
FRONTIER NEWS

Published for Frontier Airlines Employees

September/October, 1977

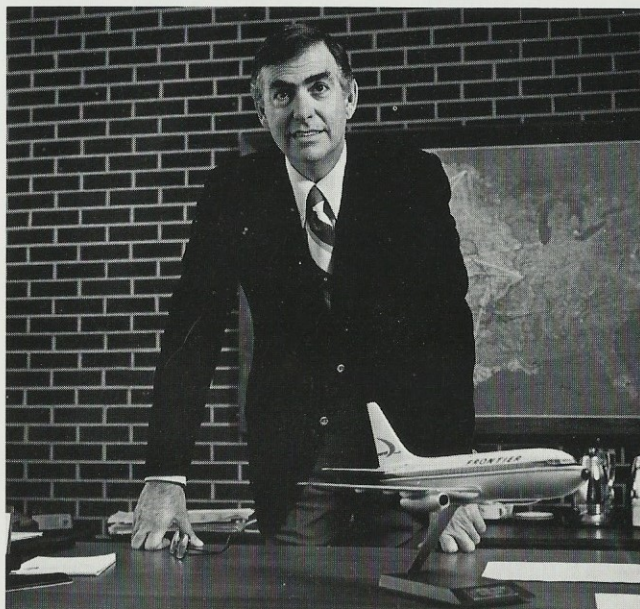
Regulatory reform: good for us and good for our passengers.

Over the past three years proposals to “deregulate” the airlines have advanced from fuzzy schemes that would virtually overhaul the nation’s air system overnight to what now could be realistic blueprints for progress.

Frontier has taken this stand in support of a draft version of the “Air Transportation Regulatory Reform Act of 1977,” a bill in the Senate Aviation Subcommittee sponsored by Senators Edward Kennedy, D-Mass., and Howard Cannon, D-Nev., the subcommittee chairman. Taking issue with the predictions of several other airlines that “doom and gloom” would result from passage of the legislation, Frontier holds the opinion that transition to a freer regulatory system would encourage competition and improve air service. As Frontier sees it, just about everyone — our company, our employees, our shareholders and our customers — stands to benefit if the bill is passed.

Frontier employees have voiced a number of questions on the various features of regulatory reform. To answer them, *Frontier News* took a wide range of inquiries to President Al Feldman. Here is what he had to say:

FL News: What prompted Frontier to come out in favor of regulatory reform?



FL News: Would airlines be able to...

FL News: Could fares go up?

Feldman: The airlines would have some flexibility to hike fares without CAB approval, but again those decisions would have to take into account likely actions by the competition. If there wasn’t any competition, fare hikes would first have to be approved by the CAB, as would proposed increases on subsidized routes.

FL News: Would small cities lose airline service?

Feldman: It’s not likely. For one thing, the bill guarantees continuing airline service to cities that are currently eligible for federal subsidy. During a 10-year period, if a regional airline like Frontier wanted to stop serving a subsidized city, the government would first have to find a replacement — probably from among a new class of “local air carriers” that would be specifically certificated and subsidized to provide this type of service.

Small cities that don’t receive subsidy are getting airline service now because they represent good markets for the airlines that fly there. In Frontier’s case, we serve cities like Grand Forks and Kalispell without subsidy simply because it’s profitable. It would be pretty dumb for any airline to

favor of regulatory reform?

Feldman: We took a close look at the latest version of the bill, drafted Aug. 9 by the Senate Aviation Subcommittee. Earlier versions went too far too fast, but we like what we see now.

Basically, now in writing is a pretty realistic plan to gradually reduce government control over our business. We think this would benefit the public and airlines alike.

FL News: How?

Feldman: For the public, less government control would open the door to increased competition between airlines. This, in turn, would stimulate the airlines to provide top-quality service — lower prices . . . better schedules . . . more flights . . . more innovative ways to attract and keep passengers.

For the airlines, regulatory reform would produce a freer marketplace. We'd have more flexibility to decide where to fly and how much to charge for our service.

On balance we think the bill is a plus and better than the current law.

FL News: Would airlines be able to enter new markets at will?

Feldman: Each airline would be able to take on a few new routes each year. After the government sees how that works out, the airlines may be able to expand into more markets — but all this would be done gradually.

FL News: Would they be able to exit existing markets at will?

Feldman: Yes, with some restrictions. For example, if an airline wanted to discontinue flights to a city, it would have to file a notice a half-year before it left. Other carriers would then have options to fill the gap.

FL News: Would fares go down?

Feldman: It all depends on individual markets. Increased competition — or the threat of this — will tend to lower fares.

