

Introduction for Joe Heuer

Our speaker today, Joe Heuer, is known worldwide as the Rock and Roll Guru.

Joe is the author of several books, some of which have actually been published...his latest books are titled:

DREAMtweet: Enlightened Inspiration from a Rock and Roll Guru

and

The Rock and Roll Guide to Customer Loyalty

In addition, his popular web site at RockandRollGuru.com is considered a must-read for fans of classic rock.

Oddly enough, Joe's fifteen minutes of fame came in 1986 when he realized his dream of becoming the youngest collegiate head basketball coach in the United States.....who never played the game.

Most important, Joe is the proud father of amazing teenage twin daughters and in his spare time is the founder and OEO, Only Executive Officer, of Rock and Roll Lives HERE!, a company based in Milwaukee, Wisconsin.

Here to share his insights, please welcome the Rock and Roll Guru, Joe Heuer.