

MESABA ON THE MOVE

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

MARCH 1989 * VOL 2. * NO. 11

Flights Begin to N. Michigan

New Service to Houghton/Hancock and Marquette

On February 22, Mesaba began service to Houghton/Hancock and Marquette, Michigan, cities located on the northern peninsula of the state of Michigan, or otherwise known as "Superiorland." In a part of the country where 300 inches of snow a year is not uncommon (already, the region has received over 260 inches this year), Mesaba will be providing service both to the hubs of Detroit and Minneapolis/St. Paul with its fleet of Fokker F27 aircraft.

The addition of the two cities to Mesaba's route system brings to 32 airports served by the regional airline in ten states. The routing of the two cities also allows Mesaba to fly Fokker F27 aircraft between its two hub cities of Minneapolis/St. Paul and Detroit which helps for maintenance rotation purposes.

Both airports have a long, rich history of airline service. North Central Airlines, which later became Republic, served both airports



Mesaba's first flight arrives at the snowy Marquette Airport. The airline's inaugural flight was completely full.

until April 1985. Shortly after, Simmons Airlines (which had its corporate offices and maintenance facility in Marquette) began service to both Chicago as American Eagle and to Detroit as Republic Express (later as Northwest AirlinK), from both Marquette and Houghton/Hancock. When Simmons was purchased last year by American, it discontinued service to Detroit from both airports effective January 8, 1989. Mesaba announced that it would resume service to Detroit in February 1989.

Mesaba's new Marquette Manager is Robert Lewis, a former America West employee who came to Mesaba to manage the new Michigan station. Bob and staff of two full-time agents and three part-time agents handle the customer service,

ticketing and boarding functions for Mesaba at the airport. Mesaba's ramp functions are contracted out to employees of Simmons Airlines.

At Houghton/Hancock, Mesaba's new manager is Nate Ruonavaara, an airline employee with thirty-six years experience at the airport (see inset story on page 4). Nate and his staff of three full-time and five part-time employees handle both the ticket counter and ramp functions at the airport.

In a part of the state where it snows nearly every night during the winter, Mesaba elected to lease a hangar in Houghton/Hancock where an overnight F27 can be parked to keep it clean and warm.

On Mesaba's first day of service, a snow storm closed the Marquette airport for a short period of time. Passengers waiting to board in Marquette were bused two hours to Houghton/Hancock where the airplane was able to land.

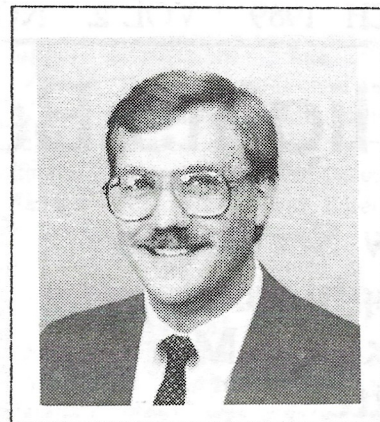
Mother Nature at it again!



Passengers check in at Houghton/Hancock

Letter From The President

MARCH 1989



Dear Employees:

Recent events at Eastern Airlines have many wondering what impact the machinists and pilots strike will have on other airlines and their operations in the industry. In our own industry, several regional carriers that have code sharing agreements with Eastern Airlines have been hurt severely by the shut down of reservations on their major marketing partner's system. For some, the strike will result in heavy losses or worst, liquidation.

Personally, I feel that the events will continue to have a very dramatic impact on the industry, Eastern and Continental combined control nearly 16% of the airline industry market and with these operations affected, the other major airlines will be moving rapidly to re-allocated resources to take additional marketshare. We will be watching very closely how the industry changes with this situation at Eastern, and will let you know what, if any, effects the strike will have on our own operations.

Many of you have seen our newest addition to our fleet - the eighth Fokker F27 that we took delivery of earlier this month. We are continuing to take delivery of aircraft and my hope is that by June, we will be fully in place with a strong fleet of aircraft and a schedule which includes enough spare time on both hubs to let us operate a very reliable system.

Congratulations on setting a single day boarding record of 2,394 on Wednesday, March 15th (the day after the big storm). Let's see those records continue into the summer!

Thank you for your help during this busy time and best wishes to you and your family for a Happy Easter.

