IT'S SHOWTIME! OPEN AT LAST!
The doors open to the new Northwest Airlines History Center museum at the Crowne Plaza Aire MSP Hotel.

Dateline Bloomington Minnesota, September 28, 2017: It’s the opening day for the new Northwest Airlines History Center museum, as we enter a new phase in our history. Formerly housed in the basement of a credit union, and then tucked away in the depths of an office building, the NWAHC museum is now in a high-traffic, high-visibility location in the newly-remodeled Crowne Plaza Aire MSP hotel. Near the airport and the Mall of America, the Crowne serves as a crew hotel for several airlines —on any given night, about 25% of the rooms are allocated to airline crew members. The NWAHC functions as an integral part of the hotel’s rebranding and aviation-based interior design program, and this means we must step up our game as well, in how we tell the history of our airline and how we present ourselves to a larger and more diverse audience of visitors.

Photo: Robert DuBert

Our first visitor, Steve Noakson (center), a former Northwest employee in the rigging shop in Building B, is welcomed by museum director Chuck Huntley and docents Joe Olson, Arlye Weisheim and Dave Troutman.

Photo: Robert DuBert

Museum director Chuck Huntley receives a housewarming gift basket from the folks at Daystar U.S., our neighbors in our former location at Two Appletree Square. They wished us well in our new digs, but said they’ll miss us!

Photo: Robert DuBert

More photos on p8
From the Executive Director

The adventure has begun. It is with profound pleasure that I announce that our museum has now opened in the Crowne Plaza Aire Hotel! I encourage you to come and see how different this museum is from our previous settings. This is the first of the changes you will see occurring at the NWAHC. (Ed: Please note that the NWAHC is now a split operation. The museum gallery open to visitors is located in the Crowne Plaza Aire Hotel, 3 Appletree Square, Bloomington MN 55425, on the third floor. Our administration office and archives are being relocated to space at the Flying Cloud Airport, address shown in the column at right. ALL correspondence to the NWAHC should be addressed to the Flying Cloud address.)

Over the previous 13 months we have participated in two graduate-level university class projects. One, provided by an Augsburg College student, looked at how we advertise ourselves to the public—and how the public finds us. Basically, the public did not find us easily. The official name “Northwest Airlines” (and its marketing variant “Northwest Orient Airlines”) had been used since 1934. Only in 2003 did Northwest Airlines begin using the brand identity “NWA” and in 2008 that brand became Delta Air Lines. Five years of use followed by 9 years of oblivion was not a long marketing life for NWA. A lesson learned from the Augsburg study was that 14 years was too short a time for NWA to become widely recognized and accepted by the public as the Northwest Airlines brand identifier.

The focus of the NWAHC is wider than the name Northwest. While that’s the name of the airline many of us retired from, the NWAHC focuses on all 13 legacy carriers that are in Northwest’s corporate DNA. The museum was incorporated using “NWA” to be ‘less Northwest Airlines’ as a way to include the important contributions of those legacy airlines to the success of Northwest. While that was a thoughtful employee-centered idea on the NWAHC’s part, it’s not something the general public would necessarily be aware of. People find our museum when they Google “Northwest Airlines”, not “NWA History Centre”. (Using “Centre” didn’t help either; it often auto-corrects to “Center”)

We cannot fulfill our mission to preserve the history of those 13 airlines and show the public the benefits this global airline provided Minnesota if no one can find us—physically or online! So, we have taken two actions: we physically moved the museum—our hotel location is above ground, with easy parking, where you can walk in and find us. And, to make finding us online easier —and for all our advertising—we have filed with the Minnesota Secretary of State to do business as Northwest Airlines History Center. It’s still NWAHC, but with a new definition.

Our second graduate-level class experience was with the University of Wisconsin-Superior. One of their recommendations was to update our logo. I have often wondered why a stylized airplane was used and have been asked many times to explain it. It’s a stylized rendition of the Lockheed Model 10 Electra, in service from 1934-1942 (Northwest’s first Electra; the second was the L-188). This design was taken from a booklet Northwest Airlines published to celebrate its tenth anniversary in 1936. So, it’s time for a change and our logo is refreshed, as seen in this issue of REFLECTIONS.

