

MESABA ON THE MOVE

A MONTHLY PUBLICATION PRODUCED ESPECIALLY FOR EMPLOYEES AND FRIENDS OF MESABA AVIATION, INC.

APRIL 1988 • VOL 2 • NO 5

Long Term Employees Honored

Service Pin Program Introduced

On Monday, March 28th, Mesaba paid tribute to its 5 and 10 year employees with a banquet featuring a social hour, dinner and presentation at which long term employees were presented with a memorable new company service pin.

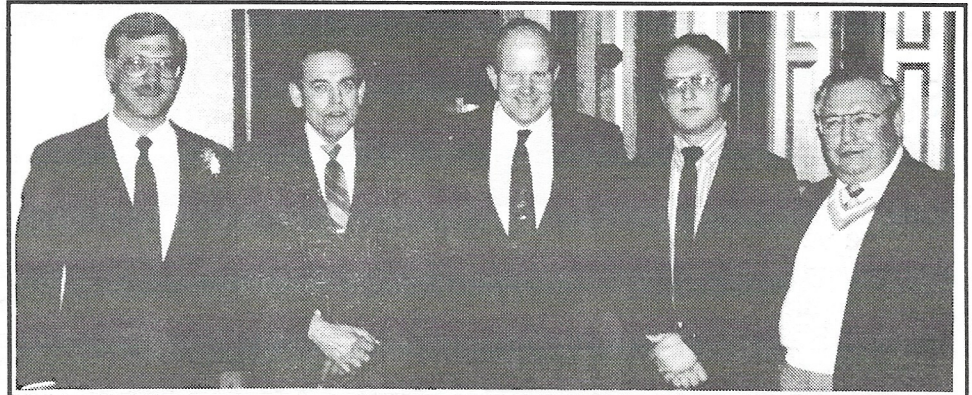
Thirty-one employees were honored at the event.

"You have all shown a tremendous commitment to Mesaba and I thank you for your fine efforts in the past and in the future," said Mesaba President Robert D. Swenson to all of the employees present.

In addition to the company's employees, Mr. Swenson also thanked all of the spouses and guests present for their support of their significant others who, due to the nature of the airline business, "spend many evenings, weekends and other odd times at the airport."

In addition to Rob Swenson, Mervin Prestebak and Philip Swenson were present at the event to congratulate employees on behalf of Mesaba's Board of Directors.

Mesaba's service pin program, which was officially unveiled at the banquet, features a diamond pin for 10 year employees and a blue gemstone pin for 5 year employees. All employees that have been with the Company at least one year will be presented with a red gemstone pin in the coming weeks.



Top Picture: 10 years of service to Mesaba (l to r) Robert D. Swenson, Richard Beck, Duane Lundgren, Roger Tuttle and Gene Voigt.

Bottom Picture: 5 years of service or more. Front row (l to r) : Mark Palmer, Mark Schneewind, Mike Wind, Elwood Pederson, John Grooms, John Perkins, Cathy Haar, Mark Lund and Paul Dauphinais. Back row: Jeff Claypool, Al Hann, Rich Lawrence, Phil Swenson, Kevin Castle, Dave Schwartz, John Tobin, Jackie Dubois, John Kunkel, Andrea Peura, Dee Punton and Mervin Prestebak.

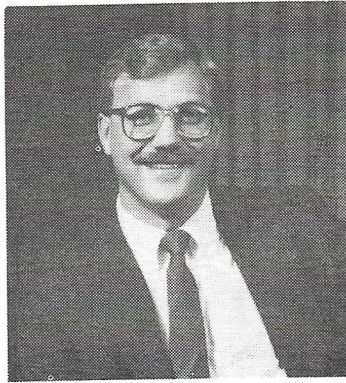
(Employees with five or more years of service not in attendance were Lee Thies, Terry Detjen, Thomas Schmoll and Peter Kienzle).

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**THE
EAGLE'S
NEST** PRESIDENT'S LETTER
Robert D. Swenson



≡ Corporate News ≡

Jack Olbrych Elected to Board.

In February, Mesaba Aviation announced that Mr. Jack Olbrych had been elected to the Company's Board of Directors, by action of the board. Mr. Olbrych's election increases the board number to ten.

