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I first met James B. Taylor when he came to work for Cessna to handle its new Citation Jet program. Our offices were very close together and Jim visited with me frequently. Our almost daily rapport led to a close relationship that has endured 40 years.

Jim taught me more about aircraft marketing than any other individual. For that I am eternally grateful. I left Cessna and moved to Texas to work for a Cessna customer to handle advertising and public relations for a land development project. I didn't take long to find out that what this company really wanted was someone to "backslap" the county judge so they could shorten the requirements for paving, sewers and the golf course they were building. I didn't want any part of that and turned in my resignation.

My family and I returned to Wichita and shortly thereafter was hired by Beech Aircraft to handle public relations and publicity. My contacts resumed with Jim Taylor. These continued during my 14 year tenure continued with Jim at various industry activities including the NBAA conventions. During this time, Jim became the senior marketing man in the industry. His guidance and programs were primarily responsible for Cessna getting a big lead in the jet business.

After the Raytheon buy-out of Beech, they hired a new president whom was impossible to work for or with. At that point in time, I had the distinction of being the senior p.r. man in the industry. I decided I could not work for this man and took early retirement.

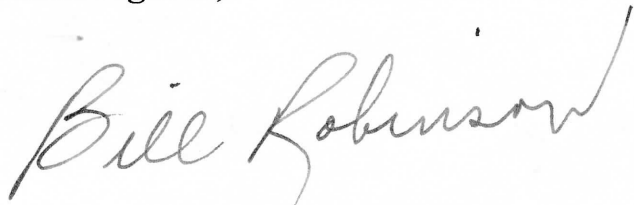
About a week after my retirement, I had a phone call from Jim who had become the president and CEO of Learjet. He had learned of my retirement and asked if I would come to work for him in Tucson.

Without a moments hesitation I said "yes." I sold my house in Wichita and relocated in Tucson. I spent the next 2-1/2 years with Learjet in Tucson and six additional years in Wichita when the company's board of directors decided to consolidate the Learjet operation in Wichita—much of this time under Jim's guidance. Jim Taylor was probably the best boss I ever had. He was a master at selling Learjets and any other jet program with which he was associated.

Over the years, we became great personal friends and have remained so since. Today, a picture of Jim in front of a Learjet 55 hangs in my den with this inscription it – "To Bill Robinson the #1 PR guy in our industry and my favorite 'Wordsmith.' Warmest Regards, Jim Taylor."

To you, Jim Taylor, many happy returns and may you have many more in the future.

Warmest regards,

A handwritten signature in cursive script that reads "Bill Robinson". The signature is written in dark ink and is positioned below the typed text "Warmest regards,".