

Long lines

Since Piedmont's long lines were one of, if not the most successful of our modes of communication, we thought a column by the same name might be a good way of mentioning some of the small, but newsy things of interest that go on around the system. Any contributions you might have will be more than welcome. Address them to the Editor, Piedmonitor, INT-A215

At least one sound from Nashville these days is a song by, for and about airline folks. Piedmont's Nashville Sales Manager Jim Sheats is the singer of "All These Fares." Eastern salesman Don Alsup collaborated with Sheats on the song they originally wrote for a group of travel agents on a familiarization trip to BNA.

That was in May, and since then the two salesmen have found their song being promoted throughout the travel industry. Sheats and Alsup profess surprise at the success of the song. But the immediate reaction of their first audience must have told them something.

"All These Fares" was the introductory entertainment at a picnic for the more than 250 travel agents being shown the sights of Music City. Amateur talent rarely commands an encore, but in Sheats' words, "Everyone was standing and yelling for more."

The timeliness of the topic — air fares — and the familiarity of the audience with all the complexities currently involved, probably helped the crowd's enthusiasm.

When everyone seemed to want a copy of the song, Sheats and Alsup decided to investigate the possibility of making a record. Bob McCrackin, of Feature Sound Studio, liked the idea and volunteered to help produce the record. J&B Production Company, which specializes in travel industry promotional items, agreed to underwrite and promote the venture.

Sheats sang and played all the instruments on the record. Alsup worked with him on the lyrics. Sheats adopted the country song, "I've Been Everywhere," to "All These Fares." Hank Snow wrote the original tune which is no longer under copyright. Other airline and tourism sales people provided the chorus and background voices.

On the flip side of "All These Fares" is a song called "Nashville" which Sheats wrote several years ago for another group of travel agents. It describes local activities available for tourists and Nashvillians.

The production company sent an announcement about the record to all the agents who were in that first audience. "The orders started coming in before we could get the record completed," said Sheats.

The first-run supply has been exhausted and the second edition is selling quickly. A number of radio stations have picked it up. Piedmont's sales manager in Wilmington, Joe Grant, has



Piedmont's Jim Sheats, left, and Eastern's Don Alsup release fare song.

also gotten terrific exposure of the Sheats' recording in eastern North Carolina.

Piedmont people — or their friends — who want a copy can send a check for \$2, which covers price and postage, to J&B Productions, 4858 Quail Run, Old Hickory, Tennessee 37138.

For an abundantly reasonable extra effort, sending it, Sheats will autograph your copy of "All These Fares." Comat addressed to The Recording Star in BNA will probably get it to him.

First awards banquet set

October 3, 1978 is the date set for the first annual employee service awards banquet. As announced earlier this year, the banquet will honor all 15-through 35-year pin recipients for 1978.

Invitations and full details will be mailed soon. Responses are due by September 1. In addition to the reception and dinner, a lively evening's entertainment is being planned. It is time now for the pinees to plan to be there.

Pilots pick name

The last issue of the Piedmonitor included a story about the Company's retired pilots having set up a somewhat formal group with a constitution, by-laws and officers. Since then, they've also chosen a name — The Pacemakers. It's an appropriate appellation for the group that started setting Piedmont's stride. Pacemaker President Curt Ivey reports the group will hold its next meeting in Myrtle Beach on

October 6. For additional details, contact Captain Ivey at 108 West Elm Street, LaFollette, Tennessee 37766.

Beech recognizes several

A number of Piedmont personnel in the General Aviation Group have been recognized by Beech Aircraft for outstanding performance last year. A Piedmont name was in every category of what Beech calls its Blue Chip Brigade; George Johnson was in the top performing salesmen category; Ken Brugh of Air Service was at the top of the Group II managers; and Joe Culler headed the Group 1 managers list. Roscoe Harris of Air Service, Jim Rinehart and Ben Matthias of the GAG were also noted among the names of Blue Chippers.

Holley is TOPS winner

The TOPS (Total Outstanding Passenger Service) award winner for May-June was Atlanta-based flight attendant Terry Holley.

Holley, who appears regularly on the People Pleasers' list, has been with the Company since April, 1976. In June alone, he received six complimentary letters from passengers. Holley was given five shares of Piedmont stock and the TOPS plaque.

The selection committee also noted honorable mentions for Judy Zachary of central res, Roanoke flight attendants Nancy Burdette, Audrey Williams and Bobbie Davis for the May-June period.



The first of this summer's flight attendant graduates included, on the first row from left to right, Kathy Grimes, Betty Kelly, Bevin Mann, Linda Simmons, Stephanie Pettigrew and Marchesa Newlin. On the back row are, in the same order, Linda Tucker, Jeanne Donnell, Frank Hicks and David Busby.



Many competitors in the 22nd Annual National Wheelchair Games, held in the South for the first time this year, traveled via Piedmont. More than 100 contestants went through Roanoke to the Woodrow Wilson Rehabilitation Center near Staunton. The best performers qualified for international competition starting in August in England.