

WINGS OF GOLD

The Voice of Naval Aviation

Today and Tomorrow

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- Rotary Wing Update
- F-14D Tomcat
- Moffett Air Show



Mr. Bizjet

A NA member James B. Taylor was profiled in the September 1992 issue *AOPA* magazine and heralded as "Mr. Bizjet," (business jet), a title he richly deserves. Taylor's immensely successful career in innovatively marketing business jets earned him a solid reputation in the field. Said Jim, "No machine ever devised has done more for the progress of mankind than the modern airplane. What's more, an emerging global economy is creating an ever-increasing demand for both scheduled and non-scheduled air service."

Author Thomas A. Horne, in the magazine article, wrote, "Almost single-handedly, Taylor sold the corporate world on the advantages of owning business jets and pioneered the kind of marketing techniques that made the *Citation*, *Falcon*, *Challenger*, and *Learjet* series of aircraft the successes that they have become."

Among other positions, Taylor was general manager of Pan American World Airways' Business Jet Division, Vice President and General Manager of Cessna's Commercial Jet Marketing Division, President and CEO of Canadair, Inc. builders of the *Challenger*, and President and CEO of Gates Learjet Corp. He retired in 1988 and now runs a private consulting firm, "James B. Taylor Associates" of Westport, CT.

Jim was a Naval Aviator, following in the footsteps of his father, LCDR James B. Taylor, who was a test pilot killed in

an F4F *Wildcat* near the Naval Aircraft Factory in Philadelphia, PA in 1942. Young Taylor joined the Navy that year, won his wings at NAS Corpus Christi, TX, instructed there for a time, then ran the flight test section at the base before flying F4U *Corsairs* at NAS Jacksonville. He served in VF-75 in Chincoteague, VA before leaving the service in 1946. He flew for a non-scheduled airline for a time, went into aircraft sales, got out of the aviation business, then returned and began his surge to the top with Pan American.

Taylor is an advocate of the factory-direct sales strategy which allowed a smaller number of salesmen to accomplish more than a larger sales force. Writer Thorne quoted Taylor in *AOPA* as saying, "I wanted all of my salesmen making more than I did...and believe me, a whole lot of them did just that."

Jim is also a supporter of the Yorktown Association and the Patriot's Point Complex in South Carolina. The prestigious James B. Taylor Test Pilot Hall of Honor on the hanger deck aboard *Yorktown* is named after his father. ■



Photo of Taylor and his progeny: Falcon 20, Challenger and Citation, is by Barney Leonard, courtesy of Mr. Leonard and *AOPA* Magazine.