

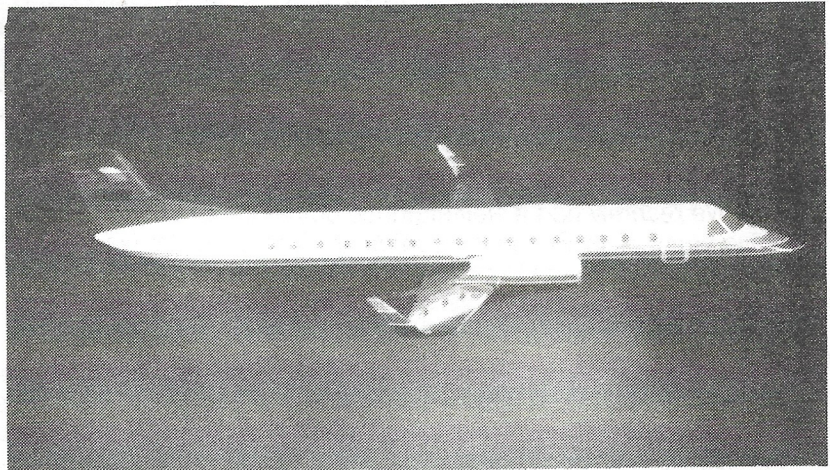
## Mesaba Indicates Interest in Jets

### Letter of Intent Signed For 45 Brazilian Aircraft

Mesaba said in early April that, through a letter of intent between Northwest Aircraft, Inc. and Embraer-Empress Brasileira de Aeronautica S.A. (Embraer), it has secured delivery schedules and pricing for the Embraer-145, a forty-five seat jet currently being developed by the Brazilian aircraft manufacturer.

Northwest's letter of intent with Embraer, which was signed last October, calls for forty-five aircraft and would allow for deliveries to begin in 1994 if a definitive contract were to be signed for the aircraft. According to officials from the company, Mesaba worked with Northwest to sign the letter of intent with Embraer last fall. Mesaba has rights to operate up to all forty-five aircraft on its route system.

Robert D. Swenson, President and C.E.O. of Mesaba, said the Letter of Intent does not guarantee that the company will end up signing a contract for the aircraft. Rather, he said it simply protects early deliveries and favorable pricing in the event that Mesaba were to proceed with that type of aircraft.



**Fast Aircraft:** *The Embraer-145 regional jet seats forty-five passengers. The first prototype is scheduled to be completed in late 1991. Mesaba and Northwest have expressed an interest in acquiring a fleet of these aircraft. The aircraft would be delivered in 1994-95.*

"We have felt for some time that jet aircraft are going to be part of our long-term growth plan," he said. "This letter of intent allows us to continue analyzing both the economic and operational performance of this aircraft before signing a definitive agreement."

The aircraft, if signed for, would be leased through Northwest Aircraft, Inc., a subsidiary of NWA, Inc. Mesaba currently leases eighteen of its thirty-one aircraft through Northwest Aircraft Inc.

Though the first prototype of the Embraer-145 is not scheduled until the end of 1991,

the aircraft manufacturing company already has experienced considerable interest in the regional jet. In addition to Mesaba's order, a number of other North American carriers have signed Letters of Intent for the aircraft including; Ontario Express, 16; Business Express, 20; Comair, 60; SkyWest, 20; and West Air, 60.

The Embraer-145 is a very passenger friendly aircraft. It features a full-size galley, in-flight service, and wide body comfort. The aircraft will be 87.7 feet long and have a span of 73.4 feet wide.

## Executive Letter

May 1990

Dear Employees:

During the past several years, we have made tremendous improvements in the area of employee benefits. I am pleased to say that on May 1, we are making a further enhancement with the introduction of companion passes, or "buddy passes" as they are commonly referred to.




"Buddy Passes" are passes issued to allow friends or relatives to accompany Mesaba employees or their spouses on a Mesaba flight for personal reasons. Each employee with a minimum of one year continuous employment will be eligible to receive four passes a year for the cost of \$5.00 one-way or \$10.00 round-trip. There has been a great deal of interest on the part of employees in this type of program and we are pleased to be able to introduce it at this time. Complete details are available from the Pass Bureau.

We recently had a well-attended dinner for all employees and spouses or guests with more than five years of service to the company. As of April 24, we had fifty-eight employees with five or more years of service to the company and we thank them for their support and efforts over the past decade.

