

## Martin, Bates Walker named To new posts



Martin

Leonard Martin has been elected senior vice president-passenger services. The announcement was made July 26 following the quarterly meeting of the Board of Directors.

In addition, the Board elected Jack Walker, director-general accounting, and Forest Bates, director-revenue accounting, to assistant controllers.

Martin, a graduate of Weaver Airline School, has been with Piedmont since 1955 when he began as an agent in Norfolk. He progressed through positions of increasing responsibility at CHO, ATL, DCA, and ORD before being appointed director of customer services in 1973.

Martin became director-inflight services in 1976, staff vice president-inflight services in 1980, staff vice president-passenger services in 1982, and vice president-passenger services in 1982.

In his new position, Martin is responsible for all stations and their personnel, inflight services, properties and leases, and facilities.

Walker joined Piedmont in 1963 as a senior accountant. His 21-year career with the company has included the positions of systems analyst, programming

analyst, supervisor-general accounting, manager-general accounting, and his present position as director-general accounting.

Walker is a graduate of Berea College in Kentucky.

Bates joined Piedmont in 1956 as a junior revenue accountant. During his 29-year career with the company he has held various management positions in the revenue accounting department until he was promoted to director in 1981.

Bates attended LaSalle Extension University and was director and past president of Airlines Clearing House, Inc. He is currently chairman of the Air Transport Association's Revenue Accounting Committee.



**On September 1**  
 number of departures: 936  
 miles flown daily: 343,594  
 ASMs (available seat miles): 42,837,088  
 number of aircraft in scheduled service: 114  
 number of block hours flown daily: 1,061  
 average aircraft hop: 367.1 miles

### Traffic Stats

July		
passengers boarded	1,636,039	+38.3%
revenue passenger miles (RPMs)	752.3 million	+46.1%
available seat miles (ASMs)*	1.28 billion	+26.4%
load factor	58.83%	+7.9 points

\*new record for a single month

First Seven Months		
passengers boarded	10,342,812	+28.6%
revenue passenger miles (RPMs)	4.7 billion	+33.8%
available seat miles (ASMs)	8.1 billion	+23.1%
load factor	57.9%	+4.63 points

### Cargo Stats (ton miles)

July		
U.S. Mail	1,608,713	- 2.9%
Air Freight	1,559,157	+18.8%
Air Express	53,753	+27.1%
TOTAL	3,221,623	+ 7.0%

  

First Seven Months		
U.S. Mail	10,739,354	- 4.2%
Air Freight	11,729,173	+23.2%
Air Express	403,567	+30.5%
TOTAL	22,872,094	+ 8.7%

## around the industry

Can you guess the busiest airports in the world? In 1984 ORD was # 1 in the world, handling 45.7 million passengers, according to an Airport Operators Council International report. ATL was second with 39 million, followed by LAX, DFW, & JFK. Among the biggest gainers in top 100 ranking — BWI and DAY. Busiest foreign airports? London's Heathrow, handling 29.1 million, then West Germany's Frankfurt International, Osaka in Japan, and Paris Orly.

It's boom time for airlines with expansion and hub announcements being made almost every day. World Airways, a former charter company based in Oakland and known for its use of DC-10's for cheap transcontinental and transAtlantic fares, now plans to use BWI as a mini-hub by September or October and also plans to start service into SFO & MCO. World is now using 727's on its domestic routes between Oakland, Kansas City, & BWI.

Despite fare wars and competitor strategies, People Express continues to grow but more and more it's beginning to resemble conventional airlines. The company's chairman and president, Donald Burr, is considering a frequent flyer program and fares will rise between \$4 and \$50, depending on the market. By 1987, the no-frills airline will control 55 percent of the gates at Newark airport. A plush new addition was built at EWR by the airport authority with 41 new gates for PE. New PE destinations include Montreal, ALB, DFW & PVD, and PE announced service will begin in September to Brussels, Belgium with an introductory \$99 one-way fare.

Not to be left out in the industry growth spurt is AA. Beside the recent hub announcements for BNA (due to begin next spring) and RDU (effective mid-1987), American also plans to establish a Caribbean hub in San Juan, Puerto Rico in 1986 and, according to *Aviation Daily*, will likely increase capacity systemwide by 18%. Another AA hub is being proposed for DEN but has been postponed until 1990-91.

This must truly be the jet age — Pilot hirings hit record levels in June. U.S. commercial jet operators hired 2,550 pilots in the past three months, an "unheard" of number, according to the Future Aviation Professionals of America. June, with 1,058 pilot hires, set the all-time record but the preceding and following months — May with 747 and July with 645 — set the second and third highest records. Continental, American, and Piedmont led July pilot hirings. Industry wide, 1,800 flight attendants were hired in May and 1,398 in June.

Good news for safety skeptics — A bill passed by the Senate now requires DOT to inspect foreign airports periodically and recommend improvements on minimum accepted international security standards. Airports will have 60 days to comply — if changes are not made, a notice of security deficient airports will be posted at U.S. airports and in the international registry.

A new round of fare increases may have begun at the end of July when United announced it would install a fare system that ties price to the mileage of a flight. American, Northwest, Pan Am, TWA, and Piedmont quickly followed suit. Most have said they will increase fares between 4% and 26% depending on the routes. Much also depends on what price discount carriers are offering in any given market. Piedmont's staff vice president-pricing and yield management, Peter Swenson, said that we will remain competitive.

Agents, can you imagine assigning someone a seat without asking "smoking or non?" Employees of Dallas-based Muse Air don't bother asking. Since the airline began flying in 1981, there has been a ban on smoking on its planes with many rallying around the innovation. But for various reasons the company has not made a profit since it was formed. In an effort to turn the tide, the near bankrupt airline was recently merged with Southwest, William Franklin has taken over the presidency, and the company's headquarters will move to Houston. Management plans to remove more than 50% of its first-class seating and is also considering changing the company's name. And in order to broaden the market, the no-smoking policy may also be dropped.

Seems Piedmont is not the only airline that sees the value of using Fokker jets. USAir recently announced the purchase of 20 Fokker 100's with options on an additional 20 aircraft — an order worth more than \$350 million to Fokker. USAir is the first U.S. carrier to order F-100's, an 105-seat aircraft, powered by two Rolls Royce Tay engines, each capable of generating up to 15,000 pounds of thrust and also meeting the most stringent federal noise standards.

The U.S. Justice Dept. dropped an 18-month investigation into American Airlines, Inc. and Piedmont Aviation, Inc. without charging either airline with wrongdoing.

## Up, up and away — Rally September 20-22

Piedmont will be a major sponsor of the 12th Annual National Balloon Rally to be held in Statesville September 20-22.

More than 100 balloonists are expected to participate, and Piedmont will award three trips — one to any Florida destination we serve, one to any destination we serve in the Northeast, and one to the Ohio Valley area — to winning balloonists.

Balloons will lift off at 7:30 a.m. and 5:30 p.m. both Saturday and Sunday.

The weekend will begin with bluegrass music on Friday night

and beach music on Saturday and Sunday. Bands, including the Embers and the Chairmen of the Board, will perform. More than 50,000 spectators are expected.

The cost is \$15 per car. By showing your employee I.D., you can get a \$5 discount.

The rally, the second largest in the country, will be held at the Statesville Airport. For more information, write the Greater Statesville Chamber of Commerce, P.O. Box 1064, Statesville, NC 28677, or call 704/873-2892.

