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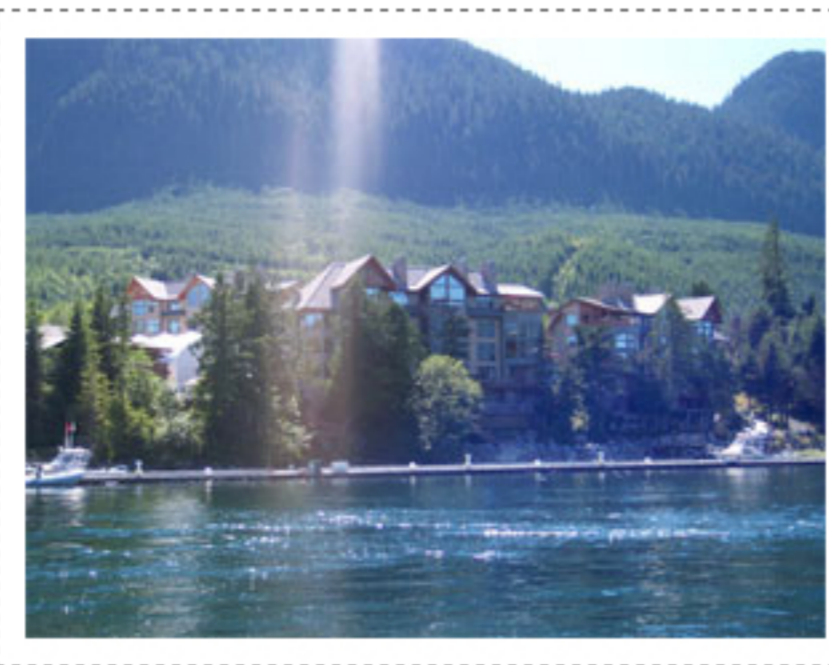
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Blame Canada! Niles, Dealers Enjoy Successful Retreat

Posted by Arlen Schweiger on Jul 25 2006 @ 3:11 PM
Keywords: [Events](#), [Manufacturers](#)



Niles Audio Corp. director of marketing Kim Welty organized a retreat designed to bring Niles' members and dealers together, "as far away as possible" from the company's Miami base. Consider it mission accomplished.

The company's first dealer retreat since 2002 took place over the weekend amid the breath-taking scenery of the **Sonora Resort**, about a two hour's sea plane ride northwest of Seattle, in the Canadian wilderness of British Columbia's Inside Passage.

"It's a neat thing we wanted to do for our dealers as a 'thank-you,'" says Niles' president Frank Sterns. "It's been about a year since we were acquired by Nortek, and about six months since I've been president and we've been getting the product machine rolling. We wanted to confirm that we're on the right track."

Eight other Niles employees and a dozen dealers joined Sterns for a weekend full of amazing views, king salmon fishing and lots of idea gathering and sharing. A diverse group of dealers ranged from hybrid retailer to new construction specialist, \$5,000-home-theater installer to six-figure system integrator for luxury yachts.

"There are so many different perspectives represented here," says Tom Stone of King of Prussia, Pa.-based Stone-Glidden, Inc. "I filled a notebook with ideas here."

Sterns was more than pleased with the dealer feedback to the Niles' product releases that will be showcased at CEDIA Expo in September. And when they weren't sharing their thoughts on Niles' products, the dealers got to gab about everything from what kind of marketing they do to what kind of strategic partnerships they have.

On the fishing side, catch of the weekend went to Niles' staff, as director of product development Keith Kennedy reeled in a 26-pound salmon and Mike "Sparky" Detmer, VP of sales and marketing, caught a 24.5-pounder.

Look for more about Niles' dealer retreat in a future issue of **CE Pro**.

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Keith Kennedy won the good fight with this king salmon.



The sea plane provided a great view of the Canadian scenery.



Your intrepid blogger stands next to the first fish he's ever caught, a 16-pound salmon.

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