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# PIEDMONITOR

News about Piedmont. The Up-And-Coming Airline.



Our first 737-300 arrived at GSO on Friday, April 19, right on schedule.

The 2,074 nautical-air-mile journey took four hours and 48 minutes. Captain Gene Sharp, vice president-flight operations, and Captain C.D. McLean, director-flight training and technical support, manned the cockpit, and many Piedmont dignitaries were on board the historic flight.

At left is a photo of our aircraft taken at Boeing's plant in Renton, WA, on March 28. The aircraft's first test flight was performed April 5 and, the following week, the 737-300 was painted in Piedmont colors.

More on the arrival of our new generation aircraft and its first day in service on May 1 will appear in the May Piedmonitor.



Connie Banks (top) and Peggy Mathis are two of the more than 190 agents we have at our new reservations center in Dayton. A story on our fifth such facility appears on page 3.

## Minnesota, White Plains join system

Minneapolis/St. Paul, MN, and White Plains, NY, will be linked to Piedmont's system this summer.

Piedmont will begin service to White Plains, NY, (HPN) on June 1 with two nonstop, round-trip flights to our BWI hub. In addition, Henson will begin service to this airport on the same day with three nonstop, round-trip flights to DCA.

Piedmont's new nonstop services will depart HPN at 7:30 a.m. and 2:25 p.m. and arrive at BWI at 8:25 a.m. and 3:20 p.m., respectively. On the return trip, flights will depart BWI at 12:20 p.m. and 8:20 p.m., and arrive at HPN at 1:15 p.m. and 9:15 p.m., respectively.

White Plains is located about 30 miles north of New York City and draws passengers from a wide area.

Piedmont will begin service to the Minneapolis/St. Paul International Airport on July 1 with two nonstop, round-trip flights daily to CLT. It will be the first nonstop, round-trip service in this market and will give travelers from the heart of our system their most direct route to the Twin Cities, not just from CLT, but from 15 destinations that

Piedmont serves throughout the southeast.

MSP, just minutes from either city's downtown, is a major airline hub. The airport is served by 22 commercial airlines that carry some 35,000 passengers on over 620 flights each day. Both Republic Airlines and Northwest Airlines are based here.

"Nine of the 10 major airlines now service Minneapolis/St. Paul," Bill McGee, senior vice president-marketing, said, "and when we begin flying there, the airport will have all 10 major carriers providing service."

In addition, McGee pointed out, MSP now has service to all major hubs in the country except for CLT where we have 155 daily departures and board over 300,000 passengers a month.

"Our new service will offer travelers from Minneapolis/St. Paul the quickest routes to North and South Carolina, Virginia, West Virginia, and points in eastern Tennessee," McGee said.

On July 1, Piedmont will provide service to 69 destinations or 97 cit-

ies in 26 states and the District of Columbia. Including Henson, we will serve 79 destinations/116 cities in 26 states and the District of Columbia.



Determining how many discount seats to allocate on each of our flights is a difficult business. Revenue Enhancement is helping maximize the revenue we receive on each of our departures. Pages 4 and 5 tell the story.

'85  
THE YEAR OF CHALLENGES.