Our new location, name and logo changes are welcome news, however, one critical component needs attention. The NWAHC needs a webmaster. If you’re interested, or know someone who is, please contact me. There are a number of new ideas we have for our website, but we lack the necessary in-house skills to make it fly.

Cont. p4
THE NORTHWEST AIRLINES HISTORY CENTER RECEIVES MAJOR GRANT FROM THE RETIRED NORTHWEST PILOTS ASSOCIATION!

RNPA DONATES $10,000 TO NWA HISTORY CENTRE

Receiving the check from President Pisel aboard the Avalon are History Centre Board Members, Vince Rodriguez, Chuck Huntly and Bill Marchessault.

As the Paul Soderlind Memorial Scholarship Fund has matured and needs less from the charitable efforts of RNPA the Board of Directors is shifting those efforts toward supporting the NWA History Centre. While they prepare to move into their new location in the Crowne Plaza Aire Hotel, just next door to their old location, their needs are critical. This new location on the third floor of the hotel will expose the collection to the travelling public as well as making it easier for Northwest alumni and contributors to visit.

The RNPA Board feels that, as pilots, doing what we can to preserve our legacy in a once proud airline is important.

All of the large aircraft models on display at the Centre have been on loan from RNPA. They have now been donated to them permanently.

If you haven’t been paying attention to the History Centre for a while there has been a lot going on. They have produced a slick new website that is worth having a look at. While there have a look at their terrific newsletter REFLECTIONS. Check it all out.

nwahistory.org

Photo: onboard the riverboat Avalon during the RNPA Summer MSP Cruise, June 15, 2017.

From the Aug. 2017 issue of RNPA CONTRAILS, reprinted with permission. THANK YOU, PILOTS!!
Cont. from p2 A friendly reminder that the NWAHC is hosting the 2017 MSP Airline Collectibles Show & Sale on Sat., October 14, 2017. Please see the ad on p12 for details. We look forward to seeing you there.

The museum is back, we’re fired up and hoping to see you soon at the new Northwest Airlines History Center! CAVU. 

For current hours of operation, please call: 952.698.4478

MEET THE DIRECTOR OF THE NORTHWEST AIRLINES HISTORY CENTER MUSEUM

Chuck Huntley has served on the NWAHC board of directors for over a year. A native of Monroe, NC, he comes from an aviation-minded family. His father Marvin, a former officer in the United States Air Force and a private pilot, named his son Charles Lindbergh Huntley after his boyhood hero (but he goes by Chuck), and one of Chuck’s cousins was a flight attendant for Piedmont Airlines. Chuck served in the United States Air Force as a member of the Security Police and in the ground services transportation department. In 1970, a transfer to the Air Defense Command base at the Duluth Airport brought him to Minnesota, which he liked so much that he made it his permanent home.

After his military service, Chuck applied for a job with North Central Airlines, but was rejected! He went on to a 30-year career in the computer industry in the Twin Cities, in customer service management. He has worked as a volunteer instructor with the Minnesota Dept. of Transportation Aeronautics Department outreach program, developing individual presentations and participating with the department’s public school outreach programs.

Chuck currently serves as a Wing Leader for Angel Flight Central, a Kansas City-based 501(c)(3) organization whose mission is “To serve people in need by arranging charitable flights for medical care or other humanitarian purposes.” He serves as a director of development for the local “North Star Wing”, organizing fund-raising events and appearing as a speaker. He brings a wealth of business organizational skill to his new position as director of our new museum.

A MESSAGE FROM MUSEUM DIRECTOR CHUCK HUNTLEY

Greetings to the members of the Northwest Airlines History Center! I’m sure all of you share my feelings of relief and satisfaction in seeing the museum portion of the NWAHC finally open its doors again after such a long period of dormancy. I am honored to split the director duties with Bruce Kitt and manage the museum portion of the History Center, and I’m relieved that Bruce will be able to focus on the important functions of archive management and overall administration.

