

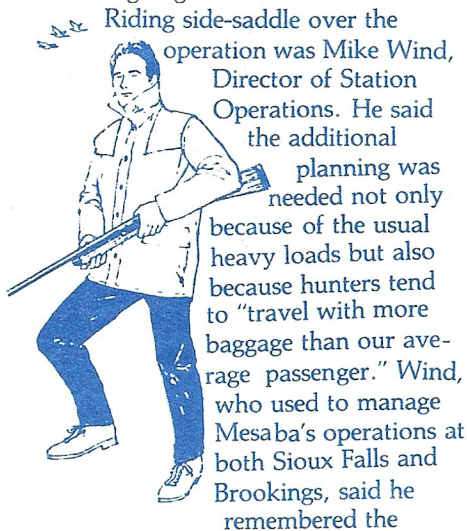
MESABA ON THE MOVE

A MONTHLY NEWSLETTER PUBLISHED FOR EMPLOYEES AND FRIENDS OF MESABA

VOL. 1 • NO. 3 • NOVEMBER 1986

"Operation "Shotgun" A Success

With the annual flock to South Dakota for the opening of pheasant season, Mesaba's operations team loaded their guns this year in order to meet the heavy loads. Initiating "Operation Shotgun," a detailed operational plan was set up to effectively meet the extra passenger demands by the many crazed-eyed hunters and their equipment going West.



days when the hunters used to come in. Included in the October 16-18 plan was the staffing of additional agents to handle baggage, a rerouting plan made for delayed baggage which included an "up-to-the-minute baggage" report, scheduled ground transportation out of Sioux Falls to other South Dakota cities and even an extra aircraft sent to Aberdeen and Pierre to accommodate the additional heavy traffic loads. And of course, dog and guns received priority on the loading list throughout the weekend hunting rush.

Larry McCabe, Vice President of Customer Service said that "all hunters were equipped with their equipment to begin the season on time."

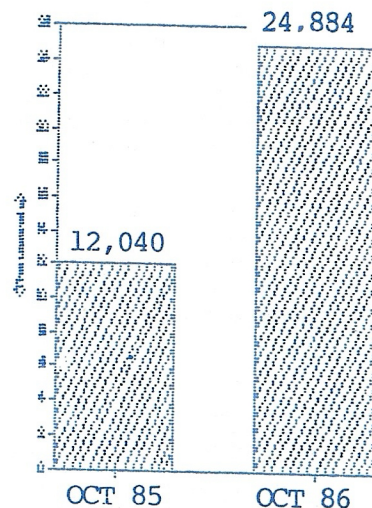
With Operation Shot-gun under their belts, he said Operations was looking forward to Operation "Ho-Ho-Ho"!



Last week's early sub-zero weather made for some frosty operations around the system. In this picture, Minneapolis Operations handled the cold weather by hooking up winter heaters.

October Traffic Increases

During the month of October, Mesaba carried 24,884 passengers on its system. That figure represents an increase of 110% over 12,040 passengers carried during October of last year. It was an interesting month for boardings because it was the first month of operations under the new October 1 schedule. Phil Swenson, Vice President of Planning, said the month's boardings met projections (see graph).



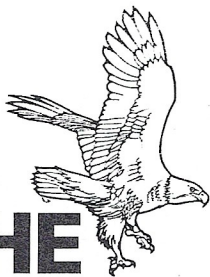
Help sell a Charter - Qualify for a Weekend at Breezy Point

If you help Mesaba book a charter group flight between now and December 30th, you will qualify for a January drawing which features an all-expense paid weekend for two at Breezy Point Resort in Brainerd, Minnesota.

If you know a group of persons or an organization that might have interest in using Mesaba Charters, have them contact Mesaba (Charter Sales; Dee

Punton 726-5155). If they book Mesaba's service, your name will be entered in a drawing for a weekend at beautiful Breezy Point. Winner will be announced on January 10th. A new contest will start on January 1, 1986.

Help your Company. Book a Charter on Mesaba and win a weekend vacation for two. Brochures are available upon request to help you sell.



THE EAGLE'S NEST

LETTER FROM THE PRESIDENT

By Robert D. Swenson

Happy Thanksgiving

Greetings to all employees and best wishes for a special Thanksgiving season. The seasons go by quickly, but we certainly did not need the sub-zero degree weather so early in the year. I certainly hope that everyone is dressing properly to stay warm and is prepared for the cold winter months ahead.

Several weeks ago, we released our second quarter financial results in which we reported a net loss of \$442,885 on revenues of \$5,349,068. While this loss is certainly not one we enjoy seeing, it is basically a function of low yields, (fares) that we have been experiencing. Our load factor during the month of October was 48.6%, a fairly good operating figure. So with continuing strong load factors and increases in yields as we move forward, I hope that we can turn the corner on profitability by the fourth quarter. Look for and read your second quarterly reports to be mailed to all employees this week.

