

# MESABA ON THE MOVE

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

VOL. 1 • NO. 7 • MAY 1987

## NEWS UPDATE

### Passenger Record Set in March

March was a record boarding month for Mesaba having carried 32,943 passengers and recorded a system-wide load factor of 58.9%. Those operating results reflect a substantial increase over March 1986's results when the carrier flew 17,737 passengers with a 38.4% load factor (see related graph).

Mesaba President Robert D. Swenson, in a release dated April 7, attributed March's traffic gains to "a strong route system, excellent schedule and a well-accepted level of air service." Swenson also said that Mesaba's load factor is one of the better in the regional airline industry.

Passenger-wise, Mesaba ranks approximately 30th in size today when compared to the other 179 certified regional carriers currently operating in the United States. Mesaba carried 254,157 passengers in calendar year 1986.

### Summer Schedule Changes Announced

Mesaba's summer schedule changes have been filed and most of the changes will take place during the last week of May or on the first day of June.

**\*New Service to Omaha, Nebraska.** Effective June 1, Mesaba will begin new service to Omaha, Nebraska with one daily round-trip flight from the Twin Cities. The flight will be direct and will operate in the morning. At the same time, Mesaba will be discontinuing its one-daily round-trip flight to Moline, Illinois.



Eric Lynse is seen here working at the Devils Lake Annual Commerce Show. The show, which attracted thousands of visitors and residents from the Devils Lake region, is only one of many such shows that Mesaba participates in during the busy Spring season.

**\*Additional Service to Brainerd & Bemidji.** Reflecting the seasonality of Northern Minnesota, an additional flight is scheduled for Brainerd & Bemidji during the summer flights. The new flight will operate later in the evening both to and from both markets.

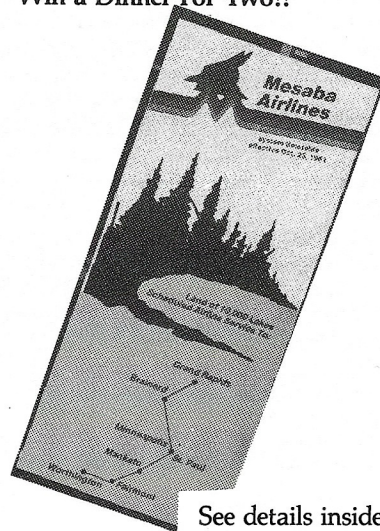
#### Summer Schedule Highlights

May 28, 1987		
#3259	MSP-GPZ	Non-stop
#3231	MSP-BRD-BJI	Add. Flight
June 1, 1987		
#3220	MSP-LNK	4th Flight
#3294-5	MSP-OMA	New Service

**\*Non-stop evening flight to Grand Rapids.** Flight #3259, (MSP-BRD-GPZ) effective May 29th, will operate non-stop during the summer months to Grand Rapids.

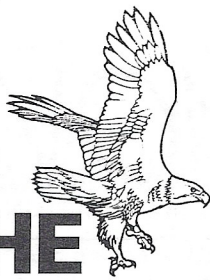
**\*Fourth flight to Lincoln.** Effective June 1, Mesaba is adding a fourth round-trip flight to Lincoln, Nebraska. The flight will be a one-stop between MSP and LNK, (at Des Moines) and will be non-stop between LNK-MSP.

Win a Dinner For Two!!



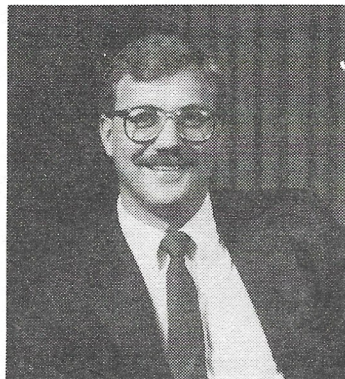
See details inside!

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# THE EAGLE'S NEST

PRESIDENT'S LETTER  
*Robert D. Swenson*



## Greetings to our Employees

### Dear Employees:

Traffic continued to be strong during March as the Company set a record of 32,943 passengers carried during the month. April is continuing to be a good month. Recently we set a daily boarding record on April 21, when we carried 1,464 passengers.

