

WE BUILT OUR REPUTATION ON 23 YEARS OF HONESTY, TRUST AND DEPENDABILITY!
THINGS MAY BE TOUGH, BUT WE ARE ALL IN IT TOGETHER! BY DON BELISLE


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

With the arrival of winter everyone I talk to is saying the same things; scrap cars are scarce, scrap cars are expensive, things are tough out there! Although things are tougher now than they have ever been these are the same problems we have been facing for years. The good news is as of this writing (11/12) ferrous prices are rising, precious metals are rising and there is no snow on the ground. The bad news is most

non ferrous is down. Most of the owners I have spoken with both locally and at the recent ARA meeting in Orlando say business is off 15%-20%. These numbers coupled with the recent election results are not encouraging for the small business owner. I see many yard owners getting creative using the resources they have to generate revenue by expanding into areas they had not previously pursued, these include towing services, used car sales, rebuildable car and truck sales, used part and car export, auto service and more. I applaud the creativity of business people who see that things need to be changed and do something about it. The old saying comes to mind that if you keep doing things the same don't expect different results! I know that we have had to change the way we do things here at Recore, we are buying more types of recyclable commodities than ever before. Although we have always been metal recyclers we find that we are now buying products that in the past were not worth the yards labor to take them off. These include drums and rotors, wiring harnesses, oxygen sensors and more. The fact is the creative yard owner is finding additional bottom line revenue by removing parts he previously left in the scrap auto. We have excellent outlets for these now recycled parts and will give pricing upon request.

At Decembers NH ATRA meeting (12/5) we are having "Doctor" D.J. Harrington as our speaker! As many of you know DJ is a tremendous motivational speaker who has as clients some of the biggest names in industry, these include GM, Caterpillar, Dupont and more. DJ also gives us at Recore an article every month for this newsletter. NH ATRA is graciously inviting yard owners from neighboring states to

attend this meeting and hear DJ speak! This is a tremendous opportunity to get great advice from one of the best in the business. If you have not heard DJ speak this is your chance, if you have you know what I'm talking about and know the value of what he has to say. DJ talks about improving phone skills, dealing with all types of customers, marketing and so much more! This is the absolute must attend event of the year. For details contact Bruce Crawford at atraofnh@gmail.com

While attending the ARA show this year it was a pleasure seeing the future engineers display some of their inventions using donated power window motors from salvage yards. These creative robotic inventions showed that our young people have amazing talent and tremendous imagination. This group can use more of the window motors for future gadgets, please consider donating a few sets and investing in our future. They are looking for sets of 2 or 4 working door window motors and wiper motors. The motors must be from the same vehicle, so that the right door window motor matches the left door window motor. The motors should be clearly identified with the year, make and model of the vehicle they came from. The units can be shipped to: Andy Mark, Attn. FIRST Choice, 2311 North Washington St, Kokomo, IN 46901, 765-868-4779. Please include your business card along with the motors

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so that FIRST teams know what recycling facility provided their motors. Your help creates goodwill from our industry. To learn more about the FIRST program, visit www.usfirst.org. On a sad note Milford Pepper of Century Enterprises passed away recently, Milford was a straight shooter and all around good guy. Although Milford was a competitor

for scrap cars all of our dealings were friendly and pleasant he was a true gentleman.

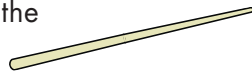
In closing I would like to thank all of our suppliers and friends for your business and your friendship and wish everyone a happy holiday and a prosperous new year!

FIRST AID FOR LIFE REMINDER KIT

BY D. J. HARRINGTON



TOOTHPICK: To remind you to pick the GOOD qualities in others.



BAND AID: To remind you to heal hurt feelings, yours and someone else's.



PENCIL: To remind you to list your blessings every day.



ERASER: To remind you that everyone makes mistakes, and that's OK.



CHEWING GUM: To remind you to stick with it and you can accomplish anything.

MINT: To remind you that you are worth a mint!



CANDY KISS: To remind you that everyone needs a kiss or a hug every day.



TEA BAG: To remind you to relax daily and go over that list of blessings.