A key provision in the bill sets limits on how far the airlines can go on fare cuts. Among other things, this would prevent airlines with huge resources from squeezing out the little guys.

turn it's back on a profitable market, and we don't think it would happen very often.

FL News: What about safety?

Feldman: Our safety rules won't change. The FAA will continue to make sure that the U.S. airlines are the safest in the world. This responsibility is clearly spelled out in the legislation.

FL News: The opponents of regulatory reform point out that we already have the best air transportation system in the world. They ask: why fiddle around with it? How does Frontier answer this?

Feldman: Put simply, the legislation is aimed at reforming the present system to make it *better*. Again, increased competition or the threat of it should stimulate the airlines to improve their services and, generally, to lower their prices.

Efficiently managed airlines should be able to turn these new freedoms into pluses that will put more passengers on their airplanes.

FL News: It sounds like our passengers have a lot to gain from regulatory reform, but what's in it for us?

Feldman: Our airline should be a lot better off. Government red tape has strangled us for years; with less of it, we'd be able to move into profitable markets much faster than we can now.

Continued on page 3.

FL favored in Wichita, Spokane cases.

We recently came out the winner in the first rounds of three route cases being considered by the Civil Aeronautics Board. In recommendations by CAB law judges, Frontier was named to receive these new route authorities:

- Nonstop links between Wichita and Denver to the west, and Little Rock and Memphis to the east. (We had also asked for Wichita-Atlanta rights in this case, but TWA was recommended for that segment.)
- Route extensions to Spokane, Wash., from Denver, Billings, and Missoula, with the latter service going on to Bozeman.
- Albuquerque-Phoenix nonstop rights.

We are still waiting for approval by the full Board on these cases.

There has been considerable less action South of the Border: we still haven't received a go-ahead from the Mexican government to serve Mazatlan and Guadalajara from Albuquerque and El Paso.

As we stand now, our case could be included in the

resumption of bilateral negotiations this fall covering a number of U.S. - Mexico routes. We're confident that we'll eventually get the green light to serve Mexico, one way or another, but the service will not get off the ground this year. It will have to be "mañana"—which in this case means the next tourist season.

Meanwhile, our new nonstop flights from Denver to Sacramento, Tulsa and Oklahoma City were inaugurated on Sept. 1, and plans are shaping up for the startup of our Topeka-Lincoln-Chicago (O'Hare) service on Nov. 6. The latter flights will originate and terminate in Salina, offering the first jet service to that city.

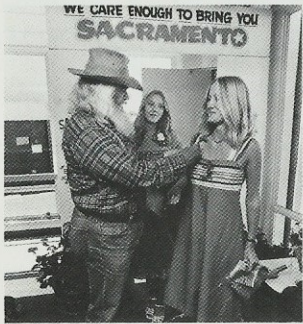
Keeping pace with our route expansion plans, Frontier has acquired the use next spring of another Boeing 737-200 on a 25-month lease. Addition of the leased aircraft and delivery of our five new Boeings in the spring will bring our jet fleet total to 27. To meet our needs until then, three other jets, leased from airlines overseas, will be in temporary service starting in October.

A new look is coming.

The word is out: Frontier will be taking on a bold new look beginning early next year. President Al Feldman has announced that we'll have new colors, a new symbol, a new paint scheme for airplanes, new aircraft interiors, and more. Every element of our company that customers see will reflect the many improvements in the quality of our operation that have been achieved during the past few years.

We are all eager to know the details. A special color issue of *Frontier News* with the full story will be mailed to employees' homes in just a few weeks. Soon you'll be able to see for yourselves just why Frontier's new look is so exciting.

FL Briefs Sacramento off to flying start.



Jim Ellingsworth, Director - Field Marketing Ed Dunaway, Ted Sheedy, Gib Peters, Flight Attendant Linda Laznovsky, James Carr, Executive Vice President Glen Ryland and Arthur Negrette. Meanwhile in Denver, inaugural activities included the appearance of an old California prospector who greeted Sacramento-bound passengers with "gold nugget" pins. There is reason to cheer. Frontier has been welcomed warmly in the California capital and loads have been exceeding our expectations.

September 1 was a day of celebration in Sacramento when city and airport officials joined Frontier representatives in a chain ceremony signifying the city's new link with Denver, Kansas City, St. Louis and Dallas/Ft. Worth. At planeside are (from left); George McLaughlin, Alan Ewen,

and William Fritzius (right) opened the forward bin and removed two plain crates—the objects of such intense security—to the safe confines of a nearby van. White-hatted C.W. Tayman (center) accepted the shipment under the watchful eye of Manager—Cargo Sales & Service Don Brooks. The contents—six original Charles Russell paintings on loan from the Amon Carter Western Art Museum in Ft. Worth for display at the Western Heritage Art Fair. Their value? "A million dollars," said Brooks, "probably the most valuable single shipment we've ever carried and the one I was most relieved to see completed."

