

THE LIFT PLAN

Q1 2022 NEWSLETTER



COAST COMPANY
NEWSLETTER

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THE SUN SETS ON 2021 AND COAST RISES STRONG IN 2022:

A Message from our President and CEO

As awesome as the picture is of the sun setting on the California Coast is how awesome our accomplishments were in 2021. Piling on to the Legacy is a host of new employees, new ideas, new services, and new customers. By the close of 2021 Coast had:

- **Bolstered its Executive Team**
- **Taken receipt of new equipment for our Rigging Line Up**
- **Increased our employee headcount between 1-5 years of employment up to 35**
- **Handed out our 15th Legacy Ring**
- **Launched Coast Crating and Packaging**

2022 has already shown Coast on the Rise. From single-day projects to projects that will last throughout the year. Coast, by the close of March 2022, will have opened over 250 new work orders. We are over 50 years old, yet 5 years new. I'm very blessed to get to come to work every day, promote a vision, and work with our incredible Team at Coast to develop and build those visions. Even better, I get to witness all the other visionaries Coast has. From the Office to the Field, ideas built from a passion for what we do develop literally daily. I remain confident our "Rising Start" in 2022 will prove well for the 2022 Sunset as it did in 2021.

Inside our Q1 2022 Newsletter you will see a little of the fun we had to close 2021 during the Holidays, read about our Featured Employee, learn why we are more than just a Machinery Mover or Rigger, learn about how CCP (Coast Crating and Packaging) is becoming the industry leader in Crating and Packaging, and see how we celebrated the retirement of our 46 year General Superintendent.

Enjoy...

Steve Stone
President and CEO

FOOD AND FUN FOR THE COAST FAMILY



2021 Holiday Luncheon

In the spirit of fun and, of course, "Giving", the Coast Family enjoyed a day filled with Live Music, Food and a Wheel of Fortune. Literally, a breath of fresh air off the heels of restrictions due to the pandemic, the Coast Family was able to set up outside and have some fun. The 2021 Holiday Luncheon included the opportunity for every employee to "Spin the Wheel" and then select a prize from one of three tables. The wheel also contained "Golden Tickets". Three employees were able to win weekend trips to either San Diego, Las Vegas, or Palm Springs.

Additionally, the employee votes were counted for the 2021 Legacy Award Winners for both Field and Office.

The Field Legacy Award went to **Ben Hernandez** and the Office Legacy Award went to **Steve Stone**.



Q1 COAST EMPLOYEE SPOTLIGHT

Our featured employee in the Q1 2022 Newsletter is Tina Bosnyak, call sign "Big Sister". Tina is a 13-year employee that handles Corporate Affairs for Coast. Tina is there for Coast 24/7. From vendor alignment to executive support, Coast can count on Tina. Tina moved to Southern California from Saginaw, Michigan in 1976.

Tina has a Daughter, Bryce, who she also calls her Best Friend. Tina has one Granddaughter, December, and a Grandson named Joe.

Thank you, Tina, for your Dedicated Service to Coast!

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When asked what her favorite thing about Coast, Tina's answer was "Coast is a Caring, Compassionate Family"

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FUN FACT: Tina's Favorite Food is Curry Chicken (Extra Hot)

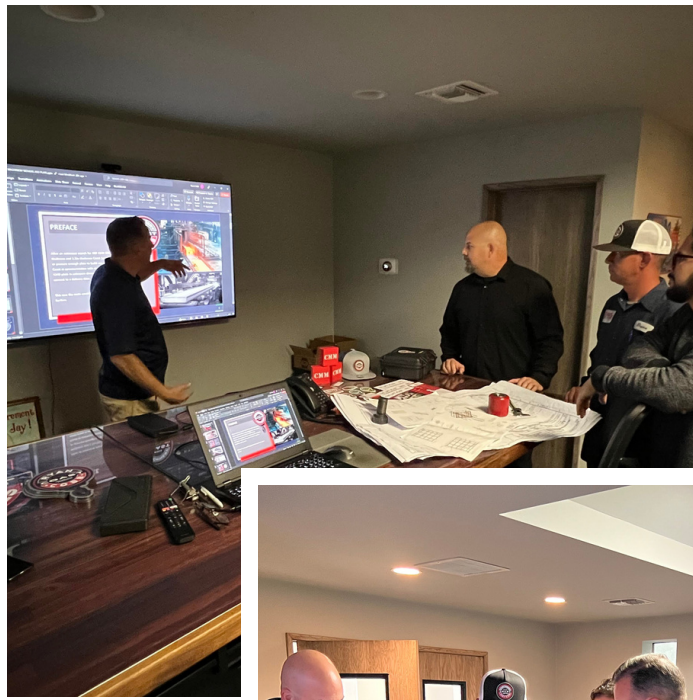


Check us out on social:



Coast

NOT JUST YOUR EVERYDAY MACHINERY MOVER OR RIGGER



Over the past 5 years, Coast Machinery Movers has put in motion a higher level of value-added project engineering and planning. **Complexity is our "wheelhouse"**. There's the saying "there's always another way". That kind of fits, but we'd rather go with **"there's always a Coast Way"**.

