

#### SELL YOUR CATS AS PRECIOUS METALS **BY DON BELISLE**



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

Would you sell your gold coins to a Baker, your scrap cars to a Jeweler, or your aluminum wheels to a Banker? I'm sure you wouldn't, so why would you sell your precious metals to a core buyer? If you sell your catalytic converters to a core buyer that is exactly what you are doing! It's no secret that the core business is not what it used to be, the fact is that the demand from rebuilders is way down from what it was 10 or 20 years ago when rebuilders were scrambling

to supply all the new on every corner auto parts stores with rebuilt parts. The parts stores shelves are now full, combine that with the flood of imported small parts and the parts stores getting cores back on rebuilt part sales means the demand for cores is way down. I don't blame the core companies for changing their business model to try to survive I just take issue with their claims that they are state of the art processors who can pay the same or more than Recore. This is total BS. It takes years to learn which cats to group and process together to get maximum return of precious metals. It takes hundreds of thousands of dollars worth of equipment to process in house effectively. It takes years to learn the technology of efficient PGM processing. Yet we see these core companies buying cat shears and claiming they are the best outlet for your cats. You must ask your cat buyer these 6 questions

1-Do you have in house decanning?

2- Do you have the assay based knowledge to group similar metal content cats together and process them that way for maximum return?

3- Do you have in house ceramic milling and sampling?

4- Do you have an in house lab to analyze precious metal content?

5- Do you have sales contracts with OEM auto manufactures and the builders of new catalytic converters to the new car industry?

6- Can you perform in house converter processing with results in less than 2 weeks?

If the answer to ANY of these questions is no and you sell to them YOU are paying for their education in the business.

If they answer yes to all 6 questions they are lying. Recore Trading is the ONLY Company in the Northeast that can truthfully answer yes to all 6 questions! Anyone can decann

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all your cats into one lot then send it off to a smelter, that process is not going to give maximum returns.

*"It takes years to learn which cats to group"* and process together to get maximum return of precious metals."

Recore Trading is a metals company and has been for 25 years, we have been in the scrap catalytic converter business since the beginning of the catalytic converter business. We are not the Johnny come lately company trying to jump on the bandwagon to try to supplement our business.

If you have 100 or more cats we can process them based on return and pay you for every gram of precious metals contained. If you have less than 100 cats we will buy them by the piece using our knowledge of what we know is contained in the cats and still pay you more. The bottom line is that every supplier that sells their cats to Recore receives more money!

#### **ARA 2013**

The 2013 ARA trade show in Phoenix this year seemed to be less attended than in years past. I was disappointed with the traffic at our booth as were all of the other exhibitors I spoke with. With traffic being down somewhat I had the time to attend a few of the instructional seminars, these proved to be very valuable and well worth the time spent attending. Of particular interest was the seminar on

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## SELL YOUR CATS AS PRECIOUS METALS

processing hybrid and electric cars, we still have a lot to learn here. One of the things I really like about the ARA show is that I get the opportunity to talk with salvage yard operators from other countries, this year I spoke with yard operators from the UK, Canada, Australia and many others. I always find it very interesting to compare how foreign operators deal with their issues as compared to the way things are in the US. The efficiency of the UK salvage yards processing hundreds of cars on postage stamp size yards was truly amazing. Many of the problems worldwide are very similar to the issues here in the US, some of which were the availability of scrap, the price of scrap and increasing regulation. Next year the show will be in Nashville and hopefully be better attended.

#### GENEROSITY BY D. J. HARRINGTON

If you missed the past convention held November 6-9 in Phoenix, Arizona, then you missed a good one. It was one of the best conventions and expositions held in a long time. If I were asked to describe this past convention in one word, that word would have to be "generosity." There were more than 40 educational sessions as well as 100+ vendors, a great keynote speaker, Gray Ridge who's the CEO of WD-40. His message to us was phenomenal.

This article will be done in a two-part series. Part B will be delivered in next month's article. I'll describe that later. The atmosphere and attitudes felt at the November convention was due to the "generosity" of many people and companies involved. It's time we recognize them for their generosity.

