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Mt. Lookout couple team up to write business book

Contributed By Rachel Richardson | The Enquirer | ShareThis

Much is made of Cincinnati's East-West divide, but when Dan and Krissi Barr met at a fraternity-sorority party at Miami University in 1979, love bloomed.

Dan, an Indian Hill native, and Krissi, a Northwest High School graduate, knew they had found their "best friend." Now with the publication of their first book, they can add co-authors to the list.

The Mount Lookout husband-and-wife team share their passion for both golf and professional development in their new book, "Plugged: Dig Out and Get the Rights Things Done" (Clerisy Press).

The couple will discuss and sign the book at 7 p.m., Jan. 19 at Joseph-Beth Booksellers, 2692 Madison Road, Norwood.

The short business fable centers on protagonist Chet McGill, the dedicated sales vice president of AlphaMax Manufacturing, who must woo back his firm's biggest client while preparing for a high-stakes golf tournament.

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The book's title plays on the golf terminology for when a ball lands and becomes half-buried in its own pitch. But despite its nod to the game, the book is designed to appeal to both golfers and non-golfers alike, say the authors.

Self-assessments, discussion guides and illustrations are included to motivate readers to shoot for the "PAR," or prioritize, adapt and be responsible.

"I find that people are incredibly busy but they're not doing the right things," said Krissi Barr, adding that these "three simple but powerful messages can help anyone dig out and get the right things done."

And like their 26-year union, the partnership also proved a good marriage. The couple drew upon their collective professional expertise to give readers the tools they say will allow them to drive long and achieve success.

Dan, a former co-founder of an entertainment software company, is a senior executive at Cintas. Krissi worked for more than 20 years with Fortune 500 and other start-up companies before founding her own Barr Corporate success consulting firm in 2002.

"It really was a collaboration of both -- Dan is the more creative of the two and I am more editing and structure," said Krissi Barr. "It was a fun thing to do with my very best friend in the world."

The book is set to hit bookstore shelves in April. For more information, go to www.pluggedthebook.com.



Dan and Krissi Barr of Mount Lookout teamed up to write "Plugged: Dig Out and Get the Rights Things Done." The couple will hold a book signing on Jan. 19 at Joseph-Beth Booksellers in Norwood. Photo provided