

Dave's Introduction

When you think of the leaders in the retail marketing industry, certain businesses come to mind:

- Target
- Home Depot
- Walgreens
- Kohls
- Neiman Marcus
- ... and Dave's Soda and Pet City

Dave Ratner earned a seat with the Big Guys of the retail industry by building an independent pet supply business with 7 stores and more than 150 employees. His goal, every day, is to make customers love him so much they feel guilty shopping any where else.

His down-to-earth management style results in employees who stay forever. His cost-effective marketing solutions have inspired others to create fanatical customer loyalty for their own businesses. His mustache, however, has inspired more than one person to wonder if it is really a hamster!

Today, Dave is here not to tell you what to do, but to share how to make your life easier and your business more successful.

We know you'll walk away with at least one idea you can put to work in your store tomorrow.

Let's get started! Please welcome Dave Ratner.