



Dennard's had wrought-iron strap goods displays specially made for the new store in Pilot Point.



A view from the second floor offices of the Whitesboro store shows the vast sales floor of this Dennards location.

sit a while and relax. There's even an old-fashioned aluminum bathtub that doubles as an apparel display.

Dennards employs about 40 people in its three locations, and all are trained to provide the best service possible.

"Our business has been built on customer service. That's who pays our salaries," said Tim Ferguson, who oversees the Whitesboro operation. "We're very lucky, we've got very good employees," he added. Many of those employees have great longevity with Dennards. Avery is now the manager of the new Pilot Point store, and has been with them for 11 years. Another employee who was hired in 1987 just retired, and

many others have more than six years under their belts. Their enjoyment in the work they do shows on their faces, and that in turn translates into good experiences for the customers who shop there.

These days, W.D. is actively seeking a piece of real estate to move the Sherman store into. Unfortunately, many of the anchors at the mall have pulled out and opened stand-alone stores in a different part of town, which has had a significant impact on mall traffic. Although he is not planning on retiring any time soon, W.D. wants to leave a strong legacy to his family, and that means having all three stores operating at their peak potential. He knows it is

risky, considering the economy and the fact that he just opened a new store, but his attitude is right on.

"Things are going to get better," he said. "The people who are in there, ready to go, will be in the driver's seat." It's that same attitude that has brought W.D. and his family to the place that they are, and will carry them successfully into the future.

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