Clearly, one of the greatest gains associated with our traffic gains has been our increase in system-wide load factor. During March, our system-wide load factor was 58.9%, one of the better load factors in the regional airline industry. A load factor of that percentage indicates that our route system is working for us and that our service is being well-accepted by our regional passengers. The entire industry has been carrying higher levels of traffic. However, the low maxi-saver fare levels have been reducing yields, or, revenues per passenger mile.

We have been working with several members of the Minnesota Congress to introduce an amendment during this legislative session which would offset a significant increase in our Airflight Property Tax, a state tax paid on aircraft flown into Minnesota. Without fair tax treatment, due to the increased value of our aircraft fleet (specifically the new Metro III's), our state Airflight property taxes stand to triple this year. The bill we are working with simply asks the state for a fair taxation rate that will reduce any increases we might have and that will encourage small carriers to offer more services with better equipment in the state of Minnesota. Larry McCabe and I have been quite involved with this issue and I have already testified and been available for questions before the Senate Tax Committee. As the bill is voted on, I will keep you updated on our progress.

Congratulations to all of our personnel on the recent increase in reliability that we have been experiencing during the past several months. It takes a lot of teamwork to provide and maintain reliable operations, and all of our departments are to be commended for their work in this area. April 2, 1987 was a 100% on-time day, the first in quite some time. Thank you for the good work. Such efforts are one way of ensuring continued good loads on our route system.

Best wishes to all for a good month in May. I hope you and yours had a pleasant Easter.

Sincerely,

## Mesaba Major Sponsor In SD March of Dimes Event

Mesaba is contributing the grand prize in several South Dakota March of Dime's fund-raising events which will be held this Spring. In the cities of Huron, Watertown, Aberdeen and Brookings, Mesaba will be donating two-round tickets to the Twin Cities to be awarded as top prizes to the individuals in each city who raise the most money in "WalkAmercia," an annual fund-raising walk planned by the March of Dimes.

Susan Smit, a Division Director for the March of Dimes helping coordinate this year's major walk said, "Mesaba and other contributing businesses help reward volunteers for their participation in our organization's fund-raising events." Smit said the event, which is being held in 12 major South Dakota cities and which should draw close to 2,000 walkers, would be helped by Mesaba's participation.

The March of Dimes is a volunteer, non-profit agency founded in 1938 by President Franklin Roosevelt, whose mission has come to be the prevention of birth defects. Robert Swenson, said of Mesaba's participation in the event, "We are proud to support both the March of Dimes and the many thousands of volunteers who help make the March of Dime's research in the area of child health care possible."



The 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. Also accepted are comments and ideas regarding the content of the publication. Mesaba On The Move is written especially for employees and friends of Mesaba Aviation, Inc.

Editor	Douglas P. Fulton
Co-Publisher	Charlean Sabo
Staff Photographer	John Ehlert

## Exclusive Travel Center for Mesaba Employees

Mesaba employees now have available a Travel Resource Center where information regarding traveling may be found. The new center is located at Mesaba's Reservation Department in Minneapolis, MN.

According to Dee Punton, Mesaba's Director of Charters and Sales who helped create the center, the Center was established "so that interested employees can research various travel options when considering and developing travel plans."

Located at the Center will be a copy of an Official Airline Guided, ASA travel guide, World Travel Planner and information on hotels, motels, cruises, and other travel sources. In addition, a copy of Mesaba's Pass Policy with other airlines, will be on hand for employees to check interline rates.

The hours of the new center are 8:00a.m. to 6:00p.m. weekdays only. It is located on the second floor of the Page building adjacent to Mesaba's Corporate Headquarter building. For further information, call Nancy at Mesaba's Pass Bureau 726- 5155.

## Customer Service Training Course Offers "On the Job Training"

Newly hired employees in the Customer Service Department now have the chance to gain valuable on the job training experience under a new 3-day training program, according to Lawrence "Buck" Rogers, Mesaba's Manager for Customer Service Training.

New Employees going through the training program spend two weeks in classroom learning how to perform all facets of Customer Service: how to issue and write tickets, use the computer reservations system, operate in and around turboprop aircraft, in addition to reviewing all the responsibilities associated with Customer Service work. In the past, employees were then sent to their assigned stations to report for work.

However, under the new program, designed by Lawrence, employees spend three (3) days, after their classroom training, in Watertown, South Dakota. There, under the guidance of Watertown Station Manager, Roger Tuttle, they are exposed first hand to the many areas of Customer Service. After their "on the job training," they are assigned

to their permanent station.

