

President's Letter (written based on bare minimum notes)
for quarterly magazine for Millennium Luxury Coaches

One of Lara's New Year Resolutions this year was to be better organized. Running the business is hectic when trying to plan all of the trips and events we cram into every year. She wanted to get a yearly planner that she could refer to and keep by her side, so we went shopping to find the exact planner that she had in mind. Who knew there were so many different options out there? Finally, Lara found one that was perfect for her needs, and I decided to just be a good husband and go where she tells me instead of getting my own. That was in January, and we both felt accomplished and ready to tackle whatever the year threw at us. Well, you know what happened. Do you know how many times I've considered returning it to the store since then?

This has been a crazy few months, but I'm proud to say that we did not lose any of our employees due to a lack of business. The "Millennium Machine" never missed a beat, and the system and infrastructure that I've built from the ground up held strong. We offered our employees an opportunity to stay home, whether for their safety or the health of their families, and I was so impressed to see how everyone adapted and came through for each other in the end.

Part of owning a business is realizing that our success depends not only on the employees and the customers, but vendors and suppliers and distributors and manufacturers and that we're all connected in this society. Seeing this global crisis inspired me to try to give back to the community that supports us. I remember looking around the shop and thinking that I can't make ventilators, but what else does our country need? Masks. Everyone needs masks.

I challenged my management team to come up with a plan, and we did. We had the materials, the talent, and the tools to make reusable masks almost immediately, so we went to work. I have to give a big shout out to Willie Dillingham for coming up with the pattern for the masks too. She's a lifesaver! At first, the masks went to our employees and their families, but before you know it, we were getting orders from all over the country. At this point, we have now shipped over 4500 masks across the country. Thank you to the Royale Coach Club leadership team for recognizing our efforts and assisting with our efforts too, allowing us to provide masks for families in need as well as industry leaders who needed them for their employees.

This challenge isn't over, but I know it's going to be okay, drawing on a particular scripture to give me strength and comfort. Job 23:10 says "But he knows where I am going. And when he tests me, I will come out as pure as gold." We are being tested, and we will prevail.

As we navigate through this new normal, it's important to look forward, not backward. As I lead Millennium Luxury Coaches forward, I focus on setting new goals, never giving up, and when you are called, you answer. As we did.

To our customers, we are on the move and will see you soon, starting at Mountain Falls Motor Coach resort at the end of May. To our employees, you give me strength, and I'm so proud of how you all dealt with a very difficult situation. Should things get worse again before they get better, I have no doubt that we will all overcome the obstacles in our way.

I hope this letter gives you some comfort in knowing that "We've got this!"

Safe travels and I look forward to our next time together.

Nelson