

## New service pins reflect Our Up-And-Coming image

New service pins, updated to reflect Piedmont's present logo, are being given this year to employees eligible for the award.

"Even though our present service pin has strong sentimental ties with our company history, we felt that a newly designed pin with our current logo would be more appropriate in future years," Joe Wilson, vice president-employee relations, said.

"There will be minor changes in the gems for some of the pins," he added.

Wilson said that five-year recipients will continue to receive a pin with one sapphire; 10-year will receive two sapphires; 15-year, three sapphires; 20-year, one, three-point diamond; 25-year, two, three-point diamonds; and 30-year, three, three-point diamonds. Pins

for 35-year recipients will have four, three-point diamonds rather than three smaller diamonds and one sapphire, and 40-year recipients will receive a pin with one eight-point diamond rather than four smaller diamonds. A new 45-year pin has also been designed with one 15-point diamond.

The pins, now in production, will be ready in early March.

Employees with sufficient company service may purchase the remaining old pins. Supplies are limited. The new pins are also available to employees with sufficient company service.

To order an old or new pin, contact Linda Renegar or Doug Smith, extension 360, INT.



# Piedmont takes '83 growth in stride

We boldly proclaimed last year that "They won't beat me in '83," and "they" didn't. Piedmont again surpassed the performances of many other airlines in the industry.

We increased our capacity by a whopping 36 percent, and at the same time, our revenue passenger miles kept pace, rising 32 percent. In June, for the first time in our history, we carried over one million passengers. By December, a million a month had become commonplace.

Here are just a few of the categories where we excelled:

- Revenue Passenger Miles: 5.1 billion, up 31.9%
- Available Seat Miles: 9.5 billion, up 36.3%
- passengers boarded: 11,701,029, up 37.5%
- fleet: 63 727s, 22 727-200s compared with 54 737s and 14 727-200s at the end of 1982.
- cities/airports served: 98 cities/59 airports, an addition of 10 cities/7 airports; plus Henson's system with 17 cities/15 airports
- service inaugurated: CHA, DTW, CLE, CMI, AGS, PVD, and BDL
- reservations calls: 16,967,185, up 21%

- meals and snacks served: 5.5 million (15,000/day), up 31%; also served 1.5 million liquor miniatures, 304,000 wine miniatures, and 600,000 cans of beer
- number of employees: 9,800 compared with 8,000 at close of 1982
- stock: closed at high of 42½ on July 25; high in 1982, 39 on November 9
- compliments: 4,946, up 26%
- complaints: 5,980, up 1%
- total cargo ton miles: 28.1 million, up 32.6%
- acquisitions: Henson Aviation (merger to take place over a 4-year period) and Aviation Supply Corporation (AVSCO)

- on time performance: 91.4% originated and 72.6% terminated on time; in 1982, 88.5% originated and 70.9% terminated on time
  - Flights operated: 95,019 in 1983 compared to 74,000 in 1982
- What's ahead for this year? "A billion or more in '84" is our major challenge.

When the final figures are in for 1984, we anticipate our annual revenues to exceed \$1 billion. If they do, we'll move from a national carrier, so designated by the Civil Aeronautics Board as having \$75 million to \$1 billion in revenues a

year, to a major airline with over \$1 billion annually.

This year, we're scheduled to receive 11 more 727-200s and 11 F 28s. We've already announced much new service. Savannah joined the system February 1, and on April 1, Los Angeles and Albany will become Piedmont territory. In late fall, we'll add San Francisco.

That's phenomenal growth. 1984 will certainly be another exciting year for Piedmont.



## ALB joins system April 1

Los Angeles isn't the only destination Piedmont is adding to its system on April 1. We'll put Albany, New York, on our map with the new schedule change.

Albany (ALB) will be linked to our BWI hub with twice-daily nonstop, round-trip service.

"Albany has a population of 850,000 and is the 57th largest metropolitan area in the country," Dick James, staff vice president-corporate planning, said, "but has only 30 jet departures a day and little nonstop service southbound.

"In comparison, Charlotte, with a population of 1,004,200 and ranked 42nd in size in the country,

will have 141 Piedmont flights alone on April 1. Providing access to the mid-Atlantic area and Florida via our BWI hub should be valuable to the community and also benefit the traveling public," he said.

Flight 403 will depart ALB at 7:30 a.m., arriving at BWI at 8:22 a.m. The second departure southbound, Flight 407, will depart ALB at 2:30 p.m., arriving at BWI at 3:22 p.m.

Northbound, Flight 404 will depart BWI at 12:20 p.m., arriving at ALB at 1:13 p.m. Flight 406 will depart BWI at 8:20 p.m. and arrive at 9:13 p.m.

## Traffic, cargo reach record highs

Piedmont finished the 1983 year by setting new records in passengers carried, capacity offered, and revenue passenger miles and cargo ton miles flown.

In 1983, we carried 11,701,029 passengers, a 37.5 percent increase over the 8,510,617 passengers boarded in 1982. We offered capacity of 9.53 billion available seat miles (ASMs), a 36.3 percent increase over the 6.99 billion flown a year earlier. Piedmont recorded 5.13 billion revenue passenger miles (RPMs) in 1983, an increase of 31.9 percent over the 3.89 billion recorded in 1982.

Piedmont's load factor for the year was 53.8 percent, down slightly from the 55.6 percent recorded in 1982.

For the twelve months of 1983, cargo ton miles grew 32.6 percent to 28.3 million, up from 21.3 million in 1982. U.S. Mail grew 28.1 percent from 11.4 million to 13.6 million. Express ton miles gained 52.7 percent to 415,476 and freight ton miles increased 37.3 percent to 13.3 million.

In December, we boarded 1,108,941 passengers, a 39 percent gain over the 797,642 explained in

December 1982. RPMs totaled 487,346,768, up 31.8 percent over 369,637,335 recorded the previous year, and ASMs increased 29.6 percent from 685,589,934 to 888,689,280.

Load factor in December was 54.8 percent, up from the 53.9 percent recorded in December 1982.

During December, cargo ton miles totaled 3.2 million, up from 2.3 million during December 1982. Piedmont handled 1.8 million ton miles of U.S. Mail, a 35.8 percent increase. Express ton miles grew 83.2 percent to 47,452 and freight ton miles rose 41 percent to 1.3 million.

Bill McGee, senior vice president-marketing, said that Piedmont's performance for both the month of December and the entire year was particularly gratifying.

"Despite significant capacity increases, we enjoyed greater traffic growth during the fourth quarter than capacity growth," McGee said.

"The public response to our new services and a generally improved economy were pivotal in the growth."