



On The Move

A monthly publication produced especially for employees and friends of Mesaba Aviation, Inc.

April 1991 Issue
Volume 4, No. 2

Mesaba Announces Service To Thirty-fifth City

Airline Goes East to Youngstown, Ohio

On May 1st, Mesaba will begin service to its thirty-fifth city when the airline inaugurates scheduled flights between Youngstown, Ohio and Detroit. Officials from the company made the announcement at a March 4th press conference with city and airport officials at Youngstown Municipal Airport.

The new service to Youngstown will consist of three daily round-trip flights with Metro III aircraft. Mesaba personnel will staff the company's operation at the Youngstown airport. New Station Manager Kristine Beeksma, with a staff of five agents, will handle Mesaba's operations in the new city.

In a press release, Marketing Vice President Phil Swenson said, "We are excited and pleased to be announcing new service between

FACTS ABOUT YOUNGSTOWN

Population: 512,000 (Combined Youngstown and Warren area.)

Distance from Detroit: 230 road miles (154 air miles)

Business: Heavy manufacturing

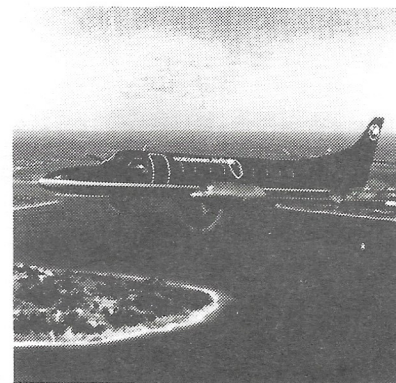
Nearby Cities: PIT - 50 miles
CLE - 60 miles

Mesaba Plans to Acquire Additional MIII's

Mesaba expects to acquire up to five additional Metro III's over the next few months to accommodate airline expansion this summer and fall, said Pat Thompson, Senior Vice President of Operations.

"We are in the process of negotiating with a number of parties about aircraft," he stated. "Clearly, we've got a need for at least one additional aircraft on May 1st with our new service to Youngstown."

Thompson said that details of any and all acquisitions will be released when they are finalized. However, he did say that the company is leaning towards short term



leases, given the current condition and state of the industry.

Mesaba currently operates a fleet of 16 Metro III aircraft and 15 Fokker F27 aircraft.

Youngstown and Detroit. Travelers from Youngstown will have competitive and convenient service on Northwest AirlinK." Youngstown is the seventh city in Ohio that Mesaba serves on the growing Detroit route system.

The Youngstown Airport, which is actually situated north of Youngstown in Warren, Ohio, is also served by US Air Express and United Express (Air Wisconsin). Simmons Airlines, as Northwest AirlinK, used to serve the Youngstown- Detroit route but discontinued service in the mid-1980's.

Mesaba should be successful in Youngstown said Jeff Jones, Director of Market Planning for Mesaba. He said, "We have researched the market and found that there is definitely a demand for service both to and through Detroit from Youngstown."

The flight from Youngstown is fifty-five minutes long, a comfortable distance in a Metro III aircraft. Mesaba is acquiring additional Metro III's to accommodate the expansion to Youngstown.

War and Recession - An Interview

The following April 2nd interview with Rob Swenson, President of Mesaba, addresses the impact that the Middle East War and the economic recession has had on Mesaba's operations.

How has the Middle East crisis affected Mesaba?

If nothing else, it has taught us once again how closely tied we all are to world affairs. Just about the time world peace looked as real as ever, (with U.S. and Soviet relations at an all-time high), the world markets were plunged into chaos with the Iraqi invasion of Kuwait.

Mesaba was definitely affected by the Middle East conflict. First, the call-up of U.S. forces directly impacted several of our employees as they served our country during the conflict. We look forward to their safe return as soon as possible and we welcome them back. Secondly, as an airline, Mesaba was impacted by the conflict through reduced passenger demand, higher fuel prices and increased security measures.



Did passenger demand drop off considerably due to the war?

