

# Frontier News

Published for Frontier Airlines Employees

July/August 1978

## Focus on Northwest in recent FL filings.

Major new markets in the Northwest are being spotlighted by Frontier in route-extension programs recently proposed to the Civil Aeronautics Board.

In one new case, we asked for nonstop rights between Denver and Seattle, a route that the CAB has already agreed to consider. We also asked that the case be expanded to additionally consider two related markets, Denver-Portland and Portland-Seattle.

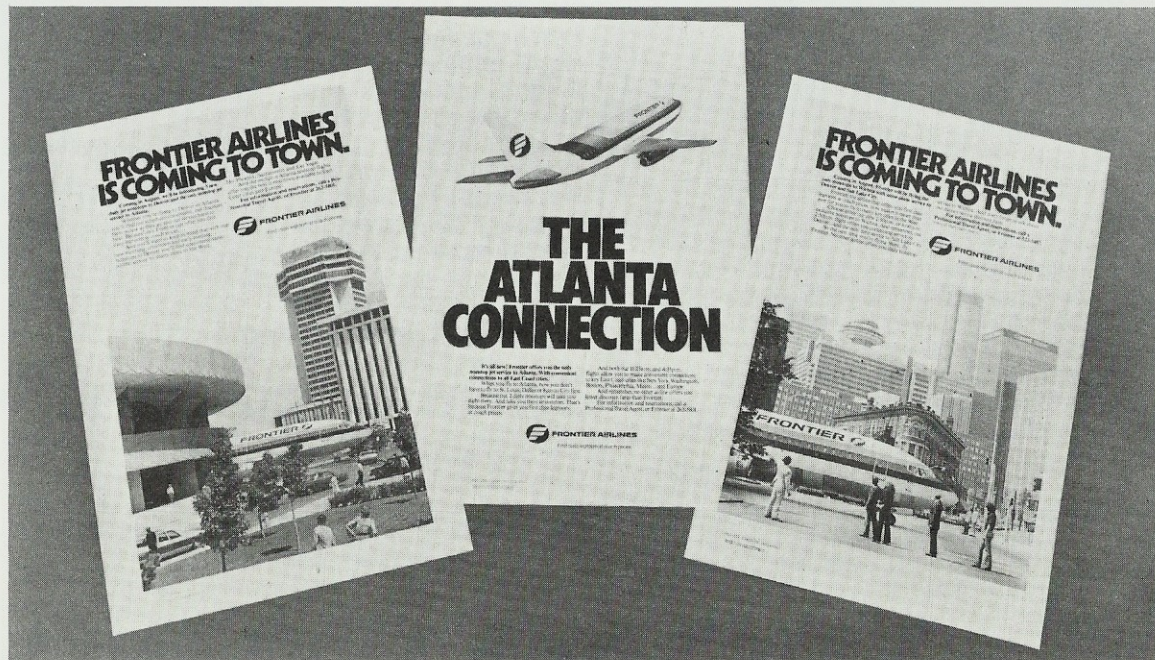
Meanwhile, earlier cases are continuing to move forward in the CAB's processing mill. A hearing was held in mid-July on our bid for Denver-Boise rights, and a hearing date of Sept. 12 has been set for our proposed route extension from Spokane to Vancouver in British Columbia.

The CAB has also slated a Sept. 26 hearing on new routes being sought by Frontier between St. Louis and Baltimore/Washington, and on Oct. 20 the board will hear our case for Denver-San Antonio rights.

We are presently awaiting CAB decisions that could give us expedited authorities to fly in two other key markets that look like clear winners for Frontier: Sacramento-Redding (Calif.) and Tucson-San Diego.

Finally, we at long last received our Air Permit to fly to Mazatlan and Guadalajara — the last significant legal hurdle we had to clear before the start-up of our service to Mexico Nov. 3.

## Wichita/Atlanta routes expand system.



Spreading the word that we're "coming to town" in a big way, Frontier launched a major expansion of the route network on Aug. 1 with the introduction of jet service linking Denver with Wichita, Atlanta, Little Rock and Memphis.

The inaugural flights on that day climaxed weeks of extensive work on a marketing plan developed with a key priority in mind: awareness.

head up operations at Mid-Continent Airport. The new schedules there required an increase in staff from 3 to 23 personnel.

You can be sure that both marketing teams are promoting a major aspect of the marketing plan: our competitive discount fares offering savings of up to 50 percent on the new routes.





**TAILOR-MADE.** First Officer Bob Klumb gets measured up for Frontier's new pilot uniform, a handsome dark blue suit with gold stripes on the sleeves. In preparation for the changeover in December, Neusteters' Manager-Alterations Frank Fabozzi is seeing to it that the fit is perfect. Ticket counter, station agent and ramp agent uniforms have also been approved for introduction in December. The next issue of Frontier News will feature pictures of the new styles.

Pricing, advertising, schedule display, market research, public relations and sales development have come into play to let people know that our multi-faceted service pattern offers new benefits to passengers in cities throughout our system.

