. He has been giving business advice for years, but he has never advised on how to build wealth, with an actionable road map. The mantra of the book is to build wealth, not income, because they are not the same. To inquire about consulting or keynote speaking, contact Ron at (817) 834-3625, ext. 232, rons@MrMissionPossible.com, 5940 Eden, Haltom City, TX 76117.



OverBuilt has one of the Largest Brake Presses in North America

**Contact Matt for
your Plasma
Cutting and Metal
Fabricating Needs**

Email service@overbuilt.com
or call 605-352-6469



Still Building the Fastest Car Crushers and Baler Loggers in the Industry

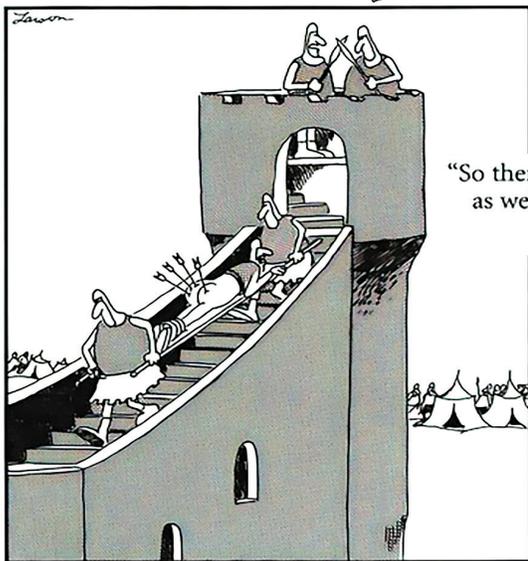
OverBuilt

OVB HOLDINGS, LLC

800-548-6469 ● 605-352-6469

www.OverBuilt.com

sales@overbuilt.com



“So then I says to Borg, “You know, as long as we’re under seige, one of us oughta moon these Saxon dogs.””

Laughter is the Best Medicine

THE SALESMAN

A young guy from Nebraska moves to Florida and goes to a big “everything under one roof” department store looking for a job. The manager asks him, “Do you have any sales experience?” To which he replies, “Yeah, I was a salesman back in Omaha.”

Well, the boss liked the kid and gave him the job. “You start tomorrow.” I’ll come down after we close and see how you did.”

His first day on the job was rough but he got through it.

After the store was locked up, the boss went down to see how the new guy did. “How many customers bought something from you today?” The kid says, “One”. The boss says, “Just one? Our sales people average 20 to 30 customers a day. How much was the sale for?” “\$101,237.65” replied the new guy. The boss is shocked, “\$101,237.65!?!” What the heck did you sell?”

The kid says, “First, I sold him a small fish hook, then I sold him a medium fish hook and then I sold him a larger fish hook. And of course he needed a new fishing rod. I asked him where he was going fishing and when he said down the coast, I told him he was going to need a boat, so we went down to the boat department and I sold him a twin engine Boston Whaler. He didn’t think his Honda Civic would pull the new boat, so I took him down to the automotive department and sold him a 4x4 Expedition.” The boss, in awe, exclaimed, “A guy came in here to buy a fishhook and you sold him a BOAT and a TRUCK?”

“No, the guy came in here to buy tampons for his wife and I said, “Dude, your weekend’s shot, you should go fishing.”

*Happy 2023
to all!*

Top 10 New Years Resolutions

- HGWEIT LSOS _____
- AESV OMENY _____
- UQIT MIKONSG _____
- QUIT NGRNIKD _____
- NSPDE LESS _____
- TLRVAE _____
- MAKE WEN DIFNESR _____
- TGE RZIGDOANE _____
- ATE EHLITAHER _____
- INDF WNE OHYBB _____



PROUD MEMBERS OF:



WE WELCOME YOUR COMMENTS Please know that any article or information in our newsletter is the expressed opinion of the writer. If you are enjoying our newsletter, we’d love to hear from you and if for any reason you are not, just let us know, and we will remove you from the mailing list. Contact us at sales@recoretrading.com.