In February, many of our historical markets experienced a decrease in passengers of 10-15 percent compared to the previous year. I think that's a reflection of both the war and the economy. Keep in mind, however, that we took some strong measures in 1990 to help strengthen our system due to the worsening economic front; we cut back service at Milwaukee, we added new service at Detroit, we discontinued Essential Air Service markets and we added complementary service to four new markets at Detroit. All those factors helped strengthen our system going into the period in which the war occurred. As a result of those actions, even though passenger demand fell in some markets, our system-wide passengers increased by 9 percent in February with the same number of aircraft in our fleet.

There is no question, however, that the war has had a negative effect on the industry. During the first two months of 1991, worldwide traffic fell 17 percent and North American airlines experienced an 8 percent decrease in traffic. Those types of decreases are very significant and, as you know, have caused a great deal of concern about the state of the industry.

Are there any positive trends in traffic, now that the war has ended?

Yes, we are starting to see improvements in our advance bookings. As of March 26th, our advance bookings from April and May are up significantly over the prior

year's figures. Many of the low fares that are being offered are obviously having the desired effect of getting passengers to book flights. Further, I personally believe that many persons who have been putting off personal and business travel, due to the war and recession, are now making plans to travel. We may see an abnormal "increase" in traffic this spring as a result of that.

Question: Has the price of fuel settled down?

Prior to the invasion of Kuwait, our average cost for jet fuel was \$.58/gallon. At its peak during the conflict, it reached \$1.22/gallon and today, it has dropped back to \$.68/gallon. It is my belief that fuel prices will stay lower for some time as both Kuwait and Iraq are going to have to produce and sell a considerable amount of oil to rebuild their respective countries.

Did the war affect Mesaba's expansion plans for 1991?

It has certainly caused us to take a "cautious" outlook. However, we are still planning to add service to a least four new markets this year while acquiring approximately five additional Metro III aircraft.

How about new aircraft types?

As you know, we have been working on our aircraft acquisition for some time. Aircraft manufacturers have seen the demand for new aircraft slow down tremendously during the past twelve months as various airlines have filed for bankruptcy protection. That decrease in demand, alone, gives us better flexibility in negotiating for new aircraft. While we may not see a new aircraft type delivered in calendar year 1991, I certainly hope that some of our aircraft acquisition decisions will be made in that timetable.

How is the new fiscal year ending March 31, 1992 shaping up?

This next year is shaping up to be one of stability with approximately 10 percent growth. We hope that demand will continue to increase now that the war has ended and we want to believe that the economy is showing signs of recovering. I feel that the short duration of the war, combined with the fact that the U.S. has received considerable financial support from other Allied Countries to pay for the war, will help in the recovery.

During the next year, we are going to stress continued improvements in operations and reliability. In addition, we are going to try to improve upon the levels of profitability that we achieved during this past fiscal year.

We are pleased that we are again hiring and expanding our system during a period when many other airlines are furloughing employees and decreasing operations. Over a year ago, we pulled in our belt and "froze" hiring so we could avoid the types of problems that many carriers today are experiencing. We are guardedly optimistic that, despite the current world and economic factors facing our industry, the next twelve months will be positive for Mesaba.

Company News

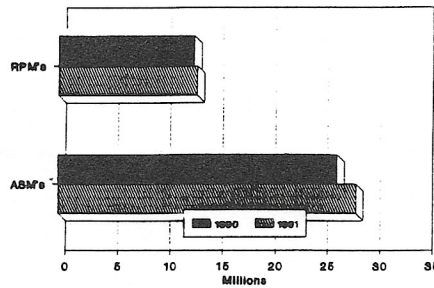
Feb. Passengers Increase 9.2 Percent

Mesaba carried 65,783 passengers in February, marking an increase of 9.2 percent over 60,241 passengers that the airline carried during February, 1990. The Company said that it flew 13.2 million revenue passenger miles during February, a 2.2 percent increase when compared to 12.9 million revenue passenger miles flown during the same month one year ago (a revenue passenger mile equals one passenger flown one mile). See related chart to February Traffic.

