



WHY? BECAUSE YOU GET PAID TO SMILE AND SERVE.

MARTHA GONYA HUMLER

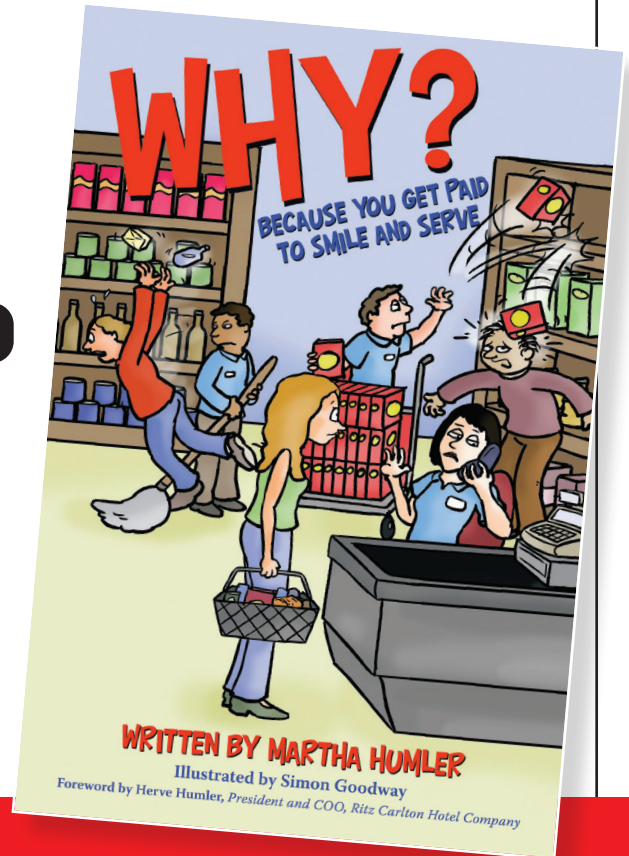
AUTHOR

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The author, a proud alum of the Class of 1974, is donating proceeds to the Millinocket Memorial Library. This donation will be enhanced with an additional donation from the Class of 1974 Fund.

Hosted by another proud 1974 alum. Buy a book and have a complimentary champagne to toast your generosity to a great cause.



SATURDAY, JULY 22, 2017

6:00–8:00PM

BIG MOOSE INN | BAXTER PARK ROAD MILLINOCKET, MAINE

Entertaining collection of service snafus that every consumer can relate to along with practical advice that businesses should take note of. **WHY? It CAN be done.**

“Martha’s stories are a lighthouse of actionable insights for service professionals that are swimming in a sea of mediocrity.”

– **DR. JOHN TIMMERMAN**

Chief Scientist, Customer Experience & Innovation, Gallup

“**WHY?** is filled with relatable rants about a subject Martha Humler knows well: customer service. My wish is one day stories like these will be few and far between – but in the meantime, I hope Martha’s book gives you a giggle.”

– **KEN BLANCHARD**

coauthor of *The One Minute Manager*, *Legendary Service*, and *Raving Fans*