Below are a number of goals I wish to see the museum reach, some of which we have already begun or implemented:

• Volunteers/Docents engaging more with visitors.
• Create even more engaging displays with easy-to-read placard information.
• Rotating exhibits within the museum, traveling exhibits outside the museum.
• Special tours and events.
• Larger, flexible volunteer pool.
• Increased social media outreach especially to Republic alumni.
• Increased gift shop sales and the implementation of an automated point of sale system to track inventory.
• Video presentation displays for the museum.
• Determine which days/hours of coverage help meet the needs of the museum and the hotel.

Now for a reality check: the museum portion of the History Center opened last Thursday morning and we were relatively busy; many of the visitors were genuinely enthusiastic about the museum. That was wonderful! However, while many previous volunteers had expressed excitement over seeing the new museum open, sadly few came forward to fill the needed hours of coverage. I have been interviewing potential new volunteers, but this process takes time. We must have current and former volunteers step forward to help us succeed. Very simply, the museum cannot be open if no one is there to cover the hours. If you can help, please email me at chuckhuntley@gmail.com. I look forward to seeing you in the coming weeks.

HOW OUR NEW SPLIT OPERATION WORKS

Every museum, small or large, has two components: the display galleries open to the public, and the operations area which houses the archives, storage and administrative offices, and it’s this latter area which is the “heart” of the Northwest Airlines History Center. Our new operations area at the Flying Cloud Airport (FCM) in Eden Prairie, a suburb of Minneapolis, offers more space and a major savings in rental cost. The official mailing address of the Northwest Airlines History Center is: 10100 Flying Cloud Dr., Suite A-306, Eden Prairie MN 55347, and ALL correspondence should be sent to this address and NOT to the Crowne Plaza Aire. Our telephone remains the same: 952-698-4478. NWAHC Executive Director Bruce Kitt remains as collection manager and will be based at FCM, and this facility will be open for archival research by appointment only. Chuck Huntley is the director for the new NWAHC museum at the Crowne Plaza Aire.
THE PAST YEAR IN PHOTOGRAPHS
The Saga of Our Move

All during 2016, Executive Director Bruce Kitt and our board struggled with the impact of monthly space rental costs on the financial stability of the History Center. After receiving an offer of future space in the adjacent Crowne Plaza Hotel, part of the hotel’s rebranding program as the Crowne Plaza Aire with an aviation-themed interior design, the NWAHC closed to visitors on Sept. 1, 2016, pending relocation to the hotel. In the days leading up to closing, and for a few days afterward, we hosted the final visitors to our Two Appletree Square location. Photos: Robert DuBert, unless otherwise noted.

We moved the archives into the gallery space, vacating a room to reduce our rental costs until we could move to the hotel.

In September, hotel management identified the specific spaces, including the former health club locker room, that after extensive demolition and remodeling would become available to us for the new Northwest Airlines History Center!

L and C: Bruce Kitt in the hotel spaces before demolition began. R: Tim Blaschke, Crowne Plaza Aire General Manager, who has been and continues to be extremely helpful and accommodating during all stages of the demolition and reconstruction processes and with our move and setup in the new spaces. We see him here posing with one of the photo murals which line the guest room hallways. These murals depict the history of commercial, military and civic aviation. The guest rooms have all been similarly redecorated with aviation-related photography.

Cont. on p.6
The saga continues: Through the long winter, the arduous demolition and construction process consumed the Crowne Plaza, as the entire lobby was gutted to allow an update of the style and functionality of the reception area. The guest room hallways and business center received their makeovers as aviation photo galleries. The hotel graciously and generously moved our project ahead of the restaurant makeover, but it became evident that this home improvement project on steroids was going to take longer than initially expected. But then, what remodeling job doesn't?

On January 6, 21 NWAHC volunteers met with David Grabitske and Todd Mahon of the Minnesota Historical Society to learn about basic principles of museum design and how to organize displays to best accommodate and engage our visitors for the optimal museum experience.