Flight Crews Training for TCAS

Mesaba's F27 flight crews are busy preparing and training for Traffic Avoidance Collision System (TCAS) which is currently being installed in Fokker F27 #286 and will be installed in seven other F27's by the end of 1991. TCAS is a form of air traffic control system, located on the aircraft, which provides flight crews with advance warning of ap-

February Traffic



proaching aircraft. The FAA has mandated that Part 121 aircraft have the system installed on at least half of the fleet by the end of December, 1991.

To prepare for the new system, all F27 flight crew members are attending a one-day training seminar to study and review the new system and its components. Nearly 120 pilots will go through the training classes which are being led by Dave Bangs, Asst. Fokker Chief Pilot-DTW and Hal Cochrane, Asst. Fokker Chief Pilot-MSP.

Approaching Summer Schedule

Each year, Mesaba increases service to four cities on its system to accommodate heavier summer demand; Brainerd and Bemidji,

Minnesota and Pellston and Traverse City, Michigan. The new schedule this year goes into effect on June 1 and means the following schedule will be offered in each city:

* Brainerd will receive six round-trip flights this summer, starting June 1st. Four flights will be offered with F27 aircraft and two flights with MIII's.

* Bemidji will receive five round-trip flights, including three F27's and two MIII's.

* Pellston's schedule will be increased to include three F27 and two MIII flights. Pellston's additional schedule will be added on June 1, June 12 and June 19.

* Traverse City will have four Northwest Airlinck flights, three F27 and one MIII flight.

FAA Says Regional Traffic Will Increase

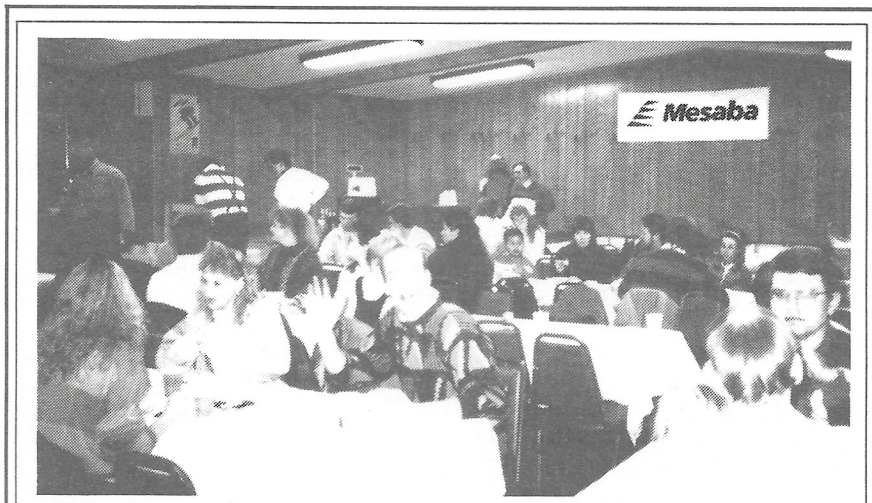
According to the Federal Aviation Administration's 1990 annual report, commuter/regional airlines are expected to carry 78.6 million passengers in the year 2002, more than double the 1990 emplanement figures. Reasons cited by the FAA for its projections include increased demand placed on stable, mature regionals and increased integration of service with major and national airlines. Other projections mentioned in the report:

- regional airline fleet will continue to grow, and the average seats per aircraft is expected to climb 4.3 percent to 34.3 in 2002 from 20.8 in 1990.

- average passenger trip length in the 48 states will increase an average rate of 1.4 percent to 214 miles in 2002 from 186.6 in 1990.

- average load factor will climb 1.3 points to 48.7 percent in 2001 from 47.4 percent in 1990.

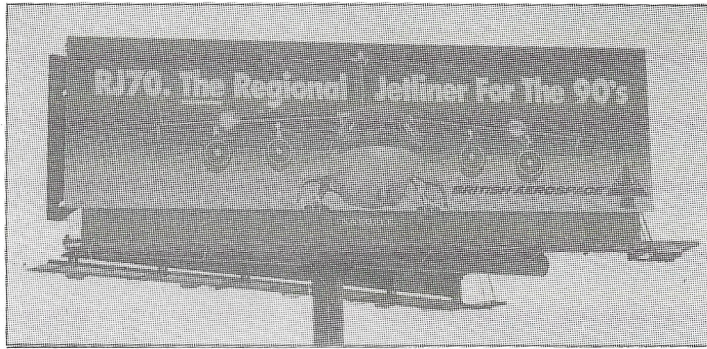
NEWS, continued on page 4



Employees from Mesaba enjoyed a night out at the ski slopes on February 20th. The outing was held at Afton Alps Ski Area at Hastings, Minnesota. Over 100 employees attended.

