

THE LIFT PLAN

Q2 2021 NEWSLETTER



COAST COMPANY
NEWSLETTER

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A MESSAGE FROM OUR CEO

As we near the close of Q2 2021 Coast has completed some monumental projects, including but not limited to a Major International relocation of over **30 truckloads** of equipment for a world-renowned Aerospace Company. That project included full turn-key support from beginning to end. Rigging, Crating and Packaging, Logistics, as well as Reinstallation by Coast. Reinstallation included Mechanical and Electrical installs by Coast employees. Based on both existing and new customers, Coast Companies (Coast Machinery Movers and Coast Crating and Packaging) as of June 2021 have supplied **373 proposals** to date for 2021. Coast Machinery Movers has completed **314 work orders** to date and Coast Crating and Packaging has built and delivered on over **150 individual requests**.

In this issue, we will cover and or profile:

- International Success - our feature project and its completion in Q2
- "The Evolution that Sticks" - The idea and developments of Coast's signature project Hard Hat Stickers
- Our Q2 Feature Employee - Mr. Karl Miller celebrating 26 years
- Memorializing the passing of a founding executive Mr. John Mountjoy
- Retirement Profile - Everett Kirkruff rides into the Sunset
- Father's Day - a special message from Coast

We hope you enjoy The Q2 Lift Plan. We remain Blessed as a company - a Thank You to our loyal and dedicated employees. A special Thank You to our continued and growing customer base.

Steve Stone
President and CEO



INTERNATIONAL SUCCESS: OUR FEATURE PROJECT AND ITS COMPLETION IN Q2

In mid-2018 Coast was approached by a Construction Management Firm out of Florida to assist with planning and execution of equipment removal and facility remediation at a COGEN plant in Southern California.

The facility is home to a world-renowned Aerospace Firm that had contracted with the Florida firm to manage the project. That was Coast's initial exposure to the site. Coast executed the project well enough that the following year and a half schedule of projects became Coast's direct contract, Construction Management Firm no longer needed. Coast managed the Mechanical Disassembly, Rigging, Electrical Disassembly, as well as Crating and Packaging for over 30 Truck Loads of Equipment. Coast managed the project with our own project management team and superintendents.

The complexity of the scope included operational and functional testing of all the equipment prior to disassembly. Coast's scope required reinstallation that was only accepted upon the customer making parts with the equipment that met or exceeded the quality of parts made prior to disassembly. Coast succeeded!!! Some of the equipment was over 30-50 years old with limited drawings and technical information. Our team worked diligently with project engineering and "as-built" documentation both mechanically and electrically to mitigate each set of risks throughout the project. Our field staff worked shifts throughout the project that were more than unconventional to insure limited to zero impact on production.

Another major accomplishment by all departments at Coast. We remain proud of this project and the entire team involved.

**WE THRIVE ON HELPING OUR CUSTOMERS SOLVE
COMPLEX EQUIPMENT MOVING CHALLENGES**



THE EVOLUTION THAT STICKS: THE IDEA AND DEVELOPMENTS OF COAST'S SIGNATURE PROJECT STICKERS

One of the tasks at Coast with Senior Management is to create and or develop tangible items that our staff, as well as customers, can recognize in remembrance of large projects of their success. Why not have a little fun with it as well!

Hence came the idea to create special names and correlating stickers for most of our larger projects. If you walk the halls of Coast or walk through some offices you'll be sure to see stickers on coffee cups, Yeti mugs, clipboards, and laptops. Primarily, the stickers are made for hard hats allowing for our Field Staff to display some "Badges of Honor" celebrating success on a project. Naming rights usually end up with CEO Steve Stone, VP of Operations Ryan Cobb, with help from GM Todd Fink. Once the name is selected Ryan does the design work. Most sticker designs include the iconic "Legacy Larry". Legacy Larry is the original design seen on Coast Machinery Movers trucks and equipment. Designed by Larry Beard the companies founder, Legacy Larry is the Little Guy seen reeling up the world with a crane lift.

