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DOW TECHNOLOGIES HOSTS 3RD DOW ELITE DEALER RETREAT
DOW & Sponsoring Manufacturers Promote Support for Small to Medium Businesses

TAMPA, Fla. (August 16, 2022) – DOW Technologies, the leading independently owned technology distributor, hosted their third DOW Elite Dealer Retreat August 1-2 at the Ritz-Carlton Reynolds, Lake Oconee, Georgia. DOW brought in over 300 customer attendees representing 148 companies to attend the two-day event.

The DOW Elite Dealer Retreat brings together manufacturers and dealers in a relaxed environment that includes training, product demonstrations, a trade show and plenty of fun. On Monday, dealers were welcomed by DOW's director of sales, Drew Fischer, who highlighted that many of DOW's employees come from a small to medium business background. Support of small to medium businesses by DOW and the manufacturers was a theme that flowed throughout the event. After the opening ceremony, dealers attended five unique sessions with different manufacturers that offered training and an opportunity to provide feedback. The evening was capped off with a cocktail hour that featured laser skeet shooting and then a networking dinner.

Tuesday began with dealers attending two business improvement sessions that were designed to highlight opportunities for business owners to expand their offerings and add revenue. Dealers then attended a trade show featuring 42 manufacturers and vendors that covered the wide range of business segments that DOW supports. After the trade show, dealers and manufacturers had a chance to network in a fun, casual atmosphere where they could take advantage of beautiful Lake Oconee. DOW offered the opportunity for attendees to ride jet skis, try wake boarding, take a relaxing ride on a pontoon, swim in the lake or check out a car show that featured demo cars from Alpine, Sony, Metra, Arc Audio, Triton, Illusion and Rockford Fosgate.

Tuesday evening featured a panel of industry leaders speaking about what they see for the future of their industries, how independent small to medium businesses should be preparing now, and what opportunities those businesses should be taking advantage of. Panelists included Rick Kojan, Sony, head of sales-aftermarket car audio; Jim Mayo, Samsung, executive director- sales customer install/indirect sales; Giles Sutton, CEDIA, senior vice president- member success & sales; John Yodzis, DOW Technologies, president & ceo.

"We're very excited to have been able to provide this opportunity for dealers and manufacturers to get back together in a casual atmosphere which leads to great conversations and interactions" stated DOW's director of sales, Drew Fischer. "We are constantly looking at ways DOW can offer unique programs and services, and this event is a true differentiator in the industry."

Quotes from participating dealers

"I would like to start off by thanking everyone at DOW Technologies from the bottom of my heart. I had such a great experience this past week, while at the Elite Dealer Retreat. The amenities aside, I was blown away by the experience of meeting such great people. Getting to know the leaders of DOW Technologies on a personal level has really changed my perspective on business. To really see and feel that DOW actually has all of the dealer's best interest at heart, has really meant something to me. I truly feel now that I would go to war for DOW Technologies! I can't say enough positive things about the experience, and I could go on for days. Thank you to everyone at DOW Technologies, the vendors, sponsors, and all the other dealers

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like me. I know I have made some friends for life. If the chance arises, I would love to be there again next year! I am forever grateful."

Bob Dickinson, American Installers LLC, Queen Creek, AZ

"As a small business, we found the ability to connect with the industry on a more personal level to be priceless. Many of our questions were answered and we also became aware of several new opportunities that we didn't know existed. In addition, we even made new friends. We look forward to attending more events in the future and further strengthening our relationship with DOW. Thanks again."

Paula Roeterdink, Vector-SI, Inc., Myakka City, FL

"The whole team out Dow put together an amazing event. The location was beautiful. All of the food and entertainment was spectacular. The vendors put on amazing trainings and demonstrations. No one else comes close to what Dow does for its dealers. I had a great time and can't wait until next year."

Rob DeCrane, Soundwaves Autosound & Security, Tampa, FL

"Event was Amazing, all Classes with the Vendors were very informative about the products. DOW exceeded any of my expectations with this event. We are very happy with the outcome and appreciate the invitation."

