

American Laser Enterprises LLC **Background Information**

American Laser Enterprises (ALE) is an engineering/services organization providing technical and manufacturing services to laser equipment OEMs, system integrators, distributors, and end users. ALE market segments are alternative energy, defense, medical and transportation.

Susan Land Sprentall is the sole proprietor and managing member who actively promotes the firm while overseeing its day-to-day operations. Land-Sprentall started at American Laser Spares in 1999 launching the laser consumable market through distribution. In 2001, she launched a marketing company and acted as an advertising agency for laser industry companies. During this time, Land-Sprentall was instrumental in forming what is now known as the Industrial Laser Community at the Society of Manufacturing Engineers. In the fall of 2006, Land-Sprentall purchased the assets of the engineering company and merged the component spare parts along with the marketing entity to form American Laser Enterprises, LLC.

Land-Sprentall utilizes her EET and business education combined with 30+ years of selling, marketing, and management experiences to expand the foundation of ALE's engineering expertise. Focusing on the customer and current market conditions generates new opportunities to compete with ALE's established competitors in the optoelectronics industry.

Donald E. Sprentall, a veteran of the laser equipment industry, known for his technical expertise developing beam delivery systems for many first time laser process applications, founded the spares business in 1996 and started the engineering corporation in 2001. Today as the firm's Director of Sales and Engineering, Sprentall leads ALE's product development and guides the sales process to meet company objectives.

Sprentall's approach to consulting with its customers and problem solving is to apply his years of learning about and helping define the laser process industry into value-added solutions that are actionable and affordable with intuitive, user-friendly laser beam delivery systems. His approach allows ALE to grow in the laser equipment industry and advance the technology through new product development as well as unique applications.

Keith A. Jefferies is a Senior Engineer. He has 30+ years of industry experience and has worked with Sprentall in other capacities during his career. His knowledge of processes, automated machine function and customer expectations combined with his ability to translate customer requirements and expectations into a machine design is an asset to ALE. Jefferies' is expanding ALE's product offering with complex electronic capabilities, implementing the design and insuring customer satisfaction after installation.

Erik J. Varney, IT and CAD Designer started with the company during its infancy stage performing multiple disciplines. Prior to joining ALE, Varney worked as a laser operator. His hands on experience, consumable sales experience and computer skills complimented by his desire to learn prompted him to return to university to obtain a degree in mechanical engineering. Varney is instrumental in implementing quality controls to extend the highest level of service to ALE customers.

American Laser Enterprises is in a growth mode. Other members of the ALE team include Inside Sales, Accounting, Customer Service, and Marketing personnel complete the organization to deliver cost effective, intuitive design and user friendly laser products.

The firm utilizes interns to continue to develop future optoelectronics employees. ALE operates with ERP software and utilizes Solidworks 3-D cad design, analysis and product data management software maximizing operations while keeping flexibility to meet ALE's individual customer needs.

For further information visit the website: www.a-l-e.net or phone 248-449-3714.