

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

February, 1993 Issue  
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## Northwest Airlink To Begin Service Between Thunder Bay, Ontario And Minneapolis / St. Paul

*January 14, 1993*

Northwest Airlink today announced it will begin daily service between Thunder Bay and Minneapolis/St. Paul effective March 12, 1993.

Three daily round-trip flights will connect Thunder Bay with Northwest's Minneapolis/St. Paul hub. The Twin Cities hub is one of Northwest's largest traffic centers with more than 400 daily Northwest and Northwest Airlink flight departures to destinations throughout North America, Europe and Asia.

"Northwest Airlink will substantially improve the options passengers have to travel between the Thunder Bay area and cities throughout the world," said Eric W. Hanson, Sales Manager for Mesaba. "Flights are well-timed so that passengers can directly connect with Northwest flights in every direction at the Twin Cities."

The new flights will depart Thunder Bay (EST) at 7:00 a.m., 12:15 p.m., and 5:25 p.m. and arrive Minneapolis/St. Paul (CST) at 7:30 a.m., 12:45 p.m., and 5:55 p.m., respectively. Return service will leave the Twin Cities at 9:20 a.m., 2:30 p.m., 8:45 p.m. respectively.

All of the flights will be provided with Mesaba's 19-seat Fairchild Metro III aircraft. The aircraft cruises at speeds of 300 miles per hour and offers a pressurized, comfortable service to passengers. Mesaba said it would respond to demand when warranted by upgrading to larger aircraft.

Northwest Airlines is the world's fourth-largest airline and with its Northwest Airlink partners serves more than 200 cities in the United States, Canada, Mexico, the Caribbean, Europe, Asia and Australia.

## Mesaba Files For Route Authority To Serve Detroit - Ottawa

*January 7, 1993*

Mesaba said that it has filed an application with the U.S. government for route authority to provide scheduled airline service from Detroit to Ottawa, Ontario. If endorsed by the U.S. Department of Transportation, Mesaba's application will be forwarded to the Canadian Government.

Mesaba recently received final approval to serve Thunder Bay, Ontario, from Minneapolis/St. Paul and expects to begin service in March, 1993.

In the application, Mesaba filed for approval to provide daily non-stop service. Officials from Mesaba said that they hoped that route approval could be obtained in the spring, at which time additional details of planned service would be released. We hope to begin the service this summer.

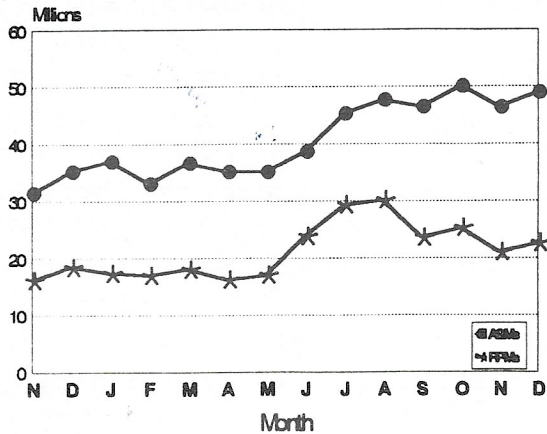
# NORTHWEST NEWS

The following information has been compiled from Northwest's employee newswire:

