

## **COMPANY PHILOSOPHY**

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### **OUR PEOPLE**

Our people are our most precious resource. Our success as a company is totally dependent on our people's success as professionals and individuals.

### **OUR MANUFACTURERS**

To offer our manufacturers the best regional sales coverage available with effective product sell-through and market penetration.

### **OUR CUSTOMERS**

We strive to go the "extra mile" for our resellers and are passionate in our mission to deliver beyond what is expected.



## COMPANY OVERVIEW

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- Mid-Atlantic territory coverage
  - 30 years of successful sales to our valued customer base
  - 3 regional sales offices
    - Philadelphia, PA
    - Washington, DC
    - Baltimore, MD
  - 6 outside sales reps with over 100 years of sales experience  
2 inside customer service reps with over 30 years of experience
  - Broad reseller base
    - Government System Integrators
    - Mass Merchant
    - Corporate resellers
    - e-Commerce
    - Regional Distribution
    - VARs
    - Direct Marketers
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# ADMINISTRATION INFORMATION

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## CORPORATE HEADQUARTERS

Summit Sales & Marketing  
20121 Valley Forge Circle  
King of Prussia, PA 19406  
Phone: (610) 783-6330  
Fax: (610) 783-6567  
URL: www.summitrep.com and www.summitgov.com

Garry Dienes, President	e-mail: garryd@summitrep.com Ext - 103
Jean Ann Lewis, Customer Service	e-mail: jeanannl@summitrep.com Ext - 100
Yvonne O'Connor, Office Administration	e-mail: yvonneo@summitrep.com Ext - 101

## WASHINGTON DC BRANCH SALES OFFICE

Summit Sales & Marketing  
15960 Derwood Road  
Rockville, MD 20855  
Phone: (301) 975-9703  
Fax: (301) 975-9799

Mike Bahniuk, Vice President	e-mail: mikeb@summitrep.com Ext - 301
Eric Straiter, Account Manager	e-mail: erics@summitrep.com Ext - 303
Jonathon Melaney, Account Manager	e-mail: jonathonm@summitrep.com Ext - 104
Kim Thoreson, Marketing Manager	e-mail: kimt@summitrep.com Ext - 304

## BALTIMORE BRANCH SALES OFFICE

Summit Sales & Marketing  
1316 W. Seminary Road  
Baltimore, MD 21093  
Phone: (410) 494-7755  
Fax: (410) 494-4999

Bill Bennett Vice President Consumer Products	e-mail: billb@summitrep.com Ext - 302
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**TERRITORIAL MAP**

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**SUMMIT SALES & MARKETING  
TERRITORIAL COVERAGE MAP  
TERRITORIES 7, 8, 10 AS OUTLINED BY EIA**



**ZIP CODE SUMMARY**

Eastern Pennsylvania	168-196
Delaware	197-199
Southern New Jersey	080-087
Maryland	206-214
	216-219
Washington, DC	200-205
Virginia	220-246

## A WINNING TRACK RECORD

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**Logitech** (4 years)

Sales Volume Leader Award  
Pioneer Award  
National Account Manager of the Year

**PNY Technologies** (5 years)

Largest National Sales Growth %

**Samsung Electronics** (6 years)

\$0 to \$50M in new federal business

**ATI Technologies** (11 years)

Highest Volume Sales Award  
Rep of the Year  
10 Year Award

**LG Electronics** (4 years)

Rep of the Year  
Sales History \$0 to \$40M

**Eastman Kodak Company** (4 years)

Rep of the Year

**Philips Consumer Electronics** (11 years)

\$10M Dollar Club (3 time winner)  
Rep of the Year (3 time winner)

**ActionTec Electronics** (3 years)

Rep of the Year

**Connectix** (5 years)

Rep of the Year

**Farallon Computing** (3 years)

Rep of the Year

**Videologic** (4 years)

Rep of the Year

**GVC** (8 years)

Rep of the Year (2 time winner)

**Chinon** (8 years)

Rep of the Year (3 time winner)

**Cyrix** (5 years)

Rep of the Year

**SuperMac Technology** (7 years)

Regional Sales Award

**Maxell** (11 years)

Sales History \$200,000 to \$5M  
Rep of the Year

**Intel - PCEO** (5 years)

Sales History \$0 to \$26M  
One of the top regions in the country  
Sales Region of the Year

**Commodore Amiga** (3 years)

Sales History \$0 to \$10M  
Rep of the Year



## EMPLOYEE RESPONSIBILITIES

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**Garry Dienes** has been with Summit Sales for 30 years. He is now President and oversees the company's sales and operations, as well as handles major accounts, including D&G Distributing and QV-Cand. Garry has a Business Administration Degree from Hawthorne college.

**Mike Bahniuk** has been with Sales & Marketing for 25 years and is now responsible for management of the Washington DC office and the company's government sales and system integrator business, including Micron, GTSI, and CDW-G. Mike has a Business Administration Degree from Ohio University.

**Bill Bennett** is responsible for the management of Summit Sales & Marketing's Consumer Electronics business channel and works out of the Baltimore office. Bill has over 30 years experience as a principal in the manufacturer representative business and in that capacity oversees the major retailers such as Circuit City, Crutchfield, and QVC in the Mid-Atlantic territory.