In March, we were offered the opportunity to salvage anything we might be able to use from the former headquarters building of Northwest Airlines in Eagan, MN, scheduled for demolition to make way for the new Minnesota Vikings office complex and training facility.

Left: Chuck Huntley surveyed the cavernous third floor office area.

Left: The former Northwest Airlines headquarters building. When we visited, it was a muddy construction site. By the time you read this, it will have been completely demolished.

Left: Vince Rodriguez salvaged some steel shelving to use for our archive storage.
The month of May, and the approach of summer, and you could forgive some for wondering “are we ever gonna move?”

L: The Board met with consultant Pamela Zeller (fifth from left) for guidance in applying for third-party grants.
R: Meanwhile, another “trickle down delay” occurred when part of the renovation work in our space required correction to pass inspection.

“M DAY”: June 23, and we had the “go ahead” to begin moving, from Two Appletree Square to the Crowne Plaza Aire at Three Appletree Square. Only about 500 feet, but with two elevators involved, a major undertaking nevertheless.

During July and August, volunteers continued to move the “small stuff” by hand, and began the arduous process of setting up displays to harmonize with our very different new space. It was like moving a household, but more complicated!

Clockwise from above: Vince Rodriguez and Jeff Schwalen moves the first boxes into our new space. Dave McCarthy wheeled a load across the driveway. Bill Marchessault Windexes the first of almost one hundred glass shelves. Elaine Hernke contemplated the photo guide for setting up a display case. Dave McCarthy placed Republic family models. Linda Peck and Dave McCarthy hand-carried models from the old location to the new.

Cont. p8
August and September saw a frenzy of activity as we worked to get the displays organized, interpretive placards installed and a myriad of other tasks finished to prepare for our Sept. 28 “soft” opening.

August 21: an orientation meeting for our volunteers, a preview of our new space and a reunion of old friends.

September 28, 2017: Opening Day! Ready or not, here come our visitors!
Almost every issue of REFLECTIONS is jam-packed with historical information. Here's a quiz to test your knowledge, drawn from past articles of the last five years. This is an “open book” quiz—you can consult your back issues or access them on the NWAHC website: http://nwahistory.org/newsletters.html Circle the letter of your answer. Correct answers are found on p11. Good luck!

1. Northwest VP Bryan Moon was offered his first airline job while making a sales presentation at this airline:
   a) Hawaiian  b) British European  c) Aloha  d) Air California  e) Air West

2. All of the following were involved in the founding of Northwest Airways except:

3. Several retired Northwest employees appeared on this television program in 2014:
   a) Lost Twin Cities  b) Dancing with the Stars  c) Jeopardy  d) Saturday Night Live  e) none of these

4. A blog is:
   a) a type of gourmet yogurt  b) a type of internet-based communication  c) an indicator on a cockpit instrument dial  d) a weather phenomenon of circulating wind and fog  e) none of these

5. After Northwest Crew Schedulers had repeated difficulty spelling this medical symptom, management posted a helpful wall placard in their office:
   a) Hypochondria  b) Gingivitis  c) Diarrhea  d) Dystopia  e) none of these

6. Northwest Airways founder Lt. Col. Lewis Brittin is buried in:
   a) Arlington National Cemetery  b) Fort Snelling National Cemetery  c) Long Hill Cemetery, Derby, Connecticut  d) His ashes were scattered over Lake Superior  e) Elmhurst Cemetery, St. Paul

7. Northwest Captain Norm Midthun served in the Royal Norwegian Air Force during WWII, and trained at the RNAF base located at this airport:
   a) Edmonton  b) Heathrow  c) Templehof  d) Toronto Island  e) Midway Island

8. Sculptures honoring Donald Nyrop, recently installed in a park in Edina MN, were sculpted by:
   a) Nicholas Spanos  b) Michaelangelo  c) Nicholas Legeros  d) Nicholas Onassis  e) Nicholas Hoult

