



John Elrod (left), INT-reservations manager, and Grant Clark (right), director-reservations services, present Customer Service Awards to (l to r) Shirley Hamlet and Ruth Ann Baity, INT reservations sales agents. The award is in recognition of and gratitude for their outstanding customer service during the month of March and is part of the Operation 5 Star program.

Reservations adopts 'Operation 5 Star'

Reservations services has made customer service one of its goals for 1988. To meet that goal, the department conceived of the Operation 5 Star program, which is patterned after the *Mobil Travel Guide's* theme of awarding five stars to only the highest achievers.

The objectives of the program are to make the reservations sales agents aware of the importance of good customer service, to share ideas and suggestions among all the reservations personnel on how to achieve the highest standard of customer service, and to recognize those employees who provide the type of service which would warrant five stars.

To recognize good performance in the area of customer service, two different award certificates were designed. One certificate is awarded anytime a reservations sales agent is "caught in the act" of providing good customer service to our callers. The other award is presented to those agents who have demonstrated outstanding customer service during the entire month.

All of our seven reservations centers have been participating in similar activities as part of the overall objective of the Operation 5 Star program. The employees at the centers have decorated their facilities with posters and banners, posted complimentary letters on bulletin boards, attended a customer service video training class, conducted mini-seminars on customer service, surveyed the reservation sales agents on what is good customer service, and held special social events.

However, each center has also displayed its uniqueness with its own individual projects. In one center, red carnations along with a congratulatory letter from the manager are presented to People Pleasers. In another center, the agents are greeted by a poster in the elevator and a sign on the door to the sales floor which says, "Stage Door Entrance to a 5-Star Performance" which encourages agents to an Oscar winning performance. In yet another center, the agents intend to publish a monthly newsletter entitled *The 5 Star Herald* to share customer service experiences and other articles dealing with the theme of the campaign.

All of the centers plan to have additional activities throughout the remainder of the year. At the center of the program is the desire to not only encourage good customer service—or as one center refers to it, "customer caring"—but also to recognize it and show our appreciation.

(Martha Manning, supervisor-reservations services, assisted in compiling the material for this story.)



Selling cookbooks and raffle tickets at INTRO's second annual beach party are (l to r) Debbie Henderson, Pat Cleary, Denise Crapse, and Immogene Young, reservations sales agents, INTRO. Administered by the community service committee, the proceeds from the tickets benefit the Ronald McDonald House and Make-A-Wish Foundation.

service awards

40 years

Hill, Bob
Sr. Sta. Agt., ROA
Westmoreland, Frank
Shift Supvr., Dispatch, INT

35 years

Britt, Doc
Shift Supvr., Stockroom, GSO
Sutphin, Don
Sta. Mgr., JAX

30 years

McCann, Ted
Captain, B737, BWI
Michael, Jim
Mgr., Line Maint., DCA
Newell, Tom
Lead Avion. Tech., ORF
Waddell, Paul
Mechanic, GSO

25 years

Coltrane, Max
Sta. Supvr., GSO
King, Bill
Accountant, INT
Marshall, Willy
Lead Cleaner, INT
Richardson, Jim
Sr. Sta. Agt., ILM
Wolfe, Bill
Sr. Sta. Agt., MCO

20 years

Anderson, Homer
Sr. Sta. Agt., TPA
Bryant, Jimmy
Avionics Tech., GSO
Buckler, Daryl
Utility Service, SDF
Dawson, Wesley
Sta. Supvr., LYH
Everhart, Les
Lead Avion. Tech., GSO
Hatfield, Hat
Maint. Controller, INT
Huser, Ralph
Sr. Sta. Agt., CVG
Kiger, James
Sta. Mgr., ORH
Lockman, David, Jr.
Eng. Proj. Mgr., INT
Matthews, Pat
Sr. Sta. Agt., CTO, CLT
McWright, Lawrence
Inspector, INT
Riviere, Jeanette
Sr. Sta. Agt., CLT
Sprouse, Edgar
Mechanic, GSO

