

MESABA ON THE MOVE

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

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Summer Picnic is Fun in Sun

Volleyball Championship Changes Hands

This year's annual company summer picnic was held at Fort Snelling State Park in St. Paul, Minnesota and was well attended by company employees. Over 300 employees, friends and family members turned out to partake in the day of visiting.

Mother Nature was also good enough to bless the day with lots of sun and good weather. Most of the persons attending wore shorts and shirts and were interested in "catching rays" as well as socializing.

For the third year in a row, the entree for the picnic was a pig roast which was catered in by a Minneapolis restaurant. To join the pig were plenty of extras including salad, rolls and refreshments.

Adding fun to the party were games for the young and old of Mesaba. Gunny sack races and "find your parent's shoes" games were held for the children. All of the children that participated won prizes. A traditional water balloon and egg toss competition was held for the adults.

In the annual volleyball championship, there was a new winning team. Having developed a championship squad earlier in the week, this year's winning department was the maintenance team. A team from Flight Operations captured second place.

The picnic was a fun full-day affair for all that attended. Look for additional pictures on page seven of this newsletter.



Where did the ball go? Volleyball was a popular game at this year's company picnic.

AirTran Reports Annual Earnings

AirTran Corporation, parent company of Mesaba Aviation, Inc., reported earnings of \$1,645,000 or \$0.46 cents per share for company's fiscal year ended March 31, 1989. Those results reflect a 6% increase over net earnings of \$1,549,000 or \$0.45 per share for the fiscal year ended March 31, 1988. AirTran's operating revenues increased 22% to \$35,653,000 from \$29,171,000 reported during the previous year.

Robert D. Swenson, President and Chairman of AirTran, said he was pleased that fiscal 1989 earnings were up from the prior year's results considering the effort and investment required to initiate service at the airline's newest hub in Detroit.

Earnings for the quarter ended March 31, 1989, were \$204,000 or \$0.05 per share compared to \$231,000 or \$0.07 per share for the

same quarter last year. Operating revenues totaled \$11,316,000 for the quarter, an increase of 53% from \$7,415,000 in the fourth quarter last year.

Year End Snap Shot

Fiscal Year 1989

Operating Revenues \$35.7 million

Operating Income \$2.9 million

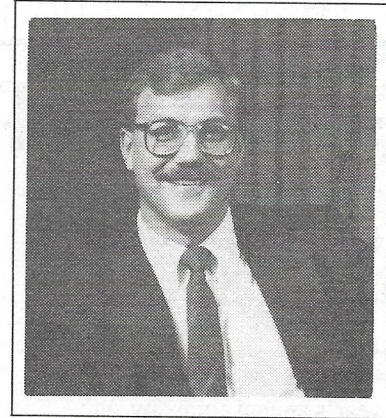
Net Income \$1.6 million

Number of Passengers 428,895

Letter From The President

June 1989

Dear Employees:



It was nice to see the wonderful turnout of people at our annual summer picnic at Fort Snelling State Park on June 11. The day was a fun affair and the weather couldn't have been better. For those that missed the event, our fall golf outing/barbecue has been scheduled for September 30 in Detroit. You do not need to be a golfer to attend this event. Look for a sign-up flyer on the day in early July.

The summer months are continuing to shape up as busy ones. Congratulations are in order for setting a boarding record in May of 60,246 passengers, a 90 percent increase over last year. My hope is that by August, we are carrying over 80,000 passengers - 40,000 at each hub. An important factor which will allow us to be able to do this will be getting our additional F27 aircraft on line. Along those lines, we expect to take delivery of two additional F27s in June and July, two more in August and one later this fall. Those deliveries will round out our original order of aircraft when we planned our expansion to Detroit last year.

Summer will mean some hot travelling conditions for our passengers. With a lot of new ground air conditioning equipment arriving, we hope to keep our aircraft cool while on the ground whenever possible. Doing that will make our service as comfortable as we can for our passengers.

Best wishes to you for a nice Fourth of July. Have a safe and successful month!

Sincerely,

A handwritten signature in black ink, appearing to read "R. Swenson". The signature is written in a cursive style and is positioned above the printed name of the signatory.

Robert D. Swenson
President and Chairman

Company News

Northwest Announces Corporate Image Change

In May, Northwest Airlines announced a new corporate image designed to reflect and symbolize major changes made at the nation's fourth-largest airline over the last three years. The new image was introduced by Steve Rothmeier, chairman and CEO of Northwest and its corporate parent, NWA, Inc. to employees at the airline's Twin Cities hub and maintenance base.

