



July 1, 2008

Gentlemen:

I've had the opportunity to meet with Ron Sturgeon numerous times, and each time I have come away reenergized and rededicated to my own business. As a small business owner, it's easy to become complacent in good times. But today's times are not good times, and the current economy has changed the rules. Complacency is out the window and change is crucial. I truly believe that Ron Sturgeon is an agent of change, a motivator and an inspiration to people regardless of their position or their industry.

Though Ron is not from the advertising industry, I'm sometimes convinced that he actually knows more about the fundamentals of my business than I do. He has developed and practiced the basic fundamentals of success for many years and in numerous endeavors. He knows what it takes to not just succeed, but to continue to succeed time and time again. And he is able to impart that wisdom to those who want to improve in a motivational and inspirational way. Ron Sturgeon is an American success story, and he is passionate about success, both his and yours. But he is not a pie-in-the-sky Mr. Feel Good. Ron understands the systematic metrics that can be utilized to transform your business strategy into quantifiable goals and performance.

Time spent with Ron Sturgeon is an enjoyable investment in your future.



John Bolton
President & CEO
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