

August 1985  
volume 37 number 7

# PIEDMONITOR

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

## Piedmont Gets Warm Welcome in Florida

On August 1, Piedmont officials were ready.

That morning at the stroke of 11, nine of our officers, assisted by other Piedmont representatives, simultaneously held press conferences across the state of Florida to announce the details of our new intrastate air system that will connect major Florida cities with all-jet flights beginning October 1.

The response? Outstanding.

Television cameras whirled, business writers from area newspapers were there with notebooks in hand, and representatives from major radio stations recorded the announcements.

At Miami, Bill Howard, Piedmont's president and chief executive officer, told the Piedmont story to representatives from the media as well as local city dignitaries.

"October 1 is the first phase of Piedmont's three-phase intrastate expansion in Florida," Howard said.

"On that date, the company will add five Florida destinations to the five we currently serve, expand our reservations center in Orlando and be in the process of adding about 1,000 employees in the state. When the intrastate system is in full operation, Piedmont will become one of the largest airlines serving Florida."

### Miami

At MIA, daily departures will double from the present 14 to 28. We will have four flights daily from MIA to Key West (EYW), three to Naples (APF), three to Gainesville (GNV), and three to Tallahassee (TLH). In addition, we will increase our services to MCO from one to two, and to JAX from three to four. Service to TPA will change from three to two and from TPA two to one.

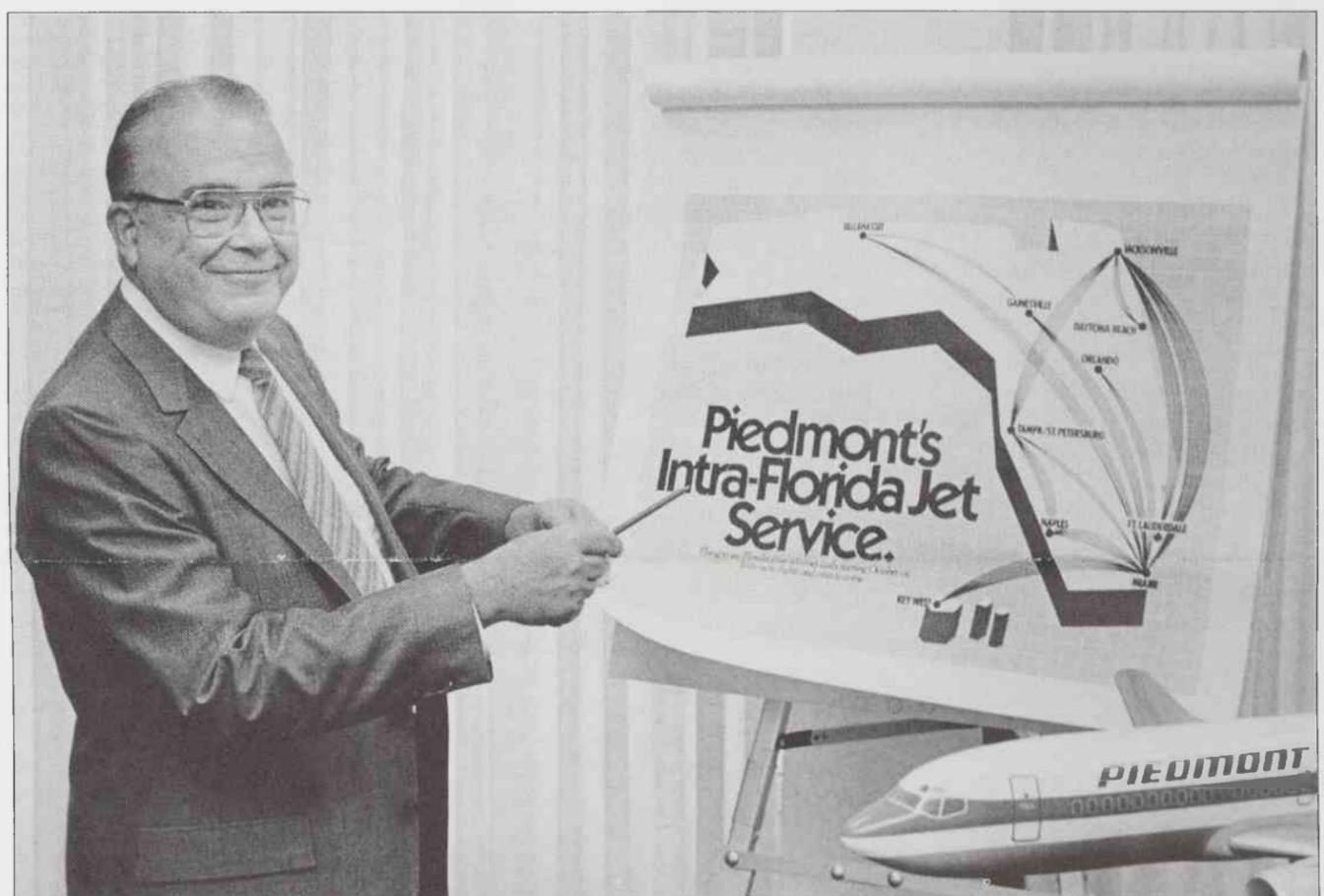
To handle the increase in service, we'll add approximately 40 employees to this station. In addition, MIA will be a base for 50 flight attendants. Kathy Presley, former flight attendant supervisor at GSO, will be base manager.