Many of you may be wondering about Mesaba's recent announcement regarding the Embraer-145, the forty-five seat jet in which we have expressed an interest. We have felt for some time that jet aircraft were in our future, and an internal study we conducted last year confirmed that we have a need for jet aircraft on our system if the economics and operating performance are right. Last October, we worked with Northwest to sign a Letter of Intent with the Manufacturer for the purchase of up to 45 of the Embraer-145 jets. The first aircraft prototype will be ready in late 1991 and we could begin taking deliveries in late 1994 or early 1995. We are in position to receive the aircraft with favorable deliveries at competitive pricing if we decide to do so. We will continue to update you with additional information as it is available.

After all of our efforts in "Operation Recharge", we are beginning to see our system-wide reliability increase, (in fact, on May 1 and 2 we flew 100 percent of our 226 scheduled flights with an 88 percent on-time rate). We are going to begin focusing much of our energy and attention now on returning to strong profitability. We can all be proud that we have developed the new Detroit system safely and that our energies and resources in "Operation Recharge" have helped strengthen reliability on our entire system. After posting a loss of more than \$250,000 during the quarter ended March 31, 1990, we now must return to profitability so that in the coming years our company will be financially poised to acquire new aircraft and make the financial investments that will ensure our continued growth. To that end, we are looking to improve efficiencies and productivity throughout the company. Your help in these efforts is greatly appreciated.

Best wishes for a successful month.

  
Robert D. Swenson  
President and C.E.O.

## Company News

### Mesaba Reports 36% Increase in Traffic

The Company reported that it carried 69,424 passengers in March, an increase of 35.6 percent over 51,186 passengers carried last March. The company said that it flew 14.6 million revenue passenger miles during the month, a 30.6 percent increase over 11.2 million revenue passenger miles flown during the same month last year. Mesaba's load factor during the month was 50.5 percent, compared to 55.8 percent last year.

### New Service Announced to Columbus, Ohio

Mesaba will start new service to Columbus, Ohio on June 1, officials from the company said recently. The new service will consist of three daily round-trip flights between Columbus and Milwaukee. The airline plans to

**Mesaba On The Move** is published monthly by the Marketing and Public Relations department for employees and friends of Mesaba Aviation and AirTran Corporation. The newsletter accepts for publication stories, articles, tid-bits and other information related to the company's employees and business.

Send all information to: **Mesaba On The Move** - 7501 26th Avenue South - Minneapolis, MN 55450 - or COMAT MSPGOXJ



**New Paint Scheme:** Mesaba's first newly painted aircraft was on display for the media recently. Shown here with the aircraft are l to r: Patrick Thompson, John Temple (Northwest), A.B. Magary (Northwest), George Rasmusson (Northwest), Raymond Foss (Northwest), Rob Swenson and Phil Swenson.

operate 19- passenger Metro III aircraft on the route.

Columbus will be the thirty-sixth city in eleven states served by Mesaba. At both Milwaukee and Columbus, Mesaba's operations will be handled by

seven daily departures. The company currently operates from Milwaukee two daily flights to Wausau and two flights to Indianapolis - service which began on April 1, 1990.

#### Facts About Columbus

##### Population:

Greater Area - 1.3 million  
Franklin County - 945,000  
Metro - 655,000

##### Served by the following airlines:

Air Canada, American, Comair, Continental, Delta, Eastern, Midway, Northwest, TWA, United, and U.S. Air

Northwest Airlines. Northwest currently operates seven flights at Columbus, with non-stop flights to Minneapolis/St. Paul and Detroit.

Mesaba's new service to Columbus increases the airline's frequency at Milwaukee to

### Mesaba ranks 20th in 1989

Mesaba Airlines was the 20th largest U.S. regional airline in 1989 according to the Regional Airline Association's 1989 survey. The ranking is based on the total number of passengers carried. The top 20 of 150 regional airlines are listed below:

<u>Carrier</u>	<u>Passengers</u>
Air Wisconsin	2,194,975
ASA	2,001,217
Henson Aviation	1,852,530
WestAir Airlines	1,824,246
Simmons Airlines	1,698,909
Horizon Air	1,587,148
Comair	1,495,899

