

## 'The next 40 years should be just as interesting'

"It's been an interesting 40 years, and it's going to be just as interesting the next 40 years," said Sue Martin, senior data base analyst-INT, after the service awards banquet. Martin was one of the 22 employees honored for 40 years of service with the company.

"The company has always had a strong family feeling even though it has grown so much in the last couple of years. Employees used to bring their spouses and children into work with them when they came by to pick up their paychecks. You got to know the entire family. You grew up together," Martin said.

Martin has also seen Piedmont's communications system grow from an entirely manual operation to one controlled by computers.

"When I started with the company, I worked the radio to aircraft system, a simplified version of our AOCC (Airlines Operations Control Center) today," Martin said.

"Then we had to manually file our flight plans, call for releases to get aircraft off the ground, and make other checks. Now, all that's done by computer."

In the late seventies, Martin went to the reservations department where she assumed her current responsibilities of keeping track of the termination points of all incoming phone lines from the reservations centers.

"Not only have I seen the reservations of-



Sue Martin (right) was accompanied by her son, Alan, at the service awards banquet.

...fice grow from a manual to a completely computerized operation, I've also seen it expand from the one office in Winston-Salem to five others," Martin said. "It's been exciting seeing that much change in technology in such a short time.

"Retire? I think I'll stay around a little longer. I enjoy my work. Besides, like I said, the next 40 years should be just as interesting."



## PI withdraws from NASCAR sponsorship

Piedmont has notified NASCAR officials and the Piedmont Racing Team that the company will not renew its stock car racing sponsorship after the conclusion of this year's Winston Cup racing series in November.

Since the company's association with NASCAR in 1982, Piedmont has sponsored several drivers including Ricky Rudd, Terry Labonte, who won the Winston Cup championship in 1984, and the current driver, Sterling Marlin.

As Piedmont and USAir approach operational integration into a single, nationwide air carrier, however, we face the major challenge of heightening public awareness of the new combined airline that will offer the best features of both merger partners. It is imperative to reassess how advertising and promotional dollars can best be utilized to meet that challenge.

It was determined that we would reallocate the significant sums of money involved in sponsoring the racing team to other measures that can provide greater direct influence on the future of the new USAir.

The Piedmont-NASCAR association will end in a spirit of goodwill on the part of both parties, and car 44 will continue to carry the Piedmont name and colors for the remainder of this season with all the best wishes and support of all Piedmont employees.



## 'Hi, this is McLean Stevenson...'

Callers to Piedmont reservations hear a familiar voice when our agents are busy—an upbeat McLean Stevenson asking them to please be patient.

Since February, the former M\*A\*S\*H star has given a number of messages to waiting callers to help pass the time before an agent responds. Mixing humor with some marketing plugs like current vacation packages, Stevenson gives our callers a new twist to the standard "please hold" messages of most airlines.

John Elrod, manager-reservations services, said that customer reaction has been excellent. "I think people appreciate the humor," he said. "Sometimes when our agents come on the phone the people are laughing. We've had a lot of compliments systemwide."

Some callers believe that Stevenson is really on the phone and start carrying on conversations. Others even ask agents to replay the tape just so they can hear his voice again.

Piedmont changes the Stevenson tapes about every three weeks. We've had special tapes for such occasions as Valentine's Day, Easter, Mothers' and Fathers' Day, and some generic ones to use any time of the year.

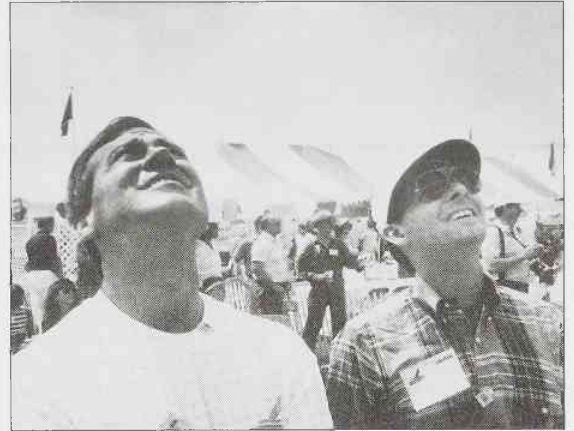
"In the future we hope to use the McLean Stevenson daily recordings to promote such things as first class, TBM (ticket-by-mail), frequent flyer, and Presidential Suites," Elrod said.

The following is the current message customers hear when our reservations agents are busy:

"Hi, this is McLean Stevenson at Piedmont Airlines reservations. All the lines are tied up right now, but there will be somebody on here shortly to help you. Hey, you know what? This gives me an opportunity to say thank you for flying Piedmont. Great airline, isn't it? Nice people, friendly people, all kinds of programs, all kinds of great vacation things at low fares. Boy, I'll tell you something—I'd fly 'em even if I weren't working for 'em."



Dayton employees (l to r) Kevin Lennartz, reservations; Sandy Hiegel, sales; Terri Clase, reservations; and Lisa West, reservations, assist memorabilia seekers at the Piedmont/USAir trade show booth at the Dayton Air Show.



It's a bird! It's Superman! No, it's a plane! Andy Tellers (left), district sales manager-DAY, and Dan Brock, senior vice president-marketing, enjoy the view at the Dayton Air and Trade Show held in July which attracted a record-breaking crowd of more than 275,000. About 350 guests were entertained at the Piedmont/USAir hospitality chalet.



Commemorative medallion available to employees

Piedmont has commissioned the O.C. Tanner Company to produce a limited production bronze medallion to commemorate the 40 year history of Piedmont Airlines. One side of the medallion depicts the origin of the company with the original route, the DC-3 and the original logo. The other side depicts the 40 years of growth of the company, developing from an operator of DC-3s to the Boeing 767s.

All profit from the sale of the medallion will be used to enhance the Thomas H. Davis Scholarship fund into a self-perpetuating endowment for the Business School of Wake Forest University.

The medallion in presentation box is available for \$25.00. The medallion, box and key fob are \$30.00. Additional key fobs are available for \$6.00 each with a medallion order. Payment can be made through payroll deduction. Send order, payroll number, and COMAT location to INT E-115.