Naming...do we have fun with that! From projects in Las Vegas, named project "ALL IN" and project "DOUBLE DOWN" to a project in Mexicali Mexico named project "Vaquero" and project "PROYECTO FUEGO SIETES", there's a story behind them all. A tradition created and one that will "stick" around for a long time.

For our customers that receive our newsletters, enjoy some pics we've included with this article and let's do some big projects. Yours could be the next design displayed on hard hats. For the hard-working staff completing these projects, Thank You for your efforts on all of these projects.



Q2 COAST FEATURED EMPLOYEE

Our Q2 2021 Employee Spotlight profiles 26-year employee Mr. Karl Miller.

Karl is Coast's Vice President of Project Engineering and a born and raised Southern Californian. Karl was raised in Riverside, attended Long Beach State University, and now lives with his wife of 46 years Paula in Irvine.

Karl and Paula have 3 children and 6 grandkids. Karl's knowledge of the Forging Industry launched his sales career at Coast and continues to provide expertise that allows Coast to be at the forefront of most of the larger Forging Industry projects in California as well as locations across the U.S.

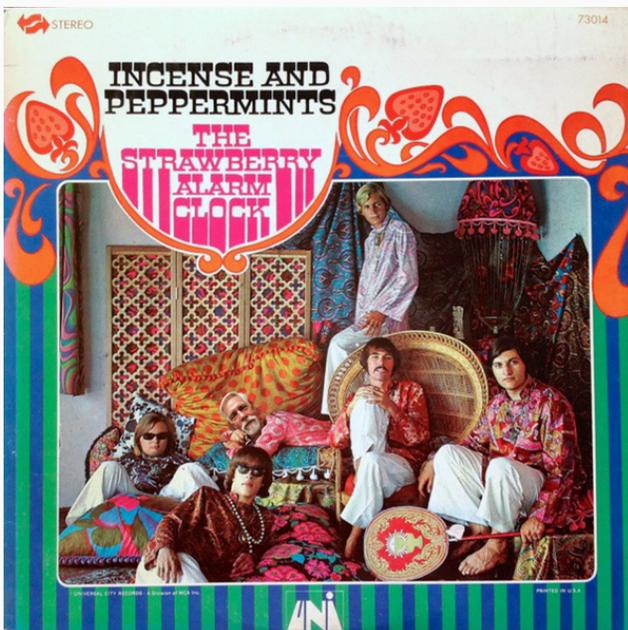
Karl's customer base has progressively grown over his 26 years at Coast and he typically writes over 100 work orders (projects) annually. As the depth in Project Management and Engineering continues to grow at Coast, Karl's daily presence ensures our internal operations has depth and there is knowledge being shared with the next generation of Coast Project Engineering and Sales.

On behalf of Coast, we all thank Karl for his many years of service and loyalty to the company.



INTERESTING FACTS ABOUT KARL:

