

## MILESTONE AT MEMPHIS

# Wilson Air Center celebrates 20 years at MEM

### First base pioneered the superservice philosophy



Wilson Air Center – Memphis, with its distinctive 26,000 sq ft canopy has welcomed customers to Memphis for 20 years. Seen above, a sampling of Wilson owned and operated aircraft.



Wilson Air Center Founder and President Robert A (Bob) Wilson (L) and Vice President David Ivey (R) have developed a remarkably sound FBO business model based on exceeding customer expectations.



Bob's father is depicted in a painting that was a gift from Cessna Aircraft. Kemmons Wilson was a strong advocate and user of corporate aviation even back in the 1950s with the Holiday Inn chain.

### By Pro Pilot staff

**R**obert “Bob” Wilson is the son of Kemmons Wilson, founder and chairman of the Holiday Inn chain. The first 4 Holiday Inns were opened in Memphis in the early 1950s. Following in his father’s entrepreneur footsteps but wanting to serve fellow pilots in business aviation, Bob Wilson identified a need for a different type of FBO that merged southern hospitality with complete aircraft service knowledge and customer cooperation. “At Wilson Air Center bases I will not allow my service people to say ‘No’ to a customer,” Bob Wilson has declared repeatedly. And so it has been for the past 2 decades at Wilson Air Memphis, where the chain started.

Now, because of its success, this same service plan for full cooperation for customers has spread to the other Wilson locations at Charlotte, Houston and Chattanooga. Wilson Air Center recognized the need for enhanced service levels and introduced the “hotel style” concierge concept, which is in place at all 4 locations.

Recognition from satisfied customers has translated into awards from both *Professional Pilot* magazine and *Aviation International News* in their annual surveys that rank the best in aviation ground service. Wilson Air has been a winner of the #1 Best US FBO category in the *Pro Pilot* PRASE Survey and now that the survey has split the chain award into a best large and best small chain, Wilson

Air Center has clinched the #1 spot for Best Small US FBO Chain for the past 10 years.

Bob Wilson will tell you that he wants customers to feel at home at all the Wilson Air Center bases in all respects. This starts with shielding the visiting aircraft, flightcrew and passengers from the elements with one of the world’s largest aircraft canopies in Memphis. And the hospitality stays with the customer throughout his visit with hop-to-it linemen, no-slipups CSRs, home-baked cookies, pristine restrooms, snooze rooms and the dedication of VP Dave Ivey, who has been with CEO Bob Wilson since day 1, when the Memphis flagship location of Wilson Air Center began operations 20 years ago.