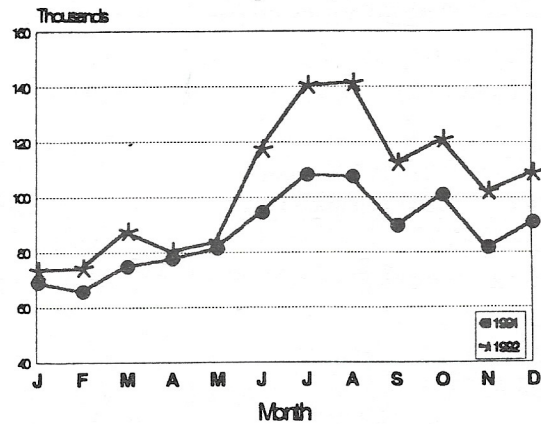
- **Dec. 15** - The Justice Department says it will file a lawsuit against the country's major airlines for alleged price fixing. They claim airlines signaled each other about fare changes and future pricing plans through a computerized fare database - *USA Today*.
- **Dec. 22** - Northwest said in response to the Justice Department's lawsuit, it denies us the same ability to communicate with our customers enjoyed by almost every other retailer of service company. Northwest refuses to sign the department's final consent decree because it was not workable and it would inflict harm on the industry and its customers.
- **Dec. 22** - *Business Travel News* named Northwest President and CEO John Dasburg one of the industry's 25 most influential executives.
- **Dec. 23** - J.D. Power and Associates ranks Northwest No. 1 in providing domestic business travelers with satisfactory experience in flights of 1,000 miles or more. Inflight experience accounted for more than half of their satisfaction.
- **Dec. 24** - Northwest said in response to the J.D. Power poll, we are proud of the work our people have done however, the margin of preference is very thin and we also need to be the leaders for the shorter duration flights where so much growth potential lies.
- **Dec. 28** - *Business Travel News*' top story of the year was the industry's ill-fated attempt at a new pricing structure. It noted that American Airlines bore some complicity on the programs ultimate failure before stepping up a limited-scope summer promotion offered by Northwest.
- **Dec. 31** - KLM received top honors from the Dutch magazine *Reisrevue* for the seventh straight year followed by Singapore Airlines and Northwest in third place out of 82 carriers.
- **Jan. 01** - Detroit was given approval to collect a Passenger Facility Charge (PFC) of \$3 effective January 1.
- **Jan. 04** - Northwest advised employees of a reduction in force effective January 18. A total of 1,043 employees are effected including 780 flight attendants, 175 ground service employees and 88 reservation sales agents. Adverse economic conditions and the brutal economic environment has required aggressive action to reduce costs and improve operational efficiency.
- **Jan. 05** - Worldperks members will be able to earn free tickets even quicker this winter as Northwest has launched Free World II, a continuation of its earlier Free World promotion.
- **Jan. 08** - Figures released by the DOT ranked Northwest first again among major airlines in its peer group for November in on-time performance and improved to second in luggage handling.
- **Jan. 11** - The future ownership and control of Northwest is at stake in current talks. Last week the unions floated the idea that in return for \$900 million in concessions they should get 80% of the stock. Even if majority owners Al Checchi and Gary Wilson agree to exit, this would not leave much room for other key shareholders. Employees probably do not necessarily want control but what they really want is economic *quid pro que* for the salary and other concessions. - *MPLS Star Tribune*
- **Jan. 11** - The DOT has granted antitrust immunity to Northwest and KLM permitting them to begin a new series of major steps in the integration of customer service from the two airlines. It will now be possible for them to further dove-tail their flight  
*NWA Continued on page 4 . . .*

# SYSTEM PERFORMANCE UPDATE

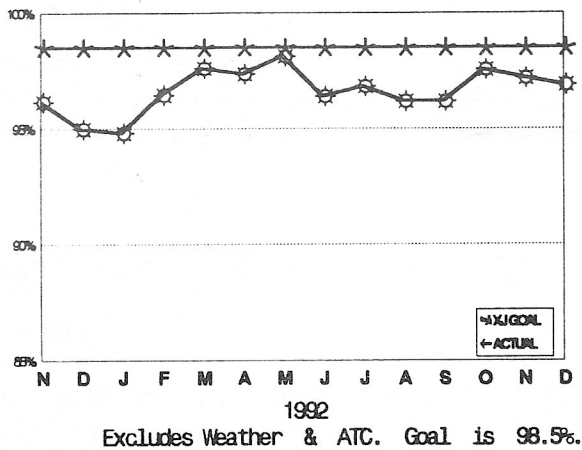
ASM / RPM



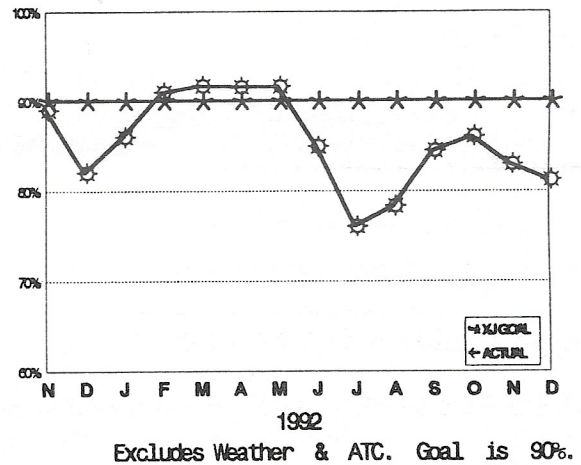
Passenger Enplanements



Completion



On Time Performance



## Mesaba Reports December Traffic

January 12, 1993 - Mesaba Aviation Inc., today said that it flew 22.5 million revenue passenger miles during the month of December, a 22 percent increase when compared with 18.4 million revenue passenger miles flown during the same month last year (a revenue passenger mile equals one passenger flown one mile).

