

New faces, New places Across our system

On November 1 San Francisco will be linked to Piedmont's system and become our second California destination. In addition, Evansville, IN, and Rochester, NY, will be tied into Piedmont's growing network.

At the same time, Piedmont's service to Lewisburg, which the airline has served since 1970, will be supplanted by Henson Airlines flights.

On November 1, our aircraft will fly 290,893 miles daily, a five percent increase over the number of miles flown daily on the October schedule. Our fleet of 63 737s, 34 727-200s, and 9 F28s will together account for 821 departures daily from 65 airports across the country.

This growth means many opportunities for promotions and transfers for our employees as well as the hiring of new people in a variety of positions to run a quality airline.

Mike Plummer is the new station manager at San Francisco (SFO). Plummer, an 18-year veteran with the Company, has been station manager at FWA since we began service there in 1983. Dave Callahan has taken over as FWA manager. He joined Piedmont in 1968 and was customer service manager at RIC before his recent promotion.

Cleve MacLane is the new station manager at Evansville (EVV). With Piedmont 14 years, MacLane most recently was customer service manager at ATL. Rochester's (ROC) station manager is Cecil Sayre, former customer service manager at TRI. Sayre has 17 years experience with Piedmont.

Two station managers have recently retired. ISO station manager Wade Allen, with Piedmont 33 years, retired in September. Doc Giles, former LWB station manager, has filled the position at ISO.

Phil Bostick, who has 22 years with the Company, has moved to TPA as station manager, replacing Bill Wooten who retired in August after 26 years with Piedmont. Bostick has been station manager in BOS since we began service there in 1978.

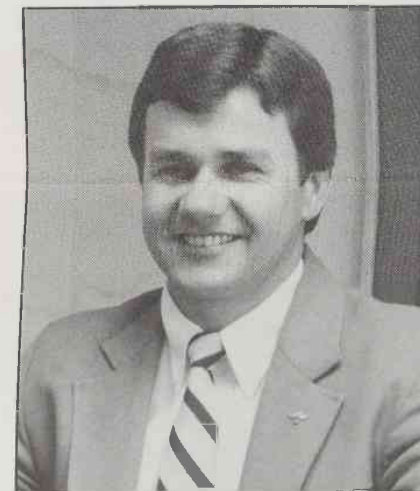
Barry Mitchell has moved from DEN, where he has been station manager since our first flight there in 1978, to BOS. Mitchell has 15 years with the Company. Jerry Caudill, who has been with Piedmont for 16 years, has taken over in DEN. He was previously operations manager at DCA.



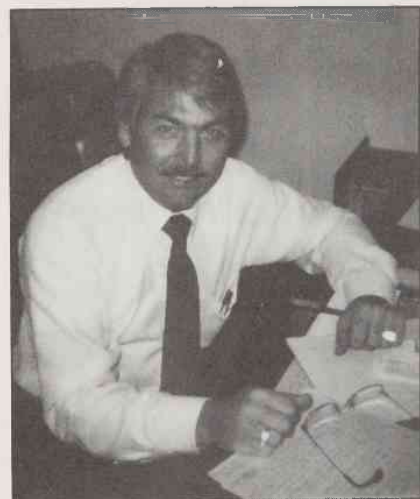
Plummer, SFO



Sayre, ROC



MacLane, EVV



Mitchell, BOS



Callahan, FWA



Bostick, TPA

Traffic, cargo Up in August, September

Piedmont again set new traffic and cargo records in August and September.

In August, Piedmont boarded 1,301,906 passengers, an 18.8 percent increase over August 1983 and the most of any month in the airline's history. On August 19, we set a daily record with 53,655 passengers boarded, breaking the previous record of 52,807 set November 27, 1983.

Revenue Passenger Miles (RPMs) grew 16.3 percent in August to 567.8 million and Available Seat Miles (ASMs) totaled 1.045 billion, up 18.4 percent over the same month a year earlier. Both RPMs and ASMs reached record highs in August for Piedmont.

The load factor for August was 54.31 percent as compared to 55.28 percent recorded a year earlier.

Cargo ton miles grew 39.7 percent in August to 3,416,688. U.S. Mail rose 48.9 percent, and express ton miles were up 49.1 percent, and freight ton miles grew 29.6 percent.

In September, we boarded 1,105,783 passengers. RPMs totaled 469.1 million, an 11.7 percent increase, and ASMs reached 1.004 billion, up 18.9 percent over a year earlier. We set new records in passengers boarded, RPMs and ASMs for the month of September.

The load factor was 46.72 percent in September, down 3.03 points from the same month last year.

Cargo ton miles reached 3,330,048, up 32.0 percent over September 1983. U.S. Mail was up 41.9 percent, express ton miles grew 20.6 percent, and freight ton miles rose 22.4 percent.

During the first nine months of this year we have boarded 10,453,017 passengers, a 24.1 percent increase over 1983. RPMs have totaled 4.55 billion and ASMs, 8.65 billion. The load factor for the first nine months is 52.63 percent compared to 53.67 percent in 1983.

In the first nine months, cargo ton miles have increased 39.7 percent to a record 27,786,966.



President Bill Howard has been chosen as a Regional Honorary Initiate for the South Central Region of the International Fraternity of Delta Sigma Pi.

Howard was inducted into the fraternity as an outstanding member of the business community at the organization's biannual regional conference held October 6 at the GSO Marriot. Following the initiation Howard spoke to the group on the need for advanced technology in the business world today.

Delta Sigma Pi is a co-educational, international business fraternity with chapters on over 200 college campuses. The South Central Region includes nine active collegiate chapters, two alumni chapters and three colonies in the states of Virginia, North Carolina, and Tennessee.

Compliment/Complaint Scoreboard

Month	1984 Ratio	1983 Ratio	1984 Compliments Compared to 1983	1984 Complaints Compared to 1983	1984 Boardings Compared to 1983
January	1.23	1.68	+63.3%	+19.1%	+33%
February	1.72	1.18	+12.1%	+64.0%	+43%
March	1.96	.95	-27.9%	+48.1%	+29%
April	1.05	1.16	+57.4%	+42.6%	+29%
May	1.58	1.01	+ 7.8%	+67.9%	+29%
June	1.61	1.17	+ 4.4%	+43.9%	+24%
July	1.42	1.13	+19.3%	+49.8%	+11%
August	1.45	1.46	+ 1%	+ .5%	+19%
8-month avg.	1.50	1.22	+17.18%	+42%	+27.1%