15 years

Allen, Chuck
Reg. Dir., Sales, BWI
Burge, Alan
Sr. Sta. Agt., CVG
Cook, Dale
Lead Mechanic, GSO
Coughlin, Dan
Sr. Sta. Agt., RIC
Deweese, Everette
Sr. Sta. Agt., CLT
Falls, P.D.
Inspector, INT
Hall, Ed
Mgr., AC Svc. Dept., ORF-BW
Hill, Freddie
Mechanic, INT
Lawless, Helen
Rev. Auditor, INT
Marion, Jack
Lead Mechanic, INT
Orange, George, Jr.
Lead Cleaner, GSO
Steelman, J.W., Jr.
Inspector, GSO
Stover, Ron
Sr. Sta. Agt., CRW
Wagoner, Phil
Crew Sched., Pilots, AOCC, INT
Weaver, Mike
Mechanic, GSO
Wells, Ron
Sta. Supvr., ORF

10 years

Ahern, Frederic, Jr.
Captain, F28, SYR
Akers, Richard
Sr. Sta. Agt., ORF
Baker, Ronnie
Sr. Sta. Supvr., CLT
Basler, Kit
Dir., Acctg. Sys. & Cost Cntrl., INT
Beck, Mallory
Sr. Sta. Agt., TPA
Bentley, Sammy
Sr. Sta. Agt., ATL
Cochran, Flip
Inspector, GSO
Cutitta, Mike
Asst. Dispatcher, INT
Cutshaw, Michael
Captain, F28, SYR
Daniel, Joe
Mechanic, MEM
Dwier, Pam
Flight Attendant, BWI
Jones, Jonsey
Mechanic, INT
Linville, Joey
Stock Clerk, GSO
Lovett, Keith
Stock Clerk, INT
Share, Ron
Inspector, INT
Sicchio, Daniel
Captain, F28, SYR
Sutton, Terri
Sr. Sta. Agt., RDU
Warren, Robert
Lead Flight Sim. Eng., INT
Whigham, Kenny
Mgr., Line Maint., ORF
Williams, Jim
Avionics Tech., GSO

5 years

Adams, Ginny
Flight Attendant, CLT
Albaugh, Patti Sue
Flight Attendant, BWI
Anderson, Brian
Sr. Sta. Agt., ORF
Andrews, Bob
Mgr., Line Maint., BOS
Anton, Jackie
Sr. Sta. Agt., LAX
Apostolu, Phil, Jr.
Sr. Sta. Agt., BWI
Arnold, Earl
Cleaner, ATL
Baker, Lane
Sta. Supvr., TLH
Barnett, Jeanice
Sr. Sta. Agt., GSP
Barnett, Linda
Flight Attendant, BWI
Baucom, Julian
Captain, B737, CLT
Bennett, Trish
Flight Attendant, ORF
Bittick, John
Captain, B737, CLT
Blanton, Ronnie
Supvr., Catering, CLT
Bolan, Susan
Flight Attendant, SYR
Bourdon, Bob
Mechanic, BOS
Bowen, Nan
Sr. Sta. Agt., DFW
Bowling, Bentley
Sta. Supvr., PNS
Boyd, Tim
Sr. Sta. Agt., GSP
Brath, Jan
Captain, F28, SYR
Brown, Wayne
Sr. Sta. Supvr., CLT
Brown, Margaret
Acctg. Clerk, INT
Brown, Paul
Mgr., Reliability, INT
Brune, Tom
Sr. Sta. Agt., BWI
Bryant, Keith
Sr. Sta. Agt., GNV
Buchanan, Jody
Sr. Sta. Agt., Catering, CLT
Burger, Vic
Lead Avionics Tech., CLT
Burner, Darren
Sta. Supvr., BWI
Burrus, Lisa
Flight Attendant, ORF
Carraway, Judy
Programmer, INT
Cason, Bill
Captain, B727, CLT
Clowney, Gerry
Mechanic, INT
Clunan, Patti
Sr. Sta. Agt., CLT
Collins, David
Sr. Sta. Agt., MYR
Cozart, Art
Sr. Sta. Agt., CLT
Cromer, Dennis
Sr. Sta. Agt., CLT
Dailey, Mike
Sr. Sta. Agt., Pres. Suite, MCO
Dashiell, David
Sr. Sta. Agt., BWI
Denny, Jenny
Flight Attendant, MIA
Donohue, Bridget
Sr. Sta. Supvr., BWI
Dunn, Chuck, III
Sr. Sta. Agt., CLT
Eastwood, Greg
Flight Attendant, CLT

