



# The Scrap Reporter

## Going, going, gone.....

We're all tired of hearing the mantra. 'The Recession is the worst in decades' ..., 'Jobs lost are at an all time high' ..., 'foreclosures are on the rise' .... and the list goes on and on. Frankly, it would be nice if the media hype would die and distance us from the dismal news they bring into our homes and businesses. Yes, it is true that things are not very good and will take some time for the economy to get back on its feet. It may be several years before we see GDP levels of 2008. However, to use an analogy such as "Depression Like" is simply irresponsible and does nothing but sell press and unfortunately perpetuate fear. In fact, as the graph shows, unemployment rates have been similar or higher in the past 3 recessions as indicated by the peaks on the graph. Notwithstanding, history has proven the years

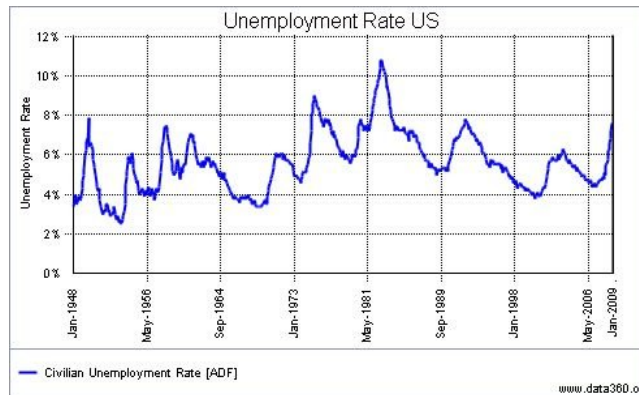
thereafter to be extremely productive in expansionary terms.

Several factors are worth mentioning:

- Recessions tend to last anywhere from 8 months to 16 months. Officially we are already 1 year into the current one.
- The infrastructure and stimulus package, in the Senate now, and regardless of its final form, will have a positive impact on the economy.
- The expansionary phase of our economy tends to last almost 5 times longer, on average, than recessionary periods.

The other key difficulty is to be prepared for the time when we are out of the recession and back into an economy's normal expansion mode. Walking the tightrope of having to cut expenses on one side without jeopardizing efforts to market and properly staff your company is not for the faint of heart.

Major emphasis should be placed on realizing that we will be out of this mess at some point and weathering the storm will prove that the strong get stronger...so be ready since there is no mile marker to tell us when this recession ends and the next growth phase begins.....



## Stretch the \$\$\$

While each individual business is different, here are some simple ideas to help stretch the dollars a little further.

- Important changes to the tax code were implemented last year and more will follow this year. These can have a significant impact on the ability to purchase, and depreciate, capital purchases. Speak with a CPA to see specifically how these can benefit you.
- Projects or tasks, i.e. things you didn't have time for when things were busy, are now able to be tackled at the present with vigor. These can now be completed since they not only may afford you new opportunities, but will also be out of the way when things get going again.
- Advertising/Marketing budgets are one of the first to get cut when budgetary concerns



arise. Partnering, aka Horizontal Marketing, with another symbiotic company to share in these expenses not only saves you money, but enables you to reach a more diverse crowd for your product(s). An example of this might be an HVAC company partnering with an electrical contractor to advertise both of your abilities to service an area. In essence this can halve your expense yet maintain your exposure.

### Food for thought:

It's a recession when your neighbor loses his job, it 's a depression when you lose yours.

- Harry S. Truman

Drive thy business or it will drive thee.

- Benjamin Franklin



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# got scrap?

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## Chowin' down @ the Copper Kettle



Cold and blustery winds have been sweeping our home in the Mid-Atlantic States. This dish is inspired by the warm trade winds of Key West so we all remember that "Latitudes change Attitudes."

### **Key Lime Chicken (serves 4)**

2 Tbs of Honey

2 Tbs Soy Sauce

1 1/2 Tbs olive Oil

2 Tbs Key Lime Juice

1 tsp garlic

2 Skinless and Boneless Chicken Breast (Organic Preferred) cut in half to produce 4 pieces

Place first 5 ingredients in bowl and stir together well. Divide marinade in half. Bring the first half of the marinade to a boil and reserve as a glaze for the chicken. Rinse and dry chicken and place into a tight sealing plastic bag with the other half of the marinade. Put in refrigerator for 1 hour. Heat grill and lightly spray with a non stick spray. Grill chicken breasts for appx 6-8 minutes each side. Plate the chicken and pour some reserved glaze over it. Serve with wild rice pilaf and a fresh tomato salad tossed in a light Italian dressing.

Pair with some "Key West Sunset Ale" or a nice Pinot Grigio that is well chilled to complete the setting and imagine you are in paradise.....

Buen Provecho !!!