We carried 109,041 passengers during the month, an increase of 20 percent over 90,893 passengers carried last December. Mesaba's load factor in December was 46 percent compared to 52.3 percent during the same month one year ago.

	December 1992	December 1991	Change
Passengers carried:	109,041	90,893	+ 20.0 %
Available seat miles:	48,951,967	35,226,835	+ 39.0 %
Revenue pass. miles:	22,516,355	18,414,160	+ 22.3 %
System-wide load factor:	46.0%	52.3%	- 6.3 pts

*NWA . . . from page 2*

scheduling, to cooperate in pricing and sales, to negotiate revenue-sharing and to advertise jointly. This will create a "seamless" flight experience for travelers and shippers around the globe.

- **Jan. 12** - Northwest has announced "Take Along" fares to encourage leisure travel. Take along fares give leisure travelers significant savings by reducing discount fares 20-40%. This will be part of Northwest's basic fare structure and fares are based on the airlines supersaver discount ticket fare levels.
- **Jan. 20** - Northwest President and CEO, John Dasburg yesterday told the Detroit Economic Club that he is casually optimistic about the future state of the airline in-

dustry. Domestically believes that the industry could be on the verge of a major rebound and internationally he views global alliances as the future.

- **Jan. 21** - Northwest and KLM released the design for a Seal of Partnership as part of a series of announcements about additional cooperation including additional joint flights and code sharing to cities in Europe and the United States. Travelers and shippers can now take advantage of the strength of the two large international route systems. The two airlines will benefit by sharing revenues and expenses to operate more efficiently.
- **Jan. 21** - The owners and management of Northwest have rejected employee de-

mands for substantial equity and control of the company in exchange for concessions of \$900 million. The company is prepared to offer employees participation in a profit-sharing plan in which they would receive 20% of the airline's pre-tax profits over four years. The payments would be made in cash or preferred stock. Northwest has not made a profit since 1989. - *MPLS Star Tribune*.

- **Jan. 22** - Northwest has eliminated the take along fares introduced January 11. Northwest said unfortunately competitive response eliminated the possibility to realize the revenue enhancement that we and the industry need.

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## Roger Tuttle — The First 20 Years

"Hi I'm here to apply for the Part time Customer Service Agent in Minneapolis."....."and where do you see yourself 20 years from now" says the recruiter. "I see myself in a management position for the largest successful regional airline in the country".

Roger Tuttle's pre-employment interview in 1973 may not have been like this verbatim, but that's the way his 20 year career with Mesaba Airlines has turned out.

When Roger started as a part-time customer service agent in Minneapolis, the airline was owned by Halverson in Duluth -flying Cessna 402's (which is a 7 passenger aircraft). Through the passage of hands from Halverson to Newstrom to Swenson have been many exciting and notable changes in the airline industry and in Tuttle's recollections.

Roger Tuttle began his 20 year experience in Minneapolis. One year later he transferred up to Grand Rapids. "When I moved up I thought it wasn't going to be for long, I ended up staying for about 11 years." From *20 Years Continued on page 7 . . .*

# EMPLOYEE INFORMATION

Mesaba Welcomes the following employees. New hires for the month of December, 1992 are...

Daniel Dale . . . . . CSA LEX  
 Sandra Perez . . . . . CSA DTW  
 Timothy Speweik . . . . . CSA DTW  
 David Rudicil . . . . . CSA DTW  
 George Raptis . . . . . CSA DTW  
 Sue McCormick . . . . . FA DTW  
 Kay Evans . . . . . FA DTW  
 Brenda Hale . . . . . FA DTW  
 Cynthia Hillberg . . . . . FA DTW  
 Tamar Warfield . . . . . FA DTW  
 Robert Brown . . . . . CSA DTW  
 Dawn Welcome . . . . . CSA BMI  
 David Heil . . . . . CSA PIR  
 Carol Dunbar . . . . . FA MSP  
 Patricia Lebere . . . . . FA MSP

