

## **FOR IMMEDIATE RELEASE**

---

Contact: WorldGroup Advisory  
Cheryl Georg  
303.478.9734  
6156 South Macon Court, Englewood CO 80111  
[Cheryl@worldgroupadvisory.com](mailto:Cheryl@worldgroupadvisory.com)

### **Electrical Contractors Collaborate to Grow Seasoned Serial Entrepreneur Ron Sturgeon to Host Peer Benchmarking Group for Electrical Contractors on June 2, 2009 in Fort Worth, TX**

**April 23, 2009 – Fort Worth, TX** – Call it the “ripple effect”, but for electrical contractors the wake of the sinking housing market feels more like a tsunami. Those who don’t drown will be poised to rule the seas when the economy rebounds – the trick is staying afloat in the meantime.

“Obviously, everyone wants to cut costs and attract new business,” observes veteran entrepreneur Ron Sturgeon. “What’s not obvious is how electrical contractors can avoid sacrificing essentials, or paying more for new accounts than they’re worth, in the process. But in every market, you’ll find certain electrical contractors who are innovating, experimenting, and finding ways to thrive.”

Mr. Mission Possible [Ron Sturgeon](#) should know. He specializes in making the techniques and strategies of successful electrical contractors available to non-competing enterprises in other markets under strict agreements of confidentiality. It’s called peer benchmarking review, and it’s been an effective means to lead local markets for business owners in a variety of sectors.

But it’s not a general theory. Peer benchmarking groups are industry-specific and led by veteran owners and operators with years of small business building experience.

“[Peer benchmarking review groups](#) for electrical contractors work so well because they are based entirely on experience, and there is absolutely no substitute for that,” explains Ron Sturgeon, entrepreneur and small business consultant with [Mr. Mission Possible](#). “There’s no one here pushing untested ideas. This is 100% what’s working now -- direct from the top electrical contractors who are most motivated to lead the markets they serve.”

“The simple fact is, if you think you’re doing everything you can, you’re wrong,” adds the author of “[Salvaging More Millions from Your Small Business](#)”. “There is always room for improvement, and peer benchmarking review covers every aspect of your enterprise with information on how the contractor with the best metrics for an aspect of the business is hitting those numbers.

Peer benchmarking review’s track record is so strong, in fact, that all participants receive a “500% Guarantee” – if participants do not hear ideas that can earn them at least five times the cost of attendance, the \$750.00 registration fee is refunded in full. To guarantee non-competition, applications are immediately closed in a market once it is represented. To ensure your seat at the table, contact Event Coordinator Josh Davis at 1-866-945-3955.

Mr. Mission Possible (<http://www.mrmissionpossible.com>) is the online home of business consultant Ron Sturgeon. With more than 30 years of successful business building, Ron is a frequently requested [keynote speaker](#) and sought after small business consultant, mentor and [leader of strategic business planning groups](#). The firm is headquartered at 5940 Eden in Fort Worth. Reach Ron at 817.834.3625 ext.8# or by e-mail at [rons@mrmissionpossible.com](mailto:rons@mrmissionpossible.com).

###