

January's Speaker is David Peterson, owner of the Wild Bird Center in Johns Creek. His topic is "Gardening for the Birds."



David Peterson - Owner: Wild Bird Center of Johns Creek

Why I started the Wild Bird Center of Johns Creek

I love nature, being outdoors, in the woods, walking my dog on the trails. In my earlier years you would find me on a mountain bike every weekend. I would travel for hours looking for a new trail to ride. These days I spend a lot of time running the trails to stay in shape and to be outdoors. It's relaxing to me to be surrounded by nature.

I have family members that are avid birders but for years I occasionally fed the birds in my backyard from the spring through the summers. I experimented with different foods trying to attract different birds. I love changing foods trying to attract a variety of colorful birds.

I went from changing foods, to moving feeders around, putting bases on some, analyzing the type of perches used, identifying the birds, and recognizing the entire ecosystem I created in the backyard; suddenly I'm hooked on this hobby and I found myself feeding the birds all year round.

Professional Employment

I entered the US Navy in 1979 and 4 years later I began my college career in 1984. I graduated from the University of Central Florida 3 years later with a business degree.

My professional resume has centered on sales and entrepreneur endeavors. I was recruited out of college and started my career as a small retail paint store manager. That job ultimately led me to a 10 career at Valspar paints where I spent ½ the time as a sales manager and the other half as a brand manager for our Lowe's Home Center account.

In 2001 I started my second company JDPDigital.com. That company focused on internet sales of USB flash Memory. My wife ran JDP while I went to work at Sage Software again as a Sr

Sales Manager ultimately managing 3 sales groups the Accountants Network, Payroll Sales, & New Customer Retention.

By 2008 I was ready to retire from the corporate world (again) and started my 3rd company Atlanta Sales and Consulting. 2 years later one of my customers hired me to be the Director of Sales for a small new commercial solar company.

Finally I left corporate sales for good in 2012 starting my 4th company The Wild Bird Center of Johns Creek – and here I am! This January we are celebrating our 6th year in business. The mission of the Wild Bird Center is to bring the joy of nature to your backyard. This year we have also created an outreach program called Friends 4 Seniors™. This program is to take our original mission and tie it to seniors in need.