

PEOPLE IN THE NEWS



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C.W. 'Wes' Moore, the company's new chief executive officer, at MBB Helicopter's heliport

President and pilot 'Wes' Moore moves up in a high-flying firm

Few business executives have experienced as many ups and downs as C.W. "Wes" Moore, who moves up from president to president and chief executive of MBB Helicopter Corp. of West Chester.

Moore, who has been an aviator since the 1930s, started his ups and downs while flying B-24s and B-29s between India and China during World War II.

After the war, he gave helicopters a whirl, becoming the first licensed commercial helicopter pilot in Argentina, where he worked for Bell Helicopter in 1947.

After serving in executive positions with a Chicago Helicopter Airways and Boeing Vertol Co., he joined MBB, a subsidiary of Messerschmitt, Boelkow & Blohm of West Germany, in 1979.

"As far as I'm concerned, the helicopter industry is the most fascinating business in the world," said Moore, who sells and services helicopters from the Alaska to Peru.

The company's latest thrust is in emergency-medical-service helicopters. "The challenge is very strong in EMS, the newest market for us," he said.

One recently acquired client was the world-famous Mayo Clinic in Rochester, Minn.