Mr. Olbrych, Vice President of Operations at State Street Bank and Trust Company in Boston, resides in Milton, Massachusetts.

Mesaba Pays Dividend

Mesaba Aviation paid a \$.03 dividend to its shareholders with respect to the quarter ended December 31, 1987.

All shareholders of record on February 8th received their dividend in the third week of February. The dividend is the second one that Mesaba has paid. As of January 25, 1988, there were approximately 2,995,000 shares of common stock outstanding.

Mesaba On The Move is published monthly by Mesaba Aviation Inc.'s Public Relations department. The Editor accepts for publication, written stories related to Mesaba and its operations. Send all information to Mesaba On The Move - 6201 34th Avenue South - Mpls, MN 55450

Mesaba On The Move is written especially for employees and friends of Mesaba Aviation, Inc. Typesetting is provided by **Great Images.**

Service Pin Acknowledges Employees' Efforts

We are very pleased to announce the introduction of our employee service pin program at Mesaba to honor our employees for their length of dedicated service to our Company. In March, our 10 and 5 year employees were presented with a gold pin with a diamond (for over 10 years) and blue gemstone (from 5 to 10 years), respectively. In the coming weeks, our employees who have worked 1 to 5 years for Mesaba will receive a gold filled pin with a red gemstone.

Since the inception of this Company, our success has been tied to the dedicated efforts of our employee group who have seen us through the many turbulent times in this industry.

As we go forward, Mesaba needs you and all of our employees to continue to face the challenges of the next 10 years. We shall continue forward without overlooking opportunities; opportunities for you, opportunities for all of us together, opportunities for our shareholders and opportunities for Mesaba.

Our Company's new service pin program is a tribute to you, and to all of our employees, for all of the time and effort you have given Mesaba. Wear your pin with pride - you've earned it.

Thank you for all of your help.

Sincerely,

Robert D. Swenson
President

From Around The System

Employees Ski for Fun

Over 100 persons attended Mesaba's second annual ski outing at Buck Hill Ski area on February 16th. With each of the departments represented, the employee group formed the famous "torchlight" snake run outside of the chalet. No broken bones were reported, and everyone seemed to have a great time.

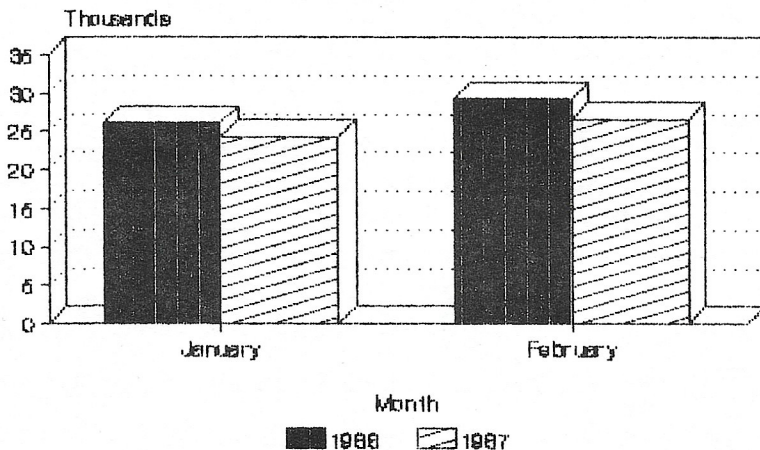


Top Picture: (l to r) Having a great time here are in front (l to r): Kim Weber and Bill Nybakken. Back row (l to r): Sarah Smothers, Paul Fudenberg, John Turenne, Joe Waitros, Keith Tyler, Tony Launer, Troy Pittman and Paul Morris.

Bottom Picture: Mesaba engine specialists Jim Jernberg and Scott Nelson enjoying the cozy fire with their beaus. P.S. Scott isn't really sleeping here.



Passenger Enplanements January/February 1988



Traffic Up in Jan/Feb

Passenger boardings in January and February were 26,086 and 29,209, respectively. Those boardings represent a 7.5% and 9.7% increase over traffic last January and February.

