

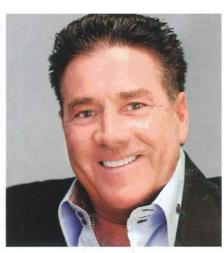


How are you tweaking your online business this year to accommodate growth in that channel?

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Bill McAlister President Top Dog Direct

"We are rebranding ourselves at www.TopDog-Direct.com so we can more efficiently reach inventors so we can find better quality products to solve pressing customer problems."





HOUSEWARES IN ON INC. 1 Q&A

What is your guilty food pleasure?

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Bill McAlister
President
Top Dog Direct

"Vanilla malted
milkshakes with
extra malt. When
you think you
added enough
malt—
add more."





What has been your most surprising or unexpected experience with social media for your business?



Bill McAlister
President
Top Dog Direct
"In the Direct
Response
industry, Top
Dog Direct
has found that
while social
media shares
the love, it
doesn't generate orders yet."