

SPECIAL
ADVERTISING
SECTION

Business Aircraft: Essential Transportation Tools

Negative characterizations of business aircraft, along with the need to dramatically reduce corporate costs as a result of the economic downturn, have convinced some companies to discontinue or reduce their use of business aviation. However, as employee ranks have been thinned and airline schedules pared, business aircraft have become more essential to companies that need to maximize their transportation efficiency, enhance key-employee productivity, and redouble their sales and customer support efforts. In tough economic times, business aircraft remain crucial to corporate success.

A Business Opportunity Machine

Barry LaBov, president and CEO of LaBov & Beyond Marketing Communications—a Fort Wayne, IN-based marketing, communications,

LaBov first got involved in business aviation by chartering. Then his company bought a turboprop. To extend his reach, LaBov acquired a six-seat Cessna Citation CJ1 four years ago.

“I don’t fly a ‘private jet’ or a ‘luxury jet.’ I fly a ‘business jet,’” declares LaBov. “We fly from our community airport almost daily to reach clients all over the nation, and we average 4.5 passengers per flight. We do not fly with just one person aboard, whether it’s me or anyone else.”

“When a client in Washington, D.C. calls, we can be there in an hour and a half—and back in time for dinner with our families. Our CJ1 is a competitive edge, a statement to our clients and employees that we are committed to growing our business.”

LaBov asserts that having a business airplane is more important than ever. “In this economy, my company has been more in demand



Barry LaBov, CEO of LaBov & Beyond Marketing Communications, which could not thrive without business aviation.

cient; we utilize all the modern communication tools.

“But there has to be a time when you meet a client in person,” continued LaBov, “when you have that extended four-hour meeting to go over a product-launch strategy, or when you go to the client’s office and are able to meet with a half-dozen people in a day, which is far better than having a 30-minute conference call. My mission is to be the best marketing communications company

Cessna Citation CJ1: The Right Size for Small Businesses

Ever since the original Citation flew 40 years ago,

Cessna Aircraft has been the expert at producing small, economical jets that meet the transportation needs of many smaller businesses. Today, the company has a complete line of small jets, including the Mustang very light jet and four models of the CitationJet (CJ).

The Citation CJ1, which typically seats two pilots and five passengers, can fly at nearly 450 mph and travel almost 1,500 miles nonstop.

Barry LaBov, CEO of LaBov & Beyond, said his company selected the CJ1 because “for us, it was the right size, in terms of the number of passengers it can carry, and it has the right range [for our missions]. Also, since it’s a jet, it can get up and over the weather.” ♦



LaBov & Beyond’s Cessna Citation CJ1 business jet enables the Fort Wayne, IN-based marketing, communications, advertising and training company to easily reach clients nationwide.

advertising and training company—says he could not thrive without business aviation.

Fort Wayne has direct commercial flights to only four other cities, but LaBov has clients nationwide. He figures it often would take three days for him to do a business trip by airline: one to fly out, one to have a meeting and one to fly back.

because clients are saying, ‘We need some fresh ideas; we’d like to talk to you.’ So we are using the jet even more for new business opportunities than we have in the past.

“It is critical today to show your customers that you are committed, that you are not compromising your service or your focus,” concluded LaBov. “I believe in being very effi-

cient. For us to do that, we have to be physically around our clients to take care of them.”

For LaBov & Beyond and thousands of other companies all across the United States and the world, business aviation makes that possible, which is why it continues to be a valuable and viable transportation resource. ♦

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WHO HAS THE CAPITAL TO INVEST IN A DOWNTURN? THOSE WHO INVESTED IN THE LAST ONE.

In an economic climate that causes the most hardened executive to second-guess his every move, take comfort in the fact that 70% of companies bold enough to invest in themselves will hold onto market gains when the economy recovers. For the clear-minded, aircraft ownership is more attractive today than ever. Interest rates are at historic lows. Tax advantages abound. And Cessna offers a myriad of options, from full ownership to partial ownership to lift-on-demand. But the most persuasive argument for considering an aircraft today is based on a simple strategy that has always separated winners from losers. Cessna will put you in your strongest position precisely at the time when your competition is at its weakest.

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