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Contact: John Yodzis, President & CEO
Phone: 800.627.2900 x 3323
Email: john.yodzis@dowtechnologies.com

DOW TECHNOLOGIES HOSTS DOW ELITE DEALER RETREAT
DOW & Sponsoring Manufacturers Focus on Support for Small to Medium Businesses

TAMPA, Fla. (August 16, 2023) – DOW Technologies, the leading independently owned technology distributor, hosted their fourth DOW Elite Dealer Retreat July 31 and August 1 at the Ritz-Carlton Reynolds, Lake Oconee, Georgia. DOW brought in over 250 customer attendees representing 141 companies to attend the two-day event.

The DOW Elite Dealer Retreat brings dealers to a relaxed, resort atmosphere where they attend manufacturer trainings, product demonstrations, a trade show and get a good mix of networking and fun. On Monday, dealers heard from Bryan Schmitt of Mobile Solutions and Rich De Sclafani of RDV Automotive Technologies. The two talked about the difficulties small business owners face and highlighted the value of working with good partners. Drew Fischer, director of sales at DOW Technologies, related the stories told by Schmitt and De Sclafani to the struggles the attendees face and how DOW can be a partner to help them with those issues. 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 yard games and a networking dinner.

On Tuesday morning, dealers attended business improvement sessions that were designed to highlight opportunities for business owners to expand their offerings and add revenue. Following the classes, dealers attended a trade show featuring 40 manufacturers and vendors. After the trade show, dealers and manufacturers spent the afternoon networking along the shore of beautiful Lake Oconee. DOW offered the opportunity for attendees to take a relaxing ride on a pontoon boat, swim in the pool or lake, compete in games for great prizes, or check out a car show that featured demo cars from Alpine, Sony, Metra, Triton, JVC, Kicker and Gladen.

"We're thrilled to have orchestrated this wonderful opportunity for dealers and manufacturers to reconnect in a relaxed setting, fostering meaningful conversations and valuable interactions," remarked Drew Fischer. "At DOW, we're committed to consistently exploring innovative avenues for distinctive programs and services. This event stands as a genuine hallmark, setting us apart within the industry."

Quotes from participating dealers

"The DOW Elite Retreat was freaking awesome!!!

DOW has done an amazing job of setting up this event at a gorgeous Ritz Carlton resort at Lake Oconee. As soon as we arrived, they handed us our badges, merch bag, and a Samsung Portable Projector that I immediately geeked out over! The vendor classes were exceptional, not only did they show us the latest and greatest products (Sony's new OLED made my eyes melt) but also gave us tips and hidden menus that not many people know about. I was able to link up with sales reps to get me on the track to become a certified dealer for their products. The event gave me the chance to meet and network with other dealers in my local area and out of state that I can collaborate with on projects and ideas. Being on the CI part of DOW, having the opportunity to see all the 12volt technology that they are putting in cars and boats makes me want to expand more into other ventures."

Michael Irwin, Going Digital Inc, Boca Raton, FL

"Our time at the DOW Retreat was amazing. They really know how to treat their dealers while still educating us on new and exciting products. We got to meet so many other business owners like us."

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It was truly eye opening to see all the new products and possibilities we could bring back. We are excited for the next DOW Retreat already."

Jessica Sharpe, Georgetown TV & Audio LLC, Georgetown, TX

"The Elite Retreat was an overall great experience. It was an opportunity for us to connect with other people in our industry and talk to representatives from our many vendors. We came away with an immense amount of new knowledge that we can now use to better serve our customers."

Mike Morales, Quality TV, North Port, FL

"Got a lot of information on CI solutions that I've never installed before. I was engaged on everything that I saw. It gave me ideas and helped me see other money avenues. Of all the events that I've been to, this has been the best. You all went out of your way to accommodate your dealers and show us appreciation."

Ty Claiborne, Local TV Pro LLC, Maryville, TN

Quotes from participating manufacturers

"DOW's Elite Retreat continues to deliver solid ROI, but you have to engage and not approach this as just another trade show selling event or product training opportunity. Its dealer relationship marketing throughout the entire high class event, blended with focus group insights stemming from your breakout sessions. And finally, capping it all off with a trade show frenzy of two to three hours pitching your latest and greatest products and brand value approach. The event delivers on all levels."

Rick Kojan, Sony

"DOW's Elite Retreat was overall a great success for Alpine! One of the major benefits for Alpine was the ability to interact one-on-one with dealers during all aspects of the event and provide live demos. The training classes provided us multiple groups throughout the day that allowed us to answer questions, gather feedback directly, and gave dealers the chance to be heard. An amazing event that creates lasting partnership for all that attend."

Roy Meyer, Alpine

"The 2023 Dow Elite Retreat truly captured what being a partner vendor is all about. I received so many positive comments about the phenomenal venue, but more importantly, the feeling of being a part of a special family. The connection between the ownership, management, and sales team at Dow with the many customers and vendors, is forging a very rare bond. Being able to collaborate with so many other companies and having the opportunity to hear the many different ideas, makes it a very special event. The topper was when John Yodzis took notice of the younger generation with their parents and expressed how much he loved that they were there soaking it all in. That brought it all into a perspective of continuing a great tradition and looking to future generations of entrepreneurs and innovators in our industry."

Ray Sanchez, Ethereal

"I have been to a lot of distributor events over the years but this had to be one of the best I have ever had the privilege of attending. The Dow team were spot on in regards to location, dealer attendance, and the mix between business and fun."

Paul Trueman, SiriusXM

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 64 years. With six locations serving Alabama, Arizona, Arkansas, southern California, Delaware, Florida, Georgia, Kansas, Louisiana,



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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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