GROUND CREWS ARE RECORD BREAKERS

Shattering marks for dispatching flights without station controllable delays, employees at three Frontier stations continue to perform their jobs with efficiency. Hayden and Fargo became latest members of the 1000 Club, a mark achieved by seven or so stations in Frontier's history. Celebrating the occasion on July 21 were Sales/Service Manager Roger Sorensen (above), agent Chuck Decoach and members of the flight crew: Capt. Tom Syms, First Officer Arch Vanbeek and Flight Attendant Pat Williams. Their record of 1,221 departures through Sept. 19 goes back to Oct. 27, 1976. In Fargo, Sales/Service Manager Ed Stone and his staff surpassed the 1000 mark (1,215 through the 19th) and have set their sites on 2,000.

Heading the list of record breakers, the crew in Farmington has actually surpassed all Frontier stations with an impressive 2,590 departures through Sept. 19. "We looked forward to breaking the system record (held by Harrison, Ark.) on Aug. 7," said manager Jim Dawson, "and now we're looking at 3,000 in early November." He credits his staff as a good group of experienced agents and new hires.

MARKETING, OPS PROMOTE PERSONNEL

Organizational changes in the Sales & Service Division highlight recent promotions in the company.

Reporting directly to the Sales & Service Vice Presidents are Ron Beaumont, director — travel agency and leisure sales; Bill McKenney, director — promotions and interline



Hayden Valley Press

of the interline program which includes a sub-minimum connection of 35 minutes in Denver, connection schedules and flight availability in both airline res systems, supporting travel agent publicity, and newspaper ads and TWA destination posters in selected Frontier cities. According to Bill McKenney, Frontier's director-convention and interline sales, the program continues through the end of the year.

THEY'RE ALL MINDING THE STORE.

Taking care of business in the Employees' Club Store are club officers for '77/'78 (from left): Vice President Jack Mericle (lead aircraft tech), Controller Vicky Hawkins (senior accounting clerk), Treasurer Earl Fisher (inspector), President Betty Watson (senior clerk) and Secretary Nancy Veitel (secretary). (Any resemblance to last year's officers is purely intentional.) All employees are invited to join up to participate in activities such as the October Hoedown and December's Christmas parties.

In other club news, Frontier's **Pilots' Wives Club** welcomes members for the coming year. Wives of any Frontier pilots are invited to join by calling President Char Hagen in Denver at 751-0625.

IT'S FRONTIER'S 'HIGH FREE RIDE.'

Ready to plunge head first into ski season, Frontier joined with ski film maker Dick Barrymore and Miller Brewing Co., to sponsor a 90-minute feature on the sport as our ski show in six key markets this September. Called "The High Cost of a Free Ride," the film is about the dedication one must have to enjoy skiing (the "ride" provided by gravity).

With scenes of hot dogging, aerial acrobatics and powder skiing in some of the world's best ski areas, the film is designed to turn people on to the sport and to encourage them to book ski vacations in the Rocky Mountains. Also turning people on to the sport is Dick's wife Betsy



'MISS ALEA' IS LONDON BOUND.

A celebrity in our very midst! Thanks to the initiative of her quick-thinking mother, Public Relations Secretary Nancy Ecord will be traveling to London in September as "Miss Air Line Employee" for 1977. Sponsored by the 10,000-member Air Line Employees Assoc. (ALEA), the photo/beauty contest was judged by comedienne Phyllis Diller and the Kingston Trio. At a surprise ceremony in July, Nancy was awarded her trophy in the presence of Al Feldman; Jack Casey, ALEA's regional director for the Denver area; and Rob Ogden, chairman of the Denver council. Her prizes include a trip for two to London, courtesy of ALEA and National Airlines, and luggage provided by Frontier. Oh, yes, Nancy will be flying to London with her mother, Vera, who submitted her daughter's photo to the contest last spring.



