Dayron Deytona Beach** Common Goldsboro/Greenville * Lansing * Lexington * Los Angeles * Louisville * Lynchburg * Memphis * Minami/Ft. Lauderdale * Myrtle Beach * Nashville * Newark * New Re Kalmanoo/Battle Creek * Kinston/Goldsboro/Greenville * Lansing * Lexington * Los Angeles * Louisville * Lansing * Lexington * Los Angeles * Rochester * San Francisco * Savannah * South Bend * Tampa/St. Petersburg * Toledo * Washington De Columbia * Dallas Ft Won * Bristol/Kingsport/Johnson City * Champding/Urbana * Charleston, St. * Charleston * Charleston, St. * Charleston * Los Angeles * Louisville * Lynchburg * Memphis * Minami/Ft. Lauderdale * Myrtle Beach * Nashville * Newark * New York LaGuardia * Nortolk/Virginal * Bollas Ft Wayne * Grand Rapids * Greensboro/High Point/Winston Salem * Greenville/Spartanburg * Hartford/Springfield * Houston * Huntington * Jacksonville * Lansing * Lexington * Los Angeles * Louisville * Charlettesville * C

volume 35, number 6

December 1984

We're a 'major' airline success

In mid-November Piedmont capped a meteoric six years of growth by achieving a ranking among America's major, billiondollar revenue airlines. Just six years ago, while still regulated, Piedmont ranked among the industry's smallest regional carriers.

The industry has been divided by the Civil Aeronautics Board into three categories: major airlines (those with sales of more than \$1 billion annually); national airlines (those with sales of \$100 million, but less than \$1 billion annually); and regional airlines (those with sales of less than \$100 million annually).

Piedmont achieved its new ranking by a steady expansion of its fleet, development of new air service hubs at Charlotte, Dayton, and Baltimore/Washington International airports, and, in 1984, instituting its first transcontinental air service.

The ranking as a major carrier will have more profound influences on Piedmont than just pride among us for being ranked among the nation's largest air carriers, although that is very important, in and of itself.

Historically, the consumer associates "big" airlines with "good" airlines. Size is important, and bigger

is better when the consumer chooses among carriers.

Our stock should be easier to trade because our "arrival" in the category with the nation's largest and most successful airlines demonstrates that our vast growth over the past half-decade has been soundly managed. It removes any lingering doubts that we had been growing without a real sense of purpose.

It should enhance our respect among travel agents, hotel operators, tour operators, and almost every segment of the industry, including our competitors. And, not least by a long shot, it gives us a bigger and more solid foundation to build upon for the future.

Piedmont people have, at last, carved out their long-wanted niche among the nation's biggest and best airlines.



The 1984 holiday season finds all of us at Piedmont secure in the present, and full of hope and confidence for our future. We are, quite simply, bringing to a close our most successful year ever.

Each of us at Piedmont has every reason to be proud of this outstanding Company we have built. While this holiday season is one of many happy such events for us, there is an unusual aspect that still sets it apart. And that is simply this: for the first time in many years, most of our competitors have reason to feel better about their jobs and this industry. Many of them are having very successful years as well. That is as it should be, and it demonstrates that Piedmont people are succeeding in good times by virture of their own strengths, not in hard times by reason of competitors' misfortunes.

On behalf of our Board of Directors and Officers, I want to thank you for your contributions to Piedmont's success. I want to wish you the happiest of holidays, and prosperity, security and good health to you and your loved ones in the year, and years, to come.

William R. Howard
President and
Chief Executive Officer

Piedmont moves ahead In frequent flyer game

The response to Piedmont's new Frequent Flyer Bonus Program has been outstanding.

"Applications are being snatched up quickly and we're already receiving many letters inquiring about our program," George Stearns, manager – advertising, said. "Employees throughout the Company have worked together to get the project off the ground and we're very excited to have had such a fine start."

Piedmont announced its longawaited Frequent Flyer Bonus Program on November 12 at a news conference at the Stouffer Hotel in Washington, D.C. But preparation for the announcement began

months earlier. We have studied frequent flyer programs for quite some time and, in late spring, began working on the project in earnest," Stearns, who has been responsible for implementing the program, said. 'Now it's a matter of managing the program through the introductory and growth stages. Part of what we'll do is continue to look for opportunities to enhance the awards and mileage credits. For example, we'll consider adding more hotel chains, commuter airlines and, possibly, another international air carrier."

Flyers signing up with the pro-

gram began earning mileage points November 15 and the passenger who accumulates the most mileage in the 1985 calendar year will earn a year's free transportation on Piedmont.

Besides accruing mileage when flying on Piedmont, travelers can earn mileage credits for staying at Stouffer Hotels, for international travel on British Airways and, beginning March 1, 1985, for renting automobiles from Hertz.

Other outstanding awards frequent flyers can earn include:

- Free international travel on British Airways.
- Four awards of a year's free use of a Lincoln Continental.
- Free rentals of Hertz automobiles (beginning March 1, 1985).
- Free cruises on Carnival
 Cruise Lines.
 - Free stays at Stouffer Hotels.

"We'll benefit in a number of ways from the program," Stearns said. "First, it gives us a direct line of communication with our best customers. Second, the program should attract many travelers who have used other airlines because those carriers offered frequent flyer programs while Piedmont didn't. Third, as our route system continues

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