Correspondence regarding this article should go to: Phone Logic, Inc., 2820 Andover Way, Woodstock, GA 30189

D. J. Harrington is an author, journalist, seminar leader, international trainer, and marketing consultant. He works primarily with customer service personnel, and his clients include such world-class companies as General Motors, DuPont, Caterpillar and Damon Corporation.

He may be reached at 800/352-5252. E-mail: dj@djsays.com. 52 weeks a year, we are as close as your telephone. Visit www.djsays.com to order my "NEW" books ~ "Your Prescription for Life" and "Mastering the Art of Success".

DID YOU HEAR THE ONE ABOUT...WHY MARRIED WOMEN SHOULD AVOID GIRLS NIGHT OUT?

The other night I was invited out for a night with "the girls". I told my husband that I would be home by midnight. Well the hours passed and the margaritas went down way too easy. Around 3 AM, a bit worse for wear, I headed for home. Just as I got in the door, the cuckoo clock in the hall started up and cuckooed 3 times. Quickly, realizing my husband would probably wake up, I cuckooed another 9 times. I was feeling very proud of myself for coming up with a quick-witted solution in order to avoid a possible conflict with him. (Even totally

smashed...3 cuckoos plus 9 cuckoos totals 12 cuckoos=MIDNIGHT!) The next morning my husband asked me what time I got in and I said "Midnight". He didn't seem concerned at all. Whew! Got away with that one! Then he said, "We need a new cuckoo clock." When I asked why, he said, "Well, last night our clock cuckooed three times, then said, "Oh sh*t.", cuckooed 4 more times, cleared its throat, cuckooed another 3 times, giggled, cuckooed twice more, and then tripped over the coffee table and farted."

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ARA 69TH CONVENTION & EXPOSITION BRINGS INFORMATION, IDEAS, AND INSPIRATION TO ATTENDEES

By Caryn Smith, Editor of *Automotive Recycling* magazine

The phrases "increasing opportunity for members," "creating value," "branding," among others, were topics of serious discussion at the recent Automotive Recyclers Association's (ARA) 69th Annual Convention & Exposition held in Orlando, Florida in October.

On the opening day of the event, the important work of the ARA Committees moved forward with discussions on agenda items such as the launch of an online uniform Parts Grading application (available at www.a-r-a.org in the near future), changes in the landscape of selling of recycled air bags, and maintaining quality assurance overall in the industry. ARA members were engaged as they worked through these core issues to keep the industry one step ahead of challenges that may come. One new group, the ARA Safety Committee, is helping members save thousands of dollars in fines by alerting them via regular communications on OSHA crackdowns of safety violations. Seemingly minor, these violations can yield hefty fines if an auto recycler is caught non-compliant.

Continuing into day two at the ARA Annual Meeting, outgoing President Randy Reitman, Reitman Auto Parts & Sales, Inc., Melbourne, Kentucky, commented on the need for new people to get involved to move the industry forward. "We need fresh faces mixed with the experienced ones," says Reitman. "New young bloods in this industry are what will make this industry prosper." Reitman's goal during his term was to increase enrollment in certification programs, and he left his post with the largest spike in the ARA CAR Program in years, with 48 new CAR Members and 16 new Gold Seal members. Work on a united accreditation program - that combines three prominent programs into one - continues to move forward, at this time.



Educational sessions at the ARA convention were packed out with auto recyclers looking for cutting edge information



Bill Velin, of Wells Fargo Business Insurance, talks with ARA Exposition Attendees.

Over 1,000 auto recyclers and associates from across the United States and around the world, gathered to hear more industry speakers than ever during ARA's collection of dynamic educational seminars. Attendees visited with a record number of industry vendors at the largest Expo in ARA history, as well.

Educational sessions included topics such as Hybrid Batteries, Efficient Handling & Shipping, Automotive Recycling: A Global Perspective, Electronic & Personal Relationships, The Art of Achievement in Times of Change, Small Details Lead to Big Profits. Also a popular draw was speaker Donald Cooper, who presented a session titled, Vision Critical: How to define our future, grow our business, and improve our bottom line. Overall, attendees were pleased with the variety of content, and the increased number of sessions available to them.

