Dan Korman has a bubbly and contagious personality that makes him the perfect businessman. There is, on an average day, not a single person who walks into the store whom Dan does not either know personally or does not make an effort to get to know. If one looks at Park + Vine on social media, he or she will see a collection of articles about business, sustainability, and consumer theory that are handpicked by Dan, that is after he has read probably three times as many to find the ones he likes the most. Dan is savvy and sophisticated, fun and enlightening.