



McLean



Swenson

McLean, Swenson promoted To staff vice presidents

Captain C.D. McLean has been promoted to staff vice president-flight training, in Operations, and Peter J. Swenson has been named staff vice president-pricing and yield management, in the Marketing Department. The positions are new officer positions within the Company.

McLean joined Piedmont in 1961 as an airframe and power-plant mechanic. He transferred to Flight Operations in 1964 and has served as a first officer, captain, check airman, and division chief pilot for both Atlanta and Charlotte. He has most recently been director-flight training and technical support.

In his new position McLean, who is a graduate of Northrop University, will be directly responsible for all ground, simulator and flight training for the Flight Operations Department.

Swenson has been with Piedmont since 1979 and has most recently been director-pricing and yield management. He holds a B.A. degree from Upsala College and a M.B.A. degree with a major in corporate finance from New York University Graduate School of Business.

Prior to joining Piedmont, Swenson was associated with David & Dash, Inc., in Miami. He

has also had extensive commercial banking experience with banks located in Florida and New York.

In his new position, Swenson will have overall responsibility for the pricing, yield management, revenue enhancement and tariff functions of the Marketing Department.

Also within the Marketing Department Marilyn Hoppe has been named director-revenue enhancement, and Steve Barlow, director-pricing development.

Matthews named LEX manager

Creighton Matthews has been named station manager at Lexington (LEX). He joined Piedmont in 1970 as a part-time agent at AVL and became full-time in 1973. In 1981 he became a supervisor at CLT and most recently was customer service manager at LGA.

Matthews attended the University of North Carolina at Chapel Hill. He replaces A.B. Casey who recently retired after 34 years with Piedmont.

DAY holds open house

Over 750 people attended an open house June 18 at our new reservations center at Dayton. The event was sponsored by Piedmont's Marketing Department for travel agents from Dayton and from the ten midwest destinations that feed into Dayton. Also on hand were local civic leaders and members of the media.

Approximately 300 travel agents from the feeder cities flew into Dayton during the late afternoon, toured our new reservations facility, enjoyed food and drink, then departed on the evening flights. Five tents were set up in the employee parking lot to handle the large group, and supervisors and training instructors

conducted tours of the office.

During the festivities an American flag, which had flown over the Capitol, was presented to President Bill Howard by Rick Carney, an aide to Ohio Congressman Tony Hall. The flag now flies over our new reservations office. In addition, Gary Blackburn, manager of the Dayton Reservations Center, received an honorary plaque from the City of Dayton.

The event was coordinated by Blackburn, Chuck Allen, district sales manager at Dayton, and Wayne Rankin, our Dayton station manager.

around the industry

Look for more and more airlines to be offering the old "red-eye" specials in order to utilize unused aircraft and generate more revenue. PAN AM WORLD AIRWAYS recently announced all night no frills service for the summer. Unlike EASTERN that is using Houston for its night flight hub, PAN AM will not use any single city as a hub. Company officials indicate the routes will be mostly domestic with some short haul international runs.

The FAA is holding hearings and may impose a curb on hand luggage which would be unattractive to passengers flying PEOPLE EXPRESS who count on taking carry-on bags instead of paying the PE fee for checked baggage.

Birth announcements for two new airlines — PRESIDENTIAL AIRWAYS, founded by former PEOPLE EXPRESS president Harold Paret, will use the tried and true low-priced hub and spoke concept once again. The corporate headquarters will be in Washington D.C. with Washington Dulles Airport as the hub. The first spoke cities will be Orlando, Pittsburgh, Hartford and Boston.

PRIDE AIR takes off on August 1. A group of former CONTINENTAL employees have formed and financed a new national airline with an initial route structure that will link eight Western cities with seven cities in Florida. MSY will be the airline's hub.

Since deregulation in 1978, the airline industry has been almost as exciting and unpredictable as the stock market. Here are some recent happenings:

Gone are the days of big salaries for beginners. All new union contracts for flight attendants and pilots include A & B salary scales. New hires are in the B range and get half as much pay initially as higher seniority employees in the A range. Reason: the faster airlines grow and hire B's, the faster they cut employee costs and increase competitiveness.

It's war on the fare front too. Fuel prices may be lower now than when deregulation began but some fares are still unbelievable. PIEDMONT matched PEOPLE EXPRESS for a limited time on their special offer of \$19 from GSO to EWR and from June 26 to August 6 PI is matching PE on \$29 one way fare from CLT to MCO.

On a lesser than two evils type of settlement, TWA employees who feared a complete management and operation restructuring, watched as unwelcome takeover specialist Carl Icahn was bought out by Texas Air as purchaser of Trans World Airways. Trans World Corporation, with interests in food, lodging, and real estate, dropped TWA as a subsidiary in February of 1984. Texas Air, a holding company whose principal units are Continental and New York Air, purchased TWA in July.

UNITED AIRLINES is alive and kicking stronger than ever after its month-long pilot strike. Not only did they lure back passengers with a 50% rebate on all fares during the first week of July but their parent company, UAL, Inc., has been making moves to build a total travel company and a less vulnerable takeover target.

Over the past two months UAL paid \$750 million for the Pacific routes of Pan American and \$265 million for 30 jets from Frontier Airlines. Then at the end of June the nation's largest air carrier purchased the nation's largest rental car company. UAL bought Hertz from RCA for \$587.5 million in cash. (Not a bad move since about 80% of car rentals are made by airline passengers and Hertz has 400,000 cars and trucks for use in 120 countries.)

To add to its cash reserves UAL also sold half of its Westin hotels to investors while still retaining management fees and contracts. So in the end the travel packet could offer the same company's services from plane to car to bed.

The recent rash of hijackings will cost airlines millions — at least \$30 million in crew training alone. Political and practical reasons have been bantered back and forth at recent Senate Commerce Committee hearings. DOT officials supported a federal requirement for armed marshals aboard certain high risk flights. Thomas Ashwood, vice-president of the Airline Pilots Association, said, "It doesn't matter if they are good or bad guns," all firearms on board an aircraft pose a safety threat. Senator Norman Mineta said that DOT has known for years about security deficiencies at the Athens airport and others and done nothing to correct them so now action must be required. Other legislators moved to give more government monies to aid in stepped-up training of airline personnel and FAA airport inspectors.



Piedmont is a sponsor this year of the Pride of Baltimore, a clipper ship that, since being commissioned in 1977, has logged more than 125,000 miles and hosted over one million visitors while promoting the city of Baltimore.

This spring the ship began a 20-month voyage to 25 ports in northern and southern Europe, marking the first time a vessel will tour Europe as an ambassador from an American city. As a sponsor (an admiral), Piedmont has a flag which is hoisted each time the ship sails into a new port.

In June, Piedmont and British Airways held a joint presentation in London aboard the Pride of Baltimore for travel agencies, the media, and community leaders.

The Pride of Baltimore can also be seen on our new Baltimore posters.