Ellington, Sharon
Sr. Sta. Agt., ORF
Erickson, Lief
Captain, B737, BWI
Eskey, Bonnie
Flight Attendant, ORF
Fahs, Phil
First Officer, B737, CLT
Fisher, Randy
Captain, B737, BWI
Fleming, Jane
Sr. Admn. Clerk-Mktg. Svcs., INT
Ford, Jimmy
Mechanic, BOS
Fostek, Frank
Sr. Sta. Agt., JAX
Gaede, Terry
Sr. Anal., Pilot Sched. Png., INT
Gardner, Harold
Mechanic, MCO
Garrity, John
Sr. Sta. Agt., CLT
Genovese Smith, Paula
Flight Attendant, ORF
Gililand, Gil
Captain, B737, GSO
Gonzales, Robert
Sr. Sta. Agt., LAN
Goodman, Donna
Marketing Svcs. Analyst, INT
Graessel Pafumy, Sally
Sr. Sta. Agt., BWI
Green, Kay
Sr. Sta. Agt., CLT
Grewe, Greg
Sta. Supvr., DAY
Gunn, Bob
Captain, B727, GSO
Guzman, James
Sr. Sta. Agt., MIA
Hamblett, Michael
Captain, F28, SYR
Herrick, John
Captain, B737, BWI
Hill, Randy
Sr. Sta. Agt., CLT
Horne, Jeff
Sr. Sta. Agt., GSP
Horton, Charles
Sr. Sta. Agt., CLT
Hudspeth, Doris
Flight Attendant, CLT
Hutchins, Marie
Sr. Sta. Agt., GSO
Imes, Sandra
Accounting Clerk, INT
Ishenhour, Scott
Shift Supvr., Pit. Sched., AOCC, INT
Iverson, Dave
Captain, B727, GSO
Jones, Janice
Sr. Supvr., Pit. Sched., AOCC, INT
Kartrude, Gus, Jr.
Captain, B737, CLT
Kegley, Jeff
Sr. Sta. Agt., CHA
Kennedy, Marian
Flight Attendant, CLT
Kerr, Wayne
Sr. Sta. Agt., MIA
Klutz, Jimmy
Sr. Sta. Agt., GSP
Kyle, Bonnie
Flight Attendant, CLT
Lapenna, Bob
Pilot Check Airman B727, INT
Lindberg, Pete
Lead Mechanic, BOS
Locke, Tom
Lead Mechanic, BOS
Lockridge, Brad
Sr. Sta. Agt., CLT
Loveless, Mitzie
Sr. Sta. Agt., TPA
Luck, Cindy
Sr. Sta. Agt., PBI
Mackay, John
Mechanic, LGA
Manning, Lee
Mgr., Line Maint., EWR
Marjanovich, John
First Officer, B737, GSO
Markwardt, Randy
Sr. Sta. Agt., MIA
Marshall, Kay
Flight Attendant, CLT
Matthews, Rick
Captain, B727, GSO
Mayo, Lorrie
Acctg. Clerk (Trainee), INT
McKaughan, Thomas
Captain, F28, SYR
Miller, Craig
Flight Attendant, CLT
Milliken, Roger, Jr.
Sr. Sta. Agt., Catering, BWI
Minarik, Craig
Sr. Sta. Agt., FLL
Misenheimer, Hal, Jr.
Sr. Sta. Agt., CLT
Mizell, Bill
Captain, B737, CLT
Moore, Julian, II
Sr. Sta. Agt., GSO
Morgenthal, Tom
Sta. Supvr., FLL
Moser, Karen
Sr. Teller-Credit Union, INT