Frank Espinel, JR Electronics, Miami, FL

"So grateful for the opportunity to attend and participate the past 3 days with DOW Technologies and Dish at the Ritz Carlton at Lake Oconee in Greensboro, Georgia! We had an amazing time learning from the vendors who presented opportunities for growth and expanding business while enjoying a nice retreat for hardworking small-medium business owners. Hats off to DOW Technologies and all the employees for making us feel special and a job well done!"

Judy McKissack, Tupelo Satellite, Tupelo, MS

Quotes from participating manufacturers

"This Elite Retreat dealer event is next level amongst their distributor peers for car audio and custom installation. DOW has a very hands on, small to medium business, family approach to their numerous dealer and manufacture relationships. Anyone can "stack it high and let it fly" with one time, low, show prices. Elite Retreat dealers become part of a high value, highly appreciated community within the DOW family based upon much more than your last price paid. The venues and attention paid to the details are second to none. Dealers who come, relish the opportunity to learn, earn and produce to get back. Dealers yet to experience, but hearing of the Elite Retreat, have aspirations to attend. These are high quality dealers, serious about their trade. It makes for the manufacturer's time, money and resources while having these personal engagements, guaranteed in returning a high ROI."

Rick Kojan, Sony

"I am particularly grateful for allowing Samsung to play such a prominent role in the event, with individual opportunities to address each CI Dealer attendee. The breakout events, the ability to socialize with such a large group of dealers during the evening activities and opportunity I had to address the entire assembly was terrific. I am so glad Dow is back to this important event which brings together the best dealers in the business who are interested in learning what other are doing to succeed and how to make their businesses better. I know how important DOW is to Samsung, but when you attend an event like this one, it is even more obvious how important DOW is to their customers. The time and effort DOW put into this event for the betterment of all parties, Vendor, Distributor, and Dealer is so appreciated."

Jim Mayo, Samsung

"I've done numerous Dealer events throughout the years, this was my first DOW Elite Retreat, and hands down the best Dealer event I've been a part of. Everything from the amazing venue, well organized, attendance/interaction in the classes and the extremely busy show floor, I was extremely impressed and

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believe we should all see great ROI. Amazing event put on by a great team at DOW. Great opportunity to engage with the Dealers and help grow our businesses together.

Aaron Rozanski, Vanco

"Best In Class! DOW does it again with an outstanding event that provides incredible value to its dealers and vendors alike. Already looking forward to next year's event."

Tom Link, Sound United

"DOW Technologies Elite Retreat was inspired and perfectly executed. Seeing three hundred dealers, entrepreneurs, and installers come together and so excited about 12 volt was very cool. The dealers were focused, attentive, and thrilled to be attending the event -- and that's a great thing for our industry. Hats off to DOW and their supporting vendors for hosting such a meaningful event."

Jim Warren, Elite Distributor Alliance

To learn more about DOW Technologies, please visit www.dowtechnologies.com or call 1.800.627.2900.

About DOW Technologies:

Headquartered in Tampa, Fla., DOW Technologies is one of the largest independently owned and operated technology distributors servicing independent retailers in the United States for 63 years. With eight locations serving Alabama, Arizona, Arkansas, Delaware, Florida, Georgia, Kansas, Louisiana, Maryland, Mississippi, Missouri, Nevada, New Jersey, New Mexico, New York, North Carolina, Oklahoma, Pennsylvania, South Carolina, Tennessee, Texas, Puerto Rico, the US Virgin Islands, Virginia, and Washington, D.C., DOW Technologies focuses on distributing products and technologies that enhance lives at home, at work and on the road.

DOW Technologies' areas of business include:

- Car Audio/Video
- Broadband
- Surveillance
- Commercial Audio/Video
- Custom Integration/Consumer Electronics
- Satellite & Terrestrial Television
- Marine Audio and Accessories
- UCaaS

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