Revenue passenger miles during January were 5,915,181 and in February, they were reported at 6,529,184. Load factor during January was 49.1% and in February 51.9%. (see graph)

Mesaba Carries One Millionth Passenger

It seemed like a long time in coming. At least 14 years. But as they say, good things don't come easy.

And so it was on March 3rd, 1988 that Mesaba Aviation carried its one millionth passenger on its system since beginning scheduled airline service in 1973. The event was commemorated by mini-promotions at each of the 13 regional airports serving Mesaba, where a pair of round-trip tickets were given away at each station in a drawing of passenger's names who flew March 3rd on Mesaba. The promotion went over big in most of the cities.

"We had a great day," says Jackie DuBois, Mesaba station manager in Huron, South Dakota. "We had visitors from the airport board, the FBO, and the city, including the mayor. One of the travel agents event brought out a "congratulations" balloon. It was fun."

In Minneapolis, the Company celebrated the day with an afternoon coffee and cake party, at which airline passes were given away and a speech by President Rob Swenson was given (a copy of that speech is found in this newsletter). At least 100 employees turned out for the event. In his delivery, President Rob put one million passengers in perspective. He said, "One million passengers is about 75% of all the folks who live in North Dakota or in South Dakota." He added, with a grin, "...and I think we have carried them all!"

Though it took Mesaba 14 years of scheduled airline service to reach the one million mark, the last 370,000 passengers were carried during the previous 12 month period. That means that the airline will, theoretically, carry its second million within the next couple of years, if its growth continues as planned.

Any bets on when it will happen?

President Rob's "One Million Passenger" Reflection

Welcome to all of you who are here and a special welcome to all of our employees who are working out on our system and unable to join us. To all of our employees, wherever they are, a special thank you for your contribution to the success of this Company.

Mesaba's one millionth passenger has been a long time in the making - it has taken 14 years, since 1973 to really carry over one million passengers.

However, in calendar year 1987, we carried over 370,000 passengers and we should be able to carry the next million in the next 2-3 years.

Back in 1978, it took us a full year to carry what we are now carrying in 5 days, and it was every bit as difficult or perhaps even more so than it is today. Equipment is better today, facilities are better today, marketing our products is easier today, but most importantly, we are profitable today.

In 1978, when deregulation of the airline industry began, this Company was basically bankrupt. Mesaba was losing \$2-300,000/year on \$800,000 in sales. As a new owner, we had to work with the creditors, the previous owners and cover losses just to survive and keep Mesaba going. Out of 200 commuter airlines in the country, we ranked about 185th in terms of numbers of passengers carried.

Today, Mesaba ranks in the

top 25 regional carriers and we are doing approximately 35 times the sales we were in 1978.

Over this period of time, most other regionals have gone out of business or been bought out. In fact, of the top 25 commuter airlines in our business in 1978, only a handful survive today.

What has made Mesaba different than the other airlines? Well, we could argue a bit of luck, (and that certainly would play a part), however, I have always believed it has been our people.

For years, I have said that anyone can buy an airplane and start an airline. As you well know, many have and about as many have failed, (about a dozen competitors in our service area over the years).

But the amazing thing is that no doubt all of these companies found out, is it takes people to run an airline. Throughout the years, we have been fortunate to have had people working for the Company that care about the Company and our future. We continue to have those people that can visualize our future and work hard to build this Company into one of the finest regional airlines in the United States.

It is good to step back and reflect for a moment in time upon the successes and failures of the past. Today marks the

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Letters we like to receive

February 16, 1988
Dee Punton
Director/Charter Sales
Mesaba Charters

Dear Dee,

On behalf of the University of Illinois Basketball Team, I want to thank you and your company for all the help and assistance this past basketball season.

I think you should be proud of the people who represent Mesaba Airlines. Everyone worked very hard to make sure that the trips went smoothly. Everyone was polite, kind and helpful. I'm sure that we have never had as much cooperation or support as we had this season. I don't know if you can individually thank everyone involved or if they have personnel files but everyone listed below should be recognized for an outstanding job. Unfortunately, I was not able to get the last names of the ladies who were Flight Attendants.