Forty-four people will initially make up the pilot base at MIA, and we will open a maintenance station there this fall. Our Facilities Department is negotiating for more space to accommodate our growth.

Mike Blyhe is station manager at MIA.

### Orlando

Don Shanks, vice president-customer relations, made the announcement at MCO. By October 1, our reservations center near Orlando will increase from 106 employees to



Bill Howard, Piedmont's president and chief executive officer, explains our new services which will begin in Florida October 1. Howard told the Piedmont story to the media and local city dignitaries from the Miami area at a press conference August 1.

250, and by spring, we'll have 350 agents taking reservations.

"We will definitely move to a larger facility by spring and are now negotiating with a number of developers," Shanks said.

"We've been able to install 15 more CRTs in our current space, and that should be adequate until the first of the year."

On October 1, the number of flights at MCO will remain at 12, and the number of employees at the station, at 93. Additional service will be added on the December 15 schedule. Our station manager at MCO is Kent Moses, and the manager of the reservations center is John Elrod.

### Tampa

At Tampa, Bill McGee, senior vice president-marketing, told representatives from area media that Piedmont will provide a pattern of four daily round-trip, nonstop flights between Tampa and Jacksonville, and a pattern of three daily round-trip, nonstop flights between Tampa and Naples.

"This will be the only jet service by any airline between Tampa and both Jacksonville and Naples, and will increase Piedmont's total daily departures at Tampa International Airport

to 19 daily jet flights," McGee said.

Initially, the number of employees we have at TPA will increase from 101 to 130, and we are negotiating for additional facilities. We will also build up our maintenance station here to accomplish non-routine work. Phil Bostick is station manager at TPA.

### Jacksonville

"We will add seven flights at Jacksonville on October 1 giving us a total of 20 daily departures," Lionel Anders, staff vice president-sales, said during the 11 a.m. press conference on August 1.

On October 1, Piedmont will begin nonstop service to FLL three times daily, add three nonstop trips to TPA giving us four in this market, and increase the daily flights to MIA from four to five. We have just acquired another gate at JAX and now have use of four.

The number of employees will remain at approximately 82. Our JAX station manager is Don Sutphin.

### Daytona Beach

Daytona Beach is the only destination we serve at which a press conference was not held August 1. Our service will not change at DAB on

October 1 but will remain at three flights daily.

We have 17 employees at DAB where Sue Moore is station manager.

### Key West

Gordon Bethune, senior vice president-operations, announced to Key West people on hand for the press conference that we will begin service there October 1 with four daily departures.

"We will offer nonstop, round-trip service from Key West to Miami four times a day," Bethune said, "and we will operate the only jet flights serving this area."

Richard Reel, who has been with Piedmont for 12 years, has been named station manager at EYW. He has most recently been operations manager at BOS. Seventeen people will be employed by Piedmont at this station.

At EYW, we will have ground level loading, and will share a holdroom and gate with Southern Express. We are having a security system installed at the airport.

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