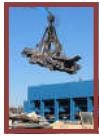


## EAGA Business Builder

eaganm.com

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## Today's speaker was Paul Wynn—Acme Iron and Metal



Mr. Wynn was born in Minnesota and his family moved to New Mexico when Paul was in the 5th grade. He attended high school in Socorro and participated in a variety of sports, including basketball, track and baseball. Those must have been busy days because Paul grew up on a farm, and most of his days began at 5:00am with milking the cows. A bleary eyed way to develop a good work ethic. Mr. Wynn attended college at "Harvard of the Southwest" (New Mexico State University) where he played football and actually earned a Business Degree along the way. Paul had plans to play in the NFL, but the NFL didn't have the same plans, so after graduating, Mr. Wynn found himself working in Kentucky for awhile before returning to Albuquerque...and a 4 year tour of the recycling frontier via Acme Iron & Metal. At Acme, Paul got an in depth knowledge of the industry as he did all the various jobs needed to make it all work. From the tedious (hand sorting materials), to the prestigious (operating every piece of machinery at the facility). And Mr. Wynn probably even got more than a few metal slivers in his thumb. After doing that for a 25th of a century, Paul wanted to build his own business. He stayed in the recycling industry, but not in a way to directly compete with Acme. Starting out by buying scrap wire, and then finding himself in China where he and a partner opened a recycling plant. It was a good business and doing quite well. So well in fact that the Chinese government went in and changed it to a state run business. Over night, Mr. Wynn and his partner no longer operated a business, nor did they own any equipment, in that country. So Paul returned to the USA and began a business here. It wasn't too long before his new company had expanded into pretty much everything that Acme was doing (except Paul's company had not sold anything to Wile E. Coyote). As the competitor status grew, Paul business relationship with Acme's owner began to deteriorate, however, Paul still had 'connections' there because he and the owner's son were longtime friends. When Paul began the process of buying a new shredding machine, word got around. The machine could shred about 1500 tons of metal per minute. That would eclipse the common rate of 200 tons per minute, so would be about 7 times more productive than the more common shredders (like the one that Acme was using). Paul's friend over at Acme called to propose a combining of the businesses in order for them to dominate the area market. Paul was pretty sure that Acme's owner would not agree to an arrangement that involved the wooper-snapper whom he had trained and was now competing with him. But the friend had already smoothed things enough to get the agreement in place. So the merger was on with the combined company operating as Acme Iron & Metal. The new owners did purchase that piece of equipment and the trek toward area dominance had begun. These days the company owns over \$25 million worth of equipment with all sorts of capabilities. They have shredders, compactors, cranes, loading machinery and those huge magnet whachamacallits. Their \$10 million shredder includes a 150 ft conveyor belt and is run by a 5000 hp electric motor. It has 6 inch thick manganese walls to minimize shrapnel, and contain the occasional explosion that might occur. As expected, it takes a lot for that machine to operate. To keep it working efficiently, and to extend its useful life, the machine is run for 1 day, then its down for 3 days of maintenance. Paul's operation continues to grow. They currently have about 200 employees and 8 yards in various locations around the state. Acme does all their own equipment maintenance, so their staff includes welders, electricians, machinists and, of course, equipment operators. Their machinery is capable of shredding aluminum, zinc, stainless steel and copper, whether in individual pieces, or as parts of something else...like automobiles. Their device shreds a car in 6 seconds (way faster than a guy can gather his wits and yell "Hey! I need to get my bag out of the trunk!"). Acme processes about 1.8 million pounds of aluminum cans per month. They also shred enough metal to fill 15 train cars a day—each car holding about 1500 tons of material. Every year, they send many thousands of tons of metal to smelters all over the world. What about the not metal items? About 62% of a shredded car can be captured as reusable metal. That leaves about 38% 'fluff'. Fluff is the industry term for automotive shredder residue (ASR)...the plastics, foam, fibers, rubber, dirt and other materials that are not part of the metal gathering process. Right now, most of that residue is just not economically reusable and it is hauled to landfills. Paul's team is hoping to change that. They are planning to buy a new materials separator in the near future, and are also trying to get permission to have their own landfill, on their own property, so that they can store the ASR for recovery and re-use at a not so later date. Other countries are developing processes and equipment that can separate the fluff mixture into groups of recyclable items. As it all becomes more and more efficient, and the US regulatory agencies allow new processes, Acme can use the new equipment to process fluff from their landfill...recovering the materials for the benefit of the environment, and society in general. Paul's always thinking mind is also working on converting his operations to solar power so that they can substantially reduce their currently huge electric bill (although they would still have to continue to pay the electric company's mandatory standby-fee of about \$25k per month). Mr. Wynn also addressed some things that the industry is doing to try to combat the theft-for-profit that has been going on with items like copper wire and catalytic converters. There is a website ([scraptheftalert.com](http://scraptheftalert.com)) for use in reporting a significant theft of materials. After validation and review, alerts you post are broadcast by email to all subscribed users within 100 miles of where the theft occurred, so scrapping companies can be on the lookout for the product. If anyone brings in a catalytic converter to Acme, Acme requires a valid vehicle vin number of the related vehicle. Acme also requires personal identification from the person selling the device, and they keep security video identification of that person. In today's presentation, Paul also noted that he has a wife and 3 children that are quite special to his life. His son is actually an integral part of Acme. The younger Mr. Wynn has also learned all the details of the business, and is currently a shredder operator. Paul didn't spend much time on the family aspect of his world though because there was so much time spent on the gadgets, technologies and very interesting details of the every-day operations of a metal recycling business. If you would like to talk to Paul about anything related to shredding metal into tiny pieces, or the amazing technologies in use at his facility, give him a call at 505-345-2457. He is always happy to tell you about any of it. Particularly the more cool things—like the machine he uses to 'punch' materials into groups. It is set up perpendicular to a stream of metal pieces flying by, and the machine uses a laser to knock any pieces made of specified material types (like copper or whatever) into a separate pile. Very cool stuff. And check Acme's website for lots of interesting recycling facts. Like: "America alone uses 80,000,000,000 aluminum cans every year."

