

September 29, 2009 - Press Release: 2009 ACE AWARDS

On September 17th, 2009 **Recycling Solutions, LLC** was recognized by the Arizona Corporate Excellence (ACE) Committee as the 37th largest privately held firm in Arizona out of the 50 nominated firms this year. It was also ranked the 4th fastest growing privately held firm in Arizona.

Full Name of Company: CMS/MORRELL, LLC & RECYCLING SOLUTIONS, LLC

HQ (address): 422 South 33rd Avenue, Phoenix, AZ 85009

Founded (year): Began in 1998 under **COMMODITY MANAGEMENT SERVICES** and as we grew we changed the corporate structure along the way and finally established **CMS/Morrell** in 2003 and in 2006 - **Recycling Solutions LLC** with DBA's of **PHOENIX AUTOMOTIVE CORES** and **CMS** (Commodity Management Services).

Company Owners:

A. Jay Robie – CEO

Lee Morrell – Managing Partner

1. What is the biggest key to your company becoming one of the largest privately held firms in Arizona?

We have always been open to new opportunities and challenges. Also, we like that we get to choose the people we work with. It is our firm belief that the people make the company. We encourage new ideas and concepts that make us somehow different from everyone else. It is this desire to distinguish ourselves within the industry that motivates the management of our company. Our focus has always been on our reputation and customer satisfaction not just profitability.

2. What is it about your industry that enables you to be successful?

We are constantly trying to understand the needs of our customers. Instead of just focusing on one aspect of a business, we try to be as diversified as reasonably possible. This allows us to find solutions that others are unable or unwilling to seek. Our industry has a history of not being transparent and proactive in the dissemination of knowledge. We go completely against this engrained tradition. By working with our customers like they are our business partners we are able to build confidence and trust in our relationships. We are one of the few automotive and scrap metal recyclers that conduct tours on a regular basis and allow employees from other companies to spend time training with our experienced staff. We do not feel we know everything, but what we do know, we share with others so they can make their business better and more profitable.

3. How have you been able to manage trying economic times to rise up quickly?

In any business, you have to sell your business model to yourself and the people who work with you first. Once everyone is on board and they trust your direction and leadership it is a matter of making the tough choices for the benefit of the business and the majority. By maintaining trust and respect in your organization it exudes confidence to those you do business with. We have spent so much time and energy building a reputation that all of us can be proud of that it is recognized in all our business dealings. Companies choose to do business with us because of who we are and what we represent. Our employees and managers fight through the tough times with us for the same reasons. You need to continually manage personalities, financial roller coasters and expectations. If GM and Chrysler taught us one thing it would be that you cannot do everything by yourself. Working with other good companies can offset your own deficiencies and strengthen your position during economic recession. We work diligently to maintain close relationships with those we consider strategic partners concerned with our success. In return, we try to compliment others with our own talent and abilities. Growth is a natural result of good vision, good people, and a good name.



From left to right:

Dusty Hadden - General Manager, CMS Morrell; **Chris Eftman** - General Manager, Catalyst Division, Phoenix Automotive Cores;
Jay Robie - CEO; **Scott MaHoney** - CFO; **Lee Morrell** - Managing Partner; **Michael Oliverio** - Manager, Commodity Management Services;
Mike Sabori - General Manager, Phoenix Automotive Cores; **David Polletta** - Marketing Director

