Jack Mitchell, author of *Hug Your Customers: The Proven Way to Personalize Sales and Achieve Astounding Results*, to present at the Wilkes University Family Business Forum

Jack Mitchell is Chairman and CEO of the Mitchells Family of Stores (Mitchells/Richards/Marshs and Wilkes Bashford), a three-generation family business that operates men’s and women’s specialty stores in Connecticut, New York and California that are nationally renowned for their personal service touches and strong relationships.

Jack has become known as a passionate, enthusiastic public speaker, keynoting at over 200 events for corporations including Morgan Stanley, Conde Nast, Payless, Nike, Starbucks, Wells Fargo, Luxottica and Harvard University addressing audiences of all sizes and reaching over 50,000 people globally with Hug Your Customers/Hug Your People presentations. Jack has appeared on The NBC Today Show, and Kudlow & Cramer TV show as well as numerous radio interviews and online and print articles. Jack has been quoted in national magazines as a customer service and management leadership expert. In April 2005, INC Magazine listed Jack as one of the 26 Entrepreneurs We Love.

In addition, it was endorsed by Warren Buffett on the cover with the following quote: “It’s a gem. I wish everyone at Berkshire would follow his advice – we would own the world.” In 2008, Jack published his second book, *Hug Your People: The Proven Way to Hire, Inspire, and Recognize Your Employees to Achieve Remarkable Results* where he illustrates a business blueprint to personalize relationships to drive success and achieve greater satisfaction at work.


Jack himself has been recognized as one of the top ten retail visionaries of his time by the Daily News Record, one of the most widely read retail trade publications in the country.

After completing a B.A. at Wesleyan University in 1961 and an M.A. at the University of California-Berkeley, Jack joined the family business, Ed Mitchell, Inc., which was founded by his parents, Ed and Norma, and later became Mitchells of Westport. In 1995, Mitchells acquired Richards, the leading men’s clothing store in Greenwich, Connecticut, and in 2006, added Marshs of Huntington, Long Island, to the group.

Under his leadership, the Mitchells Family of Stores have become well known for employee engagement and longevity and providing exceptional customer service and high quality merchandise in an exciting, friendly, and visually dynamic atmosphere.


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**“Hug Your Customers”**

*Presented by: Jack Mitchell, CEO and Chairman of the Mitchells Family of Stores*

**Wednesday, January 30, 2013**

5:00 p.m. to 7:30 p.m.

The Henry Student Center
Wilkes University, 84 West South Street, Wilkes-Barre, PA

To RSVP: Contact Lorna Galliford at lorna.galliford@wilkes.edu or call executive director Lanie Jordan at 570-991-8368