

# The People In Our Industry

**I** realized I had been spending so much time talking about the values and the trends of aircraft that I have not focused on a wonderful topic for discussion - the great men and women who make up our industry globally. Believe me it is not because I am taking them for granted or forgetting they are here every day. Sometimes we just get busy and do not acknowledge this powerful group.

Two weeks ago I had the privilege to be included in a manufacturer's special informational event at an off-site location. This was a two-day gathering that was both a social as well as a business update session. It was attended by at least fifty people from all over the United States and abroad. These were not exclusively dealers and brokers but other key players of our industry including aircraft attorneys, 1031 Exchange specialists, lenders and consultants. These people are exceptional examples of who makes up our industry.

Early in my career I was very skeptical of the role of the aviation attorney as I was inclined to believe they would find ways to confuse a deal and prevent it from proceeding smoothly. I was so wrong and as I matured and became more aware of the exceptional service they provide, I also became aware of how important they are to the success of the deal. I might also add that in the transactions that our office is a part of each year, probably ninety-five percent of them have brokers on the other side. So the participation of a skilled aviation sales professional and aviation attorney is critical to the success of a transaction.

It is important that neither side creates what I call manufactured tension. There is no reason to push or pull in a transaction. Just guide. This is about the partner not an accidental occurrence.

The manufacturer's event reminded me of

the treasures we all get to work with daily: The people who attended are many of the people that I get to talk to and shape successful transactions with daily. It was like a family reunion! We were all sincerely glad to be together. We shared stories of the more difficult transactions we helped our respective clients navigate successfully, and those stories of the one that got away. We each questioned, 'why did the client choose you and not me?' It was such a great exchange of war stories.

In keeping with this theme, I am reminded of an old friend who has shared this industry with me for the entire 39 years I have been involved. One day a few months ago the phone rang and it was him - the owner of a family brokerage business just like ours. He just wanted to say 'hello' and catch up, and told me he had made a pledge to call three old friends a day for the next two weeks.

So often we forget to just say hello to friends and see how they are doing. That conversation allowed us to discuss the kids of course, and how they were progressing in the business as well as talk a little about old times - but more importantly we looked together at what might be in store for us going forward. There was no competitive banter, simply two old friends who have shared an industry for decades talking about our future - after all, we have many collective years and have withstood the test of time.

We have shared many downturns and many recoveries and now was a chance to discuss how our businesses are changing. For example, when we first started out as young men we really only had three time zones to manage. Today we must manage an entire world of cultures and time-zones. As we hung up, we promised each other to talk far more often and reach out to each other to find more ways to work together. I think this exercise is a

great one. We do not always think about our friends within the industry enough.

The message of this article is a simple one: Remember how wonderfully populated this industry is. Don't just sit back and have the thought. Reach out and say hello to your partners more often.

With respect to the aviation attorneys, the lenders, or the other fine specialists that this industry employs a quick call with some regularity might even bring you a few extra transactions each year. At the very least it might just be a nice way to begin or end a day in the office.

So today, I am going to make those three calls to say hello and remind old friends that I am here and anxious to rekindle those powerful friendships. To all those industry friends who I saw at the manufacturer's event recently, what a treat it was for me. See you all again soon, I hope!

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