The new Northwest look was developed over more than a year of research and preparation with the assistance of Landor Associates, an international corporate design firm. Landor is the world's leading independent identity management consultancy, and has assisted with identity programs for more than 25 of the world's airlines.

Highlights of the new look: -- Bold use of red, gray and blue and white on aircraft exteriors, a color scheme that will extend to all areas of the airline. -- Continued use of the "Red Tail," a long-time Northwest symbol, en-



A Northwest Boeing 747 was displayed with the new paint scheme. Eventually, Mesaba aircraft could take on a similar look.

hanced by a new logo and extended along the entire top of the aircraft fuselage. -- A new logo consisting of an "N" in a circle and a compass arrow pointing to the northwest. -- The name Northwest Airlines will not change.

According to Mesaba vice president of operations, Patrick Thompson, Mesaba's aircraft will adapt a similar Northwest Airlink "look" as soon as one is finished being developed. Mr. Thompson said that most likely, the changes would begin being seen in the fall of 1989.

Mesaba Reports Record Traffic in May

Mesaba said that it carried 60,246 passengers during the month of May, a 90 percent increase over 31,697 passengers flown during the same month last year. The Minneapolis-based regional carrier said it had a system-wide load factor in May of 52.4 percent, compared to a load factor of 51.1 percent last year.

- Boarding Records

The addition of new markets on the Detroit system have also resulted in record daily boarding numbers in May and June. Records to date: May 25 - 2674 passengers; June 1 - 2739 passengers; June 7 - 2760 passengers.

Mesaba expects that the daily number will continue to increase throughout the summer as additional aircraft are added to the system.

New Shuttle Bus On Route

Mesaba's shuttle service between the general office and Minneapolis station is being served with a newer, larger shuttle bus. The 14-passenger bus was formerly operated by a rental car agency. Mesaba purchased the bus due to a larger volume of persons travelling between the airport and general office parking. Driver Ron

NEWS, continued on back page



Mesaba's new shuttle bus.

Mesaba On The Move is published monthly by Mesaba's Marketing and Public Relations department for employees and friends of the Company. The newsletter accepts for publication stories and articles related to Mesaba, AirTran Corporation and any of its employees or operations. Send all information to: **Mesaba On The Move** - 7501 26th Avenue South - Minneapolis, MN 55450.

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Editor - Douglas P. Fulton

Six Months Later, DTW Going Strong

Start-up Makes Many Challenges

During the snowy morning hours of December 8 of last year, a strong wind swept across the somewhat unfamiliar G concourse tarmac at the Detroit Metropolitan Airport. This was the first morning of Mesaba Aviation's operations at the new hub. Aircraft were warmed with ground heaters, new passengers were escorted out to their flights and service begin to four new cities from the Detroit hub. That day, eight new departures would be added to Mesaba's regional system.

Six months later, in June 1989, Mesaba's schedule has grown to thirty six departures a day at Detroit, with service to ten cities. The company's employees who have been directly involved with the Detroit build up, have continued developing their procedures and there is a sense that the Detroit hub is gaining in efficiency and experience. In a word, Detroit is coming on line.

Maintenance

"You have to give our guys a lot of credit for the work they have done," says Bill Shepard, assistant director of maintenance at Detroit who admits that the Detroit start-up has taken a tremendous amount of work. He gives much credit to the mechanics. "They are good, and they have worked hard."

Mesaba's Detroit team of thirty two mechanics, which includes five supervisors and one manager, have been busy since last fall gearing up for the airline's expansion to the Detroit hub. Most of the mechanics are relatively new to the company and several joined Mesaba from Simmons Airlines, the carrier which Mesaba replaced in Detroit as Northwest AirlinK. All of them have been immersed in the Mesaba way. Shepard says that "training is really pushed," and so many of the mechanics are often in the Twin Cities for company training classes or in other industry offered courses.

Mesaba performs the majority of its maintenance at the Page hangar at



The Detroit hub continues to increase in operations.

Detroit, one of two hangars it currently leases there. A limited number of maintenance procedures are done at the nearby ATA hangar and, according to Shepard, quite a bit of unscheduled maintenance is done at the gate. He admits that the quarters are a bit cramped. The department, in addition to the hangar space used, has only a small office/maintenance shack, at the airport G concourse.