While the program is still relatively new, having been started in early April, it seems to be working out well, according to Lawrence. "Proficiency comes through experience," he said, and "that is why this new program is so valuable."

## From the Flight Department . . .

Stranger things have happened, but April's flight department's pattern produced some pretty unique situations.

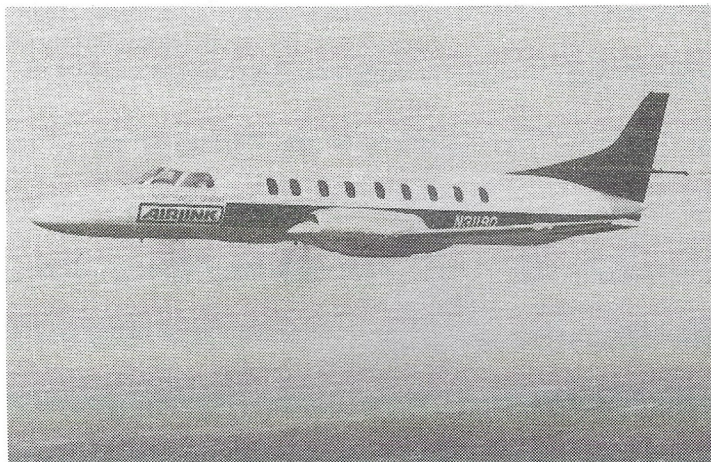
First on the 21st, Mesaba experienced its first all female crew when Captain Cathy Haar, First Officer Janice Anderson and Flight Attendant Lisa Hechtl "crew'd" a Fokker F27 for a day.

And if that was the flight of the females, then on the 8th, it was the flight "of the Andersons." You guessed it! Captain Norm Anderson, First Officer Janice Anderson (again) and Flight Attendant Rommona Anderson.

Sheri Willman, Mesaba Crew Schedule person swears she had nothing to do with coincidental scheduling of the flight crews, but she did say, slyly, that "they were some of the best flights in rotation those days."

## MESABA AIRCRAFT PHOTOS

The Perfect Gift for Mother's Day!



(Metro III)



(Fokker F27)

Pick up one of these photos which picture a beautiful Metro III or Fokker F27 inflight.

Cost of Print:	Photo Only	\$2.50
	With Frame	\$6.00

Contact the Public Relations Office Today!

## Play Ball with the Mesaba "Mighties"

Employees of Mesaba are playing in a Co-ed Softball League this summer and according to Captain Jackie Norbury, interested players should contact her at the G.O. at x 275. "We don't know how many games we will win," said Jackie, "but we will have a fun time trying."

The team plays on Sundays at Taft field located in Richfield (Maps are available from Jackie). The schedule of games for May are listed here. All interested persons are invited to play.



Jackie Norbury, team captain.

SCHEDULE FOR MAY			
Date	Competitor	Time	Field
May 3	DHL Flyers	6:30p.m.	#1
May 10	B-Sharp Music	7:45p.m.	#1
May 17	Chi Chi's	7:45p.m.	#2
May 24	***** NO GAMES *****		
May 31	Gleasons	6:30p.m.	#2
	Mortuary # # # #		

## Huron is "On the Move"

Mesaba Customer Service Manager, Jackie Dubois, sends her greeting from Huron, "The City with a Heart," with information on the city, the airport and Mesaba employees in Huron.

Huron, is located in the heart of East-Central South Dakota and has a population of approximately 12,500 people. It is a marketing center for a large rural area.

It is a "city on the move." The second stage of the airport taxiway is currently under construction and we're hoping attendance at the city's new hotel and convention center will boost our passenger loads in and out of the city.

Huron hosts an annual Summer Airshow in the South Dakota State fair in the Fall.

Mesaba started service to Huron in April 1982 and currently operates two round-trip Metro III flights daily plus serving as an F27 alternate.

The attractive, modern terminal boasts a popular restaurant and lounge most appropriately named "The Hanger."

Passengers loading and unloading appreciate the newly built canopy at the front lobby entrance. Next door, work continues on the South Dakota Automated Flight Service Station which will be opening in September.

## On our staff:

Jackie has been with Mesaba since 1982. She and husband Gordon have 3 children: Alisa, Gina, and Troy.