There were so many generous people at this gathering of fellow recyclers that I hope I don't miss mentioning any of them. On Tuesday, the annual golf tournament raised money for the ARA Scholarship Foundation. Thanks go to the generous effort of Tom, Mark Buessing's brother, who



did a lot of the work to get the golfers to participate in this event. Yes, Ed Mac-Donald our new president played! But don't worry, they didn't let Ed drive due to last vear's event when he took his golf cart into the lake! Wednesday night, the "generosity" continued. All of us left the hotel after a day of committee meetings to head to Brock Supply for the first stop of our two parties lined up

#### Car Crushing

Our crushed car program is going full swing. Recore handles 500-850 tons of flattened cars per week, with such a large volume we typically have the best pricing around. We use modern 3 sided trailers and great truck drivers, we are extremely efficient and pay promptly.

If you don't have a car crusher ask us about using ours for FREE, just agree to sell us the cars and cats and you will get our crusher delivered to your yard to use then you will receive top pricing for everything. If you don't want to crush the cars yourself we'll do it for you at a very reasonable rate.

Happy New Year!!!

for fund raising for the ARA Scholarship Foundation. We knew everyone involved were going to be generous.

Mr. Brock and his Now get this! daughter Kirsten are good Mormons.



They agreed to have alcohol at their warehouse because we promised we would have a Million Dollar Bartenders Fundraiser there and at Phoenix Automotive Core, which was the second-party location that night. The problem was that the bartenders that were supposed to work the Brock Supply party were unavoidably late for the event. If the bartenders are going to be late, what should a leader do? Kirsten and her team went to work. For the next 20-25 minutes, Kirsten and her team were behind the bar serving beer and wine. If you preferred a mixed drink, then you had to make it yourself. Bear in mind, the serving tips went toward the scholarship fund. Yes, another act of "generosity"!

A memorable scene was unfolding. Watching Kirsten pass a cold beer over the counter to another was probably something I won't see again. Sure wish I had my phone handy to take a picture. Everyone had a great time at Brock Supply. The Brocks are a kind and very generous family.

At this event, we were selling tickets for the 2013 Camaro Convertible for \$100 each. Between Brock Supply and Phoenix Core, we sold over \$10K of tickets that night alone. A generous "thank you" goes to Greg Lamb of Lamb Fuels, Ross from Pull-a-Part and Don Belisle from Recore Trading Company. More "generosity" came from folks like Mike James from James Environmental Management, Jay Svendsen and Jim Taylor from AutoData Direct, Doug Reinert, Past-President of ARA and from Chuck's Auto Salvage. I even got money from Chris Kabele from Recyclers POWER SOURCE. Thanks for your generosity, Chris!

In retrospect, lots of people bought tickets for the car on Saturday night at American Auto Recycling. It was a great opportunity for everyone to be generous. The 2013 continued on page 4

D.J. Harrongton at American Recycling

### STEP UP AND MEET BROCK SUPPLY COMPANY BY PAT FINNELL



Jerry Brock as a young boy at B & B Used Auto Parts, his dad's business.

As a young boy growing up in the 1950's, Jerry Brock worked at his father's auto dismantling business in Tempe, Arizona. He learned a great deal about the automotive salvage industry from working with his dad, but most importantly he saw the value of having a good work ethic. Brock realized very early in life, the key to running a successful business is a willingness to work hard and always be a man of your word; qualities which helped him establish his own recycling facility in 1963.

In the beginning, part of Brock's responsibilities was the towing of wrecked vehicles for police agencies along

with those he had purchased for the salvage yard. He didn't miss a call day or night and word soon spread of his reliability. "Even when we went out to dinner we took the tow truck. We simply bundled up my six-year-old daughter Alex and the whole family would go along for the pick up." Brock explained. In addition to being a good source of income early on in the business, Brock was also able to purchase some of the vehicles from his towing jobs. Brock soon acquired a larger property and built a building for predismantling and processing cars.