FL SHIPMENT A WORK OF ART



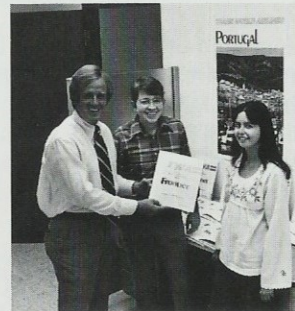
The passengers on board Flight #65 from Dallas/Ft. Worth to Denver on July 29 probably wondered what the commotion was all about. So did the visitors at Gate D-4 who watched as rifle-carrying members of the Sheriff's Dept., plainclothes policemen, a Denver television crew, a man in a cowboy hat and several nervous Frontier officials waited on the ramp as the B-737 taxied in. Within moments, Frontier agents Bob Payne (left, in photo at right)

sales; Bill McKenney, director - convention and interline sales; and Clay Blaylock, director - military and government sales. In Beaumont's department, Gail Godbey has been named manager - leisure sales promotion; Kathi Goff, staff manager - travel agency sales; John Wright, manager - offline sales; and Randy Palser, manager - offline sales (southeast region).

Congratulations to these employees who also received appointments within the company: Ken Burgess, director - schedules and tariffs; Mike Warner, district sales manager (Oklahoma City); Robert Coombs, staff manager - field marketing (Denver); Robert Foster, sales service manager (Durango); Larry Christiansen, manager - flight attendant administration; Mike Hogan, supervisor - flight attendant training; Roger Gustavson, manager - flight service (Denver); Connie Alexander, supervisor - flight service (Denver); Diane Wine and Dale Anderson, sales representatives (Denver); Capt. Lee Wallace, assistant regional director - flight operations (Denver); Capt. Frank Hoffman, regional director - flight operations (Billings); Tim Reilly, director - fuel purchasing; Larry Vann, director - purchasing; Rob Wurl, director - material services; Bernie Gareis, manager - inventory control; Colette Lange, supervisor - employment; and Nancy Van Broekhoven, manager in futures planning.

TW TEAMS UP FOR DEN CONNECTION

TWA and Frontier are at it again. The two neighbors on concourse D in Denver have joined together in an interline program to increase connecting passenger traffic over selected city pairs. To announce a major booking contest in promotion of the program, TWA Manager of Sales Steve Bonniwell (at left in photo) visited Denver reservations and presented agents Henry Worsham and Sue Henry with copies of the contest kit. Lucky Denver agents earn passes on TWA by booking passengers between such cities as Casper, Colorado Springs, Grand Junction, Rapid City, Jackson and Salt Lake City on Frontier's system, and such TWA destinations as New York, Boston, Chicago and Washington. The booking contest is just part



turning people on to the sport is Dick's wife Betsy (left), who appeared in the film and did some of the camerawork. The Frontier shows were presented by our sales offices in St. Louis, Omaha, Kansas City, Ft. Worth, Dallas and Phoenix. To complete the ski experience, ski area reps traveled with the "High Free Ride" to sell the Rockies to potential Frontier customers.

Interlining cruise news.

A return to the leisurely elegance of a Mississippi riverboat cruise is offered to interliners (plus parents and retirees) on the historic Delta Queen and the new Mississippi Queen. Eight-, four- and five-day cruises are available on these riverboats which call at such ports as Baton Rouge, Natchez and St. Francisville. Beginning and ending in New Orleans, all cruises depart on specific days this fall through December. Rates (including passage and meals) vary from \$149 to \$429 (per person, double), depending on the location of the cabin and the length of the trip. For more information on what could be a lovely way to see the South, contact ITR Interline, Ltd., 39 W. 55th St., New York, N.Y., 10019, (212) 586-3847.

If an ocean liner is more your style, ITR Interline also has the latest information on more than 500 cruises on 15 luxury vessels of the world's leading ship lines. The broad range of offerings at discounts of up to 65 per cent on regular fares includes three-day weekend cruises from Florida to the Bahamas, Mediterranean cruises from Venice and Genoa, transatlantic voyages between New York and England or France, and Caribbean cruises of 2 to 19 days' duration. Employees, families, parents and retirees are all eligible. Contact ITR Interline for details of departure dates, itineraries and fares at the above address.

Service awards.

July/August

30 Years

Armstrong, H.E. — Captain, DEN
Ferguson, M.A. — Captain, DEN
Millis Jr., S.S. — Dispatch coordinator, DEN
Nale Jr., J.S. — Lead aircraft technician, DEN
Schade, J.B. — Captain, DEN

25 Years

Cleveland, H. — Lead aircraft technician, DFW
Dailey, D.C. — Catalog administrator, DEN
Southerland, C.R. — Senior agent, PHX

