

## LOS ALAMOS LEGENDS RETIRE, ACHIEVING THREE YEARS VOLUME IN THREE MONTHS

After 35 years, hardly anyone could fault Neal and Susy Mills for wanting to retire while they were young enough and vital enough to enjoy the fruits of their labors. And, while Los Alamos, New Mexico, loses valued friends, the Mills' gain a new life.

Being in the same location for more than 18 years, (1623 Central, Los Alamos), Susy and Neal Mills are ready for a new landscape that's likely to include some travel and time for things that retail usually doesn't permit...like visiting family and friends in different parts of the country.

The Mills' have worked together for three and a half decades. Their devotion to the retail jewelry field is evident by the number of friends, customers, suppliers



and peers they've made over the years.

According to Neal Mills, he was always fascinated with the jewelry industry. After attending Bradley University in Peoria, Illinois, where he learned engraving and manufacturing, he went on to Elgin Watchmaker College before buying his first store in Lake Havasu City, Arizona. From there, the Mills' bought a store in Colorado and then, 18 years ago, purchased the store in Los Alamos that had already been established for 34 years.

One of the reasons the Mills' have been able to make the transition from business owners to successful retirees is the fact that they were able to achieve three years of volume during a three-month Wilkerson event. The city of Los Alamos is located approximately 90 miles north of Albuquerque and has a population of only 11,928.

Although Los Alamos is a small community, it has a median household income that's 55% higher than the national average, with a cost of living to match. Generating this large dollar volume in their retirement event permitted the Mills' to leave behind a legacy with enough money to move on to the next phase of their lives.

When Neal and Susy thought of retiring, there was a normal amount of anxiety. In addition to leaving behind an active work life, there is, of course, the issue of money.

**"This sale has been unbelievable, far and above any possible dreams or expectations we might have had. After 35 years in the jewelry business, this sale and advertising with direct mail has created hundreds of new customers. We feel we will be retiring from the business, leaving our long-time customers as well as our new customers with good memories of Mills Bros. Jewelers. How could we dream that we would be able to generate over three years volume in just thirteen short weeks? This never would have happened without all of the Wilkerson Team."** *Susy & Neal Mills*



To their delight, both old customers and new rushed to the store in pursuit of fine jewelry at great savings. The reputation of Mills Bros. Jewelers enhanced the entire experience because people in their marketplace already knew of their

excellent history and their honesty.

According to Bobby Wilkerson, president of Wilkerson and Associates, "We are delighted when we can bring hard-working people to the next stage of their lives...when they can see the rewards of a lifetime of work and can transition to a lifestyle of leisure. It is extremely rewarding to see a company of such distinction leave the business on a high note."

In the final analysis, the Mills' look back to a rewarding career in serving others. As Susy has said, "It's been a blink of an eye and we want to thank all of the faithful customers and the community of Los Alamos for their support."



**Bobby Wilkerson, President of Wilkerson & Associates**

### RETIREMENT...ARE YOU REALLY READY?

Retirement is a multi-faceted issue for everyone. To begin with, you should have a plan that covers such areas as how you want to spend your time, understanding your Social Security benefits, the establishment of a tax-sheltered retirement plan, how to use existing equity for the future, what lifestyle needs you wish to maintain, where you want to live, and how much money you need to do what you want with the rest of your life.

At Wilkerson and Associates, retirement events account for the lion's share of the transitional programs we're involved in. Retirement is an important part of life and can be done with a great deal of ease if you have the right information and the right tools to accomplish your goals.

Begin with a blueprint which details the questions posed above...then consider that your most significant asset might just be your business. That's the business we're in.

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