Shepard, who joined Mesaba in his current position in November 1988, feels the past six months have gone relatively smoothly. The department has significantly "tooled up," a term which means acquired adequate tools and equipment to perform maintenance checks and procedures. And the mechanics are getting very comfortable with the quick turn around time required in the airline industry.

"You have to give our guys a lot of credit for the work they have done"

Shepard was particularly proud of a recent situation where a shift of mechanics worked overtime to get out an aircraft which had a damaged tail. "Our guys had lots of dedication to get that one out," he said.

Eventually, as additional aircraft are added, the Detroit maintenance department will be up to thirty five mechanics and six supervisors. The

department will continue to grow as the Detroit system builds.

Flight Operations

Hiring and training enough pilots has been the single greatest challenge in the flight operation's task of bringing Detroit on line, according to Richard Lawrence, vice president of Flight Operations. When Mesaba began the task of expanding to Detroit, the airline had approximately eighty five pilots flying its entire system. Today, six months after the Detroit start-up, the company has more than doubled that number to 185 pilots. Stationed in Detroit alone, Mesaba has more than fifty pilots. In time, according to Lawrence, that number should grow to one hundred.

There were and are a couple of difficult hurdles involved in expanding the pilot force to meet the Detroit expansion. First, there is an elapsed time of three months by the time a pilot is interviewed, hired, trained and eventually on line. That means that hiring must be done many months ahead in order to keep up with the expanding schedule. Second, and no less important, is the percentage of pilots which leave the company to fly for major airlines and need to be replaced. In the past six months alone - in the same time that 120 pilots have been hired and trained - over thirty pilots have left Mesaba.

Aircraft delay deliveries have also created a problem for flight operations in the Detroit start up. In December,

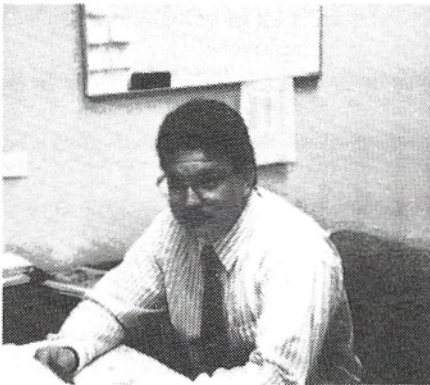
when F27 segments were being cancelled due to delayed Fokker aircraft, many trained F27 pilots were sitting idle with no aircraft to fly. When MIII aircraft were scheduled into the F27 slots, the company was forced to cancel some segments due to limited trained MIII crews. It was a difficult situation that was unforeseen as the Detroit start-up was being planned in August.

Despite those difficulties however, the department has done a tremendous job of opening a new domicile and much credit needs to be given to a lot of people, not the least of which is Pete Johnson, assistant Metro III chief pilot, according to Lawrence. Johnson, who due to training was unable to be reached for this article, has been the point man in the administrative end at Detroit where he holds office when he is not in the air training new pilots. "Pete has done a great job in setting course for our new pilots in Detroit," said Lawrence. In the absence of an assistant F27 chief pilot, Johnson has been pulling double duty in the city.

Eventually, the company will employ over 250 pilots system-wide that will be flying the company's ten state system. While the job of growing has not been easy, the early days of the Detroit expansion will never be forgotten for flight operations.

Inflight Service

One of the most rewarding things about getting Detroit on line for Vicki Young, Manager of Inflight services/DTW, has been, "seeing our



Bill Shepard, Assistant Director of Maintenance of Detroit

fl

ight attendants mature and do a good job in a new environment."

Young has been in a new environment too. She took over the Detroit assignment in October of 1988 and has been busy ever since developing the Detroit inflight service procedures. "It's been a lot of work," she says. Interviewing new employees, interacting with other departments and making sure that training is in place.

The Detroit system currently has nineteen flight attendants and one commissary person. The majority of the personnel, like the mechanics, are new to the company. Many joined the company from the region. Several had worked with major airlines before coming to Mesaba. Training is fairly intense. It includes two weeks of ground school and ten to fifteen hours of in flight training.

Developing Detroit from the inflight service perspective took on many challenges. First, with the delay of F27 aircraft deliveries, many flight attendants were unable to start in December as planned and many went to Minneapolis to work on the airline's system until F27's were scheduled at Detroit. "We had some great cooperation by many of our flight attendants who were willing to go to the Twin Cities, stay in hotels and work the west side," said Young. Another big challenge, she said, was getting commissary set up. On the G concourse, from where the aircraft depart, there was no fresh water or ice available. All those things took time and extra effort to develop. Things have gotten busy enough, however, that the department is adding a supervisor position in the near future.

