

Small Dog Electronics

Always By Your Side

- **company history**

Founded in 1994 by the father and son team of Don and Hapy Mayer, Small Dog Electronics now ranks as the top Apple Specialist in New England and number three in the nation.

The name Small Dog Electronics came about when Don saw his small dogs running around in the yard.

- **who we are**

Small Dog Electronics is an Apple Specialist and Authorized Apple reseller of new and refurbished Macintosh computers, peripherals and software. Every member of our team is a certified Apple Product Professional and we continue to run our business exclusively on Macs.

We are a \$25 million company headquartered in Waitsfield, VT, with our warehouse and retail showroom onsite. Our flagship retail store opened in S. Burlington, VT, in October of 2006, and it is the first Apple-only outlet in Vermont and northern New England.

- **why we're different**

From its inception, Small Dog has measured its success on a multiple bottom line theory where community giving, environmental impact, workplace quality and customer relations carry equal weight to the financial measurements of earnings and profitability.

We strive to provide excellent customer service, and we seek to educate the consumer. Free online newsletters are emailed to customers each week with practical technical information and useful how-to guides.

- **company benefits**

Small Dog Electronics offers company benefits that include 100% paid medical and dental insurance for employees and their families, veterinary insurance for two dogs per year, flextime, a pet friendly workplace, retirement planning and annual profit-sharing bonuses.

- **pet projects**

- **charitable giving**

Small Dog Electronics offers a Charitable Contribution program where customers can donate up to \$200 to one of several non-profits on-line at the time of purchase and Small Dog Electronics will match the donation. **We also give direct donations to organizations through written request.**

Employees are encouraged to volunteer in the community and granted a paid day away from work to do so. Small Dog employees have donated hundreds of hours to local schools, libraries, the Vermont Food Shelf, Special Olympics, Adaptive Ski Program, and many more. The company also responds to the requests for volunteers from outside organizations.

- **environmental programs**

Small Dog Electronics initiated an E-Waste Initiative in 2004 that provides education about the harmful effects of improper disposal of computers and electronics, and offers information and low-cost recycling to the general public, all available on the company's website.

For Earth Day 2007, Small Dog Electronics hosted a free electronics recycling day at its South Burlington store. Over 50 tons of computers, monitors, televisions, and other electronics were diverted from our landfills, and responsibly recycled.

- **social responsibility**

Small Dog Electronics is an active member in Vermont Businesses for Social Responsibility (VBSR), a statewide business trade organization that focuses on fostering and educating the business community about the benefits of socially responsible business practices. Don Mayer has previously served as the President of VBSR, and has been a board member since 2002.