20 Years

Blaylock, C. — Director military government sales, DEN
Byers, K.L. — Station agent, LNK
Dedrick, K.S. — Director telecommunications, DEN
Engstrom, R.L. — Sales service manager, SLN
Harms, L.H. — Station agent, LNK
Hendrix, H.L. — Station agent, TUL
Horn, A.J. — Station agent, ABQ
Jones, D.J. — Captain, DEN
Pacl, D.G. — Senior agent, OMA
Thompson, R.E. — Captain, DFW
Witkowski, L.W. — Station agent, LNK
Worden, A.C. — Station agent, FSM

15 Years

Baltz, J.T. — Station agent, STL
Boren Jr., T.M. — First Officer, DFW
Carlson, A.E. — Station agent, SLC
Coldwell, N.L. — Station agent, OMA
Dahl, B. — Flight attendant, DEN
Eckhardt, R.J. — Station agent, BIL
Flaskerud, K.D. — Lead aircraft technician, DEN
Galea, S. — Foreman, DEN
Gutierrez, R.E. — Ticket counter agent, ABQ
Hass, J. N. — Captain, DEN
Haynes, P.D. — Ticket counter agent, DEN
Jones Jr., E.P. — Station agent, FSM
Latta, J.D. — Station agent, GJT
Martin, V.P. — Aircraft technician, DEN
McGaha, J.E. — Station agent, FMN
Monday, B.G. — Manager computer operations, DEN
Pitts, R.E. — Flight attendant, DEN
Rampton, D.B. — Captain, DEN
Schleiger, J.K. — Captain, DEN
Siems, J.T. — Captain, DEN
Smith, G.M. — Station agent, TUL
Steen, P. — First officer, DEN
Truax, H.V. — Captain, DEN
Vaudrin, V. — Captain, DEN

10 Years

Derr, B. — Aircraft technician, FSM
Dittman, G. — Flight attendant, DEN
Ellis, G.A. — Reservations agent, DEN
Evans, W.J. — Reservations agent, DEN
Fenner, M. — Ass't manager CRO, DEN
Flynn, D. — Flight attendant, DEN
Gallagher, M.J. — Reservations agent, DEN
Gibson, L. — Flight attendant, DEN
Greiner, B. — Station agent, DEN
Hagen, J.L. — First officer, DEN
Halterman, D. — Senior agent, SLC
Hanson, E.H. — Aircraft technician, DEN
Harris, T.L. — Station agent, DEN
Hassinger, W.M. — First officer, DEN
Hebert, R.J. — Aircraft technician, DEN
Henrickson, L.H. — Station agent, RAP
Herring, S. — Flight attendant, DEN
Hinkley, R. — Supervisor flight service, DEN
Hix, J. — Aircraft technician, DEN
Hoegh, M. — Reservations agent, DEN
Hutton, B. — Reservations agent, DEN
Hyde, J.D. — First officer, DEN
Jensen, B. — Station agent, SLC
Kihn, A. — Foreman, STL
Kyed, S. — Aircraft technician, DEN
Landwehr, J.P. — First officer, DEN
Lehman, M. — Ticket counter agent, DEN
Leis, M. — Reservations agent, DEN
Lincoln, N. — Flight attendant, DEN
Loflin, J.N. — First officer, DEN
Loflin, L.L. — Flight attendant, DEN
Logan, H.R. — First officer, DEN
Longwedel, S. — Reservations agent, DEN
Lorz, L. — Aircraft technician, DEN
Lund, M.D. — Vice president, sales and service, DEN
Lundquist, J. — Reservations agent, DEN
Mahan, D. — Aircraft technician, DEN
Maldonado, L. — Senior agent, OMA
Marick, D.D. — Mechanic, BIL
Martin, R.G. — First officer, DEN
Maynard, M.L. — First officer, DEN
Mercer, W. — Aircraft technician, DEN
Merrick, P.F. — Station agent, DEN
Miley, L. — Aircraft technician, STL
Miller, J.W. — First officer, DEN
Mitchell, M.L. — Sales service manager, PUB
Neff, W.A. — First officer, DFW
Nicolaidis, A.C. — Station agent, DEN
Norland, D.M. — First officer, DEN
Olaiz, A. — Reservations agent, KCK
Osborn, H.D. — First officer, DEN
Pazzin, K. — Crew scheduler, DEN
Pedersen, K.D. — Supervisor reservations, DEN
Pennyweight, E.R. — First officer, DEN
Peters, S.G. — First officer, DEN
Pitchford, J. — Senior agent, STL
Polchow, E. — Computer operator, DEN
Puskar, J.A. — Flight attendant, DFW

Wagner, R. — Reservations agent, DEN
Wardell, W.L. — First officer, DEN
Wardle, A.D. — First officer, DEN
Weickum, P. — Flight attendant, DEN
White, C.E. — First officer, DEN
Whitlow, S. — Reservations agent, DEN
Williams, L.D. — Station agent, SLC
Wilson, R.A. — First officer, DEN
Wood, J. — Senior clerk, DEN

Retirements

Graham L. Butler, an aircraft technician who spent many years in the base overhaul shops, retired after 21 years of service. He will stay in Denver and pursue his interests in Colorado's historic sites.

