

Move to new HQ set for mid-June

Approximately 400 people will be moving into Piedmont's new corporate headquarters building in mid-June.

"Our new building is in one of the premier locations for office space in Winston-Salem," Leonard Martin, senior vice president-passenger services, said, "and it's one of the nicest buildings in the area."

"By moving, our corporate offices will be centrally located between our other personnel in Winston-Salem—our reservations center on Griffith Road, Madison Park, and our offices near Smith Reynolds Airport."

Piedmont will initially have 76,000 square feet of space in the new building,

which was completed in 1978 and has been the headquarters for McLean Trucking Company since that time. It is located on West First Street at Five Points.

Piedmont will initially occupy four of the seven floors of the building as well as some space on the other three floors. Bill Howard, our president and chief executive officer, will be located on the seventh floor along with Piedmont's five senior vice presidents. The legal department, the planning department, and offices for Audree Long, vice president, controller, and assistant secretary; Jamie Carter, assistant treasurer; and Don Shanks, vice president—

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Piedmont's new corporate headquarters building, constructed in 1978, is located on West First Street at Five Points in Winston-Salem.

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PI, TWA link up at JFK beginning June 1

The wings of Piedmont will soon stretch over the nation's most popular international airport, giving our passengers a new breadth of service that looks far across the Atlantic to exotic cities in Europe and the Middle East.

The airport is John F. Kennedy International (JFK), and our new service there will begin June 1 with a marketing program between Piedmont and Trans World Airlines. Similar to our current arrangements with commuter carriers, we will coordinate flights into JFK to connect with TWA wide-body nonstops to such far-off destinations as London, Paris, Rome, Athens, Tel Aviv and Bombay.

In all, 20 TWA destinations in Europe and the Middle East will have Piedmont flights "feeding" them visitors, giving us a marketing advantage that we haven't had in New York. It is this advantage—complete with six ticket counter positions and preferential use of four gates at JFK—that fostered the program's development.

After months of negotiations, Bill Howard, president and chief executive officer, announced the program and its benefits at a press conference February 26 with Carl C. Icahn, TWA's chairman. The conference was held in the board room at TWA's headquarters in New York City, and was packed with print

Carl C. Icahn, TWA's chairman, and Bill Howard, Piedmont's president and chief executive officer, announced the new joint program at a press conference February 26.

and broadcast journalists. Also attending from Piedmont were Dick James, vice president-planning, David Murchison, assistant general counsel, and Vincent Dieringer, New York area sales manager.

"Each year Piedmont flies thousands of passengers to LaGuardia and Newark whose preferred New York destination is Kennedy International," Howard said. "This marketing program will now give those passengers convenient access to TWA's international flights at Kennedy without having to transfer between airports—an important addition to our marketing strategy."

Although schedules and fares have not been announced, Piedmont's routes into Kennedy will initially be the routes Empire Airlines currently serves, including nonstops from the Syracuse hub. Also, on June 1, we will start nonstops from our Baltimore, Charlotte and Dayton hubs into Kennedy, with more service from other cities to be announced this spring.

Besides quick connections, the program will offer attractive fares that dual-designator codes between Piedmont and TWA will help make possible. In addition, frequent flyer mileage accrued on one carrier can be applied

to either carrier's frequent flyer program and airport lounge club members can use both carriers' lounges for an additional charge.

TWA operates a fleet of 165 jet aircraft serving more than 60 destinations in the United States and 20 overseas. Besides those previously mentioned, destinations in Europe and the Middle East affected by the marketing program are Brussels, Amsterdam, Copenhagen, Frankfurt, Stuttgart, Munich, Vienna, Zurich, Geneva, Milan, Barcelona, Madrid, Lisbon and Cairo.

