

From Noel's Desk...

The Importance of Getting in the Field and Doing the Hard Work.



Last month, I had the privilege of stepping out of the office and into the field, working alongside high-level special operations medics fresh out of training and putting their skills to the test in a realistic operational environment. It wasn't easy—it was long, hard, cold, and involved plenty of heavy lifting. But it was worth every moment.

There's something irreplaceable about being right there, testing our products side by side with those who depend on them. It's not just about performance meetings, SWOT analyses, or focus groups—those have their place. But nothing compares to the raw, real-time feedback you get when you're in the trenches, seeing how our tools perform in the hands of the people who rely on them the most. At First Light USA, we don't make flashlights. We create tactical illumination tools that make a difference. Tools that help close the OODA loop—**Observe, Orient, Decide, Act**—and empower users to take a better look around, make the right call, and act with confidence.

Noel Sons

*President, First-Light USA
United States NAVY SEAL (Ret.)*

This experience reminded me of one of my grandfather's favorite quotes from Thomas Edison: *"Most people miss opportunity when it knocks because it shows up at their door dressed in work clothes."*

Our commitment to improvement means putting in the work—whether that's in the boardroom or the battlefield. It's about listening, learning, and striving to be better every single day. Because at the end of the day, our mission is to deliver tools that stand up to the toughest challenges and enable those who use them to succeed.

To my team, our users, and everyone out there making a difference let's keep showing up, doing the hard work, and seizing those opportunities dressed in work clothes.