John A. Shaffer, DFW-based aircraft technician, retired after 26 years with Frontier. He plans to continue in the upholstery business and help in his wife's greenhouse.

In Memoriam

Paul Schreiber, director—futures schedule planning, passed away on July 23. "Biff," as he was known to everyone, joined Frontier in September 1971 as director—schedules. His close personal friend, Vice President—Schedules & Tariffs Tom Lamb, speaks for all when he says: "he was a loyal employee and the best scheduler I have ever known. He contributed much to our success and we will miss him."

Regulatory reform . . .

Continued from page 1.

At the same time, we'd have options to pull out of routes that are not profitable.

When we balance these off, we believe the "grows" will outweigh the "shrinks." And that should be good for everybody.

One key point should be emphasized here: all of this would be done gradually. We have no plans to branch out all over the country overnight, nor will there be mass pull-outs from small cities. Each move will be considered very carefully, case by case.

FL News: What new routes will we take on?

Feldman: Specific forecasts would have to be out of a crystal ball, but some general things are pretty clear right now. We can see, for example, our jets on more routes like Denver-Sacramento. Now these routes are likely being flown by one or two trunk carriers who earn tidy profits essentially because there's plenty of business to go around.

Further, we see our route expansions coming slowly and

Adams, D.D. — First officer, DFW
 Armstrong, D.R. — Station agent, RKS
 Bacon, R. — Stock clerk, DEN
 Bass, J.L. — Provisioning agent, DEN
 Bendist, K.R. — Ticket counter agent, STL
 Bradley, H.N. — Supervisor pricing, DEN
 Brice, J.D. — Sales service manager, TUS
 Brotsky, C. — Reservations agent, DEN
 Bullington, J. — Aircraft technician, DEN
 Burbank, J.L. — Station agent, DEN
 Burt, J.E. — First officer, DEN
 Capps, C. — Flight attendant, DEN
 Carr, L.D. — First officer, DEN
 Chamberland, R. — Cleaner, DFW
 Charles, M. — Station agent, DFW
 Clark, C.H. — Ticket counter agent, DEN
 Cobb, D.W. — First officer, DFW
 Cornish, S.A. — Station agent, GJT
 Daciek, M.R. — First officer, DEN
 Davis, G. — Station agent, STL

Adams, J.M. — Flight attendant, DFW
 Recknor, D.M. — Aircraft technician, DEN
 Robinette, D. — Aircraft technician, DEN
 Rush, S. — Ticket counter agent, MCI
 Schroder, N. — Secretary to the president, DEN
 Schwein, M. — Aircraft technician, BIL
 Schwerdt, J. — Reservations agent, DEN
 Seay, S. — Flight attendant, DFW
 Smith, L. — Flight attendant, DEN
 Smith, R.B. — Station agent, SLC
 Sumner, R.C. — Aircraft technician, DEN
 Swanson, P. — Reservations agent, DEN
 Thomas, W.E. — Lead aircraft technician, STL
 Thompson, T.L. — Station agent, ALM
 Thornton, H. — First officer, DFW
 Tweedy, L.D. — Aircraft technician, DEN
 Tyler, I.W. — First officer, DEN
 Tyler, J.L. — First officer, DEN
 Udelhoven, L.C. — First officer, DEN
 Van Minde, W.B. — Cleaner, SLC
 Villhauer, G.H. — Aircraft technician, DEN
 Vliet, J. — Flight attendant, DEN

Further, we see our route expansions coming slowly and within the general area in which we operate today — using Denver as our prime hub and maybe building up smaller hubs elsewhere on the system.

We have no plans to join the trunks' transcontinental and other long-haul rat races. We're at our best in the region we serve; we know where our business is, how to get it — and most importantly, how to keep it.

FL News: What do we have going for us to help win these future battles?

Feldman: Just about everything. Our prime resource is our *people*. We work well as a team, and from what we've already accomplished, it's clear that we have the know-how and spirit to stay ahead of the game.

Backing this up is the unusually strong financial base that we've built up over the years. And — under regulatory reform — we're on tap for an added plus in this area via improvements in the subsidy law that would let us keep more of the money we earn.

