



**FOR IMMEDIATE RELEASE**

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## **Local Entrepreneur Adds to Electrical Service and Repair Options in Southwest Michigan**

(EDWARDSBURG, MI – May 25, 2007) Steve Bogunia, owner of Mr. Electric® of Cass and St. Joseph Counties, announces the startup of his new business.

Bogunia will host a ribbon-cutting ceremony 11:30 AM Tuesday, June 5, 2007 at 69045 M62 Suite E in Edwardsburg. Attendees will enjoy refreshments and the chance to win a \$100 Home Depot gift card.

“The *Mr. Electric* concept of courteous and professional service intrigued me,” explained Bogunia. “I believe the key to success is more than just doing a job for the customer. I think *building relationships* with my customers, in addition to providing top-notch service, is the secret to long-term professional prosperity. I also believe this philosophy flows over into and enhances my personal life as I treat others as I would like to be treated.”

“I attended a comprehensive *Mr. Electric* training program at the franchise headquarters in Waco, Texas, where I learned to provide superior customer service through an in-depth study of professional management, financial and marketing training,” added Bogunia. “I’m excited to bring this new concept to southwest Michigan.”

Bogunia’s locally owned and operated *Mr. Electric* of Cass and St. Joseph Counties franchise serves residents of those counties, including the cities of Sturgis, Three Rivers, Dowagiac, Edwardsburg and Cassopolis.

Bogunia’s original business, Bogunia Electric, will now focus only on new construction.

*Mr. Electric* President Jeff Meyers said, “We’re delighted that Steve has joined our franchise team and are confident he will serve the customers of southwest Michigan with courtesy and professionalism.”

*Mr. Electric* of Cass and St. Joseph Counties offers residential full service repair, replacement and upgrades as well as security and landscape lighting, high-tech troubleshooting, emergency generators, surge protection, home safety check-ups and a members-only Advantage Plan™ featuring priority scheduling, preferential pricing and a variety of other consumer-friendly perks.

Contact *Mr. Electric* of Cass and St. Joseph Counties at (269) 663-7774 (Cass County) and (269) 273-4050 (St. Joseph County) or visit [mrelectric.com](http://mrelectric.com) for more information.

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### **About Mr. Electric®:**

Established in 1994, *Mr. Electric* is a global franchise organization providing electrical installation and repair services. Recognized by *Entrepreneur* magazine among its “Franchise 500,” *Mr. Electric* franchisees provide these services to both residential and commercial customers at over 200 locations worldwide. *Mr. Electric* is a subsidiary of The Dwyer Group, Inc. For further information or to find the location nearest you, visit [www.mrelectric.com](http://www.mrelectric.com).