Other members of the all female crew include two of the hardest working, most dependable CSA's in the entire system, Becky Beiver and June Lafee.



Becky started with Mesaba in May 1985. her family included husband Craig and children Michelle, Danielle, and Joshua.

June previously worked for Northern Airlines and a local FBO. She joined Mesaba in December 1986. Her husband's name is Scott.

If you are ever passing through, stop in and say "hello."

## Mesaba Mechanics Attend Aircraft Course

Three of Mesaba's Maintenance personnel recently returned from a two-week indepth F27 familiarization course, taught by Air Wisconsin's Maintenance Training department in Wausau, Wisconsin. Participating in the course was Mesaba Maintenance Manager Craig Carroll, and A&P Mechanics Mike Chase and Bill Coulter.

Carroll said the course was geared towards learning the F27's maintenance systems. From that course, he said he would be "developing and implementing Mesaba's own familiarization course," on Mesaba's Fokker aircraft.

With 12 other persons taking the course, Bill Coulter finished the course with high honors after placing 2nd in the written portion of the classroom examines.

## Affordable Health Club Offer

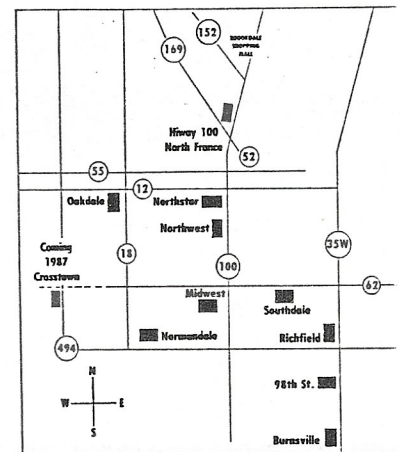
Right now for a limited time only, Mesaba employees can join Northwest Racquet, Swim and Health Club without having to pay an initiation fee — a savings of \$250.00/per member.

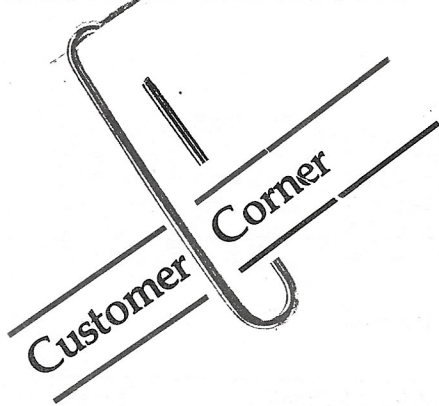
For only \$33.00/month — individual or \$59.00/month — family, employees can start enjoying all the benefits that a health club can offer.

If interested, see information below and contact Mitch Hagen in the Flight Department for applications and further information. Applications must be in before June.

## NORTHWEST RACQUET, SWIM AND HEALTH CLUB

Our Clubs are at these 11 convenient locations...





April 12, 1987

Dear Mesaba Airlines:

This is to let you know how much I appreciated your flight attendant Vicki Windschitl on flight #3207 on April 5, 1987 at 6:41 p.m. Minneapolis to Aberdeen, S.D.

Vicky was so pleasant and particularly helpful as I had my handicapped Dad with me. She is so sincere & so warm and kind. I have taken many many flights all over our country, Europe, Middle East, Caribbean, & I think Vicky is the most pleasant attendant I have ever come across. I wanted to commend her to you so you can be aware that you have someone very special.

Mrs. Diane Coombs  
San Jose, California

April 15, 1987

Dear Sir:

I am writing to you concerning one of your flight attendants — Aline Nguyen. My husband and I were on her flight March 29th, flying from Aberdeen, SD to Minneapolis, MN. I would like you to know that we think she is a wonderful representative for your airlines—courteous, helpful, and with the added sparkle which a bright and attractive young woman brings to her work area.

Sincerely,

M. Lou Stewart

April 23, 1987

Dear Mike Wind:

Our children flew your Devils Lake to Minneapolis flight on Easter Sunday and we'd like to express our great appreciation for the special care your people took of them.

It was their first flight alone and they really enjoyed it.

Thank you very much.

Sincerely,

Own and Margie Wass  
Minneapolis, MN

March 18, 1987

Dear Mr. Wind:

I recently watched a special which featured Federal Express, its phenomenal success and emphasis on Customer Service. Being in a service-oriented profession, I can especially appreciate the importance of such an attitude—which has prompted me to write you this letter of commendation for you employees who were of assistance.