During his speech at the Annual Awards Dinner, incoming ARA President Chris Wright, Capital Auto Parts, Thomasville, Georgia, stated, "I am honored to be here as President of this Association and I believe we have to look to our past to know how to proceed with our future. The key is education - then and now. The ARA University has done a phenomenal job of doing just that. We have to continue to enhance our education process, we can't just stop where we are now." He drew parallels on issues of the past that still are present, such as stormwater, salvage acquisition, and unregulated buyers at car actions. Wright is part of an elite group whose parent - his father Ken Wright - preceded him as an ARA president. The generational link will work as an advantage, Wright believes, as his father saved all his notes and industry publications from his era on the ARA Executive Board. Chris has already educated himself on issues from the past in hopes to glean insight on moving forward to solve similar problems.

Awards conveyed to ARA members include: the ARA Affiliate Chapter of the Year - Automotive Recyclers

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of Michigan; CAR Member of the Year - Morris Rose Auto; Regional Director of the Year - George R. Sapir, Intercity Auto Wrecking Co.; ARA Member of the Year - Ian Hill, Hills Salvage and Recycling Ltd., (who delivered his thank you speech from the UK via an Internet video link); Lifetime Honorary Members - Greg Freeman and Jim Seamans; and the ARA President's Award winner - Norman Wright, Stadium Auto Parts, Denver, CO.



Incoming ARA President Chris Wright, of Capital Auto Parts, gives his acceptance speech at the ARA Awards Dinner.

Of course, the event wasn't all work and no play. The very first event of the convention was the annual Golf Tournament. The Yard Tour & BBQ at GreenStar Auto Recyclers was a fun time to mingle with friends, and a casual night at the NASCAR Café at the Universal City Walk concluded the four-day event.

"Overall, our Association is in good shape," states Michael Wilson, ARA CEO. "ARA has quite a few contacts now and formed key relationships as we have worked through big issues in the past, like Cash for Clunkers. We have seen how the relationships ARA Members have with local and state officials has made an impact, and we witnessed the killing of significant legislation that would have severely impacted auto recyclers in that state if the

ARA member wasn't involved." Wilson said that these relationships, a focus on product assurance, and hard work from committees, volunteers, and ARA staff will continue to secure the rightful place of auto recyclers in today's marketplace.

Please mark your calendars and plan to join in the fun at the Automotive Recyclers Association 70th Annual Convention & Exposition in Phoenix, Arizona, November 6-9, 2013.



ARA Government Affairs Committee Meeting

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GUESS THE NUMBER OF CATS CONTEST WINNER

We have a winner to our guess the number of cats contest featured in our October newsletter. Patrick Keating of Salisbury Auto Salvage in Salisbury, MA has won the contest and \$100. Congratulations Patrick. There were 1800 catalytic converters in that Recore Container.

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Don Belisle in lab

ARA CONVENTION, WELL WORTH THE TRIP! BY PAT FINNELL



We saw Bob Phelps (far right), President of ATRA NH at the show with Steve Holland of Brandon Auto Salvage and Nancy Randall of Hollander.

Having not gone to an ARA convention for a couple of years, it was such a pleasure to attend this year. Just to have the opportunity to reconnect in person with many friends within the industry made the trip so worthwhile. As I walked around the show I saw many familiar faces from vendors to attendees and it was terrific to catch up on the news with all of you. I don't dare mention any names because I know I would forget someone, but please know that I appreciate your friendships and I look forward to seeing you at the NE ARA trade show in 2013. No date has been set yet, so stay tuned to our newsletter.

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It is so important for you to have a 100% customer satisfaction guarantee in place, no matter how much it seems to cost you.

A while back, a friend of mine told me this story. He decided to call a used parts provider after seeing their advertisement about their good deals and excellent prices. He was very excited after talking on the phone with the helpful and friendly sales person. He was happy that he would save some money and even get the part he wanted delivered to his door. He placed the order for the part he wanted and afterward showed the ad to a friend. He bragged to him about the savings and encouraged his friend to take advantage of these same good deals that he had discovered.

