



A buss for Piedmontski

Louisville agent Denise Park greets Piedmontski who is the mascot for the program she named. Denise won the name-the-program contest held earlier this year. She suggested the Company-wide campaign be formulated around You Can Depend on Me or You Can Depend on Us. Further details on the program will appear in the next issue of the Piedmonitor.

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April traffic improving over best first quarter

During January, February and March, 1979, Piedmont set new traffic records. It was the best first quarter in the Company's history.

Revenue passenger miles increased 28.27 per cent for the three-month period, from 283,244,910 in 1978 to 363,304,520 this year.

Passenger boardings were up 21.18 per cent for the January-through-March period, from 827,695 last year to 1,124,141 at the end of March, 1979.

The passenger load factor for this first

quarter of this year was 49.55 per cent, up from 47.63 per cent a year ago.

April, 1979 traffic is showing improvement over the record first-quarter results. New daily passenger boarding records have been set only to be broken a few days later. The first record day for 1979 came April 6 when 18,780 passengers were enplaned. Prior to that, December 26, 1978 was the all-time-high day with 18,567 boardings. The April 6 record lasted less than a week. On Thursday, the 12th, 19,462 passengers were enplaned. The passenger load factor for April 12, 1979 was 74.74 per cent. The record set on the 12th lasted only until Easter Monday when another new daily boarding high was established. An April 16, 1979, Piedmont posted its first 20,000-plus passenger day with 20,011 enplanements. (It has been

less than ten years since Piedmont noted its first 10,000 passenger day — January 4, 1970.) Easter Monday's load factor was 78.46 per cent.

During the first week in April, revenue passenger miles were up 49 per cent over the comparable period last year. For the same week, passenger boardings increased 31.6 per cent.

Piedmont's newest city, Tampa, also set spectacular records during its first week of operations. For April 1 through 7, TPA posted a 92.9 per cent load factor northbound and a 52.4 per cent load factor southbound. That's a 72.6 per cent load factor overall for its first seven days. Pictures and a report of the inauguration of service to Tampa on April 1 will appear in the next issue of the Piedmonitor.

The Company's first-quarter financial results will be announced the latter part of April.

New benefit plans for retirement and insurance are implemented

Piedmont's new supplemental retirement plan, as described in the last issue of the Piedmonitor, was implemented on April 1. Payroll deductions began with paychecks issued after that date.

Enrollments in the new plan substantially exceeded the minimum requirements. Eligible employees who did not enroll initially may do so at any time. All permanent full-time employees who have completed one or more years of service may enroll in this savings plan.

The new supplemental life insurance plan was also implemented on April 1, with the first premiums deducted from mid-April payroll checks.

For those who enrolled for the dependent coverage in this plan, there has been an improvement. Originally, only \$2,500 of spouse coverage was offered because North Carolina insurance regulations prohibited more coverage. The regulations have been changed, increasing spouse coverage to \$5,000. The cost is only an additional 49 cents per month. New premiums for the full dependent coverage are \$1.26 per month.

The Employee Benefits, Employee Relations, or Controller's office can answer any questions about either plan.

It's time to buy bonds

U. S. Savings Bonds, that is. This year's Savings Bond campaign chairman Bob Wall of Winston maintenance bought the first bond for his nephew, Hugh Hampton, III, who seems delighted with the whole idea. The annual Company-wide bond drive is coming up in May. Participants — current, increasing and new — will be eligible for trip prizes. All employees will be contacted by Wall and his team of solicitors.

