

Former Volcanoes GM will sign latest book at McNary Golf Club

Mitche Graf, local entrepreneur and author of the new book *Customer Service Is DEAD: Delivering 6-Star Service In A 1-Star World* will be signing books at McNary Golf Club from 2 to 5 p.m. on Friday, May 7.

This is the ninth book for Graf, who says it's one of his most important. "There has been a major shift away from

making the customer the number one priority to making things convenient, fast and cheap. In all this progress, the customer has been left behind and forgotten" says Graf.

Graf is the host of the nationally-syndicated show Business Edge Radio, which can be heard locally on 1430 KYKN, as well as on 30 other radio stations across

the country. Graf also owns four companies in Oregon.

There will be free rounds of golf, free McDonald's gift cards, free Bearscat Bakehouse gift cards, all compliments of 1430 KYKN Radio who will be doing a live remote from the event.

The event will be held on the back deck at McNary Golf Club, and Graf will have several of his other books available for sale as well. For more information, call 888-719-4692.



Mitche Graf

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