

Passionate and Knowledgeable about Aviation Business Marketing

Aircraft Broker Gene Clow knows aviation inside and out. His interest in aviation started as a young boy on his grandparents' farm in rural Oregon where he could watch planes take off and land at the Aurora Airstrip.

He has witnessed many changes to the industry, some good and some bad. But his fondest memories stem from the development of ratings for flying jets.

Gene believes in giving back to the industry as well. He tried to attract young people to become aircraft mechanics and pilots, long before the current shortage loomed.

While unsuccessful, at least in his mind, at making an impact on the shortage, he did re-energize the PNBA (Pacific Northwest Business Aircraft Association) with his colleague Richard Keltner. He was able to step back after several years and turn the reins over to other colleagues to continue his efforts.



Gene enjoys flying and has traveled extensively around the globe. His favorite international destination is somewhere in Europe; his favorite domestic destination is the Pacific Northwest, where he lives.

In 2015, Gene realized his business of selling aircraft was doing well but relying on past customers. He wanted to grow and reach out to new customers, but his experience was in sales, not marketing.

He started searching for a business aviation focused marketing company, not the generic local marketing company marketing to grocery stores. He talked to his contacts and to the professional organization, NBAA. He eventually found ABCI and Paula and John.

"ABCI provided excellent guidance. I had time for marketing **OR** sales, but they didn't complement each other well. I had to make a shift."

With ABCI leading the marketing efforts, he began to see a shift in his customer base. They expanded the traditional marketing methods (direct mail, post cards, etc.) to include a great website and digital marketing. "Having a dedicated person to do all the marketing is great, but that's not a possibility for everyone. ABCI has filled that void. I wouldn't do anything differently."

Gene says, "Give 'em a try if you're considering anyone. I've never felt like I've gone wrong with Paula and John."