Send News to Mesaba On
The Move. COMAT MSPGOXJ

**"HELLOOO ROB SWENSON. . . .
HAVE WE GOT A DEAL FOR YOU. . . ."**



This unique piece of outdoor advertising may not say that directly to the president and chief executive officer of Mesaba Aviation. But that is surely what he must think every evening when he leaves his office on the south side of the Minneapolis/St. Paul airport and turns west along I-494 for home. Comair Chairman David Mueller sees one near the Cincinnati airport as well as do regional airline executives in Calgary, Houston, Montreal and Toronto. In Montreal the billboard is in French. British Aerospace spokesman Michael Jolley said the "posters" are designed to target individual airline executives. "Within 30 minutes of the Minneapolis sign being up we had a call from the customer." The photograph—shot by Honeywell—is of a USAir BAe 146 on approach to the San Diego airport.

Thanks For FAA Assistance

Patrick Thompson, Senior Vice President of Operations, says "thanks" and "well done" to all the operational personnel, and especially maintenance, that were involved with the recent Federal Aviation Administration's (FAA) Inspection which took place at Mesaba in February. The FAA spent 10 days at Mesaba evaluating and reviewing Mesaba's fleet of F27 aircraft under the auspicious of the "Aging Aircraft Fleet" program. "I want to thank everyone who was either directly or indirectly involved with the FAA during this inspection," said Pat. He said that officials from the FAA were very complimentary about Mesaba and its employees. The inspection contributed in a positive manner to the FAA's nationally mandated policy of aging aircraft.

The April issue of Business and Commercial Aviation printed this picture and story about British Aerospace's recent marketing efforts through the use of billboard advertising.

Good Days in Operations

Mesaba's Operational Team is on a roll! Here are some shining examples:

- **March 25:** not a single delay at MSP
- **March 31 and April 1:** 100 percent completion system-wide

- **April 1:** 45 of 46 flights at Detroit leaving on time
Congratulations and keep up the good work!

In The Re-Usable Dept...

Employees that have ideas on ways the company can recycle are encouraged to contact Ann Romera in Inflight Services (Chair of Recycling Committee) at x341. The Committee is currently analyzing various recycling ideas and values input from other employees.



Not another paint scheme... Not this time. Mesaba has taken a short-term lease on this Metro III for use in pilot training. The aircraft will be seen around the system for several months as the company's pilots train for upcoming expansion plans.

Did you know that the name "Mesaba" has a Native American translation which means "The Sleeping Giant" or "The Giant of the Hills." Prior to the Northwest Airlink agreement in 1984, the Company's logo was an Eagle.

Mesaba Sportswear



GOLF CAP. White poplin golf cap with adjustable sizing tab. Red and black embroidered logo.

SWEATSHIRT. Fruit of the Loom 7.5 oz. white sweatshirt with red and black embroidered logo.

T-SHIRT. Hanes Beefy-T 100% cotton white t-shirt. 5-color route map and F27 aircraft on front and "Fly with us" artwork on back. A one-of-a-kind design!

Description	Quantity (Sizes)	Price	Total
Golf Cap		\$ 6.50	
Sweatshirt (S-XL)		14.00	
T-Shirt (S-XL)		14.95	

Shipping & Handling Costs
(Continental United States)

order total	cost
less than \$20.00	\$4.00
\$20.00-49.50	5.00
\$50.00-99.50	7.00
\$100.00-124.50	8.00

Merchandise Total

Shipping & Handling

Total Due

• Add \$2.00 for each additional \$25.00 in merchandise.
• Call for cost on all non-domestic shipments.