Minnesota
Captain Hal Cochrane
Crew Lori, Lisa, Linda,

Wisconsin
Captain Charlie Fenton
Crew Lisa, Diane

Iowa -
Captain Charlie Fenton
Crew Lisa, Linda,
Sharon

Michigan -
Captain Hal Cochrane
Crew Diane, Jill

Ohio
Captain Charlie Fenton
Crew June, Joanne

Michigan State -
Captain Charlie Fenton
Crew Ann, Darlyn

Dee, I appreciate the efforts of Charter Services. Penny Sample did a great job coordinating all our trips. You should feel very good about your affiliation with Charter Services.

As I talk with other people in the Big Ten, I realize that everyone else is

equally pleased. Mesaba should be the "Airlines of The Big Ten."

Again, thank you and your company for an outstanding job.

Sincerely,
Rodney A. Cardinal
Assistant Trainer, Basketball
University of Illinois

March 2, 1988

To Whom it May Concern:

I was a passenger on the NW flight at 10:00a.m. from Fargo to Minneapolis/St. Paul on March 2nd. The flight attendant was Liz Shama. I have been a reluctant flyer for 40 years and I was very apprehensive in view of the strike talks, etc. I must report I have never had a more polite, caring attendant than Miss Shama. NW gets my business from now on.

Thanks,
Ms. Dianne Scherr

success of our Company's survival during the most turbulent 10 years in airline history, something that I believe is very worthy to note as we carry 1.0 million passengers.

Just to put this in perspective, one million passengers is about 75% of all the folks who live in North Dakota or in South Dakota, and you know something, I think we carried them all.

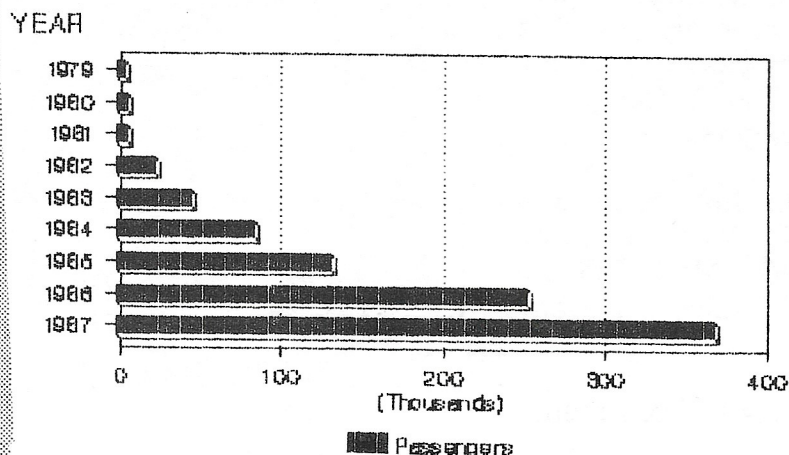
To the million passengers who have wisely selected our services over other forms of transportation and to the employees who are with us today and those who have helped us in the past - thank you and a toast to "One Million On Mesaba."

You know, it has always been an objective of mine to create a

company that would survive the test to time. Towards that goal we must all continue. We have many challenges to face during the coming months and years, and together I believe we can meet them. To the next million passengers who

will wisely select our services, to all of you who will make it happen and to our Company, good, old, kind, gentle, caring, loving, and wonderful Mesaba, for nurturing us all - thank you.

PASSENGER ENPLANEMENTS 1979-1987



Employee News

New Employees

Full-time Employees

Louis Contreras
 *Kari Roubik
 Rick Zakrzewski
 Marc Courteau
 *Matt Hoolihan
 Carrie Kuiper
 Garrett Deer
 *Diane Stoffel
 *Sherron Schaefer
 Eric Rolland
 Michael Mager
 Anne Bornemann
 Charles "Tim" Aasen
 Mike Donahue
 Glenn Nelson
 Tom Dunlop
 Steven Lee
 Daniel Sullivan
 Kim Swanson
 Scott Peckham
 *Joann Taylor
 *Gretchen Norby
 Timothy McMullen
 Matthew McAdams
 David Moser
 Christopher Carstens
 Gerald Mensen
 * From part-time to full-time

