



AE Communicator

Team,

Welcome to the latest edition of the AE Communicator.

As we move through one of our busiest times of the year, there is a tremendous amount of great work happening across Audio Enhancement. Before we share those updates, we'd like to take a moment to recognize something much more important—our people.

Keeping Our Venezuela Team in Our Thoughts

Before we begin this edition, we want to take a moment to recognize the devastating earthquake in Venezuela. Several members of our Audio Enhancement family have been personally affected, with some experiencing the heartbreaking loss of loved ones and homes.

To our teammates and everyone impacted by this tragedy, please know that you remain in our thoughts. We hope the days ahead bring comfort, strength, and healing, and we are grateful to have you as part of the Audio Enhancement family.

While we continue to keep our teammates and their families in our thoughts, we'd also like to share some of the many accomplishments, milestones, and updates happening across Audio Enhancement. Thank you for everything you're doing to support one another, our customers, and our mission.

YTD Goal Sales Update

We have reached **\$87M** in sales, putting us at **43.54%** of our annual growth goal.

Thank you to everyone across the company who contributes to this success. Every department plays an important role in helping us achieve our goals, and together we continue to build momentum toward another successful year.

OKR Update

Operations

Objective: Improve Department Handling and Reporting Processes to Support Productivity

Key Result: Implement Automated End of Day Reporting System in Production

Update: This Key Result has been achieved. The report-generation app is now 100% complete, with user training completed on June 8 and data validation testing underway since June 9. The application is ready for Production deployment on July 1, and efforts are already expanding to adapt it for Assembly — strengthening end-of-day reporting and overall department productivity.

Operations

Objective: Improve Department Handling and Reporting Processes to Support Productivity

Key Result: Create and Implement a Task Ray Checklist for Shipping

Update: This Key Result has been achieved. The final shipping checklist was reviewed and approved with the National Warehouse Manager and has been live and in use in TaskRay since May 21, applied to all newly created orders. This creates a more consistent, reliable shipping process and supports stronger handling and reporting across the department.

HR Update: Welcoming New Team Members

Welcome to Audio Enhancement

Started 6/22

- Lester Yeates – Director of Safety and Security – Apopka, Florida
- Jade Halvorsen – Sales Support – Utah
- Eric Miller – New Construction Project Manager – Georgia

Starting 6/29

- Jason Gomez – Buyer – Utah
- Cameron Slack – Install Technician – Apopka, Florida

Please join us in welcoming our newest team members to the Audio Enhancement family!

Congratulations: Promotions & Advancements

Congratulations to our team members on their well-deserved promotions:

- Luz Pena – Production Technician II
- Maria Medina – Production Technician II
- Maria Palmar – Production Technician II

- Cami Sorg – Sales Support Manager

[Congratulations](#) on this accomplishment!

Sales: Building Momentum for the Second Half

Salesforce Process Update

The Sales team has updated Salesforce by changing the **Quoted** sales stage to **Expected**. This change allows opportunities to remain in the appropriate sales stage after a quote has been delivered while identifying opportunities anticipated to close.

Historically, **Expected** opportunities close at approximately **90%**, while **Committed** opportunities close at approximately **95%**. The team remains focused on progressing qualified opportunities through these stages as we work toward our **\$215M Purchase Order goal**.

Territory Updates

To strengthen regional coverage, the following territory assignments have been made:

- Liam – Pennsylvania
- Trevor – Colorado
- Toby – Nevada
- Ryan – Texas
- Keith – Oklahoma
- Sonya – Arkansas
- Watson – Ohio
- Devon – Utah

Recruiting is currently underway for the Oregon/Washington territory.

Sales Snapshot

The sales pipeline remains strong as we continue building momentum into the second half of the year.

- Purchase Orders: **\$74M**
- Forecast: **\$194M**
- Committed Opportunities: **\$40M**
- Expected Opportunities: **\$80M**

Customer Engagement

The Sales team continues to leverage customer showcases and conferences to build relationships and create new opportunities.

Upcoming National Conference

- ERDI Conference – July

Completed Showcase Events

- Beavercreek
- Charleston
- Lockhart
- Boone
- Vermillion

Upcoming Showcase Events

- Oceanside
- Virginia Beach
- Hillsborough
- Troy
- Mesa (Pending)

Customer Success: Leadership & Learning

Training Update

Please note that the **Advanced Internal Training scheduled for July has been cancelled.**

Webinar Wednesdays

Customer Success will begin **Webinar Wednesdays** in the coming weeks.

These webinars are a great opportunity to learn more about our AE Solutions. Team members are encouraged to register, and please feel free to share these webinars with customers who may benefit from attending.

Customer Impact: Why We Do What We Do

During our Beavercreek School District Showcase, Superintendent **Paul Otten Superintendent of the year (2026)** shared the following about Audio Enhancement:

"Of all the educational solutions we've implemented in Beavercreek City Schools, Audio Enhancement may be the most impactful—it has truly transformed the learning experience for every one of our students."

There is no better reminder of why our work matters. Every department plays a role in making moments like this possible—from product development and manufacturing to sales, customer success, installations, technical support, and every team behind the scenes.

Thank you for the passion, commitment, and excellence you bring each day. Together, we are making a lasting difference for educators and students across the country.



Thank you for everything you do to make Audio Enhancement successful.

As you can see from the stories and updates shared in this edition, every department contributes to the difference we make for schools, teachers, and students. Thank you for your commitment to excellence, your willingness to support one another, and the passion you bring to your work each day.

Together, we're making an impact that extends far beyond our walls.

As a reminder - we will be **closed on Friday July 3rd** in observance of the July 4th Holiday!

Have a great week!