Sincerely,

Robert D. Swenson
President & Chairman

Company News

Company Reports Strong February Traffic

Mesaba announced that it carried 40,723 passengers during the month of February, a 39 percent increase over 29,209 passengers during the same month last year. February's passenger count was close to the airline's record of 40,845, which was set during the previous month (January, 1989).

The airline's February load factor was 52.3%, compared to a load factor of 51.9% last year.

Leadership Training Program Continues

The Company's Leadership Training Program resumed in March, as twenty-six additional managers from the airline were scheduled into the four-day course. The program, being held in both Minneapolis and Detroit, is a required course for Mesaba managers. It gives current and new managers ideas and skills for dealing with

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Editor Douglas P. Fulton



Mesaba's eight F27, in new paint, awaits service in the Company's hangar in MSP. The airplane is scheduled to be in service in early March.

employees more fairly and effectively.

Eighth F27 Arrives

Mesaba took delivery of its eighth F27 early in March and the aircraft was planned to be in service very shortly after it arrived. Formerly operated by British Midlands Airlines, the aircraft features seating for 44 passengers. The aircraft is the first of three F27s which Mesaba plans to acquire from British Midlands.

Hangar Dedication Planned

The Company is planning a hangar dedication ceremony for Wednesday, April 19, 1989, to commemorate its new hangar and office facility. The dedication will be from 10:00 - 12:00N. Featured at the dedication will be speeches from Mesaba President Robert Swenson and Minnesota Governor Rudy Perpich. The company is planning to give tours of the building. All employees are invited to attend the event.

Toledo Scheduled for April 2

Mesaba announced in February that new service to Toledo will begin on April 2, 1989. The new service, which was originally scheduled for February 22, was delayed due to scheduling changes related to aircraft pilot availability. The new three flight schedule will

CONTINUED, Back Page



Pass Bureau News

By Nancy Ellis



CONTINENTAL EXPRESS

OPERATED BY ROCKY MOUNTAIN AIRWAYS

Rocky Mountain Airlines hub city is Denver. The cities served are:

Alamosa, CO Aspen/Snowmass, CO Casper, WY Colorado Springs, CO Cortez, CO Denver, CO Durango, CO Gunnison, CO Jackson Hole/Jackson, WY Montrose, CO North Platte, NE Pierre, SD Pueblo, CO Rapid City, SD Riverton, WY Rock Springs, WY Scottsbluff, NE Steamboat Springs, CO Telluride, CO Vail, Co.

Rocky Mountain Pass Agreement

Rocky Mountain/Continental Express offers to all full time employees, unlimited service charge passes. The service charge is \$10.00 OW or \$20.00 RT.

Procedure to Apply For a Rocky Mountain Travel Pass

Complete Application for Transportation. Submit to Mesaba's Pass Bureau along with a check or money order payable to Mesaba Airlines, a self-addressed stamped ticket size envelope, at least two (2) weeks prior to departure. All tickets will be returned via U.S. Mail.

Ski Packages:

For the perfect ski vacations, ski Colorado's Aspen, Estes Park, Silver Creek or Winter Park. Accommodations ranging from economy to luxury, with a price range from %35.00 to \$300.00, depending on the season, being low, mid, or high.

See the Pass Bureau for more information on events, accommodations or any ski packages.

The following excerpts are reprinted from an article appearing in the Houghton/Hancock Mining Gazette.

Air travelers can still count on reliable Nate Ruonavaara

Houghton Mining Gazette - Airlines may come and go, but one thing hasn't changed at Houghton County Memorial Airport. For 36 years airport passengers have been able to count on customer service manager Nathan Ruonavaara.

Ruonavaara has worked for the everchanging parade of airlines that offered service at the airport, from North Central to Simmons. He said that no matter the company, his first priority has always been customer comfort, convenience and safety.

On Jan. 30, Ruonavaara dropped his association with Simmons American Eagle airlines and signed on with Mesaba Aviation, the Northwest Airlink affiliate beginning Detroit and Minneapolis routes on Feb. 22.

Ruonavaara said he had a choice between Eagle and Mesaba. He went with Mesaba because as he sees it, the greatest traffic flow out of the airport will head to Detroit and Minneapolis. He was also impressed with Mesaba's commitment to area customers.

