

Summer schedules up; PI enters BWI-ORD market

Piedmont Airlines will boost its daily flight departures at its Baltimore/Washington, Charlotte and Dayton hubs by the onset of the peak summer travel season, highlighted by its first entry into the hotly contested BWI-Chicago market.

On June 1, Piedmont will be operating 257 daily jet flights at Charlotte, an increase from 251 on the April schedules; 129 at BWI, up from today's 121; and 76 at Dayton, up from 70 in April. The increases reflect increased flying made possible by the recent delivery of two new Boeing 737-300s and the sixth Boeing 767ER to the fleet.

Four daily B737 nonstop roundtrips will be inaugurated in the BWI-ORD market on June 1, providing early morning, mid-day, early-afternoon and close-of-business day departures in both directions.

"With the combining of the Piedmont and USAir field sales forces on May 1, the company will certainly have substantial marketing presence in both the Baltimore/Washington and Chicago metropolitan areas, and this is a logical next extension for our growing BWI hub," said Dan Brock, senior vice president-marketing.

"We will be offering good frequency and excellently timed departures in the market, and fully expect to quickly garner our fair share of traffic between the cities," he added.

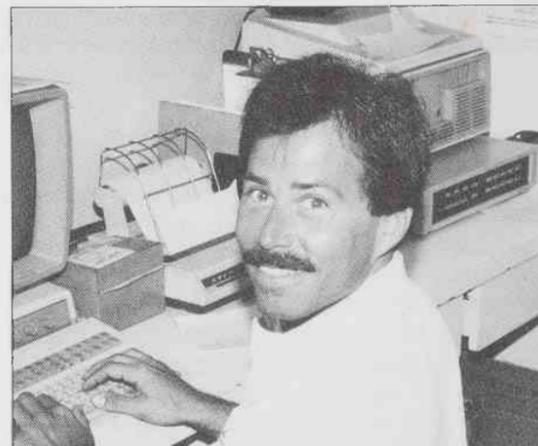
Other highlights of the upcoming schedule changes include the introduction of Piedmont's

10th daily nonstop roundtrip between Charlotte and Chicago, the greatest frequency of nonstops between any two cities on the system, and the sixth daily roundtrip between Charlotte and Philadelphia; Boeing 767ER roundtrips between BWI and both Orlando and Boston; the addition of a second daily BWI-LAX B767 nonstop roundtrip; new roundtrips between BWI and Asheville, Hartford/Springfield, Islip and Raleigh/Durham; between Boston and Newark, and between Fort Lauderdale and Tampa/St. Petersburg, all on May 6.

In addition to the BWI-O'Hare service on June 1, other schedules to be implemented on that date include a new peak-season BWI-Dayton-San Francisco roundtrip and a second daily Charlotte-Seattle nonstop, both to operate through September 6; new daily roundtrips between our Dayton hub and Fort Wayne, Louisville, Newark and Philadelphia; new daily roundtrips between Boston and both BWI and Syracuse, between Syracuse and both New York's LaGuardia Airport and Rochester; new roundtrips between Charlotte and both Charlottesville and Houston, and between Miami and Key West.

Additional one-way flights will be added to several existing Piedmont markets effective with both the May 6 and June 1 schedules. May additions include flights from BWI to Myrtle Beach and Richmond, from Charlotte to BWI, LaGuardia to Charlottesville, Rochester to Syracuse, Norfolk to Fayetteville and Syracuse to LaGuardia. Addi-

tions on June 1 include service from BWI to Roanoke; from Charlotte to Dayton, LaGuardia, Norfolk and Tri-Cities, VA/TN; from Charleston, WV, Greensboro/High Point and Louisville to Charlotte; from Dayton to Boston and BWI; from Newark to Richmond; from Philadelphia to GSO, and from Utica/Rome to Syracuse.



Bob Udich, senior station agent (LAX), smiles as he inputs traffic stats for a LAX flight. April 1 marked Piedmont's fourth year of service to California. For story, see page 6.

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PI, USAir sales forces combine May 1st

The field sales organizations of Piedmont and USAir will be combined and begin operating as a single unit beginning May 1, as the two airlines continue planning for the smooth operational merger into a single airline early next year.

"The consolidation of the sales force at this time will enable us to work closely with the travel agent community and our top corporate accounts in the months to come, to insure that the combined airline will be responsive to their needs and to the needs of their clients," said Dan Brock, senior vice president-marketing.

"We believe that it is vitally important that the primary customers of both of the merger partners be aware that, unlike in some previous airline mergers in this country, USAir is totally dedicated to bringing the best attributes of both USAir and Piedmont together to form an even better airline, by every measurable category of customer service," he added.

The newly reorganized field sales organization will be headed by Lionel Anders, currently staff vice president-sales for Piedmont, who will report, in turn, to Brian Dwyer, currently vice president-sales and advertising for USAir.

Under the restructured sales organization, there will be nine newly appointed regional sales directors, strategically situated throughout the combined USAir and Piedmont route system. The regional directors will be responsible for the sales activities within their geographic regions, each of which contains district sales offices in up to 15 on- and off-line cities.

District sales managers have already been appointed for most of the 89 local city sales offices. The appointments, from among existing sales management personnel of USAir, Piedmont and PSA, necessitated relatively few relocations by the managers involved.



The integration of the Piedmont and USAir field sales forces will be completed on May 1. The newly appointed regional sales directors and their respective regions are (standing l to r) Robert Glover, Southeast; Jim Pitts, Florida; Robert Parker, Tri-State; Jim DiSanto, Central; Hans Bucheli, International; (seated l to r) Andy McGraw, Rocky Mountain; Annette Murphy, West; Jim Viperman, Northeast; and Chuck Allen, Delmarva.