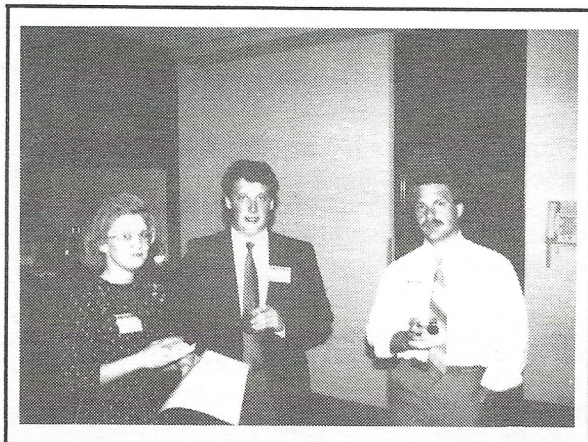
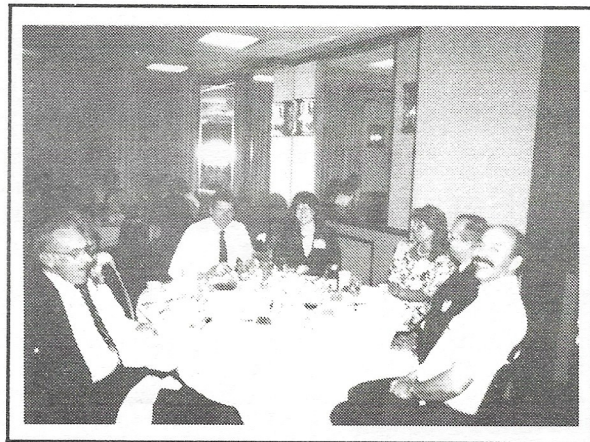
NEWS, continued on back page

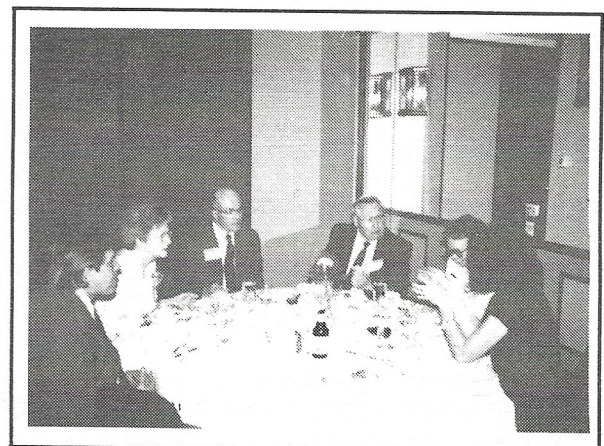
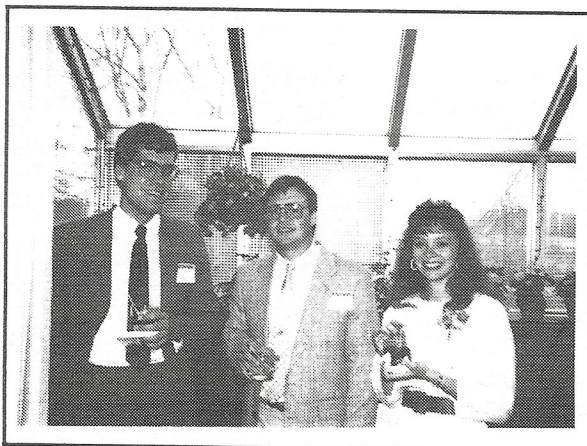
## Five Year Dinner

On the evening of April 24, Mesaba held its annual dinner in honor of employees and their spouses for more than five years of service. This year's gathering was held at the Decathlon Club in Bloomington and was attended by nearly eighty persons.

Mesaba currently has fifty-eight employees who have been with the company five years or more.

Pictures from the event, which featured a social and dinner hour, are shown on the next two pages.





# Employee News

## New March Employees

### Full-time

Steven Behm, A&P Mech., MSP  
Roy Jones, Dispatch, MSP  
James Shepherd, Groomer, MSP  
Mary Ann Taylor, Account. MSP  
Jeff Hennum, Dispatch, MSP  
Ruth Proctor, Groomer, MSP

### Part-time

Lori Greer, CSA, JMS  
Matt Marsh, CSA, LNK  
Julie Johnson, Flt. Att., MSP  
Renee Lang, CSA, MSP  
Michelle Stitt, CSA, MSP  
Kellie Keymes, Flt. Att., MSP  
Todd Tennison, CSA, MSP  
Lisa Kirby, Flt. Att., MSP  
Sara Hanson, Flt. Att., MSP  
Sherry Clark, Flt. Att., DTW  
Katherine Henderson, Flt. Att., DTW  
Pam Gleason, Flt. Att., DTW  
Debra Sutton, F.t. Att., DTW  
Bridget Roe, CSA, DTW  
David Frizzle, CSA, DTW  
Janet Wloskinki, CSA, DTW