But that isn't to say Ruonavaara predicts gloom and doom for Eagle. He thinks two airlines at the airport will offer real traveller benefits and said Eagle's Chicago service is an important route. "The more service, the better for the community. Competition's always good," he noted.

Frequent flights will attract more passengers to the airport, he said. The airport currently sees four Chicago-bound flights a day. Mesaba's start-up will add three more flights, two to Detroit and one to Minneapolis.

Ruonavaara said Mesaba is considering going to five flights in April if customer demands warrant additional service. Although Ruonavaara favors more flights and service increases, Gov. James Blanchard's airline incentive plan, outlined in last week's State of the State address, didn't address what the customer manager sees as the crucial roadblock to enticing more people to use Upper Peninsula airports.

"If the government's got the money and wants to help the community why worry about jets? Put air fares in reach of the travelling public," he said. Potential customers who complain about sky-high fares and others who are disgruntled over cancelled flights, missing bags, bad connections - the gamut of service problems - are most likely to bring their gripes to Ruonavaara.

Ever the diplomat, he said anger is a "normal reaction" in those situations. "The travelling public - they're number one. You don't take it personally," he explained.

"I'm part of the working team and do a little bit of everything," he said. The "everything" includes deicing and servicing planes, handling baggage, manning the phones and the ticket counter.

Although he's now meeting the sons of pilots who flew into the airport years ago and, at 60, is nearing the age when some begin to think of retirement, Ruonavaara said he enjoys his job and doesn't plan to call it quits.

Ruonavaara, and wife Miriam have ten children and live on Lake Linden Hill.

Nate is Customer Service Manager for Mesaba's Houghton/Hancock station.



A Chilly Ski Outing for Employees

It was a cold evening for Mesaba's third annual Ski Night, but there were quite a few brave souls who ventured out to Buck Hill for the event. Many skied, but there those who decided to stay inside. Everyone, however, had a great time. Below are some pictures from the night. Thanks to those who attended!



Employee News

New February Employees

Full-time

Karen Kleinhans, Benefits Tech.
*Scott Swanson, CSA, MSP
Joseph Blair, Aircraft Groomer, CWA
Joyce DeLestry, Flight Attendant
Michael Chaffee, A&P Mechanic, MSP

Ryan Goetterman, A&P Mechanic, DTW
Michael Masters, A&P Mechanic, DTW
Alonzo Houston, A&P Mechanic, DTW

Part-time

Frank Romero, CSA, MSP
Lynn Wulfehuhle, CSA, MSP
Matthew Ferrari, CSA, MSP

* Part-time to Full-time

Promotions



Karen Kleinhans



Charlean Sabo

Cheryl Moline was promoted to Marketing Analyst

Charlean Sabo was promoted to Supervisor of Customer Relations

Karen Kleinhans was promoted to Benefits Technician in Personnel

Mesaba Memos

Congratulations to **Robin Michalek**, Customer Service Manager in Bemidji, on birth of baby, Noel Danae Michalek, on March 5, 1989.

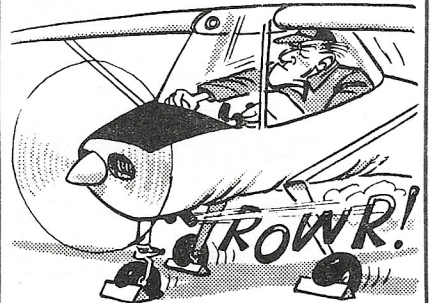
Congratulations to **Mark Austrum**, Minneapolis mechanic, and wife Jodi on birth of baby girl, Gabrielle.



This billboard is located in Jamestown and was donated by Neuman Sign company in conjunction with an air service marketing plan currently underway by the Jamestown Airport Commission.

AVIATION GLOSSARY

CHOCKS: PIECES OF WOOD THE LINEBOY SLIPS IN FRONT OF THE WHEELS WHEN YOU'RE NOT LOOKING.



Employee News

Health Club Fee Waived for Employees

Northwest Racquet, Swim and Health Clubs, Inc. recently announced a special membership offer to corporate members, which includes Mesaba employees. Employees may join the health club system without paying an initiation fee (a savings of \$350-\$450).

If you would like more information about this special offer, contact Jacque Fryklund, Corporate Sales Representative, 546-6599. This is a limited offer. Act Quickly!

