

Sitting on top of the world!

Trenton Gatewood, age 2, is the obviously proud owner of a restored airplane, with his mommy and daddy both working for Piedmont — Judy at CRO and Dan at Fixed Base — it was certainly justifiable that Trenton's plane be redone in Piedmont colors. But the logic of it all was even more well-grounded. The toy originally belonged to the son of long-time Piedmont photographer Bill Ray. Since Trenton is Bill's favorite two year old he inherited the prize tri-cycle plane. It was Dan who did the meticulous restoring of the rusting, almost relic, metal toy. And Trenton was carried away with his "new" transportation.



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Third quarter traffic shows increases

Airline traffic during the third quarter of this year was up more than 10 per cent over the same period of 1975.

In making this announcement Senior Vice President Ken Ross said, "Traffic for the third quarter exceeded our expectations. September, in particular, was much better than normal. In looking at these results, we continue to be optimistic about the fourth quarter. This year, 1976, should be one of the best in our history."

Revenue passenger miles were up 11.29 per cent for the July through September period, from 286,446,260 in 1975 to 318,798,237 this year.

The passenger load factor for the three

month period was 53.17 per cent this year as compared to 52.96 per cent in 1975.

Passenger boardings rose 8.88 per cent for the third quarter, from 966,270 last year to 1,052,088 at the end of September, 1976.

Available seat miles increased 10.86 per cent during the third quarter, from 540,822,466 last year to 599,529,590 this year.

Year-to-date traffic figures also reveal substantial increases.

For the first nine months of 1976, revenue passenger miles were up 11 per cent. There were 864,587,161 revenue passenger miles flown through September of this year as compared to 778,918,833 during the same period

in 1975.

Available seat miles for the nine months were up 5.24, from 1,602,766,250 in 1975 to 1,686,676,180 this year.

The passenger load factor for January through September, 1976 was 51.26 per cent. For the first nine months of last year it was 48.60 per cent.

Passenger boardings for the nine months totaled 2,984,670, up 8.81 per cent of the 2,660,393 passengers carried during the first nine months of 1975.

Complete third quarter results, including the financial report for the Company as a whole, will be announced at the end of October.

Ski promotion highlights fall marketing effort

Long before the first frost in the Southeastern United States, Piedmont began promoting "Ski the Rockies" vacation plans.

Weems Westfeldt, one of this country's top ski instructors, traveled throughout North Carolina, Tennessee and the Virginias on behalf of Piedmont and 12 members of "Ski the Rockies" resorts.

Westfeldt was joined by Piedmont sales managers in their respective areas. Working with Westfeldt through September and early October were Bill Crowe, Fred Sheets, Don Holliday, Frank Trenor, Bill Grubbs, Marty Martinez, Norm Coiner, Ben Bailey, Mike Mason and Joe Grant.

A native of Boulder, Colorado, Westfeldt began his skiing career almost as soon as he learned to walk. He has won championships on the slopes from Colorado to Switzerland. He taught and coached his sport in New Hampshire and Maine before returning to the Rockies to become head ski instructor at the Steamboat Ski School in Steamboat Springs, Colorado.

A coach and competitor, Westfeldt has been a member of the U.S. Demonstration Team of the Professional Ski Instructors of America since 1974. Westfeldt also skis for Olin Ski and Salomon Bindings as a testing and marketing adviser.

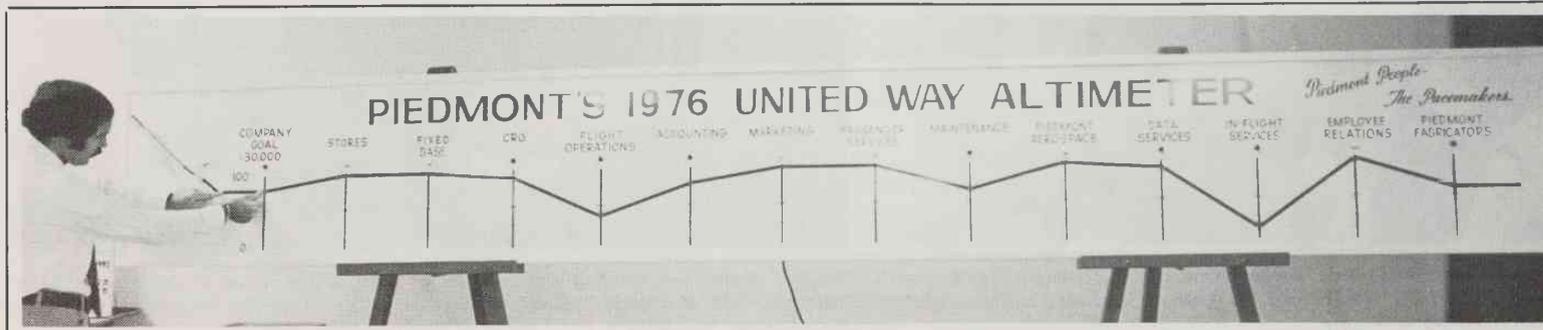
The Piedmont "Ski the Rockies" vacation programs are offered through joint arrangements with American, Braniff and Continental Airlines.

Sales personnel from American and Continental also worked with the promotion tour. The men made presentations to more than 150 travel agent and ski club groups or about 1500 people. Westfeldt was also interviewed for several television programs and newspaper and magazine articles.

The resorts participating in the program include Wyoming's Jackson Hole; Taos in New Mexico; Steamboat, Vail, Winter Park, Snowmass, Aspen, Breckenridge, Crested Butte and Aspen Highlands all in Colorado; Snowbird, Utah; and Idaho's Sun Valley.

Tangible results of the promotion include 38 charters confirmed between Piedmont's mid-Atlantic states and the Rockies. This business will mean over \$500,000 in revenue to the Company. It does not include more than 500 individual skiers who've already made reservations to go west to ski on regularly scheduled Piedmont flights.

The idea for Piedmont's innovative ski program originated with Executive Vice President W. M. Magruder. Don Edmondson and Lionel Anders were responsible for developing the details of its unique 'family concept'. Piedmont's program allows tremendous flexibility for planning a family skiing vacation. Package possibilities may include all or any combination of the following: travel costs, ski rental, lift tickets, lessons, ski clothing purchase allowance, lodging, meals, insurance and ground transportation. The ease of paying one price for everything has a definite appeal for family groups.



United Way Chairman Bill Foster kept general office employees up to date on the drive's progress with a unique altimeter in the cafeteria. Campaign results will be in the next issue.