

# PIEDMONITOR

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Piedmont Gift Shoppes offer new summer items

Reservations agents have already started selling USAir first class service, which starts June 15. USAir flight attendants are not far behind as first class training classes are currently being conducted.

At the Learning Center, PIT-based Flight Attendant Mary Walker provides first class service to Tim Donnally and Evelyn Thornton (also PIT-based).

See the next issue for coverage of USAir's first class program and training. ▶

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From maintenance hangar to passenger terminal—USAir's Hangar 11 at DCA has come a long way



## Piedmont customers now enrolled in USAir Frequent Traveler Program

Members of Piedmont's Frequent Flyer Bonus Program were automatically enrolled in the recently-enhanced USAir Frequent Traveler Program on April 3, culminating a year-long effort to bring the two member data-bases together.

The move is expected to streamline the administration of the Frequent Traveler Program and reduce the turnaround time for members to receive award certificates and overall service.

"The program is becoming more attractive to members, since they are our best, most frequent customers," said Don Witte, director-marketing services.

Last month, about 2 million Piedmont Frequent Flyer Bonus Program members were mailed "roll out" kits

which explained the consolidation with the USAir program and included a USAir Frequent Traveler membership card. It also included an account-consolidation form for members to complete if they belonged to both programs or had more than one account.

"This step formally combines the two programs," said Witte. "Miles accumulated under both programs were added together, so the customers didn't lose anything."

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