Kari Straka . . . . . FA MSP  
 Jason Ostrowski . . . . . FA MSP  
 Monike Williams . . . . . CSA LEX  
 Kathy Smith . . . . . CSA CWA-temp  
 Amy Laine . . . . . CSA CWA-temp

## and January, 1993...

Faye Erikson . . . . . CSA MQT  
 Dean Fugleberg . . . . . CSA TVF  
 Renee Kovach . . . . . CSA BMI  
 Joseph Hainley . . . . . CSA DTW  
 Sheryl Shaw . . . . . CSA DTW  
 Kristie Linabury . . . . . CSA ROA  
 Kimberly Christians . . . . . CSA FNT  
 Bryan Levandusky . . . . . CSA ROA  
 Cynthia Manning . . . . . Records MSP  
 Thomas Nordlie . . . . . Pilot DTW  
 Patrick Berquist . . . . . Pilot DTW  
 Michael Orensteen . . . . . Pilot DTW

David Bitters . . . . . Pilot DTW  
 Nancy Hartwig . . . . . CSA BRD  
 Mark Merwick . . . . . CSA LNK  
 Mark Hollandsworth . . . . . CSA DTW  
 Michael Holms . . . . . CSA DTW  
 Kathy Avgoustis . . . . . CSA DTW  
 Michael Haines . . . . . CSA DTW  
 Catrina Benton . . . . . CSA CRW  
 Jason Meek . . . . . CSA TOL

## and February, 1993...

Jill McMahon . . . . . CSA YQT  
 Robert Kane . . . . . CSA YQT  
 JaAnne Savela . . . . . CSA YQT  
 Jackie Drazucky . . . . . CSA YQT  
 Alison Bodnar . . . . . CSA YQT  
 Carol Haigh . . . . . CSA YQT

## Congratulations to the following employees:

### Marriages

- Jill (Armstrong) and Frank Dotson on their marriage.
- Scott Koepl on his marriage to Heidi.
- James Madsen on his marriage to Kimberly.
- Mark Morris on his marriage to Susan.
- Dana Sterwart on his marriage to Laura.

### Births

- Dominick Figarra and his wife on the birth of their son John.
- Anthony Shaker and his wife on the birth of their son Joseph.
- Paul Simonson and his wife on the birth of their son Joseph.
- Ronald Gross and his wife on the birth of their daughter Megan.
- Michael Noess and his wife on the birth of thier son Logan.
- Douglas Pacholke and his wife on the birth thier son Douglas.

# EMPLOYEE BENEFIT INFORMATION

## Group Auto and Homeowners Insurance

Mesaba Aviation, Inc. prides itself on offering its employees a comprehensive benefits package. That is why we are happy to continue our relationship with METPAY, an automobile and homeowners insurance program available to our employees. Through METPAY, Mesaba Aviation employees can obtain coverage for their automobile, home and other personal property from Metropolitan Property and Casu-

alty Insurance Company and affiliates (Met P&C), a subsidiary of MetLife, one of the oldest and most trusted insurance companies in the world.

Enrollment in the METPAY program offers a number of advantages. As a Mesaba Aviation employee, you are entitled to special group rates on coverage obtained through METPAY. You also have the opportunity to pay your premiums directly through convenient payroll deductions.

To receive a no-obligation quote from a courteous METPAY Insurance Consultant please call 1-800-GET-MET 1 (1-800-438-6381). It is helpful if you have copies of your current automobile and homeowners policies with you when calling. I urge you to take advantage of the savings and convenience available to you through METPAY.

*Molly Bergren*

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## LETTERS FROM OUR CUSTOMERS

*November 9, 1992*

I am writing this letter in regards to my recent trip to Watertown, SD on Oct. 16th in and out on Oct. 21st. My trip began from Atlanta to Minneapolis, Minneapolis to Watertown. Upon arrival to Watertown my body made it with somewhat ease, however my luggage did not. We arrived in the afternoon and spent an hour filling out lost baggage claims. That evening we had another member of the party flying in on the last flight, we were in hopes of the possibility of our luggage being on this flight. Not so and as a matter of fact the person who we went to pick up did not have his luggage either.

I do not enjoy such inconvenience and everyone else on the two different flights appeared not to enjoy this either.

I must state that your employees handled the situation very well. One employee I felt had your best interest in hand and should be commended for her efforts, her name is Sherry Dahlin.

In this day and age the Airline Industry is trying to show a profit in a stormy environment. Let us not forget the objective of supplying a service.