Line/MSP
 Flight Attendant
 A&P Mechanic/GPZ
 Dispatch
 Pilot
 Pilot
 Pilot
 Flight Attendant
 Flight Attendant
 A&P Mechanic
 Parts Clerk
 Records Clerk
 Dispatcher
 Parts Clerk
 A&P Mechanic
 Pilot
 Pilot
 Pilot
 Pilot
 A&P Mechanic
 Flight Attendant
 Flight Attendant
 Accounting Clerk
 A&P Mechanic
 A&P Mechanic
 A&P Mechanic
 A&P Mechanic

Part-time Employees

Josh Tibbetts
 Greg Larson
 Melody Bonzer
 Anthony Mann
 Beth McLaughlin
 Gretchen Norby
 Jeneffer Foner
 Sarah Smothers
 Mark Pomerico
 Patricia Martin
 Jerry Mealman
 Bruce Emmel
 Wade Slagle
 Jeff Weibe
 Darcy Wetzel
 Marilyn McGroarty
 Jeff Lau
 Paul Hanto
 Gregory Schreck
 Laura Farnham

CSA/BRD
 CSA/PIR
 CSA/ABR
 CSA/GPZ
 CSA/ABR
 Flight Attendant
 CSA/MSP
 CSA/MSP
 CSA/HON
 CSA/ABR
 Line Crew
 CSA/BJI
 CSA/TVF
 CSA/BJI
 CSA/TVF
 Maintenance Clerk
 CSA/MSP
 CSA/MSP
 CSA/ABR
 CSA/MSP

Mesaba Personals

Congratulation to Chief Dispatcher Jay Loeffler and his wife Holly on the birth of their daughter, Erin, 7 pounds 6 oz., born on February 3rd.

Congratulation to former Mesaba employee Debbie Dahl and husband Edwin, on the birth of their first child, daughter Ariel, born on January 24th.

Memorable Quotes:

"I can remember when Mesaba had a free ticket giveaway for our 10,000th passenger... I gave the ticket away...had my picture in the paper too... Gives me goosebumps just thinking about it."

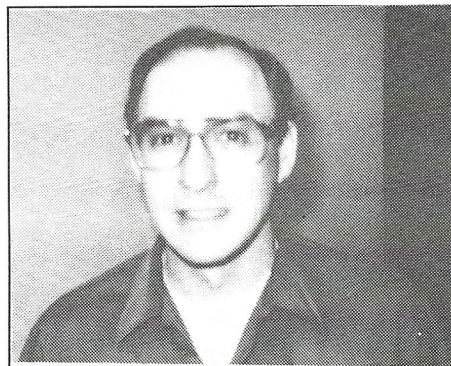
- Watertown Manager Roger Tuttle on the 1,000,000th passenger day.

MSP Agents Of The Month

Monjeau and Schneewind Chosen as Agents of Month

Bill Monjeau and Mark Schneewind, were chosen as recipients of the MSP "Employee Recognition Award" in January and February, respectively. The monthly award is given to employees who exemplify outstanding customer service to passengers.

Bill Monjeau has been employed with Mesaba since April of 1986. Mark Schneewind joined Mesaba in November 1982.



Bill Monjeau



Mark Schneewind

Congratulations to both men.

"To Fly the Concorde...The Ride of a Lifetime!"

By: Jeff Christenson, CSA/Jamestown

Have you ever wondered what its like to fly twice the speed of sound? To be so high that you can see the curvature of the earth? Or how about travelling faster than a bullet leaving a muzzle? On February 27th, I had a chance to do all that, as I ventured to New York City to join 85 people for a flight on the British Airways Concorde, the world's only supersonic airliner.

The day began early, as I headed to Times Square for a quick breakfast before heading to the airport. I headed out of the city on the JFK Express, a special airport-only subway, about 8:00 a.m., excited about the day

from which we could watch as the Concorde jet was readied for flight.

"Now boarding is Air Jamaica supersonic Concorde service for Montego Bay." Our boarding call was made at 12:40 a.m., as we headed down the jetway about to board. Once upon boarding, I was immediately offered a drink; wine, champagne, whatever I wanted. I chose some white wine, as the Concorde pulled out of the gate. As we taxied towards the runway, the Captain addressed us all, telling us what to expect on takeoff.

