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**Auto Recyclers Invited to Crush Competition  
Mr. Mission Possible Ron Sturgeon Facilitating Peer Benchmarking Review  
Groups for Salvage Yard Owners on June 13 and September 15, 2009 in Fort Worth, TX**

**May 15, 2009 - Dallas, TX** – Operators in the auto recycling industry will face a tougher competition in 2009 than in 2008. Most will have to work harder to add accounts and cut expenses. “Right now every auto recycler should be looking for ways to tap the knowledge of other owners of yards in non-competitive markets,” said [Mr. Mission Possible](#) Ron Sturgeon.

The author of [How To Salvage More Millions from Your Small Business](#), a successful entrepreneur and consultant to the auto salvage industry, Sturgeon credits much of his business success to participating in a peer benchmarking review group made up of auto recyclers. Twice a year, the dozen owners met to review strategic plans and share techniques to improve profits.

Participants wrote their results for key operating metrics on a board at each meeting. “Most of us had numbers a little better than industry average, but someone usually had a number that blew the rest of us away,” noted Sturgeon. By attending, the other yard owners learned how to achieve top performance. Peer benchmarking helped the auto recyclers in the group lead the industry. In the decade the group existed, no one dropped out. Ford purchased Ron’s business and the yards of a few other benchmarking group participants in 1999.

“I was lucky to be a part of our [peer benchmarking review group](#),” said Sturgeon. “I believe that groups like it will help yard owners get the edge to prosper in the years ahead. We’re offering yard owners the chance to participate in a peer benchmarking group similar to the one I belonged to,” said the Dallas-Fort Worth, TX-based entrepreneur.

Executive Director of the Ontario Automotive Recyclers Association ([OARA.com](#)) Steve Fletcher described the membership of his organization’s reaction to a recent presentation by Ron Sturgeon on gaining a competitive advantage: “Ron’s message was bang on and had people talking for the rest of the event. He presented an excellent mixture of strategic planning and operational implementation simply and persuasively.”

The upcoming groups for auto recyclers will be facilitated by 25-year industry veteran Ron Sturgeon on June 13th and on September 15th in Fort Worth, TX. The peer benchmarking review groups will be composed of 10-12 experienced salvage yard owners. “The insights that you’ll get by attending have been tried in the salvage industry and they work,” noted Sturgeon.

Groups will be limited to one recycler per market and require a confidentiality agreement. Sturgeon is offering a 100% money back guarantee to participants who do not discover techniques and tactics to earn at least five times the \$750 cost of attendance.

Salvage yard owners and top management interested in joining with other innovative auto recyclers to gain market share and lower expenses, call Event Coordinator Josh Davis at 1-866-945-3955. To see dates of upcoming peer benchmarking review groups, visit <http://www.MrMissionPossible.com>.

Mr. Mission Possible (<http://www.MrMissionPossible.com>) is the web home of consultant Ron Sturgeon. Ron is a [keynote speaker](#), small [business consultant](#), mentor and leader of strategic peer [benchmarking review groups](#). The firm is located at 5940 Eden in Fort Worth, TX. Reach Ron at 817.834.3625 ext.8# or by e-mail at [rons@MrMissionPossible.com](mailto:rons@MrMissionPossible.com).

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