

THE PIEDMONITOR

PAGE TWO

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Piedmont Aviation, Inc.
SMITH REYNOLDS AIRPORT
WINSTON-SALEM, N. C.



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Jim's Corner

By Jim Bradley



Morale

Pointing to the importance of morale in industry, business concerns have invested billions of dollars in morale-building programs and writers have filled volumes on the subject.

In spite of all this concern with the subject, there still exists only a hazy notion of just what "morale" actually means. In general terms, it has been described as a feeling of belonging or a feeling of happiness. On the business level, morale has been defined as an individual's pride in his job, his personal acceptance of the goals of his company, and his satisfaction with the job in general. While these definitions are not incorrect, they are still only partial explanations of morale.

What, then, is morale? Behind the many definitions of morale we find one underlying meaning. Briefly, it signifies how people feel in relation to their surroundings; or in other words, their emotional reaction and adjustment to the everyday happenings affecting them.

Because of each person's background or past experiences, which determine his reactions, each person reacts differently to similar or identical situations. Thereby, it would logically follow that the morale of this company at any given time would be the aggregate feeling of well-being of all the employees at that given moment.

Piedmont has a double approach in its morale-building program:

(1) The group approach which includes good working facilities, pension plans, group insurance, vacations, etc., and

(2) The individual approach which includes job placement, transfer, promotion, trade tests, credit union, personal counseling, etc. While recognizing that people work in groups and have common wants, Piedmont also recognizes that each employee must make his own personal adjustment to his particular work situation. In the above approaches it can be seen that the company's

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plans and policies reach far outside the work situation and influence the employee's morale at home. By the same token all of an employee's outside influences affect his morale which he brings to his job. The company attempts to provide beneficial influences which will result in good morale in and away from the work situation; it should also be a responsibility of each employee to bring to his job a high morale. In the final analysis morale is an individual affair of each employee, and each employee affects the entire group's sense of well-being.

The Army National Guard arsenal is stocked with 64,000 wheel vehicles and 3,200 track vehicles, including nearly 2,500 combat tanks. There are approximately 533,000 weapons of all types in the Guard's 21 infantry divisions.

The Air National Guard has 22 combat wings and two global-mission wings. The combat wings include interceptor squadrons assigned to Air Defense Command, and fighter and reconnaissance squadrons for Tactical Air Command.

Capitol Comments



BY
SHERL
FOLGER

As mentioned on the front page of the August, 1960 edition of The Piedmonitor, Piedmont has joined the Association of Local Transport Airlines. I thought you might be interested in what this association is and what it does for Piedmont.

A.L.T.A. was founded in March, 1957, and was then known as the Association of Local and Territorial Airlines. After Hawaii and Alaska were given statehood, the name was changed to its present one. The headquarters of the Association are here in Washington.

ALTA was brought about by a need for an association to specifically handle the problems and interests of local service carriers. It supplements the activities of the Air Transport Association. Its other objects and purposes are:

ALTA Aims

1. To promote improved public service through improved safety standards, improved service reliability and adequacy, improved navigational aids, continuing fleet modernization, and extension of air service into new areas and communities.

2. To advocate and promote the attainment and maintenance of a strong, economically sound, self-sufficient status for each of the airline members, including the adoption of such reasonable plans, programs and procedures as will enable the carrier members to obtain maximum revenue benefits and a minimum level of costs.

3. To promote improved relations with the public, with appropriate governmental agencies, with Congress, with the various elements of the air transportation industry, and with related industries.

4. To undertake such actions as are necessary to insure the full cooperation of the Association with interested state, territorial, and federal agencies, committees, groups, and other public representatives in the solution of common problems and in the attainment of common goals.

ALTA is composed of nine local service airlines, five Alaskan airlines, and two Hawaiian carriers.

Association President

The Association is very ably run by Brigadier General Joseph P. Adams, USMC Retired. Gen. Adams is General Counsel and Executive Director of ALTA.