9. Pilots at North Central, Republic and Northwest enjoyed flying the Convair 580 because:
   a) the controls were light and responsive to the touch  b) the cockpit temperature was easy to regulate for year-round comfort  c) the layovers in San Diego and Honolulu were very enjoyable  d) none of these  e) all of these

10. In 1963, pilot Randy Sohn and several other North Central employees took a temporary assignment in South America to provide technical assistance for this airline:
    a) Avianca  b) Aerolíneas Argentinas  c) Aero Condor Peru  d) VARIG  e) Lloyd Aereo Boliviana

11. The Northwest “Bowling Shoe” livery and brand identity was designed by:
    a) TrueBrand  b) Landor Associates  c) Yves Saint Laurent  d) Charles Butler Associates  e) David Stringer Design Group

12. Grace Cary Nyrop served as a stewardess for this airline:
    a) American  b) North Central  c) Continental  d) Southern  e) United

HELP WANTED
A REPORTER to cover Northwest Airlines-related events in the Minneapolis metro area, to supplement the efforts of your editor, who lives in suburban Detroit and cannot cover everything. A digital camera (or smartphone with camera) and e-mail functionality are required. Please contact me at robert.dubert@gmail.com to indicate your interest.
NEWS and ANNOUNCEMENTS

IN MEMORIAM

Brent John Baskfield, 74, St. Paul MN, June 18.
Baskfield joined Northwest Airlines as manager of Public Relations in 1976. Promotions included V-P Public Relations, V-P In-Flight Services and Food Service, and V-P Ground Services and Customer Service. He was active in civic affairs and a board member of the United Way, the Minnesota Museum of Art, the St. Paul Chamber of Commerce, the YMCA and the Boy Scouts of America. The *Star-Tribune* obituary: [http://www.startribune.com/obituaries/detail/204284/?fullname=brent-john-baskfield](http://www.startribune.com/obituaries/detail/204284/?fullname=brent-john-baskfield)

Britt Daniel Reller, 54. Honolulu HI, July 14. Reller, a native of Willmar MN, died in the Marco Polo high-rise condominium fire in Honolulu that also claimed the life of his mother, their pet dog and one other person. Reller joined Republic Airlines in 1985 as a flight attendant, also working as a trainer. At Northwest, Reller was an inflight manager in BOS, LAX and DTW, eventually becoming the DTW base manager and ultimately, the Northeast Regional inflight manager after the merger with Delta. He retired from Delta for a position with US Airways, where he assisted with the integration of the American Airlines Admiral’s Clubs with the US Airways Envoy Lounges. He realized a life’s dream to move to Honolulu to be closer to family members, and served as an inflight manager for Hawaiian Airlines up to the time of his death. The fire, coming soon after a similar, even more tragic incident in the UK, drew renewed attention to the problem of inadequate building codes and fire prevention in high-rise apartments and condos and received worldwide news coverage. The facebook page “Remembering Britt Reller” has drawn tributes from hundreds of his friends and colleagues in the airline industry. The Honolulu Star-Advertiser obituary: [http://obits.staradvertiser.com/2017/07/23/britt-daniel-reller/](http://obits.staradvertiser.com/2017/07/23/britt-daniel-reller/)

Anne Billingsley Kerr, 83, Minneapolis MN, Aug. 19. Anne Billingsley Kerr is well-known to readers of this newsletter—she was a Minneapolis native, a former Northwest Orient stewardess, a long-term member of the Northwest Airlines History Center and editor of this publication from 2008-2012.

Anne’s close friend Joan Lee offers this tribute: “In her very full life of 83 years, Anne Billingsley Kerr garnered numerous achievements and attracted an impressive number of friends, fans and admirers. From early childhood she demonstrated entrepreneurial flair, using her impressive talent, energy and adventurous spirit to make the most of any opportunity.

Following studies at Hamline University in St. Paul, she heeded the siren call of the most glamorous career for a woman of the 1950, that of an airline stewardess, and she joined Northwest Airlines in 1956. Flying on the legendary Boeing 377 Stratocruiser remained one of the best times of her life. She left the airline in 1960, to marry Thomas Kerr. They divorced some years later.