In October we carried 24,884 passengers compared to 12,040 carried last year during the same month. As you can tell, we are carrying a significantly larger number of passengers each month. It is especially important this winter to be very alert for our customer's needs and comfort. Customer service is something that we have always been able to take pride in and we should continue with extra emphasis during the cold winter months.

We are looking at ways of utilizing the extra aircraft capacity we have in our fleet. Our charter bookings are continuing to come in and we are very shortly going to be embarking upon a significant marketing program for charters. We also are looking at ways to possibly schedule another Fokker into our overall schedule sometime in the middle of December. I will keep you updated as those decisions are made.

Once again, this year, our Christmas party will be held at the hanger in Minneapolis on Saturday evening, December 13th beginning at 5:30 p.m. I strongly encourage those from outer lying stations that are able, to come to the Cities for the evening or weekend. Last year's event was a great time and we look for an equally enjoyable activity this year.

Again, my personal best wishes to you. Have a safe and Happy Thanksgiving.



Christmas Party December 13th.



This year's Christmas party has been planned for Saturday, December 13th. It will be held at 5:30 p.m. in the hanger at the General Office.

Like last year, there will be a potluck dinner followed by a dance and social hour. With the band and Santa Claus yet to be named, the evening promises to be the best annual gathering yet. The Pass Bureau has been busy collecting tickets and other fun things to give away at the drawing.

Tickets on many, many major airlines will be drawn.

All employees and their families or friends are invited to attend. Casual dress, but wear your dancing shoes. There will be a departmental dance off late in the evening.



Christmas T-Shirts

Announcing the introduction of Mesaba/Northwest Airlink T-shirts. Your Christmas shopping days are limited. Now is the time to buy the perfect gift for both young and old. A MESABA/NORTHWEST AIRLINK Baseball shirt. Shirts are available immediately by contacting Charlean or Brad at MSP, GO. The cost is \$10.00. Shirts available in adult sizes S, M, L, SL, (Youth sizes available by advanced order). Christmas supply limited so make your request today. Terms are cash and carry only.

Congratulations . . .

Congratulations go out Elizabeth and Buck Rogers (Manager of Training) on the birth of their daughter born October 29th. Buck said that little Sara Elizabeth, who weighed 7 pounds 7 ounces, is worth her weight in gold.

Oops . . . it's Newstrom with a "w"!

Mesaba On the Move wishes to point out a spelling error made in last month's article on Gordy Newstrom, founder of Mesaba. Newstrom is spelled with a "w," not a "u" as it was printed in the article. As Gordy said in a letter to the Newsletter, "There are alot of Neustroms running around up here in Grand Rapids. I want my corre-spondences coming in as Newstrom!" On the Move apologizes for the wnseen blwnder.

Help Write the Newsletter

Everyone who works for Mesaba is encouraged to help write the monthly newsletter. No matter what department or city you work in, if you have something that you would like to see added to the newsletter each month, just submit it to Public Relations (Comat MSP NEWSLETTER) prior to the 10th of each month. The newsletter is distributed the 20th.

So if you have any funny items, serious items, commendations or anything you think would be a good addition, submit it, and if it is clean and fitting, it will be printed.

This is your chance to be a writer!
The Newsletter is for everyone!

A Natural . . .

Introducing a rising new star in the world of Airline Advertising . . . Elwood (Woody) Pedersen, Mesaba Fokker captain. It just seems that Woody is always around when photos are being taken for brochures that are being produced for Mesaba. Like in the last piece made recently for the Charter Department on which Woody and Norm Anderson are featured on the front cover. In a brochure produced several years ago, Woody was also shown inside. For Woody, "A star is born . . ."

Welcome New Employees

Mesaba wishes to welcome aboard the following full-time and part-time employees:

Full-time

Maurice Scroggins	Pilot	MSP	9-2-86
Curt Sommer	Pilot	MSP	9-2-86
Henning Christie	Pilot	MSP	9-2-86
Daniel Akins	Pilot	MSP	9-2-86
John Cardarelle	Pilot	MSP	9-2-86
Jodie Carlsen	Accounting	MSP	9-17-86
Erin Larsen	Accounting	MSP	9-17-86
Bob Hilgemann	CSA	ABR	9-29-86
Kaye Krueth	CSA	BJI	9-28-86
Mike McIntyre	CSA	ABR	10-1-86
Kathleen Stricker	CSA	ATY	9-29-86
Carey Rasinski	CSA	BRD	10-6-86
Reid Nolte	CSA	ATY	10-6-86
Paul Morris	CSA	ABR	10-12-86
Joy Rohwer	Flight Att.	MSP	10-6-86
Nicolette Perron	Flight Att.	MSP	10-6-86
Jon Lajambe	Shuttle	MSP	10-10-86
Tom Schnieder	CSA	ABR	10-19-86
Alan Jacobson	Dispatch	MSP	10-28-86
Linda Stephan	Flight Att.	MSP	11-4-86
Barbara Cummings	Flight Att.	MSP	11-7-86

