



Ribbon-cutting ceremonies were held at eight airports the morning of October 1. On hand for the early morning flight from MIA to TLH are (l to r) Flight Attendant Suzi Alexander; Captain Terry Morgan; Jan Howard, wife of President Bill Howard; Howard; First Officer Carlos Mejia; and Flight Attendant Jan Proctor. The four crew members are based in MIA.

# Piedmont Shuttle lifts off to perfect start

You'd have thought there were eight other Cape Canaveral on October 1.

Local officials, media and spectators descended on eight Florida cities that morning to cheer the launching of The Piedmont Shuttle. The state of Florida — or any state in the union, for that matter — had never seen anything quite like it.

On a single morning, Piedmont became the second largest jet intrastate carrier in Florida with more than 50 new daily departures between major cities, including new service to APF, EYW, GNV, FLL and TLH. That brought our number of intra-Florida departures to 68 daily with the promise of more cities and about 100 departures by mid-January.

Never before had an airline brought so much air service to a state in a single day. And as each F28 lifted off after inaugural ceremonies, the Piedmont people who made the inaugurals a success got down to the business of keeping our service there successful.

In TLH, Piedmont President

and Chief Executive Officer Bill Howard teamed with Stuart Matthews, president of Fokker Aircraft U.S.A. Inc., to christen the Shuttle. They boarded a Fokker hot air balloon draped with a Shuttle banner for what might have been the first ribbon-cutting ceremony from a balloon in history.

TLH Sales Manager Don Dockery and Station Manager Ron Beeson and his staff coordinated the affair which included a brief balloon ride by Howard and Matthews after the first Shuttle flight departed. After the ride, Howard and Matthews went to the state capitol where they received a resolution from the Governor and his Cabinet welcoming Piedmont to the state.

Inaugurals were also celebrated in seven other Florida cities, with ribbon cuttings before the first Shuttle flights and officials and media marking the events. Piedmont representatives included:

- MIA: Bill Howard, president and chief executive officer; Dan Brock, vice president-marketing;

Frank Williams, MIA city sales manager; and Station Manager Mike Blythe and his staff. Howard boarded the inaugural flight to TLH, where he also conducted inaugural ceremonies.

- EYW: Gordon Bethune, senior vice president-operations; Yvette Hightower, MIA sales representative; and Station Manager Richard Reel and his staff.

- APF: Leonard Martin, senior vice president-passenger services, and Station Manager Rodney Bowers and his staff.

- FLL: Sherl Folger, vice president-commuter and interline development; Cynthia Dixson, MIA sales representative; and Station Manager Jim McCormick and his staff.

- TPA: Ted Celentino, vice president-computer and communications services; Don McGuire, staff vice president-public affairs; Davis Gray, TPA city sales manager; and Station Manager Phil Bostick and his staff.

- GNV: Bob Reed, staff vice president-stations, and Station Manager Chuck Huffman and his staff.

- JAX: Lionel Anders, staff vice president-sales; Bill Grubbs, JAX district sales manager; and Station Manager Don Sutphin and his staff.

The Shuttle not only brings more Piedmont flights to Florida, it also brings some unique service. Piedmont has the only jet service to EYW and APF, and the only nonstop, round-trip jet flights in the TPA-JAX and GNV-TLH markets. Our flights to TLH, GNV and JAX make us the dominant non-stop jet carrier to those cities from MIA, where our daily departures increased to 28 from 14 daily on October 1.

The resolution that Howard received from Florida Governor Bob Graham commends Piedmont for our "expansion in the state" and recognizes the "convenience" of our daily jet flights there. With the state's eyes on its newest Shuttle, the convenience of that expansion will continue to be the best part of every liftoff, every day.



Top left: First Officer Ron Gordon, ATL, was in the cockpit for the first Shuttle flight at JAX October 1. Left: At TLH, Agent Richard Mattox prepares for PI's inaugural flight. Above: Agents Ann Tuck, Kelly Goad, Kathy Bubenko, and Marge Meriage are excited about working their first flight at FLL.



On hand at APF for the first flight are (l to r) Robin Campbell, Gwin Watts (training coordinator-CLT), Roy Caple, Wes Starkey, Sylvia Hutchins (secretary-station training, INT), Bob Whittaker, and Joe Delello.



GNV agents Robert Clark, Barbara Rodgers, and Marilee Wolfe are ready for the first Piedmont flight to this airport.