## Leads / Reciprocity:

None noted today.

If you have information that you would like published in the bulletins, you can submit it in person at the meeting, or via email to [bmac@swcp.com](mailto:bmac@swcp.com). (Please note the email subject as "EAGA")

## Welcome to our two newest members:

**A-Tech Security, Inc - Category: Alarm Systems & Alarm Monitoring - Representative: Rich Rosley**  
**Staged 2B Amazed - Category: Home Staging Real Estate - Representative: Gerald Montoya**

## First announcement for a prospective new member:

Yourson Construction Inc  
Representative: Paul Barragan  
Category: Bathroom Repairs; Tub & Shower Renovations  
Sponsor: Raul Rodriguez

If you have an objection to this company becoming a member, or if you have information that you feel should be considered during the review process, please contact Membership Committee Chairman, Jack Zipper ([jdzipper@comcast.net](mailto:jdzipper@comcast.net) or via phone at 505-259-5959) as soon as possible.

- ◆ The Jim Fanning Memorial Trap Shoot has been scheduled for Friday, September 24th. Because of a short supply of ammunition, the event will be limited to 50 participants (Members only. No guests at this time). There will be a raffle - grand prize is a \$1,000 gift certificate from Los Ranchos Gun Shop. Tickets are \$100 each and will be available at the Tuesday breakfasts. All proceeds from the raffle will be used for the event.
- ◆ We are in need of speakers for the last two meetings in September, and most of the meetings in October. If you can make a presentation, a sales pitch, or provide something informative for us, please sign up to speak at one of those meetings. Contact Mario to get your name on the list. His information is in the box below.

## Badge Board Greeters

Aug 24 <sup>th</sup>	
Aug 31 <sup>st</sup>	Miguel Mendoza—Perfection Pools & Spas
Sept 7 <sup>th</sup>	No Meeting Labor Day Holiday
Sept 14 <sup>th</sup>	Soren Thomsen—TEMA Furniture
Sept 21 <sup>st</sup>	Lance Darnell—Darnell Cable & Fasteners
Sept 28 <sup>th</sup>	Kale Isaacson—Fyzical-Albuquerque
Oct 5 <sup>th</sup>	Hass Aslami—Pizza 9 Franchise System
Oct 12 <sup>th</sup>	
Oct 19 <sup>th</sup>	

## Upcoming Speakers

Aug 24 <sup>th</sup>	Paul Jew—Moji Studios
Aug 31 <sup>st</sup>	Soren Thomsen—TEMA Furniture
Sept 7 <sup>th</sup>	No Meeting. Labor Day Holiday
Sept 14 <sup>th</sup>	Kale Isaacson—Fyzical-Albuquerque
Sept 21 <sup>st</sup>	
Sept 28 <sup>th</sup>	
Oct 5 <sup>th</sup>	Kevin Lorenzen—Aflac
Oct 12 <sup>th</sup>	
Oct 19 <sup>th</sup>	

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