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From: JoBeth Anderson
To: JoBeth Anderson
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As we continue building momentum into the busy summer season, we want to thank every team member for the hard work, flexibility, and collaboration happening across the company. From exciting innovations and process improvements to customer showcases and team advancements, there are a lot of great things happening throughout Audio Enhancement.

YTD Goal Sales Update

We are currently at **\$66.9M**, which represents **33.48%** progress toward our annual sales goal. Thank you to every department for the continued effort and support that helps drive this success forward.

HR Update

Welcome New Team Members

Started 5/4

- Claude Poux — Project Manager — Georgia
- Akeem Scott — Install Technician — Georgia
- Johnny Brown — Engineering Intern — Utah
- Victoria Rice — Data Governance Analyst — Utah

Starting 5/18

- Skyler Anderson — Software Engineering Intern — Utah
- Steven Farley — Install Technician — South Florida

Congratulations: Promotions & Advancements

Please join us in congratulating the following team members on their well-earned promotions and advancements:

- Jonathon Chambers — Software Engineer III
 - Patrick Ruf — Sr. Design Specialist
 - Jeima Farfan — Production Technician II
 - Nayamir Medina — Production Technician II
 - Jennifer Silva — Production Technician II
 - Esmeralda Socoro — Production Technician II
 - Mary Fernandez — Production Technician I
 - Yoraima Fuenmayor — Production Technician I
 - Clint Moles — EDS / Training Coordinator
 - Zee Gutierrez — Special Projects Coordinator
 - Chantelle Vanek — Field Engineer
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Innovations & Engineering Updates

ECO Updates Added to the Monday Board

ECO 253: Network Drops to Include Keystones/Biscuits

The portal has been updated so that Keystones/Biscuits are now included when quoting network drops.

Change Requests Now Processed in Portal

New change requests are now being processed directly through the Portal.

ECO-00007: Viking VoIP Entry Phone Upgrade

The PA-1061 Viking VoIP Entry Phone has been upgraded to the outdoor-rated version for both indoor and outdoor environments.

ECO-00008: End of Sale for ST-AC-9003

The Multiple Strobe Adapter Set is no longer compatible with the EPIC Strobe and will be removed from Portal to prevent future sales.

ECO-00009: MIC360 BOM Update

The green cover will no longer ship with the MIC360 moving forward. This change will be rolled in automatically.

Sales Department Updates

The Sales team has implemented several updates to improve forecasting accuracy and territory alignment. The “Quoted” stage has officially been renamed to **“Expected”** to better distinguish high-confidence

opportunities while allowing quoted projects to remain in their appropriate sales stages.

Territory Updates

- Ohio transitioned to Watson
- Pennsylvania transitioned to Liam
- Nevada transitioned to Toby
- Oklahoma transitioned to Keith
- Arkansas transitioned to Sonya
- All Texas territories transitioned to Ryan
- New York coverage will remain unchanged under Copeland and Liam

Sales Performance

Current sales performance remains strong with:

- **\$62.5M in PO's**
- **\$40.8M in committed opportunities**
- **\$87.8M in expected opportunities**

The team is also continuing to build momentum through several large opportunities and showcase events, including Lockhart, Boone, and Charleston, which generated valuable customer success stories and strong customer engagement.

Returns Department Announcement

We are excited to announce the creation of a new centralized Returns Department within Special Projects. This new department is being established to streamline and standardize return processes across the organization while improving visibility, consistency, and overall customer experience.

The Returns Department will operate under the leadership of Donna Roberts and will include Laura Adam, Zee Gutierrez, Nicole Mowatt, and Kim Short.

The new structure will help:

- Improve consistency in return handling
- Increase visibility into return activity and status
- Reduce administrative burden on operational teams
- Improve coordination between departments
- Enhance reporting and scalability as the business continues to grow

Implementation will begin with a phased rollout starting at the end of May and continuing through the Fall. Initial efforts will focus on centralized RMA creation, process standardization, and improved visibility, with additional responsibilities expanding over time.

We look forward to partnering with teams across the organization as we continue building a more efficient and connected returns process.

Implementations Update

Preparing Early for Summer Success

Our focus this year is to be more proactive by encouraging schools to take delivery of equipment earlier rather than waiting until the peak summer rush.

By spreading projects out ahead of time, we can:

- Create a smoother experience for customers
- Reduce bottlenecks during the busy season
- Better position all teams for success

We need everyone's support in helping communicate this message to customers whenever possible. If districts have available space and are open to receiving equipment early, please help encourage those conversations.

The more we can move now, the better prepared we will be when summer activity ramps up.

Design Update

Moving forward, the Design team will be responsible for all quote and order changes involving programming.

Marketing Update

New Customer Marketing Resource Page

We're excited to introduce a brand-new customer marketing resource page on the Audio Enhancement website:

[Audio Enhancement Community Resource Page](#)

This page was created to help customers easily share that they are using Audio Enhancement products and innovations in their schools and classrooms. It includes:

- Ready-to-use lifestyle photos
 - Customizable social media graphics
 - Additional marketing resources designed to make promotion simple and professional
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Customer Success Updates

Each Customer Success team member has been assigned five existing accounts to re-engage and help move forward with increased usage of our solutions.

The team is also developing professional development plans to increase early adoption of purchased solutions. Part of this initiative includes using the new Canvas courses to provide:

- Initial trainings
 - Ongoing training resources during staff turnover
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Training Updates

The Training team has added 90-day post-training goal setting with customers who attend EPIC X trainings. These goals are shared with Educational Development Specialists and sales representatives following the training sessions.

This new process is already leading to:

- Increased customer engagement
 - Stronger solution usage
 - Greater opportunities for future sales growth
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Customer Impact

Showcase Events Continue to Build Momentum

Audio Enhancement Showcases took place last week in Lockhart, Boone County, and Charleston. Each event was a tremendous success and a celebration of the impact Audio Enhancement is making in schools across the country.

These events created meaningful customer engagement, highlighted success stories, and showcased the incredible work our teams are doing to support educators and students nationwide.

The following quote is from the Principal at Boone County:

"Technology comes and goes, and every year we hear pitches for the next new thing. But Audio Enhancement's technology is here to stay. We cannot do our job effectively without Audio Enhancement."

Below is a link to some of the images from the event!

[Showcase PPT.pptx](#)

Thank you again to every team member for the dedication, innovation, and teamwork you bring each day. As we continue preparing for a busy summer season, your efforts are making a meaningful impact across every department and for every customer we serve. Let's keep the momentum going!