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PIEDMONITOR

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

PI people lend wings to United Way campaigns

Piedmont is North Carolina's home grown airline, and Piedmont people are demonstrating just how much that means. During the last two weekends in September and the first weekend in October, 58 United Way flightseeing trips have been scheduled at the eight airports we serve in the Tar Heel state — all manned by volunteer employees.

The Company is providing the aircraft, and United Way agencies across the state are using the flights as a centerpiece for attracting attention to campaigns pledged to raise millions of dollars for community services.

The idea sprang from a group of Piedmont pilots. Acting as their spokesman, Captain Robert Healy (based in CLT) made the suggestion that Piedmont employees recognize their airline is being challenged on its home turf by some of America's biggest, most successful airlines.

"Wouldn't it be a great demonstration," Healy asked, "of just how closely involved we are in a home state by providing such flights?"

Piedmont President Bill Howard

responded, "Yes!" That, in turn set off a chain of events.

Station managers at Asheville, Charlotte, Fayetteville, Greensboro/High Point/Winston-Salem, Jacksonville, Kinston, Raleigh/Durham, and Wilmington have been canvassed to see if local employees would volunteer to help, and if airport officials would cooperate. The answer: a unanimous yes.

United Way executives in each city responded enthusiastically. "I understand that these flights will raise in the neighborhood of \$58,000 for deserving community service organizations in North Carolina," Howard said. "We certainly welcome this opportunity. It is something that, if any of our major competitors wanted to do here, they probably could not. It appears to be good for our communities, and good for Piedmont."

Here are the days flights are being held at the various airports:

Sept. 21 - Wilmington and Fayetteville. Sept. 22 - Kinston. Sept. 28 - Greensboro. Sept. 29 - Charlotte. Oct. 5 - Jacksonville and Raleigh/Durham. Oct. 6 - Asheville.

In addition to the stations and flight personnel, crew schedulers,



CLT Customer Service Manager Jack Kale, Flight Attendant Linda Lezeska (MIA), and Captain Robert Healy (CLT) are among those volunteering to help raise money for the United Way in North Carolina.

aircraft routing, and a wide array of staff people in Winston-Salem are lending their time and efforts to the operation.

Each seat on the flightseeing

trips will be sold for \$10. Media, United Way and local officials have been invited to participate.



We're growing again in Florida

All three of our major hubs will be linked to Ft. Lauderdale (FLL) when we begin our second phase of expansion in Florida December 15.

We will add two nonstop, round-trip flights from BWI to FLL, two from CLT to FLL, and one daily from DAY to FLL on the new schedule. The new services will give our passengers from 39 destinations we serve access to southern Florida.

In addition, we will add a fourth nonstop, round-trip flight from FLL to JAX. The new services will boost our departures at FLL from three to nine.

At JAX, we will initiate service to EWR with a late evening non-stop, round-trip flight. On the

December 15 schedule, we will have 22 daily departures at JAX compared to 20 on the October 1 schedule.

Ft. Lauderdale is the largest of 28 municipalities in Broward County and is the seat of county government. The coast is often referred to as the "Gold Coast" because over four million tourists visit the area annually.

"The area is one of the fastest growing metropolitan areas in the nation," Bill Howard, president

and chief executive officer, said.

"Not only is it a Mecca for vacationers, it offers a lively diversity of people and business. In addition, the Gold Coast is one of Florida's fastest growing high-tech areas."

With the addition of the CLT-FLL service, our CLT hub will have 177 daily departures, 21 of these to Florida destinations. Departures at BWI will increase to 81 on the December 15 schedule, eight of these into Florida. In ad-

dition to the two nonstop, round-trip flights to FLL, we will begin serving Buffalo (BUF) on the December 15 schedule with two flights daily to BWI. (See story, page 2.)

At DAY, we will have 61 flights daily, seven serving Florida. We will also add a fourth nonstop, round-trip flight from Kalamazoo (AZO) to DAY on December 15.

Our third major phase of expansion in Florida is set for January 15 when we will add more destinations as well as new services to our intrastate network.



The Piedmont Shuttle. Pages 4 & 5