The Stressed Elite

Re-printed from the Los Angeles Times

The most stressed people in America participate in the following jobs, according to the American Institute of Stress:

1) Air-traffic controller, 2) inner-city high school teacher, 3) police officer, 4) customer service rep, 5) newspaper editor, 6) medical intern, 7) commercial pilot, 8) single working mother, any field, 9) intensive care-unit staff and 10) stockbroker.

Bemidji Agent Receives Service Award

Carolyn Hammer, Customer Service Manager in Brainerd, recently received the monthly "Mystery Shopper" award given out by the

Pierre - Best City By a Dam Site ...

By: John Tobin

Pierre (pronounced "Peer"), is the western outpost of the Mesaba/Northwest Airlink system and is located along the east bank of the Missouri River in the exact center of South Dakota and approximately equidistant from the east and west coasts of the Continental United States. The Oahe Dam, located eight miles north of Pierre, is the second largest rolled earth dam in the world.

The dam, built to eliminate the massive flooding that occurred each spring, creates a clear water lake on the Missouri River which extends 231 miles upriver to Bismarck, North Dakota.

Lake Oahe, known for great walleye, northern and chinook salmon fishing, creates more shoreline than the entire coast of California - some 2,250 miles.

Pierre's Mesaba staff participates in "Operation Shotgun" - the annual pilgrimage of man and dog to the plains of Dakota in search of the Ringneck pheasant and the Canadian goose. Most flights leave Pierre with

h cargo bins bulked out from mid-October to mid-December.

Pierre, as the western most city on the System, has the distinction of having the earliest departure and the latest arrival of the day. Flight #3270 departs Pierre in the morning at 5:05A and flight #3209 returns at night at 11:45P. The current schedule has Pierre agents on duty twenty-one hours daily. A late morning arrival of flight #3271 and early afternoon departure of flight #3276 fills out the day. Recently announced plans will eliminate the F27 flights - 3271/3276 and add two Metro III flights direct to Minneapolis/St. Paul daily.

Current staffing in Pierre is lead by veteran Manager, John Tobin. Full-time Customer Service Agents Marlin Roseland, Tim Hanson, Sally McFarland and part-timers, Laura Sanvick and Monty Myler work a varied schedule to

PIERRE, Continued on Back Page



The Pierre Staff - L to R: Marlon Roseland, Laura Sanvick, John Tobin, Sally McFarland, Tim Hanson, Monty Myler

Chamber of Commerce in Brainerd. The award is given to a local business employee who exemplifies high quality service. Carolyn said in a news article about the award, "I

enjoy my job. I think that's a part of doing it well. I can relate to a passenger's needs." Congratulations to her!

PIERRE, Continued

cover station hours. Tobin, a seven year Mesaba employee, managed Mesaba's Mitchell station before assuming the duties as the Pierre Manager. Marlin Roseland, three year employee, came to Mesaba from Pioneer Airlines in April of 1986. Tim Hanson began his career with Mesaba in September of 1987 and experienced his first "Operation Shotgun" in the initial weeks on the job. Sally McFarland, one of two North Dakota natives on the Pierre staff, began work in July of 1988. Laura Sanvick, the other N.D. native, came on board in late December of 1988 and just recently began her own flying lessons. Seneca, South Dakota's Monty Myler, joined the legendary J.T. and crew in late January 1989. Sally, Laura and Monty are all graduates of travel schools.

COMPANY NEWS, Continued

feature service with the Mesaba's fleet of Metro III aircraft and will be the thirty-third airport on the Company route system.

Mesaba Ground Support Department Featured in Article

Commuter Air's February 1989 issue ran a story entitled "Choosing Weapons For Winter's Battles," which featured Mesaba's Ground

Support Department. The article reviewed the equipment and procedures used by regional airlines which operate in cold winter climates. Mesaba Ground Services Manager Don Winnie and Director of Stations, Dennis Ofstedahl were both interviewed and quoted in the article, talking about types and uses of ground support equipment at Mesaba. Commuter Air Associate Editor, Rick Lundstrom, said that Mesaba's input was "very valuable" and he featured a picture of an aircraft heater and Metro III in his article. For a copy of the story, call Marketing and Public Relations at x353/351 at the general office.

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