As a single mom, she pursued other travel related careers, working in marketing at the Marriott Hotel in Bloomington, Minn. and later, the AAA. In 1976 she acquired *The Apartment Guide*, a marketing publication for apartments, with a workforce of 50, nearly all women. Anne later sold the company and after earning a real estate license enjoyed a successful 12 years as a realtor. Anne subsequently went on to a part-time “retirement job” at a branch of the Hennepin County Library, intending to stay only until she reached full retirement age. But, she retired in September 2016 after 18 years: “I simply like the people I worked with too much to quit.”

When news of the impending merger between Northwest and Delta began to surface, the media coverage triggered a raft of great memories, leading her to write a memoir about her days as a stewardess, “Fujiyama Trays & Oshibori Towels,” in 2008. The book earned her the 2009 Minnesota Aviation Hall of Fame Writer’s Award, which led to speaking engagements at organizations across the state and country. Selling out four printings and collecting an abundance of new stories from her readers, Anne published the second edition in 2015. It was launched at the Airlines International 2015 Convention at the Delta Flight Museum in Atlanta, where she was keynote speaker.

Anne became aware of the Northwest Airlines History Center shortly after the book was published, and soon she found herself
on the Board of Directors and editor of REFLECTIONS, the museum’s quarterly newsletter, a position she held for five years. She remained active until illness limited her activity.

Knowing that airline retirees love to tell and hear stories of past exploits, she launched her Lady Skywriter website and blog in 2008, learning all the technology she needed to write and self-publish books, the newsletter, website and blog with the professional assistance of web designer Gretchen Westbrock, who will continue to publish LadySkywriter.com. Westbrock urges former Republic and Northwest employees to continue to submit their stories and other accounts of airline lore.

Anne died of mesothelioma on Aug. 19 at The Villa in St. Louis Park, Minn. During her five weeks there, friends from across the country flooded the mailroom with well-wishes, prompting an attendant to remark that Anne had received the most mail in the shortest time of any of their patients.

A celebration of the life of Anne Billingsley Kerr will be held at the Northwest Airlines History Center on Saturday, Oct. 7, 12-2p. Involved in the planning, Anne insisted that the emphasis be on new beginnings, both for her and for the new NWAHC. Two of her prized Northwest models will be raffled to benefit the Center. Memorials are directed to the Northwest Airlines History Center at 8011 34th Ave S., C26, Bloomington, MN 55425.

Anne leaves her son Richard, St. Louis Park; brother John Billingsley, Owatonna, MN; niece Keri Fladeboe (Dana), a great-niece Emma and great-nephew Jake, Minneapolis."


Quiz answers: 1c, 2e, 3a, 4b, 5c, 6a, 7d, 8c, 9d, 10e, 11b, 12a.

All aboard!

On July 12, Richard Anderson, former CEO of Northwest and Delta Airlines, came out of retirement to assume the positions of president and CEO of Amtrak. Reportedly, his contract is for three years at zero salary, although he is eligible for bonuses (ed.: I wonder if his taking this position may be partly to honor his late father Hale, who worked for the Santa Fe Railway and died while Anderson was in college.) With an aging fleet, dilapidated infrastructure, a largely unionized workforce (Anderson is generally not keen on employee unions) and uncertain government funding, Amtrak may well prove to be the greatest challenge of Anderson’s celebrated career.
Admission $5
Children under 12 Free
Free hotel shuttle from MSP airport.

All admission proceeds benefit the Northwest Airlines History Center.

Timetables, safety cards, models,
t-shirts, logo-branded clothing,
china, wings, glassware,
posters, photos, post-cards
and NWA History Center sales
from our surplus inventory!

For information and dealer arrangements, please contact:
Bill Rosenbloom
612-386-5080
bill@airlineposters.com

Hotel reservations at special show rate: 952-854-8200

Saturday Oct. 14, 2017. 9a-4p