## New April Employees

### Full-time

Scott Wilkenson, A&P Mech.,

DTW  
Jonathan Johnson, A&P Mech., DTW  
Daniel Taylor, A&P Mech., DTW  
Bill Armetus, A&P Mech., DTW  
Michael Gregory, A&P Mech., DTW  
Mark James Deacon, A&P Mech., DTW  
Jody Prasalowicz, Groomer, CWA  
Dana Jo Groth, Staffing, DTW  
Michael Snyder, Pilot, DTW  
James Shoemaker, Pilot, DTW  
Greg Lager, Pilot, DTW  
James French, Pilot, DTW  
Fred Jacobs, Pilot, DTW  
Roland Keranan, Pilot, DTW  
Ken Hayes, Pilot, DTW  
Michael Koloski, Pilot, DTW  
Michael Martin, Pilot, DTW  
John Hughes, Pilot, DTW  
Daniel Tinaglia, Pilot, DTW  
WM Peterson, Pilot, DTW  
George Barbes, Pilot, DTW  
Steven Knight, Pilot, DTW

### Part-time

Shane Mooney, CSA, DTW  
Patricia Bryja, CSA, DTW  
Karen VanBuskirk, CSA, DTW  
Anthony Shippa, CSA, DTW  
Christine Harvey, CSA, MQT  
Susan Ulberg, CSA, PLN

*Special thanks to the Personnel department who supplies this information each month. - D.F.*

## Promotions

**Roger Lien** was promoted to Assistant Director of Maintenance - MSP.

**Harold Sellie** has been promoted to Supervisor of Maintenance Control.

**Cynthia Hormanski** was promoted to Reliability Analyst.

**Michelle Miller** has been promoted to Records Specialist.

## 5 Year Anniversary

The following persons reached their five year anniversary with Mesaba in March and April. Congratulations!!

**Claudia Hammond** - Customer Service Trainer

**Patrick Burke** - Manager, Aberdeen

**Julie Peterson** - CSA, Muskegon

## Mesaba Memos

Congratulations to the following employees and their families on recent births:

**Cheryl Moline** (Marketing) - son Erik William born on March 28.

**Pam Lemon** (Inflight Services) - son Nicholas Jay born on March 29.

**Nancy Haider** (Inflight Services) - daughter Alyssa Marie born on December 19.

**Chris VanDenHeuvel** (Manager, Training) - daughter Hanna Amelia born on April 19.

**Terry Detjen** (GPZ Aviation Center) - daughter Whitney Allison born on April 6.

**Brad Osborn** (Manager, Eastern Region) - daughter Alexis Jean born on May 2.

**Dana Lee** (CSA, Bemidji) - son Nicolas Ryan born on May 1.

## WHAT DO YOU KNOW?

Anything interesting for the newsletter? If you do, send it in and get it published in next month's issue. Department news, station tidbits, employee personal news, births, weddings. Information received by the 15th of each month will be published in the next month's newsletter. Jot down your information and ideas on a piece of paper today and come to: MSPGOXJ atten: Newsletter. Or telex to: MSPSKXJ.

## News Art of Giving Service Program

"Great", "Informative", "Fun"... are some common responses from Customer Service Agents (CSAs) attending the "Art of Giving Service" seminar. The twelve hour program focused on how individuals can exceed customer's expectations and also reviewed current passenger handling policies and procedures. Many CSAs enjoyed the seminar and felt it focused their attention on quality service and helped them sharpen their customer service skills.

Twenty-three seminars were scheduled from February through Mid-April for over 200 CSAs. The seminar has been a part of the CSA new hire training program since January. A seminar will be scheduled for early summer for those agents who were unable to attend one of the earlier seminars.

## Flight Attendant Receives Award

Joann Taylor (known as "JT" to her fellow FAs & staff) was the first flight attendant to be presented with the "Outstanding Service Award" on April 16th. Department Director Ann Romera, who presented the award, said, "No one is more deserving. Joann is an exemplary flight attendant. She is well-liked and respected by all who come in contact with her.

Joann started with Mesaba in December, 1988. In presenting the award, Romera said, "Joann is an expert at her job as well as a model employee. She maintains the highest possible standards and exemplifies what Inflight Services is all about - being head and shoulders above the rest. We truly pride ourselves in flight attendants like Joann."