Right now, because we fly subsidized routes, we have to share a portion of our profits from non-subsidized routes with the government. The trunks don't have to do this. To make sure we both start off with the same bats in the new ballgame, the legislation says we won't have to dilute our resources either.

Another key strength is the heavy "feed" traffic we now have from medium-size cities to longer points. As we take on new routes, instead of flying these passengers from "A" to "B," we'll be taking them on to "C" — rather than handing over the latter segment to another airline as we have to do now.

When you put all of these things together, we've got more going for us than you'll find at most other airlines.

FL News: So what's on the bottom line for Frontier's employees: how will regulatory reform affect jobs?

Feldman: We believe this program will enhance our company's prospects for growth, and that normally means more jobs. However, while the odds of coming out of this a winner are in our favor, we can't honestly promise a brighter future for everyone — any more than we could today.

One thing is for sure: regulatory reform *would* open doors to growth that aren't open now. On balance, we believe the potential benefits on the other side of those doors outweigh the uncertainties.

Hobbs, Wortham win Presidential Awards.

For their unselfish responses in two very critical situations, Frontier employees Oliver Hobbs and C.L. Wortham recently received Presidential Awards from Al Feldman.

"It was really a team effort," said Station Agent "Okie" Hobbs, who moved in to extinguish a serious fuel truck fire which developed as the truck was refueling a B-737 at Oklahoma City last April. But had Hobbs not taken the lead, several lives might have been lost and the aircraft might have been severely damaged before the fire department could have responded. Hobbs was honored for disregarding his own safety. Commented Feldman, "you can proudly take credit for very capably reacting to a potentially dangerous situation."

In an emergency situation of a different nature, Casper Agent "Pete" Wortham contributed to saving the life of a heart attack victim arriving on a flight last June. Wortham, who recently completed a hospital course in emergency medical training, gave assistance to the elderly passenger



FELDMAN honors Hobbs . . . and Station Agent Wortham.

and accompanied him to the hospital in the ambulance. "His training as a volunteer fireman and his interest in first aid procedures have made him keenly aware of peoples' needs," said his boss, sales/service manager Mike Weber.

According to Feldman, both men demonstrate that "Frontier employees care not only for their airline, but more importantly, for other people."

Perceptive agent makes mark on safety.

"I hesitated in submitting the idea because it seemed so simple," said Alliance Station Agent Greg Smith. But judges of the Flight Safety Foundation's Passenger Safety Information Contest thought otherwise. Smith traveled to Ottawa, Canada, in September to receive recognition as one of the three top winners in the worldwide airline contest designed to develop a better means of communicating safety information to passengers.

His award—a positive space pass for two to any destination of his choice, along with \$500 spending money.

Acknowledging that present methods of communicating safety information tend to either bore or annoy passengers, Smith suggested that the traveling public could be better instructed through visual means. Posters in boarding areas and jet ramps, ticket stuffers and illustrations in decal form on seat backs could be used, he said, to reinforce the importance of safety training. Even cocktail napkins, which are always read, could have interesting safety facts printed on them.

Other ideas from the more than 300 entries received from employees of 26 U.S. and foreign air carriers included greater use of inflight motion picture equipment, safety



HE'S A SAFETY WINNER.

On the job in Alliance, Agent Greg Smith reminds passengers of the importance of safety information and adherence to airline regulations.

questionnaires and contests, passenger participation in safety demonstrations and improved safety cards (changing them to a passenger safety checklist similar to those used by flight crews). Five entrants even proposed that safety announcements be made by celebrities with easily-identifiable voices, via taped recordings. The most unusual proposal would have made any passenger who failed to answer a simple safety quiz ineligible for compensation if he or she were injured in a takeoff or landing accident.

A Frontier employee for two years, Smith plans to use his prize to travel to Germany and Switzerland. "This contest increased my own safety awareness," he concluded, "and implementation of some of the ideas may contribute to improving the present ineffective system."

Letters meals, employees win passenger praise.

From a man in New York City: It has been my intention for some time to write you about dinner aboard your Flight #55. As served to me last December and again last April, it has made my list of all time gourmet treats. This dinner is right up there with a lunch I once enjoyed at the Hotel Balance in Lucerne, a certain occasion at Lombardi's in New York, and within hailing distance of several miracles at Mrs. Andrew B. Jones' table in Bedford, N.Y. (don't feel badly—no one can beat Mrs. Jones).