Another rewarding part about starting a new hub as a flight attendant has been getting to know new destinations. Traverse City, according to Young, has been the general favorite of the new cities, "but they are all fun to go to and see." Currently, Mesaba overnights out of Detroit at three cities - Pellston, Canton and Hancock.

Customer Service

"As I recall, aside from the snow and deicing, our day went fairly smoothly," said Steve Hanifl, Customer Service

Manager at Detroit, thinking back on Mesaba's December start-up at Detroit. "We have, however, come a long ways since then."

Mesaba's customer service department at Detroit consists of Hanifl, three supervisors and eight agents who command the airline's operations center. There, communication, load planning,



Rob Radke, Ground Services

aircraft dispatch and other functions are performed. Mesaba's ramp and ticket counter duties are handled by Northwest agents, with whom the company's supervisors work. Hanifl interfaces with all of the functions.

One of the things that Hanifl says will make things easier is getting into a routine - something that should happen soon. "We have been so busy adding airplanes and schedules that it has been hard to get into a smooth track. Once we can, it will be much easier. In December, Mesaba shared the G Concourse not only with Northwest jets, but also Simmons Airlines, which continued to operate some service at Detroit. As of May, Mesaba has had the concourse to itself.

"Our people have a lot of enthusiasm," says Hanifl. And that, he said, has made the of job starting Detroit easier. In addition, the interaction with Northwest has been fairly easy. All Northwest personnel who work Mesaba's flights go through a Mesaba/Northwest designed training course and our two company's

DTW, continued on page 7

Employee News

New May Employees

Full-time

Ken Boeke, Mechanic, MSP
Mark Limanen, Mechanic, MSP
Sharon DeRosier, Dispatch, MSP
Delayne Michels, Accounting, MSP
James Clancy, Dispatch, MSP
Charles Dillingham, Shuttle, MSP
Michelle Miller, Records, MSP
Anthony Schaff, Mechanic, MSP
Joseph Thelemann, Mechanic, MSP
Joseph Bonniwell, Mechanic, MSP
Karina Thielen, CWA, MSP
Charles Cutter, Pilot, DTW
Michael Bruce, Mechanic, DTW
Willard Waldow, Pilot, DTW
Dean Esse, Pilot, DTW
James Draw, Pilot, DTW
Craig McFarland, Pilot, DTW
Bill Smith, Pilot, DTW
Darren Zehner, Pilot, DTW
Bill Warren, Pilot, DTW
Dave Harvey, Pilot, DTW
Jim Gray, Pilot, DTW
Bill Brezinsky, Pilot, DTW
Greg Cleath, Pilot, DTW
Christine Duchay, Pilot, DTW
James Ritchie, Pilot, DTW

Part-time

Chris Drake, CSA, MSP
Jerod Duranceau, CSA, CSA
Evonne Anderson, CSA, PIR
Stacy Romeo, Receptionist, MSP
Scott Toumala, CSA BJI
Dave Henemier, Flight Ops, MSP
Michelle Pratzlaff, CSA, MHE
Jile Uselmann, CSA, BRD
James Hanson, CSA, BRD
Chris Jensen, Groomer, MSP
Richard Block, CSA, MSP
Lisa Haertel, CSA, MSP
Lisa Jorissen, CSA, MSP
Scott Shimomura, CSA, MSP
David Lundine, CSA, MSP
David Johnson, CSA, CAK
Adrienne Spiroff, CSA, CMX
Arlene Steffey, CSA, TVC
Julie Dunn, CSA, MQT
Cynthia Cronkright, CSA, MQT
Sheryl Struck, Flight Att., DTW
Deana Kesy, Flight Att., DTW
Candice Harvey, Flight Att., DTW
Carol Morris, Flight Att., DTW
Renee McClellan, Flight Att., DTW
Linda LaNou, Flight Att., DTW
Maureen Meyer, Flight Att., DTW
Richard Edmonds, CSA, ERI
Jackie Hickey, CSA, MQT
Jackie Johnson, CSA, CMX

News

401K Sign-Up

The 401K Retirement Savings Plan enrollment occurs quarterly on January 1, April 1, July 1, and October 1. Employees who have been with Mesaba for more than one year prior to these enrollment dates, and has worked 1,000 hours or more per year, may enroll on or before these dates.