Early this week a staff person from our Chicago office was traveling from Chicago to Bemidji via Minneapolis on your airlines. It was imperative that she have an envelope from our office for here work there. Neither Federal Express or Airborne could deliver the package to her in Bemidji before 5 p.m. the next day. With the gracious help of the people in your ticket office and counter, I was able to arrange for her to pick up the envelope at the gate as she changed planes enroute to Bemidji. It apparently went like clockwork, almost like a commercial—none of my nightmares were realized!

I wish that I had the names of all the people who assisted me—there was a Jim and a Dave and a female ticket agent—their service did not go unappreciated or unnoticed. I only hope that it won't go unrecognized.

Sincerely,

Alberta Zais Coopers & Lybrand  
Minneapolis, MN

## MESABA *Trivia*

### May's Questions:

1. Who is Mesaba's manager of Maintenance Training?
2. What year did Mesaba first fly scheduled service to Omaha, Nebraska?
3. How many passengers did Mesaba carry in March 1987?
4. What was the month/year that Mesaba and Northwest signed the Airlink Agreement?

5. What are the names of the other Northwest Airlink carriers and what hub cities do they connect to?
6. Who are Mesaba's two managers of Station Operations?
7. What year was the timetable shown on the front cover printed? (year only)
8. What are the names of Mesaba's flight managers?

Mesaba Trivia is a monthly 8 question quiz on Mesaba Aviation, Inc. and its operations. Answer the following questions correctly and you qualify for a monthly drawing for a dinner for two.

- Only Mesaba employees eligible to win
- Answers must be submitted on a separate sheet of paper and sent to Mesaba Airlines, Mesaba/On the Move, atten: Editor, Mesaba Trivia. COMAT G.O. MSP PUBLIC RELATIONS
- Winner and answers will be printed each month
- Answers must be received no later than the 10th of each month. Winner will be notified on the 11th of each month.

### Answers to last month's questions:

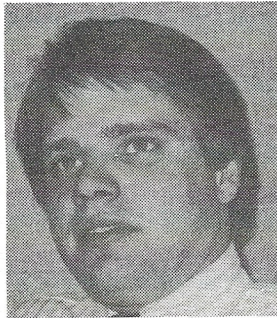
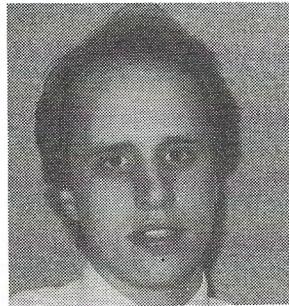
1. The McCarthy Corporation
2. 7 States
3. 500 Points
4. Des Moines
5. Devils Lake
6. Essential Air Service
7. 26,637
8. Ricardo Sereno

Last month's winner was Al Jacobsen, (dispatch MSP) whose name was drawn from a list of persons who sent in the correct answers. For his efforts, Al won a dinner for two, a \$20.00 value.

# EMPLOYEE NEWS

## Promotions

Chris VanDenHeuvel



Brad Osborn

Brad Osborn and Chris VanDenHeuvel have both been appointed to the positions of Manager of Station Operations.

Osborn, who formerly served as Customer Service Manager in Worthington and Brainerd, will be responsible for the spoke stations staffed by Mesaba. VanDenHeuvel, former CSM in Mitchell, Brainerd, Duluth and most recently supervisor in MSP, will be responsible for the MSP hub station and spoke stations staffed by NWA Employees.

Brainerd's new Customer Service Manager is **Christine Johnson**. Chris has formerly worked as Customer Service Agent and Reservations Manager in Grand Rapids and Customer Service Agent in Brainerd.

