

# Marketing's Marge manages men, money and marvelous machines — masterfully

By Carl Miller

It's Wichita, Kansas, during World War II, and a very young lady, fresh out of business college, is taking flying lessons so she can participate in the war effort. Her goal to become a WASP (Women's Airforce Service Pilot) and ferry warplanes across the Atlantic to the war zones will not be realized. Her application is among thousands of other young women wanting to be in on the action — with too few women needed.

Instead she uses her new found flying skills to teach link simulator training to Coast Guard air/sea rescue pilots. One of her students will become her husband, and they will be married on the very day that the Japanese sign the terms of surrender. Walt, her husband, teases, "I had to marry the instructor to get through the course."

War, romance, bravery and flying machines, stuff right out of Herman Wouk's *The Winds of War* or *War and Remembrances* are what launched Marjorie "Marge" Taylor, director of contract administration for the Aircraft Division, into her aviation career.

"After the war, we went back to Omaha, Nebraska, began raising a family and managed a drugstore," Marge reminisces. But with aviation in her blood, it wasn't long before they returned to Wichita and got back into the aircraft business, Walt as an engineer and Marge as an export marketing administrator. After stints with Cessna and Beechcraft, Marge landed a job in international marketing with the fledgling Lear Jet Industries.

"The vice president and managers were in the field selling airplanes. I managed the office and kept a light on in the window," remarks Marge. "At that period, I managed only the export sales contracts," she says. "When we consolidated with domestic marketing and

moved to Tucson, I began assuming responsibility for all sales contracts."

In 1973, on the Isle of Rhodes, she was honored by all of the international distributors for her outstanding contributions, by a proclamation from the mythical goddess of wisdom, Pallas Athena. It was signed in appreciation by all of the distributors including one from Australia, Bib Stillwell, and by a young engineer presenting a technical briefing, Ron Neal. The proclamation still hangs with pride in her office and is an appreciative symbol of her success.

Marge and her contract administrators, Jerry Tyson, Rod Allen and Hugh Burks, provide a multitude of services for our customers, marketing and upper management. "We become involved with the sales contract immediately after the customer makes an offer to buy a Learjet," Marge states. "We analyze the terms of the offer and present them to upper management for their approval." Following this agreement, Marge and her men go to work arranging meetings between the customer and company representatives to specify the optional avionics, interior design and paint scheme.

"Our contract administrators attend each of these meetings and take detailed notes of the customer's requests," says Marge. "Following each meeting, we translate these requests into formal work authorizations that engineering, materiel, manufacturing and quality assurance use to design, buy, build and inspect the aircraft."

Marge also keeps track of each aircraft as it flows through the factory and keeps the customer informed of its progress. "The crown of our efforts comes on delivery day," remarks Marge. "We arrange each detail of this special occasion and strive to make this a ceremony that is joyful and pleasant for the customer, a day that they'll



remember with good thoughts and memories."

