

Around the Group

USAir in Hong Kong

USAir has expanded its area of sales representation to Hong Kong through the services of Discover The World Marketing, effective March 1. The full-service sales representatives are Frank Skilbeck and K. F. Ho. According to Hans Bucheli, USAir's regional director of international sales, "The Hong Kong office will enhance USAir's sales presence in the Pacific. Through Discover The World Marketing, USAir now is represented in six locations in the Pacific—Japan, Taiwan, Philippines, Hong Kong, Australia, and New Zealand."

Haik joins USAir

Joe Haik has joined USAir's economic research department as director-system reports and forecasts. In this new position, Haik will oversee the development and production of the corporate forecast and most of the recurring reports prepared by the economic research department. For the past ten years, Haik has held a variety of positions with aviation-research consulting firms, handling projects for aircraft manufacturers and civic parties, many of whom are on the USAir/Piedmont system. He also was active in the development and marketing of several airline-related online data bases when associated with The Computer Company. A native of the Washington, D.C. area, Haik has a bachelor of arts degree in economics from the University of Maryland.



Covia products and services

USAir has assumed responsibility for selling Covia products and services and negotiating Covia contracts with travel agencies in the majority of the following eastern and southern states: Alabama, Delaware, Florida, Georgia, Kentucky, Indiana, Maryland, New Jersey, New York, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, Vermont, Virginia, and West Virginia. This sales responsibility shift from United Airlines to USAir in these states is a result of Covia's mid-1988 partnership agreement among United Airlines, USAir, Alitalia, British Airways, KLM Royal Dutch Airlines, and Swissair. Under the agreement, United will continue to sell Covia products and services in the rest of the United States. USAir owns an 11.3 percent stake in Covia, the leading worldwide travel distribution company. Covia's core product, the Apollo computer reservations system, is used by nearly 10,000 travel agency locations worldwide and contains information on 700 airlines, 19,000 hotels, and 33 car rental companies. To service Covia accounts, USAir plans to establish automated marketing offices in BWI, CLT, CLE, DAY, FLL, MCO, PHL, PIT, RIC, and SYR.

Fearful Flyers

USAir is again offering its successful award-winning Fearful Flyers classes at DCA on March 2, and will begin classes at PIT on March 14. During the six three-hour classes, participants will learn about aviation and stress management techniques to overcome their aviophobia. The classes culminate with a one-hour graduation flight on which one guest is allowed per student. USAir's Fearful Flyers Program was developed in 1975 as a service to the large number of people who are afraid to fly. Since the program's inception, over 2,000 participants have enrolled in the course and 97 percent have successfully overcome their phobia.

New USAir items now at Piedmont Shoppes

In addition to the new USAir logo gift items that were described in the January 16 USAirNews/Piedmonitor, Piedmont Gift Shoppes are now offering four new items:

- USAir red-maroon-and-white wind-socks - \$8.17.
- Key rings with USAir's two-color logo suspended in a clear white lucite oval - \$2.47.
- USAir cross-stitch kit with fabric, thread, and graph included - \$5.12.
- USAir white crew neck sweatshirt (sizes S - XL), with a two-color chest logo - \$10.65.

To purchase any of these items, visit or call a Piedmont Gift Shoppe at the following locations: Winston-Salem at (Dialnet) 767-5510; Norfolk (Dialnet) 857-3277; or Charlotte at 704/372-6845.

Employees may purchase items with major credit cards or personal checks. Piedmont employees may use payroll deduction on purchases of \$10 or more. All items are shipped UPS at \$3 per order. The Shoppes will COMAT items within North Carolina, but are not responsible for lost or stolen items.

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