



Hey, look them over! Dave Miller, Debbie London, Lori Haas, and Fred Lenoir model four versions of the classy new uniforms our people in the field will be wearing by year end. Miller, Haas, and Lenoir are agents at ORD, and London is an agent at CLT. The photo was taken near our ticket counter at O'Hare International Airport. For more photos of the new up-and-coming look, turn to pages 4 and 5.

# PIEDMONITOR

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## Uniforms put PI people a cut above

By year end, our station agents—over 7,000 people or almost half of the company's total number of employees—will be wearing attractive new uniforms.

For the agents, the change will mean better quality uniforms and greater selection. For Piedmont, the new program is the final step in a plan which coordinates the uniforms of all our public contact personnel—pilots, flight attendants, and agents alike. It represents an

investment by Piedmont of over \$3 million.

"We wanted to upgrade our customer service and ramp uniforms and put continuity into the system," Allen Perry, director-stations, said. "We also wanted to give our employees a uniform that reflects their pride."

With these objectives in mind, Perry and Wilma Cook, staff assistant-stations, set out almost two years ago to come up with a

new uniform program for Piedmont's station agents. In addition, Leonard Martin, senior vice president-passenger services, and Bob Reed, staff vice president-stations, worked closely with them in coordinating the new program.

The first step involved choosing a company to design and make the uniforms. The choice—Fashionaire Apparel, a subsidiary of Hartmarx, based in Chicago. Fashionaire employees Sandy Blanchard, an

account executive, and Fred Huhnke, a designer, were assigned to our project. (See related story, page 4.)

"We chose Fashionaire because of the attractive uniforms they had designed for our flight attendants and pilots," Cook explained, "and we've been very pleased with the results."

In March 1985, Fashionaire sent a survey to each Piedmont station agent to determine what direction the uniform program should take. Agents were asked what color and fabric they preferred as well as for suggestions on ways the current uniform could be improved.

"The input we received was very helpful," Perry said. "Basically, we went by the general consensus in determining how the uniforms would look."

Agents overwhelmingly chose the color navy for the basic uniform, and a polyester/wool blend was requested because it would better hold its shape. Women asked that slacks and skirts have an elasticized side waistband. They also requested that the blazers have an inside pocket for pencils and pens, and both men and women requested that the blazers have gusset shoulders for ease of movement. Agents wanted pullover sweaters, both long-sleeve and vest style, and all-weather coats among the accessories. All of these requests have been incorporated into the new uniform program.



IT'S A PERFECT FIT! Lisa White, an employee of Simpkins Department Store in Rome, checks the sleeve on Marcia Lengvasky's Piedmont uniform jacket. Lengvasky is one of 142 former

Empire flight attendants recently outfitted in Piedmont attire. For more on the merger, which became effective May 1, turn to page 6.

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