Then his part came! He was shocked to discover that it was damaged and rusty. He called the company and described the problem. Instead of receiving the positive solution he wanted, he was told that they would refund only part of his money. They told him that it would be too expensive to ship another part to him. They explained that they had already spent money shipping the previous part and they would not get back what they had already invested into the part.

Here's what my friend did next. He immediately called the person he had earlier encouraged to buy parts from this company. He warned them not to do business with that company. He then stopped by my office and told me about his bad experience and about how sorry he was to have been "ripped off" by "those crooks." He was really unhappy. Who knows how many others he told about his sad experience. Probably lots! Will he ever buy used parts from them again? I think not.

This is what the parts provider should have done. When my friend called to complain, the parts provider should have immediately worked at his own expense to fix the problem and make the customer 100% happy. Instead of fixing the problem, however, he was only concerned about losing a few dollars and so would not replace the defective part. And he should look into his parts inspection system to find out how to keep damaged parts from being shipped in the first place.

How much money did this parts provider lose by the way he handled this customer? Much more than he probably thinks. First, he lost any future sales from this customer over a lifetime. Studies have shown that a delighted customer will buy repeatedly. Secondly, he lost the profit coming from all the people this customer would have referred to him had he been happy. Add up all the potential profits a customer may mean to you, including the initial purchase,

future purchases over their lifetime, their referrals, even referral's referrals!, and you have a much more serious loss. When you understand how valuable it is to KEEP a customer and how much he is really worth to you over a lifetime, you can quickly see how a customer who initially made a one hundred dollar purchase with you can be worth ten, twenty, or thirty thousand dollars in total customer value.

When you compare the expense of not taking care of a customer, to the investment of taking good care of the customer, the answer should be obvious. You should take very good care of every customer! When you factor in all it costs you to get a new customer - the advertising dollars, personal contacting, follow-up hours, telephone calls, and so on - it doesn't take a brain surgeon to know it's much more cost effective to keep a customer than to get a new one.

Investing a few dollars now to fix a problem can pay you back many times in the future. However, saving a few dollars now by NOT fixing a problem, can cost you a bundle. Back up your services and products with a well-publicized and clearly posted guarantee. Never let a customer leave dissatisfied. You don't want a single person telling 250 of their friends that you mistreated them in any way. Bend over backwards to produce 100% customer satisfaction. It will pay you back, again and again. Go with the strongest, boldest, best guarantee possible. And, if you cannot provide a truly great guarantee for your parts & service, go find something else to sell!

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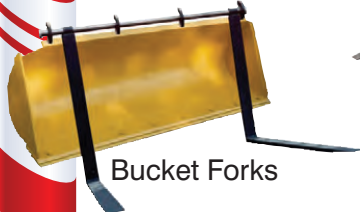
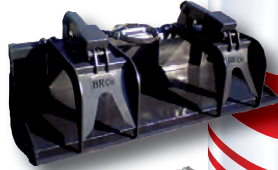
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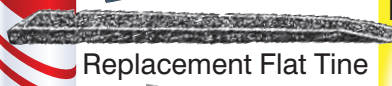
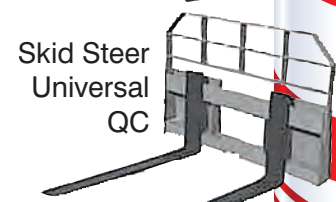


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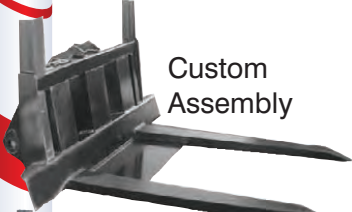


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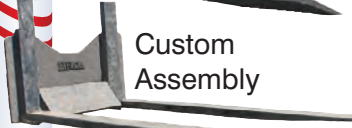
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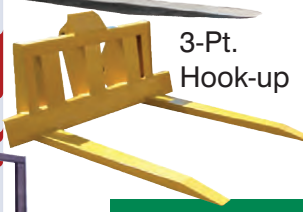
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