



**Brock**                      **McGuire**                      **Murchison**                      **Phillips**                      **Washington**

## Brock named senior v.p.-marketing; four others awarded promotions

Two Piedmont officers have been elected to new positions and three employees, named officers of the company by the Piedmont Aviation, Inc., Board of Directors at its quarterly meeting on September 23.

Dan Brock, who joined the company in 1983 as director-agency and interline sales and most recently was vice president-marketing, has been named senior vice president-marketing. Prior to joining Piedmont, Brock was staff vice president of marketing systems at Air Florida. He had also served as director of agency and interline marketing at Texas International and as director of agency sales at Braniff.

Brock holds B.S. and M.B.A. degrees from American University in Washington, D.C. He is a member of the Board of Directors of the Winston-Salem Chamber of Commerce.

In his new position Brock oversees all functions of Piedmont's marketing, scheduling, pricing, sales, advertising, and commuter programs.

Alice Washington has been elected corporate secretary and David Murchison, vice president and assistant general counsel, for Piedmont. Both are attorneys in Piedmont's Legal Department.

Washington received her juris doctor degree in 1984 from the University of North Carolina School of Law at Chapel Hill. She was admitted to practice before the North Carolina State Bar in 1984. A graduate of Virginia Polytechnical Institute and State University, Washington earned a bachelor of science degree and graduated with honors in 1978. She joined Piedmont in 1984 as an attorney. As corporate secretary, she is responsible for general corporate legal matters for the company. She is also secretary for all the company's subsidiaries.

Washington is a member of the American Bar Association, the North Carolina Bar Association, and the Honor Society of Phi Kappa Phi, and as secretary of the Forsyth County, NC, Employee Benefits Council.

Murchison was elected vice president and assistant general counsel. He joined Piedmont in 1985 as assistant general counsel and assistant secretary. Prior to joining Piedmont, he was assistant vice president-law and secretary of the Air Transport Association. From 1975 to 1977, he served as legal

assistant to the vice chairman of the Civil Aeronautics Board.

Murchison earned a bachelor of arts degree from Princeton University with honors in 1970 and a doctor of jurisprudence degree from Georgetown University Law Center in 1975. He was an editor of the Georgetown Law Journal. He is a member of the American Bar Association and the District of Columbia Bar Association.

Don McGuire, a 21-year veteran of the airline industry, has been named vice president-public affairs.

Prior to joining Piedmont in 1980 as staff vice president-public affairs, McGuire was director of government affairs for Eastern Airlines and director of state and community affairs for National Airlines (now part of Pan Am). In addition, he has 10 years of experience as a reporter and editor for various newspapers.

McGuire attended the University of Arkansas, Louisiana State University, and the University of Miami in Florida.

Ted Phillips has been promoted to staff vice president-scheduling, for Piedmont.

Phillips joined Piedmont in 1972 as an agent at RDU. He transferred to the Airline Scheduling Department at the company's headquarters in Winston-Salem in 1978 as a staff assistant and was promoted to manager-schedule planning a year later. In 1983, Phillips was named director-schedule planning.

Phillips has a degree in business administration from the University of North Carolina at Greensboro.

### on November 15

number of departures: **1,338**  
 miles flown daily: **481,746**  
 ASMs: **56,603,337**  
 number of aircraft in fleet: **179**  
 average aircraft hop: **360.0 miles**  
 number of airports served: **93**  
 daily block time flown: **1,599 hours**  
**37 minutes**

next schedule change: **December 8**

## traffic

	September		First Nine Months	
passengers	1,952,335	+ 8.9%	18,761,548	+12.5%
revenue passenger miles	881.3 million	+13.5%	8.4 billion	+11.9%
available seat miles	1.6 billion	+ 8.7%	13.9 billion	+ 8.5%
load factor	54.88%	up 2.33 pts.	60.57%	up 1.86 pts.

Piedmont set new records for the month of September in passengers, RPMs, and ASMs, and both CMH and BHM both set new boarding records for September.

Our six reservations centers answered 2,779,038 calls in September, up 5.2 percent over September 1986.

