



# PIEDMONITOR

News about Piedmont. The Up-And-Coming Airline.

## Dayton celebrates Piedmont's arrival

July 1 at Dayton's Cox Field looked like an early celebration of the Fourth of July. There were mayors (from Dayton and Lansing) and congressmen from both parties. And there were 16 new flights daily by Piedmont Airlines.

As each of the morning arrivals pulled up to the new Piedmont facilities, precisely on time — all of them — the excitement grew. Reporters and TV cameras moved from gate to gate to greet dignitaries, sharing space with Daytonians coming to get their first Piedmont experience.

Just after 8 a.m. on the ramp, Piedmont President Bill Howard handed a bottle of champagne to Liz McEwen, wife of young Congressman Bob McEwen, and Mrs. McEwen broke the bottle on the nose of the Wright Brothers Pace-maker, christening the plane and, a little unexpectedly, herself.

Mayor Paul Leonard of Dayton greeted the assembled guests shortly after flights had departed for Boston, Dallas/Fort Worth, Miami, and Washington, D.C., as over 100 dignitaries gathered for a breakfast on the Piedmont concourse.

Among them were Dayton Con-



Representatives from television and radio stations and newspapers in Dayton turned out July 1 to interview President Bill Howard about our new midwest service.

gressman Tony Hall and his mother, widow of a long-time former Dayton mayor; Mayor Terry McKane of Lansing; airport authority members from all five cities; and probably as many reporters and TV crews as ever witnessed a Piedmont event.

Tom Heine, president of the Dayton Area Chamber of Commerce, formally welcomed Piedmont to Dayton. And, as suddenly as that, Piedmont had culminated plans begun about two years ago. Dayton

was now a new hub on Piedmont's system.

So much for a splashy beginning. What has become of Piedmont in Dayton during our first month of operation?

"It's been a rousing success by any standard," Dick James, staff vice president-planning, said. "We're now exceeding our goals. By the end of the first month, the entire hub was operating at a load factor projected for the first full year, and all indications are that we obviously will exceed all goals."

James indicated that such a performance means that the Dayton hub was already adding to Piedmont's profitability.

Sherl Folger, vice president-marketing, said he was not at all surprised.

"When our field sales people made their 'blitz' of the area, the response was so wonderfully enthusiastic we knew it would be a winner. These people were absolutely starved for good service, they knew about Piedmont before we got there, and were delighted to have us

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GSO Customer Service Supervisor Ron Beeson (left), who is also facilities coordinator for the new terminal, and Station Manager Lyle Cox stand on the south side of the new terminal. The concourse, visible at far right, will house seven Piedmont gates.

## 6-month earnings Down; 2nd quarter Profit best ever

Net income for the second quarter of 1982 reached \$14,663,000, the highest earnings for any quarterly period in the Company's history. The comparable earnings for the same period in 1981 were \$11,625,000.

Net income for the first six months of 1982 was \$8,844,000, compared to \$13,069,000 for the first half of 1981.

"While Piedmont had the best earnings of any quarter in its history for the three months ended June 30," said President Bill Howard, "earnings are 32 percent lower for the first half of 1982 than for the same period a year ago because of a loss reported in the first quarter."

Operating revenues for the second quarter were \$168,440,000, a gain of 17 percent from the \$144,047,000 recorded in the same period in 1981. Revenues for the first six months were \$305,375,000, also up 17 percent from the \$260,338,000 recorded in the first half of 1981.

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## New GSO Terminal triples our size

When GSO's new \$50 million terminal — the largest single construction enterprise ever undertaken in Guilford County — opens October 10, Piedmont's facilities will more than triple.

The airline will expand from a single gate with ground level boarding at the old terminal to seven gates, all with second level loading bridges at the new facility. There will be 65 feet of ticket counter compared with the present 35 feet, and space for operations will increase by over 300 percent.

"Piedmont will share the South

Concourse with United and Delta," said Bruce Parrish, director-station facilities.

"Our gates will be nearest the main terminal and easily accessible from our counter and the entrance to the airport. We'll also have a President's Suite located on our concourse."

The two-level, two-concourse structure contains more than 237,000 square feet, approximately four times the size of the existing terminal. Solar collectors have been placed atop the short-term parking lot canopy and will provide up to 30

percent of the energy required for operation of the terminal.

The official opening of the terminal will be preceded by a black tie gala the night of October 8 featuring a variety of bands such as Duke Ellington, Fat Ammons (beach music), and the Olympia Brass Band (New Orleans jazz). The next morning, a dedication ceremony will be held followed by an open house for the public during the afternoon.