## Personnel News Blue Cross/Blue Shield Information

Effective November 1, 1989, Blue Cross/Blue Shield of Minnesota made it possible for your Doctor (if he or she participates with BCBS) to submit your bills directly to the Blue Cross Blue Shield of your state. If your Doctor does participate, they should know where to submit the bills.

If your Doctor does participate in the plan, he/she will submit the bill to BCBS of your state and they in turn will pay your doctor.

If your Doctor does NOT participate in the plan, then you may go ahead and submit your bill DIRECTLY to BCBS of Minnesota. They in turn will reimburse you for the covered portion of the bill.

Below is a list of Health Coverage contacts and phone numbers for each state, and a Dental Coverage phone number for any questions you may have for them.

All dental claims will require a claim form. Submit your claims directly to Blue Cross Blue Shield of MN for processing.

Call Molly Marshall or Alice Ferdinand (MSP-Personnel) at 1-800-777-6013 or Cathy Smith

(DTW-Personnel) at 313-942-4905 if you have any questions.

All bills payable are contingent upon whether or not your service is covered by BCBS.

Health Coverage  
Blue Cross and Blue Shield of MN Health Coverage Plan Contacts:

### Iowa:

Des Moines 515-245-4500

Sioux City 712-279-8400

Illinois 312-938-7500

Michigan 313-225-8000

Minnesota 612-456-5040

1-800-382-2000 x5040

Nebraska 402-390-1820

North Dakota 701-282-6241

### Ohio

Cincinnati 513-281-2121

Cleveland 216-687-7111

Columbus 614-464-5870

### Pennsylvania

Camphill 717-763-3533

Philadelphia 717-255-0820

Pittsburgh 412-255-7000

Wilkes Barre 717-829-8500

South Dakota 605-336-1976

Wisconsin 414-224-6100

Dental Coverage MII Dental  
612-456-5250 or 1-800-382-2000  
x5250

If you have any concerns regarding service you have received, please contact Blue Cross and Blue Shield of Minnesota at 612-456-5040 or 1-800-382-2000 x 5040

## Summer Picnic Information

### Minneapolis/St. Paul

Saturday, June 23  
Fort Snelling Park  
Minneapolis, MN  
11:00a.m. - 4:00p.m.

Mark your calendars. All Employees invited to attend.



### Detroit

Saturday, June 30  
Lower Huron Park  
Bellevue, MI  
11:00a.m. - 4:00p.m.

Mark your calendars. All Employees invited to attend.

Notes:

**Employees Can Use U.P.S. Lot**

The U.P.S. parking lot is to be used for overflow parking at Mesaba's General Offices in the Twin Cities. The lot is located just North of the company's blue lot on 26th Avenue. Employee are reminded to use their parking permits when they park at Mesaba.

**Columbus is 36th Mesaba City**

Mesaba's upcoming service start at Columbus, OH on June 1 brings to thirty-six the number of cities served by Mesaba.

**Regional Airline Statistics**

U.S. regional airlines carried 37.5 million passengers in 1989, a 6.3 percent increase over 1988. In 1978, regional carriers combined carried 11.3 million passengers. Other statistics from 1989:

- There were 151 regional airlines operating.
- The average regional carried 247,415 passengers.
- Regionals served 817 airports.
- The average trip length flown by a regional was 181 miles.
- There were 1,907 aircraft operated by regionals.

**Sparkling Service in Detroit**

A diamond ring worth \$800.00, which was lost last month by a Mesaba flight crew member, was found and returned to its rightful owner by a Detroit-based maintenance employee. Inspector Mike Kiesel was inside the cockpit of a Mesaba aircraft when he found the ring under one of the seats. Mike sent the ring to Detroit Flight Operations and it was forwarded to crew member Darin Williams who had reported it missing several weeks earlier.

NEWS, continued from page 3

Pan Am Express	1,214,762
Bar Harbor	1,097,145
Business Express	1,009,018
SkyWest Airlines	1,000,865
Express Airlines I	999,974
Wings West Airlines	964,995
CCAir	932,777
Air Midwest	910,947
Metroflight	824,828
Aspen Airways	798,287
Rocky Mountain	794,120
Jetstream In'tl	793,738
Mesaba Airlines	757,956

\* Information provided by RAA's 1989 Annual Survey.

Mesaba Aviation, Inc.  
7501 26th Avenue South  
Minneapolis, MN 55450  
612/726-5151



First Class  
U.S. Postage  
PAID  
Permit No.  
3363