

900,000 plus Boosts PI To record levels

In March, Piedmont set new all-time records for passenger boardings, revenue passenger miles, and available seat miles, and the load factor rose to its highest level so far this year.

Piedmont carried 935,638 passengers during March, a 39.9 percent increase over March 1982 and the first time we have carried 900,000 in a single month.

ASMs grew 39.4 percent to 735 million and RPMs increased 39.7 percent to 423.5 million. The load factor grew .09 points to 57.62 percent.

Twenty stations also set new boarding records in March. CLT boarded 214,577, the first time our largest hub has boarded over 200,000 in a given month. EWR celebrated the boarding of the station's 50,000th passenger on March 30 and ended the month with 53,811. DAY also hit the 50,000 mark, boarding 51,234 for March.

Other stations with records include: BWI, CAE, CHA, DAB, DTW, FNT, FWA, GRR, GSP, JAX, LAN, MCO, MIA, PHL, RDU, SBN, and TPA.

For the first quarter of 1983, passenger boardings rose 34.4 percent to 2.4 million, RPMs grew 35.9 percent to 1.1 billion, and ASMs increased 39.3 percent to 2.1 billion. The load factor for the first three months was 51.75 percent compared with 53.01 percent in the same period in 1982.



We're doing it At Piedmont

Piedmont received six complimentary letters in February praising ORF-based Flight Attendant Janice Haggai. That's more compliments than any employee has received in a given month in over a year. In July 1981, Lina Trent, a flight attendant based in ROA, received six compliments.

During the first two months of 1983, compliments rose 27.5 percent while complaints fell 7.5 percent, and the complaint/compliment ratio fell 27 percent to 1.45.

people & places

PHL Agent Jeb Griffin received the TOPS (Total Outstanding Passenger Service) Award for January and February.

In February, Griffin was returning to PHL from ISO. He helped an elderly blind woman onto the flight who was also bound for PHL. The trip involved a change of planes in

CLT, but CLT was fogged in that day and the flight continued to MCO. Griffin took care of all arrangements for the woman, getting her on a flight to RDU and then to PHL.

The passenger later wrote: "Ferrying an 80-year-old partially blind lady for a day is not an easy assignment. But Jeb was considerate, friendly and very kind. When we said goodbye in Philadelphia, I felt I had a surrogate grandson."

The passenger also remarked that after they arrived in PHL, Griffin turned to help an Air Force sergeant who had just missed a flight. Griffin is now an agent at MCO.

Roger Dietz (ILM) has become the second Piedmont flight attendant to receive a 30-year pin. Larry Brooks, director-in-flight services, INT, and numerous ILM-based employees were on hand for the presentation March 21. Dietz joined the company on March 19, 1953.

Tom Cecil, an auditor in the general office, has become the first Piedmont employee to pass the Certified Internal Auditor (CIA) exam. The purpose of the CIA designation is to encourage those in the internal auditing profession to maintain high standards. Only about 2,500 people in the country have achieved the designation.

The annual meeting of the shareholders of Piedmont Aviation, Inc., will be held in Winston-Salem at the T.H. Davis Training Center on Wednesday, May 4, at 10 a.m.

Mitch Everhart, director-communications, INT, was recently recognized by the Airlines Coordinating Committee for Telecommunications Service (ACCTS) for his dedicated and efficient service to the organization while chairman from July 1, 1981, to June 30, 1982.

Warren N. Martin has been named special assistant to the president at Piedmont. A resident of Washington, D.C., Martin has been vice president-public affairs for the ATA from 1956 until his retirement this year. In his position with Piedmont, Martin will develop relations with government bodies, primarily at the state and local level, and represent Piedmont in North Carolina, Virginia, and West Virginia. He is under the Public Affairs Department at Piedmont.

Quentin Bondurant, schedule analyst, INT, and Phyllis Hutchins, manager-reservations, INT, are chairing and cochairing the annual Savings Bond campaign at Piedmont this spring. The campaign runs from April 18 to May 3. Employee meetings will be held at all Piedmont locations.

LuAnn Cavallero, senior representative-customer relations, INT, was one of four alumni of Auburn

University recently recognized for establishing an honor society for aviation management students at the university. Eta Mu Sigma received its permanent charter in 1979 and in the past three years, has strived to promote the establishment of charters at other universities and to receive recognition from the aviation industry. Cavallero, who has a degree in aviation management/aerospace engineer-

ing from Auburn, is a member of the honor society.

CLT Agent Janice Garris will appear as a contestant on the morning television game show "The Price Is Right" May 2. Garris competed with over 300 people to win a spot on the program and has already won \$280 in prizes.

For your designer collection: Pacemaker shirts by Piedmont

Calvin Klein, Jordache, Izod, Piedmont... Piedmont? That's right! You can now find our own designer label — Pacemaker — on a new line of golf shirts available through Piedmont's employee store.

The short-sleeve knit golf shirts come in two styles, traditional four-button for \$14.50, and a two-button, continental style for \$14.00. Each style is available in white, navy, light blue, or maize and has the Piedmont logo embroidered on it.

The Pacemaker shirts come in men's sizes small, medium, large, and extra large.

Want to purchase a Piedmont Racing Team Jacket? The 1983 silver jacket is available for \$28.97 (lined) and \$20.57 (unlined) through the employee store. The jackets have the Piedmont logo and "Racing Team" printed on the front, but no logo on the back. Jackets are also available without the "Racing Team" insignia.

(Currently Piedmont does not carry either of these items in women's sizes but if there is

enough interest, both the shirt and jacket can be ordered in women's sizes as well).

Navy jersey-knit shirts with a white collar and pouch pocket are on sale for \$12.90 through the employee store. The Piedmont insignia is silkscreened on the shirt. They are available in sizes small, medium, large and extra large.

In addition, the Piedmont employee store has Hamilton watches for men and women. The watches, with the Piedmont logo on the face, have yellow gold plated cases and stainless steel backs. Other features include quartz movement, a calendar, and sweep second hand. Prices begin at \$99.00.

To order any of these items or for additional information, contact Linda Peters, B-101, INT, or call extension 510. All employee items may be purchased through payroll deduction, Master Card, Visa, or American Express. The new employee store is located in the old airline hangar on Liberty Street next to the Aerospace Institute.



T.H. Davis (right), chairman of the board and CEO, receives the Certificate of Distinction CEO award from Douglas McIntyre, president of *Financial World Magazine*. Davis was honored as one of the three most outstanding executive officers of the year in the airline industry at the awards banquet held in March.

Davis has also been named 1983 Man of the Year by the

LaGuardia Airport Kiwanis Club. He received the award in March at the organization's charity ball. Davis was chosen because of his contributions to the dramatic growth and development of the aviation industry and, in particular, for Piedmont's contributions to the growth of aviation in the greater metropolitan New York area.