**PRESS RELEASE**



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**KC Area Entrepreneur shares his 18 core principles**

**to grow your business and improve your life**

Miles Schnaer has earned a reputation throughout the Heart of America as a successful and philanthropic entrepreneur. Now he shares his story and the values that have shaped his life and career.

In collaboration with Ascend Books of Overland Park and assisted by co-author Mark Fitzpatrick, Schnaer’s new book, ***Take the Crown!****,* offers a road map to success through the core principles that have defined his life. As the owner of Crown Automotive in Lawrence, Kansas, Schnaer has become a fixture in his industry on both a regional and national level throughout his 50-year career. Framed by his personal journey and rooted in his faith, this narrative provides a guide to achieving the proper balance among work, family, and civic interests, through tenets that are applicable to anyone no matter their religious or social backgrounds.

Partly biographical but more of a self-help chronicle, ***Take the Crown!*** details Schnaer’s commitment and integrity to reach the level of success he enjoys today—not only with his dealerships but also his winery and various community interests. It is a book that will resonate with those looking for advice on career development, as well as entrepreneurs who have had to overcome setbacks—particularly as our world emerges from the COVID pandemic.

An avid sports fan, Schnaer is a long-time supporter of several successful athletic programs on the professional, Division 1, and small-college levels. This has helped nurture a competitive instinct that has transferred well to his career.

Schnaer’s signature principle and a highlight of the book is based on the “ITCH,” an acronym for “Intensity, Tenacity, Curiosity and Humility-- four actionable traits that assisted him on his road to achievement.

Advance Praise for ***Take the Crown!****:*

*“Miles Schnaer’s formula for success in his business and personal life is something we can all learn from.”***--Bill Self, Head Basketball Coach, University of Kansas, 2008 and 2022 National Champion, Member of the Naismith Memorial Basketball Hall of Fame**

*“Miles Schnaer has an unwavering commitment--to his faith, to his family, to his business.  He always strives to ‘do the right thing.  There may be bumps along the way, but he embraces, and even relishes, the challenges.  Miles has worked hard to get where he is, but he’s acutely aware that he didn’t do it alone.  His adherence to the principles in this book has helped inspire those around him to achievements they likely didn’t realize they were capable of.”****–*Kendall Gammon, Author and Speaker, 15-year NFL Veteran**

*“Miles Schnaer understands that the auto industry is all about people and products. His business philosophy is all about having the right team, the right products and putting the customers first. He has stayed true to these core values and as a result, his is a success story that we can all learn from.”***--Bob Carter,Executive Vice President, Toyota Motors North America**

*“Miles Schnaer has set the standard, not only with his excellent customer service but also through his generous civic endeavors. As you read this book, you’ll understand that he is very mindful of the way he lives his life and believes that when you conduct yourself the right way good things will happen to you.” --***Sharon Spratt***,* **Chief Executive Officer***,* **Cottonwood, Inc**

About the Authors:

**Miles Schnaer** is the owner of Crown Automotive, a multi-brand auto dealership based in Lawrence, Kansas. He has won numerous industry awards over the years, and twice has been named the *Time Magazine* “Dealer of the Year” for his state. In 2014 he founded Schnaer Family Wines, based in Oregon, which has produced four award-winning vintages. Along with Paula, his wife of 50 years, he divides his time between Lawrence and Ft. Myers, Florida.

**Mark Fitzpatrick** has served as a writer and editor for a variety of publications. While working in the athletic departments at Stanford and Missouri, he received national recognition for several of his media guides. Since 1976 he has been a public address announcer for multiple sports on every level, from junior high to the professional ranks. In 2020 he retired from a 36-year banking career in Kansas City, where he resides with his wife Nancy.

**Title: Take the Crown! 18 Core Principles to Grow Your Business and Improve Your Life. ISBN:** 978-1-7369431-9-9 **Format:** Hardcover **Trim:** 5.25 x 8.25. **Pages:** 304 **Price:** $25.00. **Category:** Business, Business Ethics, Autobiography, Personal Growth

Available at local and national retailers including Made in Kansas City, The University of Kansas Bookstore, Barnes and Noble, The Raven Bookstore, Rainy Day Books, The Pittsburg State University Bookstore, Unique Finds in Downtown Overland Park, and Watermark Books (Wichita). Online retailers include Amazon (amazon.com) and Barnes & Noble (bn.com).

For more information and to request a preview copy or an interview with Miles Schnaer, contact mgore@ascendbooks.com or call (913) 948-7635.

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