**Rita Gausen** has been promoted to Customer Service Manager in Thief River Falls. Rita was formerly a CSA in Bemidji.

## May Birthdays

Employee	May Date
Richard Bauch	1
Mark Newman	1
Brian Olwin	1
Kathleen Stricker	3
William Cast	4
Mark Palmer	5

## New Employees

Name	Position	City
<b>FULL-TIME:</b>		
John Mumm	A&P Mechanic	MSP
Curtis Slaughter	A&P Mechanic	MSP
Ramona Anderson	Flight Att.	MSP
Julie Bodensteiner	Flight Att.	MSP
Ann Romera	Flight Att.	MSP
Mark Stockman	A&P Mechanic	MSP
Annette Bruggeman	CSA	TVF
Craig Waarvik	Line Services	MSF
*Karen Katterhagen	CSA	BRD
*Andrew Stump	CSA	MSP
*Paul Schutz	CSA	MSP
Mike Holiday	Computer Programmer	MSP
<b>PART-TIME</b>		
**Lee Meitrodt	CSA	MSP
Keri Simpson	CSA	MHE
Jeff O'Konek	FBO	GPZ
Pamela Van Gilder	CSA	ATY
Stacy West	CSA	ATY
Rebecca Haskell	CSA	BJI

\*From Part-time to Full-time  
 \*\*From Full-time to Part-time

## Mesaba Minutes

\* \* \* \* \*

Mesaba employee Sandy Weber and her husband Doug, announce the birth of their son, Brandon, born March 25, 1987. Brandon weighed 7 pounds, 6 ounces. Sandy works as a Customer Service agent in Watertown. Congratulations to Sandy and Doug!

\* \* \* \* \*

Congratulations go out to Chris and Shelly VanDenHeuvel who gave birth to a baby son on April 3, 1987. Little David Bryce weighed 8 pounds. Chris is Stations Operations Manager for Mesaba based in Minneapolis.

\* \* \* \* \*

All Employees interested in taking a Certified 4-hour (CPR) course taught through Mesaba's Flight Department, are encouraged to contact Mitch Hagen, Mesaba Flight Manager at x239 at the General Office in MSP. The course costs a minimal \$1.50 to cover classroom materials. Courses will begin in late May and early June.

Kay Novodvorsky	6	Michael Rada	19
Bertha Reader	6	William Steinmetz	22
Thomas Talbot	6	Julie Bodensteiner	23
Brett Gilbertson	7	Henning Christie	25
Cynthia Moss	7	Lee Neitrodt	25
Anne Gadbois	9	Jon Ehlert	26
Christine Johnson	9	Connie Mork	27
Patrick McDowell	9	Bruce McIntosh	28
Tammy Severson	9	Keri Simpson	28
Nancy Morgan	10	George Gruber	31
Lori Lucas	17	John Kunkel	31
Jeffrey Burns	19	William Nybakken	31

# A MESABA CLOSE-UP

## John Kunkel: Mesaba's Lincoln Connection

Lincoln, NE: Its 5:30a.m. in the wee morning hours at the Lincoln Municipal Airport and a number of business travellers and other passengers can be seen making their way to the Northwest Airlink counter to obtain their boarding passes for the early morning flight to Minneapolis/St. Paul. Some travellers have already checked in and several others are waiting in line for the first morning flight to leave Lincoln.

"Help yourself to some coffee and a newspaper," says John Kunkel, City Station Manager, handing a Lincoln paper to a gentleman checking in for the morning flight. The passenger pours himself a cup of coffee from atop the ticket counter and finds a chair until the flight is called. John said, "Looks like its going to be a full plane this morning."

Friendly service and full planes have come to be the norm with Mesaba in Lincoln, Nebraska, where, operating as Northwest Airlink, Mesaba is adding its fourth round-trip flight from the Twin

Cities on June 1. For Station Manager John Kunkel, Mesaba's fourth flight is an encouraging sign that Lincoln, which he helped open for Mesaba in October 1986, is continuing to grow in service and passenger boardings.

Kunkel is not a new comer to the airline scene, nor is he new to opening cities for Mesaba's airline operations. In his five years with Mesaba, he has helped the Company open three new cities including Mason City, Iowa, Moline, Illinois and finally Lincoln, Nebraska last October. He said he has "enjoyed seeing and being part of Mesaba as it has grown from an airline flying 3 Beech 99's when I started to now one of the larger regional airlines in the Country."

A native of Britt, Iowa, he attended Southeastern Academy, a travel school in Florida, after he graduated from high school and became interested in pursuing a career with an airline. Mesaba gave him that chance in 1982 when, after an interview, they called him to go to work in Brookings, South Dakota as a Customer Service Agent. John said the call, "thrilled him to death." It didn't take him long to pack his bags and leave for South Dakota.