In order to improve on an existing idea, Jerry started the Brock Hotline in 1966, an auto parts locator network. He traveled across the Southwest, going to salvage yards to get them signed up. The Hotline eventually connected and served over 200 auto recycling companies. Long before computers, telephone hotlines were used to connect auto recyclers for the purpose of locating, buying and selling used auto parts. The telephone circuit was available to members 24 hours a day, 7 days a week. When any member needed a part, he would broadcast it through the network and if another member had the part, a deal would be made, the part shipped to the buyer and then delivered to his customer.

"I consider the Hotline one of my most cherished accomplishments. Being able to establish it and make it a viable network for many years spoke to the confidence and trust that our peers gave to us, something for which I will forever be grateful." Brock said. "The experience of putting together the Hotline gave me and our business a lot of exposure to our fellow recyclers, and also put me in touch with a lot of interesting people who became lifelong friends. One who comes to mind is Al Unser. He had a salvage yard in Albuerque, NM. Once he learned of the Hotline, he did several things above and beyond joining it to help the network get established. The generous efforts he and many others made are a major part of why I consider the Hotline a once-in-a-lifetime experience," he added.

Soon after the Hot Line was started, Brock expanded his salvage business by selling supplies he had found useful in the industry like markers used to identify parts while dismantling vehicles, engine stands and so much more. First selling to other members of the network, Brock eventually, began to send out sales flyers to the automotive industry throughout the United States, Canada and other countries and he soon was selling lots of supplies as well as parts. The supply side of the business just took off, continuing to grow at such a fast pace that in 1980 Brock sold the recycling facility and Brock Supply was established. "The response to what little we had was so good that we kept expanding," said Brock. It wasn't long before Brock had to build a larger warehouse for supplying new aftermarket parts.

Today, Brock Supply has expanded nationwide by establishing distribution centers beyond Arizona, first in Virginia and then Texas as well as an office in Shanghai to facilitate better sourcing. They implemented and maintained stateof-the-art order and fulfillment systems to get the most out of their strategic distribution locations. As a result, Brock Supply stocks well over 10,000 part numbers and provides

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Jerry Brock & Al Unser

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## STEP UP AND MEET BROCK SUPPLY COMPANY CONT. FROM PAGE 3

same-day fulfillment, late cut-off times, and free shipping with a very low minimum. "In some ways we are not just an auto parts company, but also a fulfillment expert," said Brock.

"We've developed a significant amount of expertise in not only our business but also the automotive industry and are always working to improve and build upon that. We feel this is a

key way we are able to pass a more compet-

itive value on to our customers," said Brock. "The better we understand their environment, the more we are able to help them grow their business. This has been a big part of maintaining our position as a leader rather than a follower."

"Over the past 5 years we have simultaneously ramped up to national distribution and international sourcing, which brought our company to the 'next level.' This made us substantially stronger and more dynamic than before. As we move forward, we continue to focus on identifying



The Brock

Hotline

Jerry Brock at a Kiwanis event iin 2013

and developing growth opportunities to better serve our customers throughout the world," added Brock.

For more information about Brock Supply, please visit their website at www.brocksupply.com or give them a call at their headquarters in Tempe, Arizona at 480-968-2222 or 800-528-4400.



1966 aerial shot of Brocks Auto Wreckers

### **GENEROSITY** CONT. FROM PAGE 2

convertible was won by Bill Abold Jr. from A&P Auto Parts in New York. Bill is a very generous guy. He asked, "What is best for ARA? Do I take the car or the cash?" ARA would receive more of the money raised if Bill took the cash. So Bill, being the generous person he is, took the cash prize of \$25,000. More "generosity". Let me add a few names to my "generosity" list.

There's Joe Wright from The Connection. The Connection gave their booth to the Scholarship Foundation. Joe was also a bartender and gave himself a \$100 tip. Ron Sturgeon, a great consultant, is also a generous person for his support. Brian Collins of Commercial Forms Recyclers Direct was noted "the best bartender" and very generous guy.