Those who are eligible and wish to participate in the July 1 enrollment may contact the Personnel department for information and enrollment forms. Do so right away!

Customer Service Uniform Committee Formed

The Customer Service Department has formed a committee, made up of employees, to review and make recommendations on that department's uniform policies. According to the committee chairman, Dennis Ofstedahl (Director of Customer Service), the committee has met twice and sent out a survey to all customer service agents for feedback. Ofstedahl said that the committee had received quite a lot of valuable information from employees.

Members of the committee include Howard Nelson (MSP), Deb Luke (MSP), Marlin Roseland (PIR), Ruth Tinberg (CWA), Gail Carrasco (FNT), and Linda Macklin (ERI). In addition, Wayne Butor (Director, Stores) and Dave Stiff (Stores) have been active members of the committee.

Mesaba Golf Outing

Mark your calendars for the company's first annual golf outing/barbecue to be held:

Saturday, September 30
Tee Off Time: 11:30A
Fellows Creek Country Club
Canton, MI (15 minutes from airport)

All employees invited to participate.
Non golfers are welcome too!!
A reception and dinner will held starting at 5:30P.



Picnic Pictures

The annual picnic offered a good day for all. The pig roast. The water balloon toss. The volleyball championship. Here are a couple of photographs from the day.



*The new champions. The maintenance team **Front** (l to r): Mark Miller, Dave Pandratz, the ghost.. **Back** (l to r): Jeff Neuman, Norm Lindsey, Mark Newman, Scott Peckham, Dan Hansen.*



Splash! The water balloon toss was a favorite again this year with the adults. Plenty of people got wet.

DTW, continued

employees "work very well together," says Hanifl.

Currently, Mesaba operates 36 flights a day, and that takes a lot of coordination and friendly service. To customers and passengers that are unfamiliar to Mesaba. The Customer Service department is helping make that happen.

Stores

Virgil Thomas, Manager of Detroit Stores, says it best when he talks of how far that department has come since start-up. "We have done a lot of things and helped a lot of people. But we still have to play a little Robin Hood every now and again to get all of our parts."

The Detroit Stores department was developed last fall in anticipation of the Detroit start-up. It stores and or-

ders aircraft parts and components as well as office supplies. "We have thousands of parts," say Thomas. The department is located in the Page Hangar, adjacent the hangar portion of the maintenance space.

Thomas, who came to Mesaba in November of 1988, also gives a lot of credit to his staff. "It has been a big adjustment, especially since we are all new to this area. We have worked hard to make this area work."

Ground Services

Outside of the Page Hangar, Ground Services Supervisor Rob Radke eyes five bag carts which are ready to be sent out to Mesaba stations. "They are ready to go," he says.

Ground Services acts as the maintenance arm to service trucks, tugs and other support equipment at the company. Currently in the Detroit operation, Mesaba has six trucks and five tugs, all of which take time and which inevitably breakdown from time to time.

"We have come around very well since we started," says Radke, who came to Mesaba from Simmons in 1988. Rob and Ground Services work out of the Page hangar as well.

In the six months that Mesaba has been developing the Detroit hub, its statistical figures have nearly doubled in all categories. So too, has the energy levels by those who have made the Detroit operation work. Most every one will look back on the first six months with memorable experiences.

Parker says the bus is in a great improvement. "People are a lot more comfortable," he said.

MSP Tunnel Gets Facelift

The passenger tunnel at the Minneapolis/St. Paul station is in the process of getting some renovation changes, according to Larry McCabe, Mesaba Vice President. The new changes include work on the roof, new carpet, a new paint coat and the replacement of ceiling tile. The tunnel was first constructed in 1986.

The tunnel is the walkway through which passengers board their flights when they depart Mesaba's Minneapolis/St. Paul gate area.

Mesaba Schedules Additional Service to BJI, BRD

Effective August 1, Mesaba is adding one additional flight to both Bemidji and Brainerd, Minnesota. Mesaba will operate a round-trip Metro III flight between Bemidji and the Twin Cities, bringing to five the number of round-trip flights in the market. One round-trip F27 flight is being added between Brainerd and the Twin Cities making six round-trip flights from Brainerd to Minneapolis/St. Paul.

The extra flights are being added to the markets to accommodate "a larger amount of seasonal traffic in both markets," according to Phil Swenson, Vice President of Planning and Marketing. The extra flight to Brainerd is scheduled to be discontinued on September 4. There is not yet a discontinued date on the Bemidji flight.



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