*Gary L. Horning President,  
Construction Cost Service*

*Jan. 4, 1993*

Ladies and Gentlemen:

Christmas travel from Marquette, MI, is risky at best and often frustrating, but to try to return in the snow, fog and rain of 1992 from Richmond, VA, through Detroit, MI, was especially hectic. Flights were can-

celled, nerves frayed, men shouting, women looked daggers, babies cried, but my family and I were well-treated by one of your employees, Jennifer Seim.

Ms. Seim was cheerful (after a full day's work), she smiled, gave explanations, got us another flight, hotel reservations and meal vouchers. She made a room full of people remember what Christmas is about.

Please thank her for us. We appreciate her and her efforts in general. She is what the company is about - service to the public.

# GUEST COLUMN

## WE'RE ALL SALESPERSONS

Many people have a misconception about the definition of selling. Some say it is convincing someone, some say it is persuading someone, while others feel selling is making someone buy through either a soft or hard sell approach.

What does selling mean to you? Those that are successful at maintaining their professional ethics, integrity, and are high producers define selling in this manner. Selling is GUIDING a person to a decision that is best for them. Selling is not convinc-

ing, persuading, or making someone buy. Selling is GUIDING.

The salesperson who guides a person to a decision that is best for them creates a win-win situation for the buyer and the seller. Therefore they earn the right to do business. In the highly competitive airline industry, the customer expects reliable, courteous service that we must deliver if we are to "earn the right" to do business with them. To meet those expectations, each employee must contribute to a selling process.

For example: when a mechanic delivers an aircraft to the

gate for an ontime departure, that person has contributed to the successful sale of our service. Although there are many aspects to selling, each employee contribution reinforces the customer's decision to choose Mesaba Airlines. Even a reassuring smile goes a long way towards customer satisfaction.

What happens when things go wrong? We still have the opportunity to redirect their objections and offer solutions. The employee who can turn a negative situation into a positive one feels good about themselves and produces high results.

*Guest Continued on page 8 . . .*

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### 20 Years . . . from page 4

Grand Rapids, Roger moved back to Minneapolis for a while functioning in various capacities at the General Offices.

While he was in MSP, Roger witnessed the buyout of Republic from Northwest Airlines. "One of the most exciting times was when we were working on the Airlink Agreement. When it started, I was kind of working with both Republic and Northwest. That was a lot of fun because we were doing all of the ground work before signing the agreement and there was a high level of energy". Roger also noted that the acquisition of the first F27 was an enjoyable memory, "it was a lot of work and we had to start from scratch, but we were really busy and it was a lot of fun."

From Minneapolis, Roger has found himself working in Watertown, SD; Brainerd MN; and since August

of 1989 calls Wausau/Stevens Point, WI his home. "Of every place we've lived, I liked Watertown the best. They have the friendliest people of anywhere and we felt welcome right away. There hasn't been anyplace I haven't enjoyed working though and I have always had the benefit of working with good people."

Before deregulation, the passenger was a different type of person than the passenger is today "They were either businesspeople or they were the rich who could afford to fly. The most difficult time to work with the passengers was the summer of '92 - with all the discounted fares.

Roger and his wife Debbie have been married for 17 years and share 2 children together, Damon, 13; and Maren, 10. The two met in Grand Rapids, MN and Roger states that "She has been very sup-

portive through all of my moving around - they'd all have to be for how much we've moved". Roger may enjoy a little friendly sports friction with the locals though, as he confesses that "It's interesting being a Vikings fan in Packer country". He did say that hockey is his favorite sport and that they support the local teams.

You may think that as an employee in the airline industry, Roger and his family fly to all their vacation destinations. This is not the case at all. "For our vacations, I enjoy packing everyone up in the mini van and driving - I like to take our time - it's much more relaxing that way."

When asked about his last 20 years he says "they've been good and if I can still lift a suitcase at 65..... I'll lift a suitcase. I just hope to have 20 more years."

**Guest . . . from page 7**

The chances for doing future business with the passenger has also been enhanced.

Together with Northwest, we will continue to establish positive, long-term relationships with the travel agencies in your community.

If you should have any suggestions or comments, please don't hesitate to contact us.

Thank you for selling Mesaba Airlines.

Sincerely,  
Eric W. Hanson,  
Sales Manager

**Suggestions,  
comments or ideas for  
the Newsletter?**

**Call Molly Bergren  
MSP/GO-EXT 123**

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