

around Piedmont

Piedmont has agreed to purchase three more F28 aircraft. Two will be delivered in December and the third next February. We have also placed options on five additional F28s.

These aircraft (F28-4000) will be slightly larger than our existing F28-1000 aircraft and will seat 74 passengers. The aircraft will have a high degree of commonality with our F28-1000, however.

By the end of this month we will have 18 F28s in our fleet with the 19th and 20th scheduled for delivery in August and September. If we exercise our options, we will eventually have a fleet of 28 F28s.

In addition to the F28s, we have 63 737-200s, six 737-300s, and 34 727-200s for a total of 121 aircraft in our fleet. We have 16 more 737-300s scheduled for delivery over the next two years.

On August 1

number of departures: 938
miles flown daily: 344,530
ASMs (available seat miles):
42,537,802
number of aircraft in
scheduled service: 114
number of block hours
flown daily: 1,063
average aircraft hop:
367.3 miles

Henson Airlines, the Piedmont Regional Airline, will add six new flights at CLT on September 1. Henson will begin service to New Bern (EWN) with three nonstop, round-trip flights daily, and to Hilton Head (HHH), CHO, and FAY with one nonstop, round-trip flight to each destination each day. These new services will increase Henson's daily departures at CLT to 17. Piedmont will have 173 flights daily at CLT on the September 1 schedule.

On September 1, Henson will

also begin service to Bridgeport, CN (BDR) with nonstop, round-trip flights to BWI and White Plains. Our regional carrier will also add five nonstop, round-trip flights to BWI from White Plains (HPN). On the new fall schedule, Henson will have over 80 daily departures at BWI.

Our Frequent Flyers can now earn mileage credits for staying at Radisson Hotels.

Effective July 1, members of Piedmont's Frequent Flyer Bonus Program are receiving mileage credits at all Radisson Hotels in the continental United States in addition to earning credits for staying at Stouffer Hotels, for international travel on British Airways, and for renting automobiles from Hertz.

"With both the Radisson and Stouffer hotels tied into our program, we believe we have two of the finest hotel chains available for our frequent flyers," Allen White, manager-frequent traveler marketing, said.

The Radisson Hotel is headquartered in Minneapolis, so the kickoff for the new frequent flyer benefit was linked to our startup of service at MSP on July 1.

"Our program is exceeding all expectations," White added, "and customer acceptance has been excellent."

Over 10,000 people are now members of Piedmont's Presidential Suite. We now have Suites in eight locations — ATL, BWI, CLT, DAY, DCA, DFW, GSO, and RDU. At BOS and LAX, members may use American's Admiral's Clubs.

Piedmont is participating in AT&T's frequent telephone user program, Opportunity Calling.

This month AT&T's summer catalog is being mailed to 22 million long-distance subscribers. It offers savings from eight travel suppliers, including Piedmont, and a variety of other companies



T.H. Davis, Piedmont's founder and retired chairman of the board, was guest recently of host William Friday (right) on "North Carolina People." The program aired over the nine channels of The University of North Carolina Center for Public Television on June 24 and again on June 30.

providing brand-name consumer goods.

The program is similar to an airline frequent flyer program in that telephone users accumulate credits based on the volume of their long-distance calls. The credits are then used for discounts from participating suppliers.

Each month, subscribers who make \$15 or more in AT&T long-distance calls earn one Opportunity Credit for every dollar of calling — up to 300 credits a month. Every three months, subscribers receive a new savings statement (and a new catalog) showing the credits earned since the last statement. The subscriber can then order a savings certificate for a particular item in the catalog and use this certificate at participating outlets as cash toward the purchase of a specified product or service.

Subscribers can save \$100 on any Piedmont ticket of \$400 or more; \$50 on any Piedmont ticket of \$200 or more; and \$25 on any ticket of \$100 or more.

Piedmont, along with American Express, is sponsoring the Pro-Am of the Henredon Classic at Willow Creek Golf Course in High Point, NC, August 5-11.

There will be a party promoting our Frequent Flyer Bonus Program for participants and invited guests on August 5 and a Texas cookout August 7. Piedmont flight attendants will be on hand for both functions.

Over 100 women professionals will vie for the purse of \$210,000 with a first-place prize of \$31,500.

A new shipment of "Airline of the Year" buttons has just arrived. If you would like to have one, ask your supervisor to order the item from Sales Promotions, A327.

Piedmont people

Eddie Culler, assistant vice president of aircraft services, GAG-INT, has been named this year's recipient of the General Aviation Service Technician Award. The award, sponsored by the National Air Transportation Association and Aircraft Technical Publishers, was given at the annual NATA convention held recently in Las Vegas. Culler received a check for \$1,000 and a plaque to commemorate the event.

Culler, who began with Piedmont in 1940 as a line serviceman, has the most seniority of any employee in the Company.

Shirley Dibley, baggage service supervisor-TPA, is featured in the June issue of *TPA Flightlines*, a bimonthly publication for the employees of Tampa International Airport.

The story is entitled, "Someone to Brag About," and tells about Dibley's many accomplishments, particularly since she transferred to TPA six years ago.

"In 1982, as President of the Tampa Bay Interline Club, (TBIC), she boosted membership from 150 to 450 members. Today she's still on the board as past president and is just as active," wrote the editor.

"She's also vice-chairman of the Airport Transportation Association (ATA) and active in a local travel club, known as the Bon Vivants. In addition, Dibley wants to form a branch of the Professional Women in Travel (PWIT) association because there is no chapter in the Tampa area With Dibley's dedicated hard work and great zest for life — not to mention an interesting and good conversationalist — TPA and Piedmont really do have someone to boast about."

Dibley has been with Piedmont 28 years.

Traffic Stats

June		
passengers boarded*	1,728,838	+39.3%
revenue passenger miles (RPMs)*	794.6 million	+46.4%
available seat miles (ASMs)*	1.2 billion	+23.0%
load factor**	65.71%	+10.52 points

*new record for a single month

**highest monthly load factor since April 1979
31 stations set new boarding records in June.

First six months		
passengers boarded	8,706,773	+26.9%
revenue passenger miles (RPMs)	3.95 billion	+31.7%
available seat miles (ASMs)	6.84 billion	+22.5%
load factor	57.72%	+4.03 points

Cargo Stats (ton miles)

June		
U.S. Mail	1,727,208	-.2%
Air Freight	1,701,936	+23.2%
Air Express	49,331	+24.9%
TOTAL	3,478,475	+10.4%

First six months		
U.S. Mail	9,130,641	-.4%
Air Freight	10,170,016	+23.9%
Air Express	349,814	+31.0%
TOTAL	19,650,471	+9.0%