

USAir's 1989 Marketing Conference: A forum to review the past year, set goals for the future

"This is the year that we've been waiting for," Executive Vice President-Marketing Randall Malin said last month during his opening remarks at the 1989 USAir Marketing Conference in Orlando. "This is the year when we put it all together."

More than 600 employees of the combined USAir/Piedmont marketing department gathered for three days at the Grenelefe Resort and Conference Center, not for fun, tanning, and entertainment—although some of that may have occurred as the weekend drew near. Rather, it was the annual chance for sales and marketing representatives to learn about the marketing strategies for the coming year, and "to question the policy makers of the marketing de-

partment face to face," Malin said.

The group consisted of members of the combined sales forces, reservations, and representatives of the marketing staff departments. In addition, members of departments outside marketing, such as legal, corporate communications, and operations, also attended to demonstrate how they can support and assist the marketing department.

"Together, we make up the new USAir marketing team. That's our title," Malin said, "But, on the street we will be known as the winning edge."

In addition to remarks by Malin, Chairman and President Ed Colodny addressed the group at the President's Dinner on the second evening of the conference.

Informative speeches and discussions were also presented by Vice President-Market Planning Gerard F. Carusi, Assistant Vice President-Schedules Peter R. Haak, Assistant Vice President-Economic Research Robert E. Dunn, Director-Economic Planning Gary Harig, Vice President-Commuter Activities Robert A. Jenkins, Vice President-Commuter Services USAir Group Gordon Linkon, Assistant Vice President-Reservations

Edward J. Lynch, Senior Attorneys Monica H. Roye and Michelle V. Bryan, Vice President-Advertising and Sales Brian M. Dwyer, Vice President-Investor Relations Juliette C. Heintze, Staff Vice President-Sales Lionel Anders, Executive Vice President-Operations Seth Schofield, and Senior Vice President-Corporate Communications Patricia A. Goldman.

In his opening remarks, Malin continued, "Whether your roots are in Piedmont, Empire, PSA, Lake Central, Mohawk, Allegheny, USAir, or some other carrier, 1989 offers the excitement and challenge of our becoming one of the truly significant players in the airline industry. Nineteen eighty nine—this is our year." *▲*



Chairman and President Ed Colodny addresses more than 600 USAir and Piedmont employees during the President's Dinner on the second night of the conference.



Even though Randall Malin, executive vice president-marketing, was very busy throughout the entire conference, his self-standing cut out never strayed too far. Here, Kerry Eggleston, regional sales director-cargo (CLT), shakes hands with his boss's unofficial stand-in.



The warm Florida sun was well below the horizon by the time day one of the conference concluded. But, as it turned out, dinner was well worth waiting for, as seen by the faces of (l to r) Vice President-Market Planning Gerry Carusi, Manager-Charter Sales Rich Meyer, Director-Charter Sales Tom Fitzmorris, and Vice President-Employee Relations Bill Haberkorn.