Part-time

Jerry Snustad	FBO Pilot	GPZ	9-15-86
Valerie Christopher	Accounting	MSP	9-29-86
Renee Lee	CSA	MHE	10-2-86
Sandra Theye	CSA	ATY	10-6-86
Kelly Dahlberg	CSA	ABR	10-6-86
Jill Christenson	CSA	BJI	10-27-86
Doug Belew	CSA	BJI	10-27-86
Jeff Burns	CSA	ATY	10-21-86
Kim Malwitz	Commissary	MSP	10-31-86
Kathi Bishman	CSA	ABR	11-3-86
Martin Lewandowski	CSA	LNK	11-3-86
Karen Katterhagen	CSA	BRD	11-3-86



The Mesaba monthly newsletter is published, written and circulated by Mesaba's Public Relations department. Any comments regarding the contents of the newsletter may be directed to: Newsletter, Comat MSP, XJ.

Bon Voyage to the Beeches

Soon, the last of the Beech 99 parts will be leaving the Company's inventory pile. John Burnett (Purchasing) said that Bar Harbor/Eastern Express Airlines has been busy packing and sorting the last of the parts, which they have purchased and will be bringing East for their own fleet of aircraft. Bar Harbor, a regional airline on the Northeast Coast, flies a fleet of 9 Beech 99's. Bon Voyage our long, good friends!

A MESABA CLOSE-UP

Calling Reservations

Someone passing by the Mesaba Reservation Department would be treated to a variety of interesting, professional and sometimes humorous conversations ensuing from the reservation agents inside: "Yes madam, we will be able to book your group all the way to Huron . . . and yes, their baggage too." "No sir, if you bring a mongrel on the flight with you, it will need to be in a cage of some sort," or "Madam, I need more information than just that you want to go somewhere warm." These and other situations are all in a day's work for the reservation department.

Located in a somewhat tightly squeezed room on the second floor of the Page building located adjacent to the general office, the reservations department busily acts as "the sales, questions and answers department" of Mesaba, says Dee Punton, Director of Reservations and Agency Sales.

Serving a number of functions, the department keeps five reservations/sales agents busy each day from 7:00 a.m. to 10:00 p.m. With a phone to their ear



Dee Punton, Director of Reservations and Agency Sales

the majority of the day, Punton says, "Our agents do everything from book reservations and quote fares to handling special requests through the computer system." The Department also handles telemarketing, seat and capacity control and the pass bureau.



Reservations agents book over 2000 Mesaba flights a month.

Pictured here from l to r are: Lori Lucas, Jackie Grothe and Sherri Miskowic. Not Pictured are agents Virginia Ruschenberg and Nancy Benson.

On occasion all of the telephone work can get to make for a long day.

"Sometimes taking calls all day long gets to be a bit much," says Jackie Grothe, reservations agent. "But," she said with a smirk, "We enjoy the variety of calls. And we get enough funny ones to humor each other when we are not on the line." Recently, however, there hasn't been much time between calls.

Some days, for example, the department will receive over 900 calls a day from system travel agents, passengers or other interested travellers.

Dee Punton, an employee of Mesaba since 1982, said, "We get all sorts of calls. Many of them are from travel agents who are trying to clear seats through the reservation system.

But in addition to just acting as an information system, we sell and book a great number of flights." The Reservations Department, during September, booked 2,017 flights on Mesaba.

And they book other airlines as well. In September, the department booked almost 900 flights on Northwest and even 45 flights on United.

The reservations agents have a good amount of training. All of the current agents are graduates of at least a 4-month Travel School and then each attended and successfully completed 4 weeks of extensive training before starting as an agent. It also takes quite a bit of patience. Says agent Virginia, "We almost booked a December charter flight for a gentleman coming to Minneapolis to watch the Vikings play the Packers. He had to cancel when we told him the game was being played in Green Bay."

At a time when many regional airlines are giving up their reservation departments, Mesaba has made a commitment to try and continue to offer the personalized reservation and information service to passengers and system travel agents that a reservation department is able to give. Punton said, "Not all of our calls result in a sale or a booking. But our goal is to be a full-service department with the capabilities to book, sell and ticket all different types of travel.

Mesaba has had a reservations department since 1973, when it began offering scheduled airline service. It wasn't until 1981, however, until computers began being used. Before that, reservations used to be taken manually, by pen and paper. In October 1985, Mesaba's reservation department moved from Grand Rapids down to Minneapolis to where the department is now located.

For the Reservations department and the agents, each day brings a new . . . telephone call.

Laughs..

A minister was talking to a Sunday School class about things money can't buy.

"It can't buy laughter," he told them. "That comes from the soul. And it can't buy love." Then, driving his point home, he said, "What would you do if I offered you a thousand dollars not to love your mother and father?"

A moment of silence ensued while the boys and girls mulled this over and then a small voice piped up, "How much would you offer me not to love my big sister?"