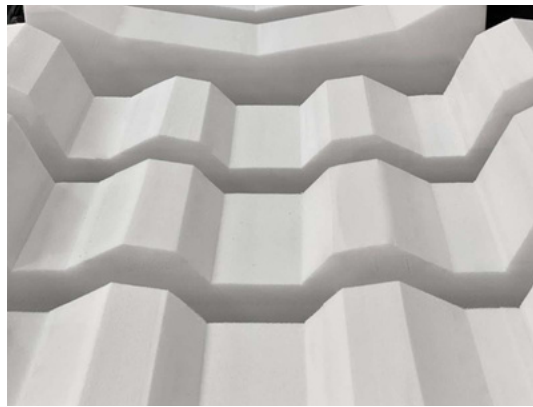
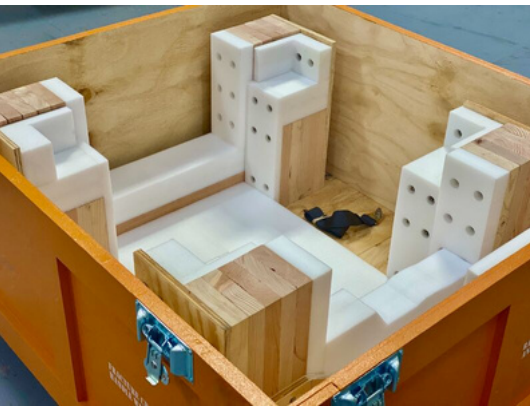
The Coast Way today is to utilize the Senior Field Staff in concert with our Management Team to review and **find solutions for the impossible**. That doesn't always mean lifting or rigging techniques, it typically means that in the most difficult of circumstances and add in timing constraints that most riggers walk away from. Well, **Coast "Runs" to it**. The incorporation of proprietary fixtures and software enhancements relating to project planning (that we at Coast have developed) are just a couple of the ingredients to our continued success.

We're not just "walking jobs" anymore, we're **"studying jobs"**. A tip of the hard hat to our Senior Field Staff, Project Engineering, and Senior Project Management for the developments to date and the new developments Coast unveils daily.



There is **ALWAYS** a
Coast way





SAP: SPECIALTY ASSET PROTECTION

Nearing the anniversary of our first 12 months in full operation at Coast Crating and Packaging, we have seen and most importantly our customer base has witnessed the evolution of a Team from inside the office to the assembly floor that epitomizes innovation. The innovative efforts have put CCP (Coast Crating and Packaging) at the forefront of our industry in a short period of time. Hence the product line **Specialty Asset Protection S.A.P.** Our team has spent countless hours developing niche approaches that are unique and set us apart from other suppliers. We fulfill standard Crating and Skid Assembly requests with the highest industry standards. Our **S.A.P. Specialty Asset Protection** product line has become unsurpassed. The CCP Team **Listens, Designs, Implements, and Delivers!!!!**

THANK YOU KENNY!!! A COAST LEGEND RETIRES AND RIDES OFF TO THE NEXT CHAPTER

For more years than the ages of many at Coast today, Kenny Cogbill graced the home of Coast and job sites throughout California, the U.S., England, and Japan. Bearing a Coast Patch on his sleeve at all those places for just over **46 years**. As we pride ourselves as a Legacy Company, Kenny Cogbill leaves a Legacy of work ethic and project execution at Coast that to date is unsurpassed. Coast has made it a point to dedicate a physical area of the company or a piece of the company in honor of employees that have left an impact beyond surpasses expectations. In Kenny's case, we dedicated both an area as well as a piece of equipment. From now on the Coast Yard has been renamed **"Kenny's Corral"**. Our largest capacity versa lift (100/140) has been renamed **KC140** and shall have that identifying number for life. As a company, we were able to celebrate Kenny's retirement in "Kenny's Corral" and send him off in style. Enjoy the photo's commemorating Kenny's career at Coast.

The Coast Family wishes the very best to Kenny and his Wife Renee as they plan and execute their travels around the country.