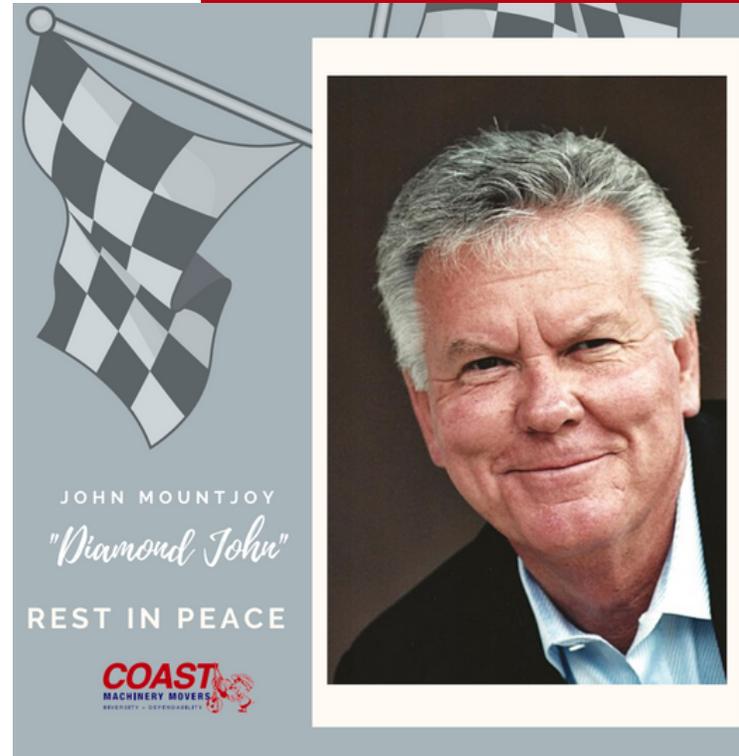
- Most memorable project: **40K Press Install** in Southgate, CA for Shultz Steel
- Hobbies are **cars, honey-do projects, and skiing**. His favorite skiing outfit he has worn is his 1976 Denim Outfit. He still has it and claims it still fits!!!
- His **first car was a 1940 Ford**, which he still has for weekend cruises.
- Favorite thing about Coast: **the diversity**
- When asked to name a band he liked growing up that he'd like to be in, Karl said: **Drummer in The Strawberry Alarm Clock** (check them out on YouTube for some fun and see Karl's vision come to life below!)



MEMORIALIZING THE PASSING OF A FOUNDING EXECUTIVE MR. JOHN MOUNTJOY

With Heavy Hearts the Coast Machinery Movers Family has lost one of our founding executives. John Mountjoy passed away on May 1, 2021. John worked at Coast for 47 Years. John served the company with a passion that will be forever missed. John's presence at Coast daily and on projects throughout California deservingly made him a legend. John's loyalty and passion was also exemplified in his love for Drag Racing and Muscle Cars. When John was not selling for Coast he was either driving around in a really nice car or likely involved with one that was racing. John's Coast Customer Base maintained a relationship with John that transcended the day-to-day business. He made an impact with everyone he met, John's customer relationships lasted. At Coast, we are beyond saddened. At Coast, we consider ourselves as a Legacy Company. John will forever be a Legacy.

Rest in Peace "Diamond John". Your Coast Family will Forever Miss You.



EVERETT RIDES OFF INTO THE SUNSET

Coast has been blessed with the 16 years of Service Mr. Everett Kirkruff provided the company. Everett worked in our Motor pool / Equipment Maintenance Department for 16 years. From working on a Kenworth to working on a Hyster Forklift, Everett was always ready. Hence the sign and dedication we are placing at the door for Bay #1 at The Coast Machinery Movers Equipment Service Bays. Everett was "Everetty"!!! On-time and ready every day for 16 years.

Thank You, Everett for your loyalty and dedication to Coast.



**COAST MACHINERY MOVERS
& COAST EQUIPMENT COMPANY:**

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HAPPY FATHER'S DAY TO ALL THE COAST DAD'S

With the Q2 issue of The Lift Plan being delivered near mid-June, we would like to recognize appreciation for all The Fathers that work at Coast as well as the Fathers who raised the many great employees we have at Coast. Coast remains blessed to have so many great employees that maintain and display genuine character daily, at the office or at customers' facilities. Thank you to the Fathers that raised them and implemented things in their lives that made them who they are. Coast remains blessed by your upbringing.

To all the Fathers working at Coast, it never goes forgotten that not only are you Coast Employees, you are Fathers, Dad's, Little League Coaches, Soccer Coaches, Tree House Builders, etc. In some cases, the proud Papa walking Daughters down the aisle. We Thank All You Fathers and We Thank your Families for sharing your lives with Coast.

Happy Father's Day to all The Coast Dad's

COAST'S MISSION:

Supply **world-class service**, **relentless innovation**, as well as **personal dedication and commitment** to our customer's needs.