He has quite a background in aviation. Besides being a Marine pilot, he was former Director of Aeronautics for the State of Washington, a practicing attorney, and holder of a commercial pilot's certificate. Gen. Adams received a Presidential appointment to the Civil Aeronautics Board in February, 1951, for a six-year term, and was appointed Vice Chairman of the CAB in 1955, serving to December 31, 1956.

Adams is quite capably assisted by his Girl Friday, the lovely and charming Secretary of ALTA, Myrna Krouse.

On the bottom of ALTA stationery is the pledge, "To improve passenger travel, reduce subsidy, and strengthen member airline finances." This may seem to some to be a formidable task, that is, till you meet Joe Adams and Myrna Krouse.

Congrats

10 YEARS SERVICE

- George F. Davis, Inspr., INT, February 1
- Floyd Lewis Finley, Jr. Mech., INT, February 1
- Lottie Helms McHahon, Agt., ROA, February 1
- John B. Robertson, Sr. Specialist, INT, February 1
- Ralph Ray Buelin, Specialist, INT-FB, February 16
- Eugene L. Walch, Asst. Chf. Agt., CLT, February 16
- Iva Ray McHargue, Specialist, INT-FB, February 19
- Ernest Clarence Groce, Inspr., INT, February 26
- Leonard C. Agee, F/O, ORF, February 28

5 YEARS SERVICE

- H. B. Galloway, Agt., TRI, February 6
- Robert E. Saunders, Jr. Mech., INT, February 9
- J. E. Birthisel, Agt. CRW, February 14
- J. F. Jackson, Agt., ROA, February 14
- Bobby J. Parker, F/O, CLT, February 21
- Bobby Ray Idol, F.A., INT, February 27



BLOCK TO BLOCK

With STAN BRUNT

I have just finished reading an article in one of the leading trade magazines and thought I would bring it to your attention. In case you are interested in putting a satellite into orbit, the article quotes an official and authoritative source that says that according to the law of the land as it is today, anyone can fire his own satellite into orbit if he desires and if he has the money to do it. Just thought I would bring that to your attention in case you are interested.

I would like to welcome back Junior Lee Dunn, better known as Joe Dunn, who will go back on the line February 1. Joe has just completed two years' active duty with Uncle Sam's forces in the United States, Europe and Asia.

Harold Norton, ILM, will be filling the vacancy in ORF that was created by Bob Selbe, who left the latter part of this month to return to college. Taking over for Harold in ILM will be DCA Flight Attendant, Charlie Cranford.

As a result of these moves Jim Smith, INT, will be displaced and transferred to DCA to fill the vacancy left by Charlie Cranford.

We regret to have received the resignation of INT Flight Attendant Gene Flowers, who has resigned to accept a position with a company in his hometown of Mocksville, N. C. Our best wishes and good luck go to Gene in his new job.

I received some information for the Piedmonitor from Al Huddleston in Wilmington and thought I would give him an opportunity to take back one sentence that he entered in his report; that of the Wilmington weather being just like summer for the past few weeks. Since the recent cold snap that has spread all the way into Florida, I heard that they were ice skating at Wrightsville Beach the other day.

Darrell Gordon, CLT, was in an automobile accident several weeks ago and received several

painful injuries. We understand that Darrell has just about recovered and will be back to work very soon.

Bob Mann, ILM, had a short vacation in January and worked on his multi-engine rating. Bob has really been working hard at getting the necessary tickets for his flying and we are glad to see him making the progress he has so far.

While we are talking about some of the ILM boys, I have also been advised that Ronnie Vogler is now in the dog business. Ronnie found some puppies, took them in, and is in the process of raising them. I expect that if anyone is interested in some very fine dogs, Ronnie might consent to making a good deal for you.

Sooner or later a man learns that it doesn't matter so much who gets the credit so long as the business shows a profit. He also realizes that the business could run along perfectly well without him.