Piedmont is a step closer to England thanks to the Public Counsel of the Department of Transportation (DOT). Last month, that DOT office, which represents the public's interest in international route proceedings, recommended that Piedmont be named a gateway to London and Piedmont the carrier to provide nonstop service and to recommend the proposal which would best serve the public interest. The Public Counsel's functions are to present an unbiased assessment of the competing proposals and to recommend the proposal which would best serve the public interest. The Public Counsel did precisely that in its 66-page brief to Administrative Law Judge William A. Kane, Jr., who is presiding over the case.

In the brief, the Public Counsel said: "The evidence on Piedmont's profitability and growth since deregulation, its hub at Charlotte, and the groundwork it has done in preparation for serving London... reveals a healthy competition... Piedmont has truly flourished... It has one of the strongest balance sheets in the industry and the best debt/equity ratio of all the applicants in this proceeding... It is not surprising, therefore, that the recent research reports on Piedmont by ARGUS Research Corporation, First Boston, and Merrill Lynch all indicate a high regard for this carrier..." "The record shows that Piedmont has already laid firm groundwork to support its service to London in the event it is awarded authority..." Joe Healy, Piedmont's senior vice president-general counsel & secretary, said the recommendation can be a significant factor in the decision-making process.

"As an experienced and unbiased advocate for the public interest, the Public Counsel's endorsement can have a significant impact upon the DOT's final decision," Healy said. "The Public Counsel has confirmed what we believed all along—that Piedmont has an exceptionally strong case that demonstrates that we can best meet the needs of the traveling and shipping public..."

Our "new" DC-3 was purchased last summer from Basler Flight Services in Oshkosh, WI, and this fall, has been undergoing a facelift. On February 9, it arrived at its new home in Winston-Salem where it will be maintained by GAG. The marketing department will schedule our DC-3 for airshows and other special events as a way of telling Piedmont's success story. The photo above is of an original oil painting by Phoenix artist George Kreig. Brochures, post cards, and a special display have been prepared, and 16 x 20 reproductions will be available soon at Piedmont Gift Shoppes.

DOT Counsel recommends PI for London route

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"The record demonstrates that in the years following the Airline Deregulation Act's passage, Piedmont has truly flourished. It has one of the strongest balance sheets in the industry and the best debt/equity ratio of all the applicants in this proceeding... It is not surprising, therefore, that the recent research reports on Piedmont by ARGUS Research Corporation, First Boston, and Merrill Lynch all indicate a high regard for this carrier..."

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