Let me tell you about other generous folks. Skip Weller bought a bunch of the car tickets and tipped a lot to the bartenders. Skip was noted as the second-best bartender to Brian. We weren't missing any fanfare either. The atmosphere kind of reminded me of the movie, "Cocktails" when Tom Cruise and his mentor were trying to out do each other. Jay Robbie, President of Phoenix Core, came in by being dropped from a crane. The Phoenix Automotive Core people out-did themselves. They went over and beyond anything we have ever done at ARA. It's surely another act of "generosity".

The dinner had lots of ambiance with the wonderfully talented Mariachi Band and a fun-time photo booth with which to remember the evening. What a nicely planned Mexican dinner we had. It was a fantastic party! It was a wonderful celebration of the "generosity" we know exists at these conventions. While dressed in a cap and gown, I was selling tickets for the scholarship fund. Skip Weller of Weller Auto Parts, a Past-President of ARA asked me if I wanted a cold beer. "Well, okay - a half a beer." So Skip drank the first half of the glass and gave me the bottom half. The beer was consumed in front of Mark Buessing!

Thanks to the "generosity" of all attendees and companies at this convention, a good time was had by all.

Next month, I'll cover all happenings at the American Auto Recycling and the Derby Car Race held that night. You better start planning for the 2014 71st Annual ARA Convention & Exposition to be held October 22-25, 2014, at Gaylord Opryland, Nashville, Tennessee!

See you next month for Part B of this series. May each of you and your loved ones have a Blessed New Year!

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## SCENES FROM THE 2013 ARA TRADE SHOW IN PHOENIX



Don Belisle congratulating Ty Reinart, winner of Recore's fiind the cat drawing.



Neil Nissenbaum of Nissenbaum's Auto Parts.



People enjoying the Mexican fiesta.



Jerry Brock stands in front of his restored 1958 Chevy Holmes 525 Wrecker.



Jeff & Steve at the Overbuilt booth.



Harmony & Mike French of Auto Recyclers Toolbox booth.



Great food, drinks and friends at American Recycling.



D.J. Harrington, Julie Stahly of Recyclers Power Source and Don Belisle.



Beautifully resotred car on floor of trade show.



Attendees visit the WEN booth.



Attendees making the rounds.



Anthony Russo & Chris Petropoulos of General Auto Recycling

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### THE ELECTRONICS OF ADVERTISING FAX MACHINES, E-MAIL & QR CODES PART ONE OF THREE BY MIKE FRENCH

A few years ago I wanted to fax something to a recycler and called him to ask for his fax machine number. He said, "We don't have fancy things like that here!" Therefore I ended up having to mail him what I wanted him to have. I was frustrated because it took several days to take care of something that could have been done in just minutes.

In today's world of instant communication, fax machines are considered slow. In fact, a lot of changes have happened in the world of electronics since fax machines have come onto the scene and yet many in the auto recycling industry today are still in the dark ages electronically speaking. At this writing only 40% of the industry is computerized.

Maybe you are not using email to instantly describe parts to an enquiring customer or using it to broadcast a selling message or newsletter to a large group of customers or prospects, but you should be if you expect to continue to sell parts for very long into the 21st Century. The next three issues I will be going through some of the basics of electronic advertising beginning with the fax machine and ending with electronic social media.

#### FAX MACHINE:

What is it? This is considered old technology today, yet fax machines are still used successfully as a marketing tool. It is a very good way to get a message out to individuals or



a large membership group quickly. You need a fax machine that you plug into any phone line. You can have a dedicated line to receive faxes or you can use your regular phone line. The newest fax machines can tell the difference between incoming phone calls and fax messages and sort them out.

How to use it? To send something to an individual, place your document into the fax machine, dial in the recipient's fax phone number, and hit "send." It's as easy as that. Keep in mind that photos, large graphics and certain colors such as yellow or light blue will not fax well, or maybe not at all. It's better to use a fax machine to send simple black ink text, line drawings, or black ink only forms. If you plan to send to a large group of people use a fax-broadcast service to do so. The company you use will ask you to provide a list of fax phone numbers, documented proof that you have their permission to send faxes to them. You then fax your document to the broadcast service and they will broadcast it out to your list. A group of several hundred or more will receive your faxed item all at the same time.