**Eric Straiter** has been with Sales & Marketing for 1 year and is now responsible for major account sales from our Maryland office including Apptis and HP Federal. Eric has over 15 years experience selling to the federal government.

**Kevin Dillon** is the newest addition to the Summit Sales & Marketing team. He is responsible for the management of the government reseller and system integrator business. Kevin has a degree in Marketing from James Madison University.

**JeanAnn Lewis** has been with Summit Sales & Marketing for 15 years. She is responsible for all customer service and order management from the King of Prussia headquarter office. JeanAnn's reputation of first class sales support with our customers provides a level of confidence with our accounts and the manufacturers we represent.

**Yvonne O'Connor** has been with Summit Sales & Marketing for 15 years. She is responsible for computer operations, including; order entry and PO administration, commission reconciliation, and sales history reporting for the entire company from the King of Prussia office.

## YOUR REGIONAL SALES CONNECTION

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**consumer**  
**electronic products**



**retail and mass merchant**  
**products**



**computer**  
**products**



**e-commerce**  
**direct marketing**



**federal government**  
**system integration**



## **BROADEN YOUR MARKET REACH. INCREASE YOUR PROFITS.**

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Summit Sales and Marketing is a member of the Access Sales Group. ASG provides national “Best-In-Class” sales, marketing and management services to meet the dynamic needs of the retail channel. ASG is composed of six partner companies lead by professional sales executives who share unparalleled experience and a true entrepreneurial spirit,

### Access Sales Group:

- delivers the top 100 and secondary retail accounts nationally
- facilitates rapid market penetration into national retailers
- provides retailers with one point of contact for multiple manufacturers
- eases sales force management
- delivers timely implementation of sales programs
- delivers the lowest cost of field sales
- offers a scalable solution
- brand marketing implementation

We use our consultative selling techniques and our extensive market expertise to sell your business proposition, not just your products, into your target customers.

ASG — Your Smart Choice For Greater National Retail Success and Profitability  
To compete more effectively and profitably in today’s increasingly dynamic retail market, you’ll need an edge. A relationship with ASG gives you just that edge — our understanding of emerging technologies, as well as our market knowledge, unbiased advocacy and sophisticated consultative approach has made us highly valued by the retail channel, and provides manufacturers like you with unparalleled access into established and new retailers and distributors.



<http://www.accesssalesgroup.com>

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## TERRITORY COVERAGE

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### COMPLETE TERRITORY COVERAGE

- Mass Merchants
- CE Retailers
- Government System Integrators
- Direct Marketers
- Distributors
- e-Commerce
- VARS



## **ADMINISTRATIVE SUPPORT**

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Summit Sales and Marketing employs a full sales support staff for pre-sales and after sales support. Our staff utilizes Manufacturers Agents Computer System (MACS) automated sales tracking system. This system ensures a smooth and orderly processing of purchase orders, order tracking and correspondence with our customers and manufacturer partners. Our inside sales support team allows the Summit Sales & Marketing field sales representatives to spend more time in the field visiting customers. Our reputation to provide first class sales support with our customers provides a level of confidence with our customers and the manufacturers we represent.

Below are a few of the value added customer services Summit Sales & Marketing provides:

- Projections
- Order entry management
- Advanced order tracking – Liaison for verification that order is shipping on schedule
- Chargeback management
- Open order status
- Shipping status
- Back-order status
- Forecasting
- Historical sales analysis
- Pricing announcements, changes and price protection
- Return authorization management
- New account and vendor set-up forms
- Industry trends

# ACCOUNT REFERENCES

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## **MANUFACTURERS**

Microsoft 425-936-0187  
Chris Bomstead, OEM Group Manager

Samsung Electronics 949-975-7102  
Gregg Prendergast, VP of Sales

Logitech 602-912-5788  
Mike Crosby, Director of Business Channel Sales

## **NATIONAL RETAIL CHAINS**

Circuit City 804-527-4000  
Doug Moore, Sr VP of Merchandising  
Rob McGinnis, Sr Buyer

## **DIRECT MARKETERS**

QVC 610-701-1497  
Dennis D'Angelo, Director of Home Products  
Pete Clark, Buyer

Crutchfield 434-817-1000  
Scott Anderson, Buyer  
Rick Sharp, VA Merchandising

## **DISTRIBUTORS**

D&H Distributing 717-236-800  
Garry Brothers, President  
Michael Schwab, VP of Merchandising  
Norm Smith, Product Manager

Delta Sales 888-500-3108  
Hollis Long, VP Sales and Marketing

## **GOVERNMENT INTEGRATORS**

GTSI  
Dendy Young, President 703-502-2900  
Scott Friedlander, Vice President Sales 703-503-2062

Micron Government Systems  
Tim Snooks, Director of Third Party Marketing 208-893-4521  
Sid Guha, New Business Development 304-229-6001

GovConnection  
Ed Nemeroff, VP of Sales 301-340-3410

CDW-G  
Ken Grimsley, VP of Strategic Sales 703-262-8006

Insight Public Sector 703-227-2924  
Carlos Cantarilho, Director of Sales

HP - Federal 703-349-1484  
William Schwickrath, Group Manager, Federal Subcontracts