

**R**ecently Ed Colodny, chairman and president of USAir, and I announced to the respective employee groups of Piedmont and USAir that all agent personnel presently employed by these airlines would be offered jobs following the merger of the two airlines.

This announcement—along with earlier assurances that all reservations facilities would be maintained, that Piedmont expansion programs at both Baltimore and Charlotte would go forth, and that our Charlotte/London service would continue—should amply demonstrate that managements of both airlines are dedicating a great deal of attention towards protection of existing jobs. We hope to add further assurances to as many employees as possible as plans for the merger progress.

My 40 years' experience at Piedmont has convinced me that Piedmont's management has always placed the highest priority on the best interests of its employees. Indeed, I take pride in having participated over the years in policy decisions directed towards such goals. During these years I have also observed USAir closely as a well managed airline.

I am convinced that fairness to their workforce is a firmly-entrenched policy at USAir and will be a hallmark of the combined company.

We are also committed to an accelerated upgrading of part-time employees to full-time positions at Piedmont. At the same time, we recognize that part-time employment is preferred by many of our current part-time workers, and we will work carefully to preserve positions for this group as well.

I believe each of the events in this sequence should demonstrate amply that senior managers of both companies are dedicated to making our merged airline one that truly will work for our customers, for the communities we serve, and for you, our loyal employees.



Bill McGee  
Chairman, President, and  
Chief Executive Officer

# Piedmont

volume 38, number 7

August 1987

## McGee takes over Piedmont's helm

Bill McGee, a 40-year Piedmont veteran who has been a major force behind the company's phenomenal success story, has been elected chairman of the board, president, and chief executive officer, the third person to head the corporation since the company's founding in 1940.

McGee replaces Bill Howard who resigned from Piedmont on August 13 to pursue another opportunity in the aviation field.

"I believe perhaps no one knows more Piedmont people or has a better understanding of our corporate culture than I do," McGee said. "I know our system, I know our people, and I know our communities. I believe this will contribute to a very smooth transition."

McGee joined Piedmont in 1947, seven years after the company was founded as an aircraft sales and service operation and eight months before Piedmont flew its first flight. T.H. Davis, Piedmont's founder, hired McGee as director of flight services. McGee was among a handful of dignitaries aboard Piedmont's DC-3 on February 20, 1948, for the airline's inaugural flight.

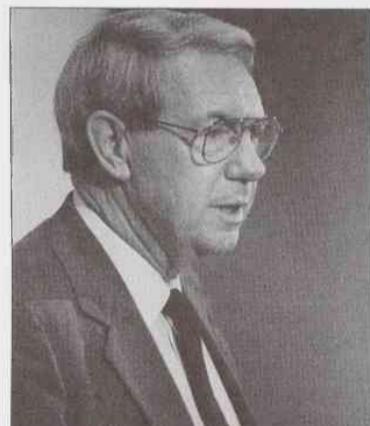
McGee was named passenger sales manager in 1950, general sales manager in 1956 and, in 1964, assistant vice president-sales. In 1968 he was elected to the position of vice president-marketing and, in 1979, to senior vice president-marketing. He served as senior vice president-marketing until December 1986 when he was elected executive vice president.

McGee is a member of Piedmont's Board of Directors and also serves on the Board of Directors of Henson Aviation, Inc., which includes Henson Airlines, The Piedmont Regional Airline.

A former Navy pilot, McGee holds a commercial pilot's license with a multi-engine and instrument rating.

Widely-respected for his marketing acumen in the airline industry, McGee is the only individual to hold the chairmanship of the Air Transport Association of America's Air Traffic Conference three times.

"I recognize that I am following in the steps of two



Bill McGee at  
August 13  
press  
conference

great leaders. I find that to be a positive situation," McGee said. "First, I am grateful that our Board of Directors has placed its trust and confidence in me to be a proper successor to the heritage left by Mr. Davis and Mr. Howard. Second, I believe I am fortunate in having a strong management team and the industry's most dedicated, professional work force supporting my leadership."

At a press conference at headquarters on August 13, McGee stressed to the media that "the company will continue right straight down the track that it's going." He added that he does not believe the resignations of Howard and Gordon Bethune, former senior vice president-operations, foreshadow an exodus of other Piedmont executives.

"We feel that there will be a place (at USAir) for all the management people," he said. "We have a strong team that has established a very successful track record."

Howard joined Piedmont in 1978 when it was the smallest of 17 certified trunk and regional jet airlines in the United States. Under his leadership, the Piedmont family has grown from 5,000 to nearly 22,000 employees, and our fleet from 35 to 173 jet aircraft. Piedmont's strategies of adapting to a deregulated environment have seen Piedmont grow to a position among the nation's ten largest air-

lines with annual revenues in excess of \$2 billion. Piedmont has also been one of but three airlines to have earned a profit every year since deregulation of the industry in 1978. Howard has agreed to lead an effort by United's pilots' union to take over United Airlines.

Bethune has left Piedmont to pursue a career outside the airline industry. During his three years at Piedmont, the airline has led the industry in fleet expansion, on-time performance, and the development of such important safety programs as TCAS and airborne windshear detection systems. Most recently, Piedmont concluded the FAA's industrywide review of operational programs with the highest marks of any major airline inspected to date, and Bethune has been a strong contributor in each of these areas.

McGee said that his first priority would be to develop firm goals and to communicate the goals to the people of Piedmont.

"Clearly our pending merger with USAir will be at the top of that list," McGee said. "If this merger is done properly, it should be extremely beneficial to the stockholders of both companies, the communities we serve and the employees of both Piedmont and USAir. I believe this can best be achieved by continued growth at Piedmont, continued outstanding service to our communities and individual passengers, and maintaining the high morale our work force has enjoyed during the era of airline deregulation."

McGee attended the University of Iowa and Cornell University. He is currently the member representative for Piedmont at the Air Traffic Conference of America and is a member of the policy committee of the conference. He is also a member of the National Travel Marketing Task Force working with the Department of Commerce. In addition, he is a member of the Winston-Salem Sales Executive Club, the Winston-Salem Rotary Club, and the N.C. Travel Council.