Nash, John, Jr.
Sr. Sta. Agt., EYW
Newberry, Kenneth
Captain, F28, SYR
Nutt, Danny
Stock Clerk, GSO
Ohalloran, Pam
Flight Attendant, CLT
Plott, Vicky
Sr. Sta. Agt., CLT
Poole, Tim
Supvr., Catering, CLT
Potter, Shawn
Sr. Sta. Agt., BWI
Pratt, Susan
Sr. Sta. Agt., CTO, NYC
Prevo, Debbie
Cleaner, GSO
Purvis, Stephanie
Flight Attendant, CLT
Raja, Shedly
Sr. Sta. Agt., TLH
Ray, Andy, Jr.
Data Base Anal.-Help Desk, INT
Reeves, Darlene
Flight Attendant, ORF
Rich, Gary
Captain, B737, CLT
Roaten, Doug
Sr. Sta. Agt., CLT
Roberts, Kim
Flight Attendant, CLT
Robson, Robby
Sr. Sta. Agt., CLT
Roddey, Darla
Sr. Sta. Agt., CLT
Rodriguez, Eric
Sr. Sta. Agt., CLT
Roessner, Ross
Captain, B737, CLT
Rowe, Brian
Avionics Tech., BOS
Ryder, Chris
Sr. Sta. Agt., ORF
Savopoulos, Dave
Sr. Res. Agr., INT
Schrunk, Wayne
Captain, B737, CLT
Schwartz, Paul
Mechanic (Automotive), UCA
Shanklin, Dena
Flight Attendant, BWI
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Sr. Sta. Agt., FLL
Sheorn, Melody
Flight Attendant, CLT
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Shirey, Dwaine
Sta. Supvr., BWI
Shue, Mary
Sr. Sta. Agt., SYR
Simiele, Alvin
Lead Cleaner, UCA
Sisk, Tom
Plnur. Spec., Maint. I, INT
Smith, Kenny, Jr.
Sta. Supvr., BWI
Sockwell, Ron
Flight Attendant, GSO
Spangler, Tim
Anal., System Performance, INT
Spencer, Renee
Sr. Sta. Agt., MCO
St. Denis, Paul
Sr. Sta. Agt., IAH
Stapler, Phyllis
Flight Attendant, GSO
Stokes, Anthony
Cleaner, ATL
Stultz, Ralph
Avionics Tech., ROA
Sumler, Ann
Accounting Gen. Clerk, INT
Talley, David
Sr. Sta. Agt., RIC
Thomas, Connie
Flight Attendant, CLT
Thornton, Gene
Sr. Sta. Agt., CLT
Tubaugh, Chuck
Sr. Sta. Agt., MIA
Tyler, Chris
Sta. Supvr., BNA
Tyndall, Debbie
Sr. Sta. Agt., BWI
Upchurch, Wanda
Flight Attendant, CLT
Usher, Stan
Sr. Sta. Agt., CLT
Ward, Cindy
Sta. Supvr., BWI
Ware, Stephen
Sta. Supvr., BWI
Welborn, David
Sr. Anal., F/A Sched. Png., INT
Wilkins, Alma
Flight Attendant, BWI
Williams, Dale
Lead Avionics Tech., BOS
Williams, Rayfield
Sta. Supvr., TPA
Willis, Mike
Performance Mgr., BWI
Wolffington, Kim
Flight Attendant, GSO

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