After six quick months in Brookings learning the business, John transferred to Mason City, closer to home, where he went to work as an agent helping Mesaba start up new airline service in Mason City. After nine months there, John got the bug to manage his own station. So in 1983 he transferred back to Brookings to take the Manager's

position. It was there, he said, that he recorded his most memorable experiences with Mesaba. "I can remember fueling those Beechcrafts every single morning."

After a year in Brookings as Manager, John moved back to Mason City in November of 1984 to take the Manager's position. At that time, Mesaba



was flying 3 flights a day on the Iowa route carrying over 350 passengers a month between Mason City and the Twin Cities. It was a fair amount of traffic which kept John fairly busy. However, in May 1985, when Mesaba decided to introduce new service to Moline/Quad Cities, John opted to transfer there to use his operational experience to open the city's operations.

"Moline was my biggest challenge yet with Mesaba," he said, remembering that he not only had to arrange for all of the new station items but he also had to break-in all four of his newly hired agents because they were new to the industry.

As if that wasn't enough, John's wedding was planned to take place only two days after Mesaba opened service to Moline. "Now there's a story," he laughingly recalled. "Mesaba's first flight to Moline was on the 15th of May. That very afternoon, I flew to Omaha for a rehearsal dinner on the 16th. Debbie and I got married on the 17th, moved to Moline on the 18th, and I began work again on the 19th."

John's wife, Debbie, is also in the travel business. In fact, she used to work as a Customer Service agent for Mesaba, first in Fort Dodge and later in Minneapolis. In 1985, she went to work managing Great Lake's station in Mason City. After she and John married and moved to Moline, she went to work for Chicago Air. Now in Lincoln, she works for one of the city's largest travel agencies, Lincoln Travel and Transport.

*continued on page eight*



Mesaba's Lincoln Ticket Counter at the Lincoln Municipal Airport

## CLOSE-UP, continued

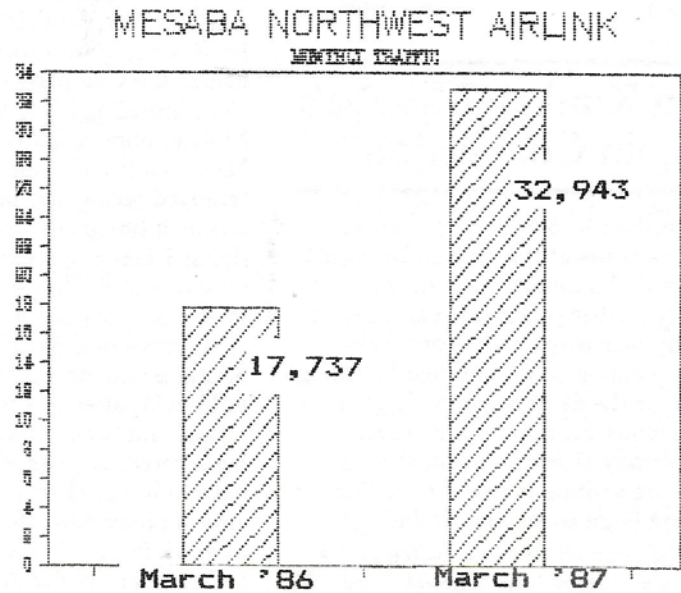
John moved to Lincoln from Moline in late September of 1986, to take over Mesaba's new service to that city on October 1, 1986. Since then, Mesaba's service to Lincoln has expanded substantially. What started out as twice daily round-trip service to Lincoln, with a stop in Des Moines, has transpired into four non-stop flights between Lincoln and Minneapolis/St. Paul. Certainly, attributing to that success has been John's interest in working with the local travel agencies in "promoting Mesaba's service."

"I like selling our service," said John, who tries to get out a least once a month to visit with the approximate 25 agencies located in Lincoln. "Of course," he added with a sly grin, "With my wife as a travel agent, there is an incentive to get out and make a few sales call."

Lincoln has been a comfortable town for John and Debbie to settle into. Both are interested in athletics, which helps when living in "Big Red Country," land of the University of Nebraska.

Its 6:00 a.m. and the flight taxis out onto the runway. John turns to give a thumbs up sign to the Captain, who is flying another full plane to the Twin Cities.

He sighs and wonders if, with another flight in June, "he will ever get a chance to practice his golf game this summer."



March traffic increases are shown here over March of one year ago. Traffic was up 86%

## MESABA ON THE MOVE

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