Credit Card: VISA Mastercard

Card #: _____ Exp. date: _____

Signature: _____

Ship to		
Address		
City	State	Zip code
Contact	Telephone	

Mail or FAX this completed form to:

Mesaba Program
c/o TM MARKETING
P.O. BOX 3200
Minneapolis, MN 55403
FAX: 612-349-2870

- Make checks or money order payable to TM MARKETING
- Prices good through 6-30-91
- All orders shipped within 15 days

Did You Know ...

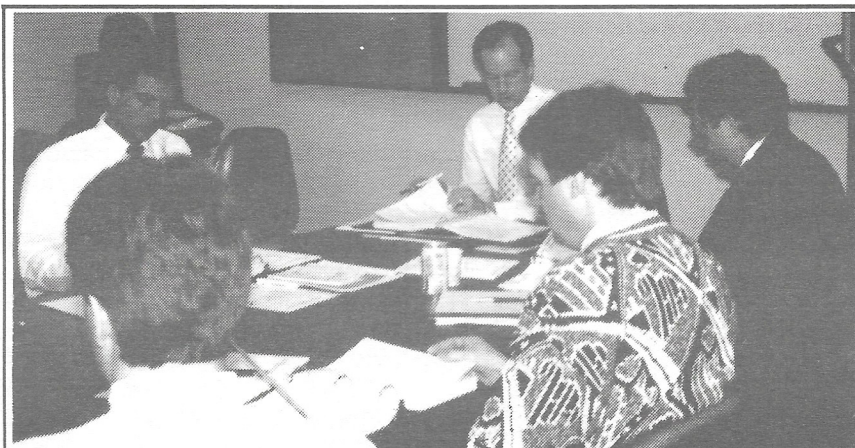
- Mesaba plans to move into the new Detroit hangar between April 15-30. Once the date is established, a moving company will take approximately one day to move all

of the company's spare parts, tooling and miscellaneous equipment into the new facility.

- Detroit Mechanic Steven Torsell, who is serving in the U.S.'s "Desert Storm" efforts in the Middle East, was quoted in the February 28th issue of USA Today. Reflect-

ing on the successful ground war victory, he was quoted as saying he felt, "Restrained amazement. I'm happy that its over, but I am pessimistic about what happens next. When Saddam is really gone - I mean really gone, maybe we'll all look back on tonight as the end of the war. Tonight, it just doesn't feel like its over."

- Mesaba's Flint, Michigan station enplaned over 4,000 passengers in March, according to an unofficial tally by Station Manager Tony Shaker. Tony said, "Now we are going for 5,000!"



TCAS Training. Over 120 Mesaba Fokker F27 pilots have gone through training for the Traffic Avoidance Collision System currently being installed on the Company's fleet of F27's. Assistant Fokker 27 Chief Pilot David Bangs is training this class show above.

Remember The "A"

Mesaba employees are reminded to list an "A" behind your pass classification when you fly space available on Northwest Airlines flights.

Employee News

New Employees -

The following persons were hired during the month of February. Welcome to the Mesaba Team!

Full-time

Erick Berhow, A&P Mechanic, Minneapolis
John Cisneros, Pilot, Detroit
Michael Sedertund, Pilot, Detroit
Peter Dobbs, Pilot, Detroit
Eric Sonstegard, Pilot, Detroit
Rett Young, Pilot, Detroit
Neal Huffman, Pilot, Detroit
Brett Krueger, Pilot, Detroit
John Paleka Jr. Pilot, Detroit
Dieter Krumpelmann, Pilot, Detroit
Frederick Manno, Pilot, Detroit
Lee Hughes, Pilot, Detroit
Kurt Larson, Pilot, Detroit
Jon Brickner, Pilot, Detroit
Mark Nussbaum, Pilot, Detroit
Craig Daniel, Pilot, Detroit
Tracy Kraft, Accounting, Minneapolis
David Lochen, A&P Mechanic, Minneapolis
Allen Ravenstine, Pilot, Detroit
Leonard Smith, Pilot, Minneapolis
Dean Kinnischtzke, Pilot, Minneapolis
Marc Jordan, Pilot, Minneapolis
Kenneth Wood, Pilot, Detroit
Angela Wilkerson, Pilot, Detroit
James Carlen, Pilot, Detroit

