



PI agent seeks pro golf tour ticket

A second Pohl may be headed for the PGA Tour one day soon, carrying a Piedmont golf bag.

Dan Pohl is one of the top money winners this year on the Professional Golf Association tour, and he is known as one of the Tour's longest hitters. But he may be competing one day soon with another Pohl who, with a little more experience and financial backing from a sponsor, will soon be playing on the Tour.

Chuck Pohl, a Lansing agent, will be one of 31 finalists competing in the National Long-Drive Championships on October 5-6 in Pensacola. The event, which also features the top five hitters from the Tour, will be held in conjunction with the Pensacola Open.

Pohl earned a spot by winning a district tournament in Kalamazoo with a 325-yard effort. He then advanced to the finals by winning a regional competition in Toledo with a winning drive of 309 yards. Under excellent conditions, Pohl said he's even exceeded four football fields in distance.

"In competition, I've hit it about 400 yards," Pohl said. "That's depending on the conditions such as wind, downhill and hard fairways. But it'll take a 300-yarder to win it, no matter what the conditions are."

This year Pohl has been playing the Florida Mini-Tour, and he made his first attempt at qualifying for the PGA Tour, which requires more than just talent.

"My game's good right now," Pohl said. "It's a lack of money. You've got to get down there and play in a lot of tournaments. I think I've got all the tools. It's the lack of experience. You have to know how to hit the shots."

Pensacola could be Pohl's big break. While there he will also get a chance to qualify for the PGA event in a mini-qualifying tournament.

"If my game comes together (in Pensacola) then it would be a real plus," he added.

And perhaps one day soon, we'll see a second Pohl on the Tour.

*Pohl joined Piedmont in 1985 in Lansing. He transferred to APF in October 1985 to help open that station, then returned to LAN in March of this year. Much of this story is taken from an article written by Dave Holzman in the August 23, 1987, issue of the **Lansing State Journal**.*

continued from page 1

Survey gives cabin crews high marks for first-class service

succeeded in getting passengers to use a higher grade of service who previously flew coach, and in getting passengers to use us who would have flown with our competitors. We also preserved business that we had been losing.

Who are these first-class passengers?

Piedmont's first-class passengers tend to be between the ages of 40 and 54, though some are older or younger. Most are men, employed as professionals or as company executives, with significantly higher-than-average incomes.

They're very likely to be traveling on business; in fact, they fly for business reasons on an average of every other week. They are twice as likely as coach passengers to have signed on as members in Piedmont's Frequent Flyer Bonus Program and, in fact, most had flown Piedmont ten or more times last year.

Though first-class passengers represent a small fraction of our customer base, they contribute a disproportionately large percent of our revenues.

"If we doubt the importance of maintaining our high quality of service standards in the front

cabin," Brock said, "this ought to put that doubt to rest. These people truly are more discriminating. They are paying more, they are accustomed to more service, and they will reward us with lots of business if they get it.

"On the other hand, if we let them down, they'll go elsewhere very quickly. And these are customers we want very much to keep on Piedmont and off our competitors."

Lastly, the survey told us we did a good job of promoting Piedmont's new first-class service in the marketplace. Our advertising programs, direct mail programs, and travel agency promotions accounted for most of our first-class identity.

"But the survey showed just how important a role each Piedmont employee plays as a sales person for our Company," Pazos said. "We got a third of our first-class business from recommendations by our airport and reservations agents. That's a great sales job by our agent personnel."

The survey also gave our customers a chance to express themselves. The most common phrase they used was simple, surprisingly direct, and

highly complimentary to Piedmont people. It was this:

"Keep up the good work!"
Who could say it better?

Computers available at discount prices

Looking for a home computer or software for your present unit? Thanks to arrangements made by Piedmont's Computer and Communications Services division, you can purchase microcomputer hardware and software at discount prices at two Winston-Salem stores.

ComputerLand and Computer Gallery offer discounts up to 30 percent off retail prices to Piedmont employees. ComputerLand (919/744-5500) is located at 4431 N. Cherry St. near Madison Park. Lee Witcofski is the Piedmont contact. Computer Gallery (919/723-8000) is located at 101 S. Stratford Rd., near our headquarters building, and Charles Lord is the Piedmont contact.

Here are a few guidelines to help you make your purchase:

- First, know what you want before contacting one of these stores. If you need advice or a demonstration, call Piedmont's Information Center (919/770-8629). These employees can answer your questions and/or demonstrate hardware and software.
 - Next, call Kim Nelson (extension 770-8629), administrative assistant in the Information Center, who can tell you the current price for the item(s) in which you are interested.
 - When you know what you want and how much it will cost, go to the store which has agreed to the price and ask for the Piedmont contact (see above). You may want to call first to make sure the Piedmont contact will be available. No one else can give you the discount.
 - Take your Piedmont ID with you when you go to the store. At that time, you should work out the final details of your purchase, such as delivery and payment. (You may order by phone. Just give the salesperson your Piedmont ID number along with credit card number at the time you place the order.)
- Piedmont is not responsible for any purchases you might make. If you have a problem after you have made a purchase, contact the store directly.

Pass Bureau offers new benefits

discount cards

If you're planning a trip soon, you may want to contact the Piedmont Pass Bureau about discounts.

Car rental discount cards are available for Avis, Dollar, and Alamo. In addition, Avis requires that you give the industry discount number A/A444000 when reserving a car by phone.

A discount card is also available for Disney Land and Disney World. The Walt Disney's Magic Kingdom Club Card gives you a 10 percent discount on tickets as well as discounts at some hotels and car rental agencies.

To request cards, call the Pass Bureau at 767-5244 (dialnet) or via COMAT, INT-E120.

ACCENT CARD

You can receive 50 percent discounts at over 125 hotels and resorts throughout the United States by joining ACCENT CARD.

Through its mass membership, ACCENT CARD has been able to take advantage of the 30-35 percent vacancies at the top hotels and resorts throughout the country. Your ACCENT CARD allows you to reserve rooms at a 50 percent discount off the published rack rate. In addition, you will receive updates when new hotels and resorts join the program.

ACCENT CARD is offering membership to Piedmont employees for just \$25, a savings of \$104 over the regular retail rate of \$129. For a brochure, see your station manager/department

supervisor. Brochures will be available in early October.

interline agreements

Air France, Egyptair, and Linjeflyg have recently signed new interline agreements with Piedmont.

Air France allows unlimited 90 percent reduced rate passes for full-time and part-time employees who have at least one year of service with the Company. Retirees are also eligible for unlimited 90 percent reduced rate travel.

Part-time and full-time employees with one year of service can buy one 90 percent reduced rate pass per calendar year on Egyptair and unlimited 75 percent reduced rate passes after six months of service. Retirees are eligible for one 90 percent and unlimited 75 percent reduced rate passes. Parents can travel at 75 percent reduced rate.

Linjeflyg permits all part-time and full-time employees one 90 percent reduced rate pass per calendar year and unlimited 75 percent reduced rate passes. Retirees are allowed one 90 percent and unlimited 75 percent reduced rate passes also. Parents are eligible for unlimited 75 percent reduced rate passes. Linjeflyg offers domestic service within Sweden.

For more information about applying for a pass on any of these carriers, see the pass manual in your department.