## cargo

	September		First Nine Months	
U.S. Mail	2,272,259	+ 51.6%	18,499,751	+25.8%
Air Freight	4,283,216	+110.1%	26,619,829	+66.0%
Air Express	53,071	+ 34.6%	512,051	+16.2%
TOTAL	6,608,546	+ 84.7%	45,631,631	+46.3%

Piedmont carried the most air freight, and total ton miles in September than during any month in the Company's history. New records were set in all categories for the month of September. For the first nine months, Piedmont carried more ton miles than during the 12 months of 1986.

## around Piedmont

Our fleet, as of November 15, will include a total of 179 aircraft, including three 767-200s, 34 727-200s, 35 737-300s, 62 737-200s, 25 F28-4000s, and 20 F28-1000s. The last 737-300 for this year is scheduled to arrive on December 3. A fourth 767-200 is tentatively scheduled to arrive on December 22.

On November 15, we will serve 93 airports (120 cities) in 29 states plus the District of Columbia, two Canadian provinces, London, and Nassau. On December 8, service will begin to Phoenix and San Diego.

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Piedmont will have a total of 350 daily departures at CLT on the November 15 schedule. Piedmont Airlines will offer 240 flights, CCAir, 90, and Henson, 20. We will provide 32,171 seats daily in this market.

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Piedmont's renovated DC-3 was named outstanding transport aircraft of its type at the Experimental Aircraft Association Show in Oshkosh, WI, in August. The 1942 Douglas DC-3 represents Piedmont at various marketing and promotional events throughout the year.

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Construction of the 110,000-square-foot office building and parking deck adjacent to INTRO is right on schedule. The building—which will house about 1,000 employees in international, rates, customer service, queues, frequent flyer, ticket-by-mail, groups and tours, schedule changes, executive accounts, and the CRC departments—will be ready for occupancy in early January.

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NASCAR driver Kyle Petty's new twin engine Beechcraft Baron 58 is easy to spot. The tail carries the personal number N500KP for NASCAR 500 Kyle Petty. Petty is the fifth Winston Cup NASCAR driver in the past year to buy an aircraft from Danny Culler, Piedmont Beechcraft salesman. Culler has also sold aircraft to Darrell Waltrip, Bill Elliott, Terry Labonte, and Dick Brooks.

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Marriott Hotels and Resorts, with over 170 locations worldwide, has become a partner in our Frequent Flyer Bonus Program, effective October 1. Stouffer Hotels, The Radisson Hotels, and the Omni Hotels are also partners in our program. In addition, frequent flyers now receive 1,000 miles credit for all stays at these hotels.

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"Innerspace" and "No Way Out" are the featured films scheduled to show on our 767-200 flights in November. In addition, on the London flights two short films, "M\*A\*S\*H" and "Burns and Allen," will be shown.

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Ken Carlson, former manager-public relations, received a silver award in competition sponsored by the North Carolina chapter of the International Association of Business Communicators for the story "Maintenance puts 2 B737s in our stocking" which appeared in the December 1986 *Piedmonitor*. A silver award was also presented Piedmont for the map of Piedmont's locations in the Winston-Salem/Greensboro/High Point area which appeared in the July 1986 issue of the *Piedmonitor*.

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A team of Piedmont employees challenged teams representing 23 other area companies in a recent membership drive for the Greater Winston-Salem Chamber of Commerce, and Piedmont came out on top.

The Piedmont team, made up of 10 Winston-Salem area employees, was responsible for recruiting 37 of the 218 new members brought in during the campaign. The new recruits represent a total of \$54,032 in annual membership dues of which \$10,445 was raised by Piedmont.

Piedmont team members included Bob Joiner, district sales manager, who served as chairman; Aprel Hawley, sales representative; Marilyn Hoppe, director-revenue enhancement; Donna Stirewalt, charter and convention specialist; Darren Brucham, senior analyst-revenue enhancement; Frances Pollock, analyst-revenue enhancement; Jane Garrison, analyst-passenger procedures; Ann Brook Wade, INTRO; Terry Ehrlick, manager-government and military sales; and Kerry Eggleston, manager-cargo sales.

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