Kenneth Osgood, Pilot, Detroit
George Kojis, Pilot, Detroit
Peter Eisenhuth, Pilot, Detroit
Peter Kovach, Pilot, Detroit
Stephen Kitts, Pilot, Detroit
Robert Biddle, Pilot, Detroit
Robert Moser Jr., Pilot, Detroit
Steve Berglund, A&P Mechanic, Detroit
David McDonald, Avionics, Detroit
Roy Smith, GSE Mechanic, Detroit
Robert Crooks, A&P Mechanic, Detroit
Bradley Baerlocher, A&P Mechanic, Detroit

Part-time

Steve Draper, CSA, Pierre
Jennifer Seim, CSA, Detroit
Wayne Harrison, CSA, Detroit
Michael Wright, CSA, Detroit
Benedict Czyzewski, CSA, Detroit
John Felice, CSA, Detroit
Wesley Loesch, CSA, Detroit
Mario Frison, CSA, Detroit
Billy Winningham, CSA, Detroit
Robert Cranson, CSA, Detroit
Paul Oles, CSA, Detroit
James Rose, CSA, Detroit
Paul Archer, CSA, Detroit
Mark Dunn, CSA, Detroit
John Leroy, CSA, Detroit
Michael Schmitt, CSA, Toledo
Yvonne LeDuc, CSA, Toledo
Charmaine Mottice, CSA, Canton

Mesaba Memos

Congratulations to **Jeff Olander** (Director, MIS) and wife, Lee, on February 23 birth of son Mark Charles.

Congratulations to **Barb Guderjohn** (CSA, Brainerd) and husband Bob on March 8 birth of daughter Erica Elizabeth.

Congratulations are in order for **Tom Heali** (Metro Captain - MSP) and wife, Sherry, on February 27 birth of son Robert Gavin.

Congratulations to **Geno Lenzi** (Ground Services) and wife, Diane, on February 16 of daughter, Melissa.

Managers Attend Leadership Training Program

The following company managers attended and were certified in the Company's leadership training program held in March; Lynn Rapp (crew scheduling), James Jansen (MSP station), Harold Sellie (MSP maintenance), Michael Donahue (MSP maintenance), Al Schafer (MSP maintenance), James Parks (DTW station), Charles Lyon (DTW station), Greg Gogin (DTW station) and Tracy Hodges (DTW station). Mesaba's leadership training program is a four-day training program designed to give company managers ideas and insight into being more effective and fair managers. Over 120 managers have attended the program, which is currently facilitated by company managers Doug Fulton and Buck Rogers.

Did you know that on May 1st, Mesaba will have 49 daily departures at DTW and 41 at Twin Cities?

Promotions

Jim Jansen was named Customer Service Manager of Mesaba's Minneapolis hub station. Jim joined Mesaba in January, 1989 as Customer Service Agent. Prior to that, he was employed for twenty-five years at North



American Life and Casualty Company in Minneapolis in that company's Customer and Computer Services departments. Jim said that he is excited about the new challenges ahead of him saying, "I'm planning to keep the smooth pace here going and I'm filling some big shoes. I'm looking forward to our future growth opportunities." Jim is a native of the Twin Cities. He and wife, Judee, reside in the Twin Cities.

Roger Senn was hired as Customer Service Manager at Canton, Ohio. Prior to joining Mesaba, Roger worked 24 years at Eastern Airlines in Customer Service.

Kristine Beeksma was hired as Customer Service Manager at Youngstown, Ohio. Before coming to Mesaba, Kris worked at Midway Airlines for 2 1/2 years in Customer Service.

Gordon Rother was promoted to Dispatch Supervisor. Gordy started with Mesaba in November of 1988 as Dispatcher.

In the Customer Service Department, **L. Buck Rogers**, Western Regional Manager, assumed responsibility for overseeing Wausau, Houghton and Marquette stations. **Brad Osborn**, Eastern Regional Manager, will be responsible for Youngstown and new Eastern cities added in 1991.

Five Year Anniversaries

Congratulations to the following persons on their March Five Year Anniversary with Mesaba!