Finally at 1:15 p.m., we were on the runway, ready to go.



Jeff Christenson poses in front of the Concorde in Montego Bay while he awaits his ride home.

ahead.

I arrived at the John F. Kennedy International Airport about 9:00 a.m., and immediately proceeded to the terminal, where I was greeted by the very personable staff of British Airways. Since I had arrived so early (the flight was due out at 1:00 p.m.), I was invited to wait upstairs in the exclusive first class lounge. While there, I met with some of the other early arrivers, as we discussed the upcoming adventure. At 11:16 a.m., we were sent down to the Concorde lounge, our final waiting place before departure. While there, we were treated in VIP style; an open bar with a seemingly endless supply of various beverages, free phone calls, an exclusive Concorde-only duty-free gift shop, and the largest picture windows at the airport,

"100mph...150mph...200mph" the captain called out as we bolted down the runway, with the feeling of riding one of the space shuttle booster rockets. At 250 mph, the Concorde lifted off, and climbed rather quickly through the overcast skies. Immediately after takeoff, the power was cut back on the engines, as we passed over the surrounding communities. But as soon as we were out over the Atlantic far enough, the air controllers cleared us to go supersonic. Within minutes, we broke through the speed of sound (Mach 1, 700 mph) and steadily gained altitude. At 1:45 p.m., the Concorde hit Mach 2, (about 1350 mph), as we climbed to 59,500 feet.

While cruising at Mach 2, we were served dinner. Our palate was intrigued by three types of Caviar, lobster tail, smoked salmon and sirlion

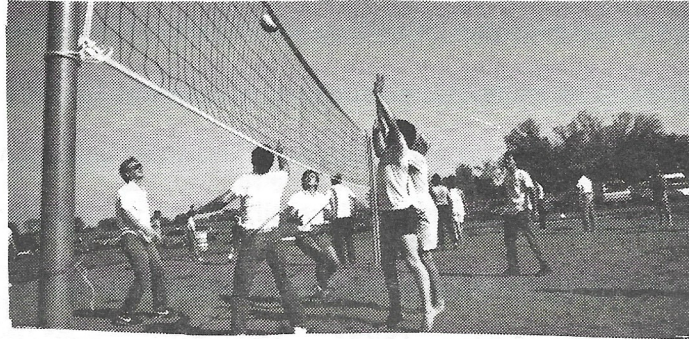
steak. For dessert, we were served a lemon chiffon pie, along with a box of German chocolates. Always we were offered wine or whatever we wanted to drink. The fun was short lived, as we had to begin the descent after only 30 minutes at Mach 2. The aircraft descended slowly, and gradually reached Mach 0.95 (about 650mph) as we neared the islands of Haiti and Grand Turk. After passing east of Cuba, we began the final descent into Montego Bay, passing directly overhead at 10,000 feet. The captain once again came over the public address system and told us how the landing would go. Moments later the Concorde was at its most familiar position; nose down, and at the steep approach angle. We approached the runway at 165 mph, as the captain called out the heights; "100 feet...50...40...30...20..." Seconds later we touched down in a very rough landing. Upon the nose wheel touching the ground, the reverse thrust was engaged, and we came to a stop rather quickly. As we taxied towards the terminal, I could look out the window, and see the thousands of people gathered to watch our arrival. We were welcomed to Montego Bay by the captain, and minutes later I was standing at the bottom of the stairs

"travelling faster than a bullet leaving a muzzle.."

admiring the aircraft.

Since I was going to return to New York the same afternoon, I went to the check-in counter to see if I might be allowed to ride the Concorde back. I was disappointed to learn that the return flight was sold-out, and I would have to return on a conventional subsonic plane. So I proceeded to the observation deck to watch as the Concorde took off. I stood there in awe at the marvelous flying machine, in which I had just taken "The Ride of a Lifetime!"

ANNUAL SUMMER PICNIC SET FOR JUNE 11, 1988



CSAs and Pilots; "Here's your official notice
to get your game in shape!
Only two months 'til show time!

FOR FURTHER DETAILS, SEE THE NEXT PUBLICATION OF **MESABA ON THE MOVE**

MESABA ON THE MOVE

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