From an executive in Memphis: On July 10, Burlington Northern was given an urgent shipment in El Dorado, Ark., that was to ultimately end up in L.A., with Memphis as the transfer city. Burlington Northern personnel called Mr. Jerry Anderson and explained the urgency of this shipment. He responded with the most courteous and professional service possible and the transfer was a success. Thanks to such individuals should not go unspoken. We at Burlington Northern appreciate conscientious and service-oriented airline personnel. This example of personal commitment can only bring increased business to your door. It is a pleasure doing business with employees such as Mr. Anderson.

From a travel agent in Escondido, Calif.: On Thursday, Mabel Smullen arrived in Dallas aboard Flight 531 at 10:04 a.m., where she had reserved a connection on American Flight 237 at 11:20 a.m. for San Diego. Passenger assistance for transfer and boarding had been requested because of a heart condition. She was met by Frontier in Dallas, driven over to the building, and was told by the young lady to wait in the car as she would be right back. After some 30 minutes of "roasting" in the car, she got out to seek some

Suggestors communicate ideas, earn cash.

If you've had a suggestion shot down or returned to you with what seemed like a small award, take a tip from recent winners: it pays to keep suggesting.

Many employees participate in the program not for the money, but for the chance to express their ideas about the way things are done in the company. "I began submitting suggestions back in the days of Monarch," said Lead Aircraft Technician Joe Coopersmith, who has called Frontier his home for the past 30 years. "While I haven't won thousands of dollars, I feel the program is useful as a means of calling attention to the way I feel about various maintenance procedures." Coopersmith recently had four winners (one in collaboration with Aircraft Tech Abe Dyck) amounting to \$99.

Two other frequent participants, Marvin Glantz and Gary Trujillo, received sizeable awards in the program. Glantz, a ground maintenance planner, pocketed \$468 for his suggestion concerning installation of bag cart tongues with a swivel eyelet hitch. The idea to change flap gimbals from expendable to repairable items earned Trujillo, an aircraft overhaul heavy check planner, \$823.

Coming in right behind Trujillo for the second highest award for the period was Lead Aircraft Tech Q Bryan, who works in avionics. Bryan gave some thought to replacing power amplifier tubes in King distance measurement equipment and won \$741 for his efforts.

Employees from all departments have found they can use the suggestion program as a channel of communication

of constructive personal views. Three marketing employees and an accounting clerk were joined by a Billings-based captain as winners in areas other than maintenance. Denver Res Agent Kay Morey picked up \$20 for a customer service idea, while Overland Park Agent Geneva Strong earned \$10 for her suggestion to explain the reservations function in Frontier Magazine. Flight Attendant Jean Maroney was awarded \$23 for her suggestion to have ironing facilities in the flight attendant lounge. And Capt. John Heimbürger suggested changing the checklist to include a battery check on the Otter for \$38. Representing the accounting department was Chris Majetich with a \$107 idea concerning a payroll procedure.

Following are other winners from maintenance:

B-737: Russell Bliesner and Harold Qwandt, aircraft techs, \$69.50 each, for tool to remove and install nose gear and drag strut bearings; Robert Tomalino, lead aircraft tech, and Mathias Litzinger, aircraft tech, \$40 each, for removal of holding tank seal retainer on lavatories; Jerry Hix, aircraft tech, \$68, for changing model of oven; David Schlidt, foreman, \$161, for replacing bushings without removing transmission.

CV-580: Robert Carrel, aircraft tech, \$40, for using different rivets in torque meter anti-ice cowl.

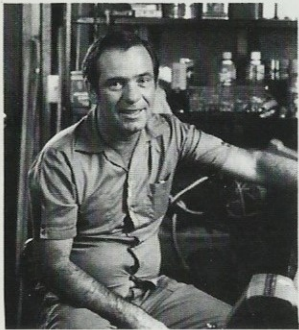
Miscellaneous: Ross Rush, aircraft tech, \$18, for relocating paint spray booth controls.

shade. After an hour someone came out to take her to the terminal. She was told the young lady who had first picked her up had gone off duty. All of the above disturbs me greatly as an agent working with Frontier. The above passenger was my 76-year-old mother.

From a woman in San Antonio: Orchids to Larry Scofield! Recently some friends and I arrived in Great Falls on the last leg of a Pacific Northwest trip. We had several hours to spend there, so inquired how we could get to town. Your Mr. Scofield said he would take us. The four of us piled into his car, and he not only took us to town, he showed us several places of interest which we would not have seen in a taxi. I'm sure that his job description did not call for such a thing, but it is employees like that who make you remember with pleasure the name of the airline you traveled.



LEAD TECHNICIAN Joe Coopersmith at work in electrical shop.



Q Bryan
Lead aircraft tech



Chris Majetich
Accounting clerk

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