

SUNDAY

HFN Daily

HOME FURNISHINGS NEWS FOR INDUSTRY DECISION MAKERS | MARCH 16, 2014 | HFN.MAG.COM



HOUSEWARESundae | Q&A

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."



MONDAY

HFN Daily

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HOUSEWARES *monday* | 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.”



TUESDAY

HFN Daily

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HFN HOUSEWARES *tuesday* | Q&A

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.”