

# From Noel's Desk...



Last week, I had the distinct pleasure of visiting some good friends at an incredible organization. My primary goal was to gather feedback from product users as we prepare to launch some exciting new products at [First-Light USA](#). The feedback I received was fantastic and made the trip more than worthwhile.

However, what stood out even more was the powerful reminder of the importance of mutual respect, partnership, and camaraderie across the different "tribes" within the special operations community. These connections are vital, and they reflect a truth I've carried with me since the start of my journey in special operations—a lesson passed down by one of my mentors.

Early in my career, I had the privilege of working with Bud Farley, a remarkable leader who shared simple yet profound advice: **"Stop wasting time wondering who's better or trying to prove it—just focus on doing the best."**

This wisdom transcends military service and speaks to anyone striving for professionalism and effectiveness. In today's world, where social media often amplifies divisive banter, these words resonate even more.

## 160<sup>th</sup> SOAR

Fort Campbell, Kentucky

It's a reminder of the privilege we share as a nation with so many dedicated volunteers and specialized units, each designed to address unique challenges and protect what we hold dear.

During my visit, I was particularly inspired by the exceptional professionalism, insight, and cooperative spirit of the **Special Operations Aviation Regiment**. As someone who's admired their work since reading *In the Company of Heroes* by Mike Durant during my college years, the experience was humbling. Their wisdom and willingness to collaborate reaffirm the unmatched excellence that defines their team.

I left the visit feeling truly honored and grateful for the time spent with such outstanding professionals. Their example serves as a beacon, reminding us all of the incredible value of working together, striving for excellence, and lifting each other up.

**Thank You All! N.S.D.Q.**

**Noel Sons**