

# Piedmont plugs into Walt Disney World

On June 8 at 8 a.m., the phones began ringing at Piedmont's new reservations office, located in the Disney World resort community of Lake Buena Vista, Florida.

"We expect 500,000 calls for the first year of operation or about 42,000 per month," Don Shanks, assistant vice president—Customer Relations, said, "and over a five-year period, with expansion, we estimate we'll have a net savings of \$445,000."

The office, located on the fourth floor of the new Sun Bank Building, is staffed by 26 highly-trained employees, all transferring from the reservations offices in Winston-Salem and Nashville. The new manager is Lew Horn, a 17-year Piedmont veteran. Supervisor Ed Laskowski has 33 years with the Company, and Jim Shipton, 14 years. Supervisor Sharon Pack joined Piedmont in 1970, as did agents Susan Bean and Ann Mears. For Agent Janet Creasy, who has been with Piedmont only one month, this will be her first permanent assignment.

"There are two reasons we chose Orlando," Shanks said.

"First, Orlando has a very efficient telephone communications system. It will save us \$110,000 a year to have calls from Florida

handled in Orlando rather than Winston-Salem. Second, the number of calls our Winston-Salem office is receiving is growing rapidly, and we need to expand in order to provide the best possible service."

Piedmont is leasing a portion of Disney World's automatic call distribution system. There are 25 lines going into the office which now serves Miami, Ft. Lauderdale, Tampa, St. Petersburg, and Orlando. The office has the capability to expand from the present 24 positions to 44, if needed.

"We're extremely pleased with the way things are going and feel this office will be a great asset to Piedmont," Shanks said.

The new office is operating seven days a week from 7 a.m. to midnight and is expected to handle approximately six percent of total system calls. After midnight, calls are automatically forwarded to Winston-Salem.

Mail should be addressed to: Piedmont Airlines, 410 Sun Bank Building, Box 22207, Lake Buena Vista, Fla. 32830.



"I want you to know how grateful I am for your part in making Piedmont what it is today," said Tom Davis, chairman of the board, at the five- and ten-year service pin luncheon in May. "We've only just begun' is indicative of our situation, and the caliber of people we have will ensure our success."

Amy McMillan, CRO, (above) was one of 28 employees who received her pin from Davis at the luncheon, held at the Holiday Inn North in Winston-Salem. Those employees unable to attend the luncheon are receiving their pins from their supervisors.

In his remarks, President Bill Howard said, "You can be very proud of what's going on in your airline. Our on-time performance in 1980 was 84.9 percent, number one among all the trunk and local carriers. In the first four months of 1981, 85 percent of these same flights have been on time.

"It takes all parts of an airline working well together to achieve our good on-time performance, and our performance is a tribute to all of you."



One hundred and thirty golfers representing 25 airlines took part in Piedmont's sixth annual inter-line golf tournament, held at Arcadian Shores Golf Club at Myrtle Beach in late April. Players came from England, Ireland, and Canada as well as the United States. Tournament winners are: (l to r) Robert Bolling, Delta, JAX, winner

low gross; Paul Hoerrner, Braniff, JFK, runner-up low gross; Joe Roorda, Frontier, DEN, winner low net; Sherl Folger, general chairman, Piedmont, INT; John Chavez, United Airlines, DEN, runner-up Calloway; Lonnie Harvey, Eastern, ATL, winner Calloway; and Victor Kastelic, American Airlines, TUL, runner-up low net.



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## Congress debates Tax on benefits

The Internal Revenue Service wants to begin taxing airline employees' free or discounted travel, beginning next January 1.

For a number of years, the IRS has attempted to impose such a tax but Congress has resisted. Congress enacted legislation which extended a statutory ban on such taxation in 1980, but on May 31, that ban expired. Hearings are now being held before the Select Revenue Subcommittee of the House Ways and Means Committee.

If you want to maintain your pass benefit without it being subject to income tax, write your representatives in Congress at once! Include in your letter that you have enjoyed such benefits since you entered the airline industry just as your predecessors in other areas of transportation have enjoyed them without being taxed.

Let your representatives know that you consider it an abrupt and unfair departure from past policy to tax these benefits now.

Also request your representatives to indicate their strong opposition to such taxation to all members of the House Ways and Means Committee. Urge your senators to indicate their opposition to the tax to all members of the Senate Finance Committee.

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