Warning, new federal regulations prohibit sending unsolicited faxes to anyone. It called "spam" and violators can face large penalties for breaking the law. Be sure to get permission first from those you plan to send to before sending them anything, and be sure to include a statement at the bottom of your fax with instructions about how to get off your list.

#### ELECTRONIC MAIL

What is it? Commonly known as email or e-mail, is a method of exchanging messages from an author to one or more recipients. In order to use email you need to have a computer, an operating system (like Windows) a modem



and some kind of internet connection (either dial-up or High speed) from an Internet Service Provider (ISP) and of course you'll need some kind of email program (like Outlook Express). Good news is that every computer store has help to get you

setup and started. Just tell them that you don't know anything and that you need someone to help you get up to speed.

How do you use it? Using an email program such as Outlook Express (which normally comes with a personal computer purchase), you type in the email address of the person you want to communicate with, such as "jim@example.com", and then you type your subject into the subject space, such as "We have your part in stock," and then you type in your message into the message box provided, such as "Henry, the part you want is in stock for only \$375 plus shipping, and I can ship it to you today." And finally you hit "send" and it goes instantly to them.

All of your staff should have their own email addresses and you should include them on their business cards and your website.

If you want to send something such as your company newsletter or flyer to a large group of people, you can use a professional email broadcast service such as ConstantContact. com or MailChimp.com, just to name two of them. Be warned however, not to send willy-nilly to a group of people you have not first gotten permission from to send them stuff. That is called spam and you could be fined and/or blacklisted. There are legitimate ways to get people to agree to receive email blasts from you. You can ask them at the point of purchase if they would like to receive your newsletters, specials, etc via email. You can have a place on your website for people to sign up for contests, offers, newsletters, etc. NEVER just add them without getting their permission.

#### **QR CODE**

What is it? QR Code, which is an abbreviation What is it? QR Code, which is an appreviation for quick response code is new kind of two-dimensional bar code invented in Japan by the Toyota subsidiary Denso Wave in 1994 to track vehicles during the manufacturing process.



More recently, the system has become popular outside the industry due to its fast readability and large storage capacity compared to standard UPC barcodes. The code consists of black modules (square dots) arranged in a square pattern on a white background. You've probably seen them appearing on just about everything, added to business cards, coupons, magazine articles, freeway signs and even printed on the side of busses. Users with a camera phone equipped with the correct reader application can scan the image of the QR Code to display text, contact information, connect to a wireless network, watch a video, or open a web page in the telephone's browser. QR Codes may also be linked to a location to track where a code has been scanned.

How to use it? Print it on just about any object about which users might need information. Have your code link to a coupon, Facebook, Twitter, YouTube, or Website. Where do you get QR codes? You can find and download a free QR code generator online and create them yourself. Do a Google search to find one.

Next issue I will be writing about Websites, blogging, instant messaging and texting. These are all great forms of advertising that you should be using to promote your business.

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# LAUGHTER IS THE BEST MEDICINE!

#### **SWEET CHEEKS**

A married couple was in a terrible accident where the woman's face was severely burned. The doctor told her husband that they couldn't graft any skin from her body because she was too skinny.

So the husband offered to donate some of his own skin. However, the only skin on his body that the doctor felt was suitable would have to come from his buttocks. The husband and wife agreed that they would tell no one about where the skin came from, and requested that the doctor also honor their secret. After all, this was a very delicate matter. After the surgery was completed, everyone was astounded at the woman's new beauty. She looked more beautiful than she ever had before! All her friends and relatives just went on and on about her youthful beauty!

One day, she was alone with her husband, and she was overcome with emotion at his sacrifice. She said, "Dear, I just want to thank you for everything you did for me. There is no way I could ever repay you."

"My darling," he replied, "I get all the thanks I need every time I see your mother kiss you on the cheek.



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