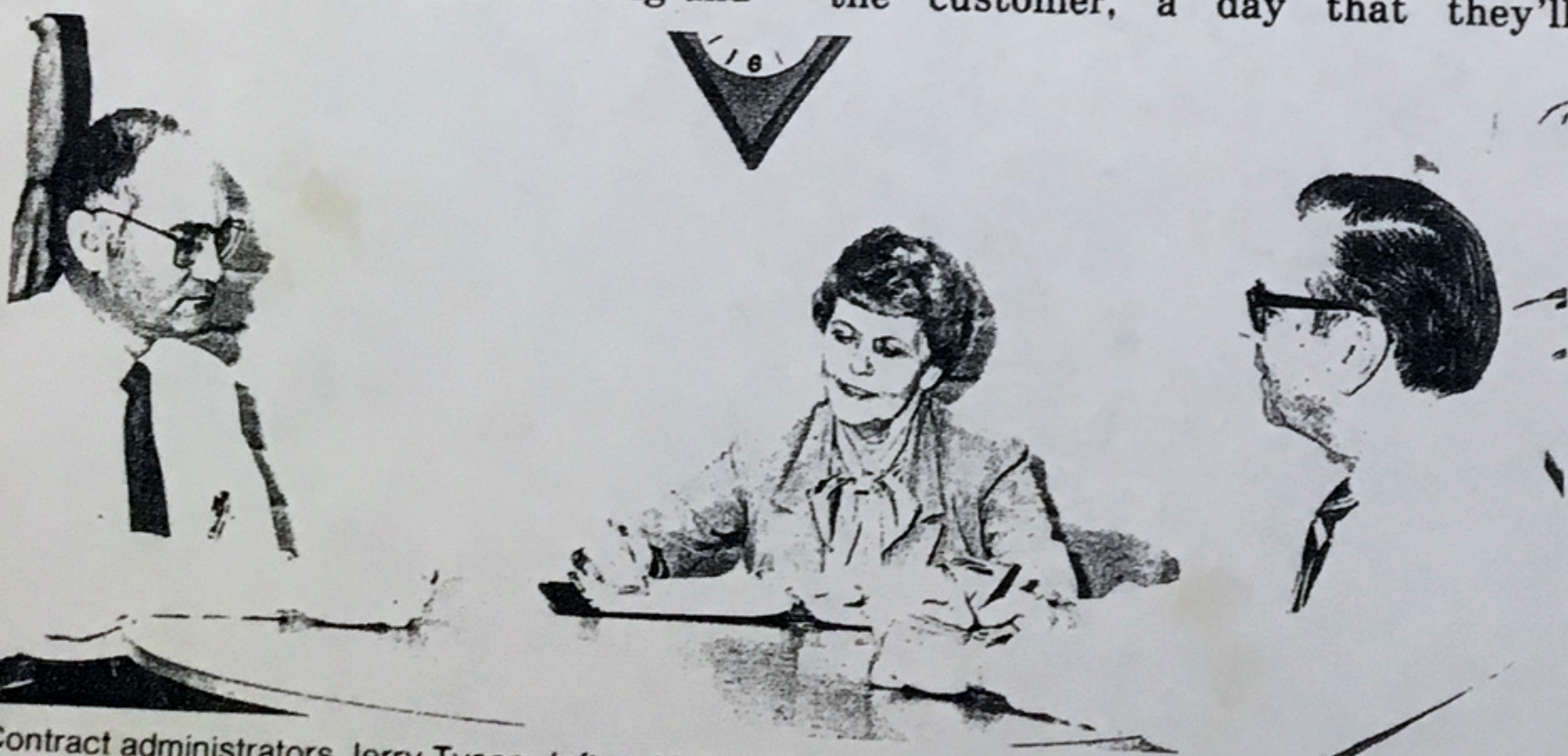
When asked what she has done that she's most proud of during the past 20 years with Learjet, she muses, "Being the first female manager might be it. I've enjoyed the responsibility that management has given me and am proud that I've handled it." And magnificently she has! Marge also holds the distinction of being Learjet's first female director and is currently the highest ranking woman in our corporation.

"I thoroughly enjoy my job," she says, "and my opportunities to meet so many interesting people from all over the world have been wonderful." A quick scan of her delivery book dating back to 1965 shows that her first Learjet delivery was aircraft 23-075 to the Kingdom of Libya Airlines.

Since then she has administered aircraft contracts to owners from all corners of the globe, nearly every country in the world, excluding some of the Soviet bloc countries. "I dare say," she says, "that if I were stranded in any part of the world and needed help, there'd be someone I knew close by that I could call upon."

Her eyes light up and her voice sings when she talks about her family. Husband Walt came out of retirement to work in Gates Learjet's Tucson engineering department. "He soon discovered that he wasn't a homebody either," muses Marge. Son Steve is an Air Force officer and another son, Scott, works for Honeywell, both in Virginia. Her whole being radiates happiness when she exclaims: "But most of all, I love being a grandmother!" Reasons for this love are Sheila, Scott, Bryan and Beth Anne.

Thanks for the memories, Marge; make many more of them.



Contract administrators Jerry Tyson, left and Hugh Burks join Marge Taylor in her office to review contracts in progress. Not pictured: Rod Allen, contract administrator.