



# Ray Gagnon

## A Life of Service

### COVER STORY

By Jenna Caputo

Photos by SuperSourceMedia.com

Ray Gagnon knows what it means to work for your community. Having an entrepreneurial spirit even as a child, Ray has been running some sort of business since he was six years old. Originally from Argyle, NY, Ray grew up enjoying the perks of living in a small town and partaking in outside activities like hunting, fishing, camping, snowmobiling and sports.

Ray entered the Marine Corps and became a Master Gunnery Sergeant. Over the years, he served the Marine Corps in multiple positions including Recruiter, Sub-Station Commander, Regional Recruiter Instructor, Sales Field Trainer, District Director of

Training & Analysis, Chief Instructor & Director of Career Recruiter Course, National Recruiting Trainer & Analyst and National Recruiting Training Director. In June of 2003, he was transferred from his then-home in San Diego, CA to the Capital District.

After 25 years of service, Ray retired from the Marine Corps in 2008 and founded his own business training and consulting company: Business Operational Success Systems, Inc. (BOSS). BOSS is a global provider of business and performance improvement programs that works with businesses of all sizes to help them grow and prosper in any economy by transforming them into "High Performance Organizations."

Internationally recognized as a world-class business builder, coach, trainer and certified curriculum developer, Ray speaks professionally throughout North America at business conferences, retreats, conventions and company meetings. He is the creator of the MOJT, KAS, APPE and PESOS training systems. He uses his vast experience and processes to help business and educational institutions all over the country increase their sales, as well as improve their own processes, skills and organizational goals. He has worked internationally with companies such as Achieve Global, DirectBuy Corporations, Shell Oil, Shell Global, Merck & Co. and the Disney Institute, as well as government

agencies and private companies, in addition to local companies such as BEST PASS, Inc., Angio Dynamics and DeCrescente Distributing. His training programs and techniques have been published, adapted and utilized throughout the world. In addition, he is a certified Master Trainer for the U.S. Department of Defense, U.S. Marine Corps, Franklin Covey, Achieve Global, 360 Solutions and the SER National Training Team and has memberships with many business and professional associations.

You would think this would be more than enough to keep him busy, but he wanted to do something more to help out his community. "BOSS has done well and I wanted to reinvest our profits into a business where I could invite and involve Marines that I had served with and other veterans. I wanted to build a family business that empowered other veterans through employment and entrepreneurship. So my wife, our sons and I started looking for a business that would fulfill this vision, and we found JDog!"

JDog is an American-owned, veteran-operated logistics company that specializes in residential and commercial junk removal and hauling services. They state their mission is to "serve our customers and



communities as we have served our country, to empower and employ more veterans than any other organization, and to support the environment by repurposing, recycling or reselling everything we possibly can."

"We pride ourselves on doing the job the military way," explains Ray. "We're on time, in uniform, we work hard, and deliver our services with Respect, Integrity, and Trust. We live by the three "R's" of Responsibility, the "C's" of Service, and the "E's" for Veterans: Responsibility – Recycle,

Repurpose & Resell, keeping 75% of everything we collect out of the landfills and transfer stations; Service – Serve our Customers, Communities & our Country; Veterans – Empower veterans through Employment & Entrepreneurship."

They also regularly support multiple charities. All JDoggers are certified American Red Cross volunteers who participate in many of the Red Cross volunteer programs annually. They donate and sponsor local veteran charities like the Veterans' Miracle Center and the Veterans Housing Coalition. All of the proceeds (minus expenses) from their resell products are given to a veteran's charity annually.

Their work isn't limited to veteran charities. Wanting to give back as much as possible, they also support several youth-based charities and events. They are major sponsors for the Marine Corps Reserve Toys-4-Tots program, donating time, trucks and resources to support the campaign each year. For 2019, they are building a 5,000 square foot warehouse and office space for the local Toys-4-Tots program to have a permanent home. They are also major sponsors for the St. Jude's Children's Hospital, sponsoring the 107.7 WGNA FM



radiothon to help raise money for these children with cancer and their families. In addition to their charity event support, they sponsor several youth league sports teams. "We are an organization of service," says Ray. "It's what we know, it's what we do! For me, we can't reach enough customers, communities, people or veterans who need our help fast enough. We want to serve everyone who needs us NOW and as soon as possible," continues Ray. He is very grateful for the position he is in and the thing he loves most about his business is the helpful, family atmosphere. "We are JDoggers!" he explains. "I get to work with my family, my Marines, my friends, veterans and/or veteran family members every day... and I get to live my vision every day."

JDog is a true family business. Ray's wife, Robin, is the Executive Vice President of the company. His sons, RJ (25) is the VP of Sales & Marketing, and Kyle (24) is the VP of Finance. Robin, originally an optician, switched careers to primarily run JDog with Kyle. They worked the business together for two years, laying the groundwork for the current expansion. Robin is also a fantastic cook and her traditional family-recipe sauce is a favorite for everyone!



Kyle has degrees in economics and mathematics from SUNY Albany. RJ also has a Bachelor's degree from SUNY Albany and his law degree from Albany Law School. He originally worked with the family part time while he was finishing school, but expanded his role within the company a year ago once he was back home after school and traveling. The two boys have inherited their parents' entrepreneurial mindset and are excited to now fully be a part of JDog. "Kyle and I have always been in and around mom's and dad's business endeavors," says RJ. "We were finally

at the stage in life where we could be fully involved with this one and both of us have dedicated ourselves to JDog! However, he and I have already started to think of other businesses we can tackle together."

Their family also includes their two dogs, Rocky & Tiberius. They still love to camp, BBQ and snowmobile as well as enjoy family time outside of work with family dinners and card games. In his free time, Ray also has a passion for singing and song writing.

In keeping with their mission of service, JDog works with their clients for their repurposing plans. If a client wants something to go to a specific charity, JDog will make sure it gets there. If not, they have many charities they work with and they will donate to wherever it is most needed. In addition to their veteran charities, JDog works with many churches, schools, hospitals, thrift stores and Habitat for Humanity. Prices vary by the amount of junk (not the length of loading time).

For more information, visit [Jdogny.com](http://Jdogny.com). ■

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