Daniel Christensen
Ronda Miller
Paul Fudenberg
William Coulter
Pamela Pankratz
Nancy Haider

Personnel Information

Mesaba's Minneapolis Personnel Office has consolidated its offices in the former staffing and pass bureau area (on the first floor of the Corporate Offices, located adjacent the reception desk). The phone numbers for members of the personnel office are:

<u>Twin Cities</u>	<u>Ext.</u>
1-800-777-6013	
Dan Sheehan	x121
Molly Marshall	x123
Theresa Read	x112
Sharon Muga	x116
Nancy Ellis	x113
Kelly Barker	x115
Ann Hermondson	x122
Kim Berg	x117

Detroit -

Cathy Smith ... 313 942-4905
Dana Groth 313 942-4906

Suggestions, comments or ideas for the Newsletter? Call Doug Fulton at x351.

Your input is valuable!

For Sale

1984 Olds Firenza SX Coupe; 1.8l. 5 speed. Excellent condition. PS, PB, Air, Cruise. Brand new tires and chrome mag wheels. Always garaged. Asking \$3800.00 o.b.o. Jeff Ranney-MSP pilot (612-751-8191) or (612-323-0927)

- 2 building lots. Approximately 1/2 acre each. City water and sewer. Inver Grove Hgts.
- 1978 Reinell 24' boat. 225 OMC I.O. EZ load trailer Contact: Will Waldow-MSP Flight Operations, x246

For Sale Column

Employees interested in advertising items for sale in Newsletter should submit information to: Mesaba On The Move, COMAT MSPGOXJ. Information should include item for sale, description, price (optional), department and phone number.

Health Fitness News

Employees in the Twin Cities should know that as a Mesaba employee, you can join Northwest Racquet, Swim & Health Club under the company's corporate membership.

* Join for 12 months and receive 2 additional months free, plus a \$50.00 Pro Shop Gift Certificate
* No initiation fee

Rates

- \$44.00 - Individual
- \$69.99 - Dual
- \$79.00 - Family

Call 673-1211 for Information!

Letters

February 5, 1991

To Whom It May Concern:

As a very frequent traveler, I appreciate it very much when an airline employee goes out of his way to make the burden of travel easier. Recently, Jerry Switzer of Detroit went out of his way to do just that, during a long layover at Detroit Metro.

Please consider this letter a significant compliment to Jerry. He represents your organization very well. You should hire more employees of the same attitude. His efforts build customer loyalty.

Please pass my thanks on to Jerry.

Sincerely,

M.Palmer
Sun Microsystems
Cleveland, OH

February 21, 1991

Dear Sir(s):

I want to bring Kimberly Jacobs to your attention. Ms. Jacobs works for you at the Detroit Metropolitan airport ticket counter.

Recently, I flew round-trip from San Francisco, CA to Erie, PA on Northwest Airlines and your airline. On my trip to Erie, I was stranded in Detroit because your flights to Erie were cancelled. The next day your flights to Erie were also cancelled. Ms. Jacobs was working at your ticket counter. She was very understanding and sincerely tried to help all of us flying to Erie.

Over the two days I was stranded in the Detroit airport, I met or spoke with many airline personnel. Ms. Jacobs was by far the most understanding and helpful.

You should reward someone like Ms. Jacobs as she has a better understanding of what "customer service" really means than the majority of airline employees.

Thank you,

Jorge Maldonado
San Francisco, CA

February 27, 1991

Dear Mesaba:

I would like to compliment Karen Katterhagen and her staff at the Brainerd- Crow Wing County Regional Airport on their professionalism and willingness to help.

As a member of the Naval Reserves, I received orders to report to San Diego, California. Along with my orders, I received airline tickets. The itinerary the government provided me with was not acceptable due to numerous transfers. Karen and her staff were able to provide me with direct flights at a savings of over \$100.00 to the government.

In closing, I would like to convey my compliments to Karen and her staff and indicate how much we military personnel appreciate their good service.

Sincerely,

B.Aldridge
ARFF/Maintenance

Mesaba Aviation, Inc.
7501 26th Avenue South
Minneapolis, MN 55450
612/726-5151



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