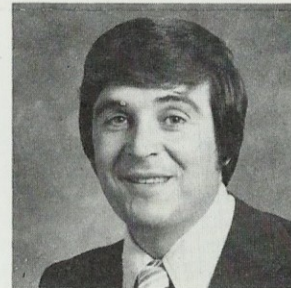
Highlights of Frontier's expanded schedule (with the addition of Aug. 11 flights) include three daily roundtrip flights between the commercial hub of Wichita and Denver. Two of the flights continue beyond Wichita to Atlanta, marking our initial entry into the Southeast air travel market. The third flight operates on a Las Vegas-Denver-Wichita-Little Rock-Memphis routing, providing the first nonstop service between Wichita and Little Rock, continuing to Memphis. Westbound, the schedule provides Memphis and Little Rock the advantage of through-plane service to Las Vegas.

Frontier's service from Atlanta provides passengers the first nonstop flights to Wichita, as well as one-airline access to the year-round destinations on our system. The afternoon flight provides the only direct service to Salt Lake City (with a Denver stop); the evening flight continues from Wichita to Lawton and Dallas/Ft. Worth.

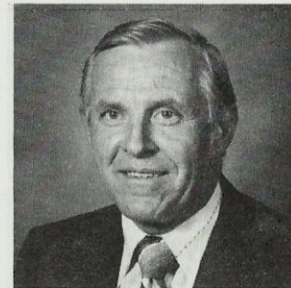
Hartsfield-Atlanta International Airport, the 91st for Frontier and the second largest in the U.S., is a major connecting point for flights to the Southeast, East Coast and Europe. Frontier passengers are served through the ticket counters and gate facilities of United, but our company is well represented with the permanently-based marketing team of Jerry Nichols, sales/service manager; and Karyn Davis, sales representative.

In Wichita, Sales/Service Manager Bill Gore and Ora Goode, assistant sales/service manager,

**ATLANTA'S new marketing team: Jerry Nichols and Karyn Davis.**



**Bill Gore**



**Ora Goode**



**ATLANTA**, Frontier's new destination in the Southeast, is a bustling, cosmopolitan capital with an air of southern grace and hospitality. Known for its famous Peachtree Street, the city also boasts the world's tallest hotel, the cylindrical, 70-story Peachtree Plaza. This and other spectacular hotels are surrounded by shopping and entertainment centers, including Underground Atlanta.



## Fringe benefit tax postponed 'til 1980.

Airline employees could breathe a sigh of relief in June when the U.S. House of Representatives voted 386 to 12 to prevent the Treasury from issuing final regulations on taxing fringe benefits until Dec. 31, 1979.

At stake are taxes on airline passes, as well as such diverse benefits as retail discounts, free parking, free on-the-job training and discounted service rates for telephone company workers. Since Americans are required to pay taxes on all compensation — cash or indirect benefits — unless exempted by statute, the question remains: does the benefit qualify as income?

The dispute over the interpretation of the federal income tax code continues to brew. In response to last year's specific statements by Internal Revenue's Commissioner Jerome Kurtz regarding airline passes, the Air Transport Association and various employee groups argued that airlines are indeed exempt. They point to the 1921 IRS decision holding that personal transportation passes issued by a railroad to its employees and their families were gifts and therefore not taxable income.

The IRS contends, however, that airline employees who qualify for discounts are receiving a form of income that isn't available to other workers.

Last summer Commissioner Kurtz agreed not to issue final regulations on fringe benefits until July 1 of this year. The postponement until year end 1979 promises to keep the debate between the IRS and Congress among the controversial issues in the months ahead.

## TUS agents praised.

**From a lady in Tucson:** Since June 1972 I have bought a roundtrip ticket to Denver on your airline over ninety times. During that time I've written only once to compliment a particularly

## Ceremonies mark Spokane kickoff June 1.



**BOZEMAN Sales/Service Manager Al Sprenger (far left) holds up his end of the festivities.**

**MISSOULA'S Red Barringer (second from right) joins officials for linking. Inaugural crew members are (from top of stairs): Flight Attendants Sharon Hartmann, Yolanda Powell; F/O Roger Heckman and Capt. Dick Orr.**



**SENIOR AGENT John Tieber (left) expedites our first shipment from Denver to Spokane on inaugural day. New service is a boon to cargo, too.**



**JOPLIN'S Robert Milne (far right) makes the through-service to GEG official with civic and airport dignitaries.**

## Interlining

## Town or country, Atlanta's exciting.

Keep Atlanta in mind as a Frontier destination with a variety of employee vacation possibilities. Downtown, the Hyatt Regency Atlanta (1,000 rooms built around a vaulting atrium lobby) and Omni International Hotel (part of a 5½-acre megastructure devoted to entertainment, business and shopping) offer 50 percent employee discounts on deluxe rooms. At about \$34-\$41 double, the hotels themselves are worth the trip. Outside of town, employees can enjoy such resort facilities as Lake Lanier Islands (35 miles northeast) and Stone Mountain Park, a 3,200-acre recreational park encircling an exposed granite sculpture depicting Confederate heroes. Ten minutes west of the

city, Six Flags amusement park promises fun with shows, adventures and more than 100 rides, including the Mindbender, the world's only triple loop roller coaster and the Great Gasp, a 200-foot parachute drop they say "you'll live to yell about."

Fighting the non-rev battle may be easier on Rocky Mountain this fall and **Rocky Mountain Interline Tours** provides a great way for employees, particularly out-of-state, to visit Aspen, Vail, Steamboat and Colorado Springs. A two-night package includes passes on Rocky, and a Budget Rent A Car with 100 free miles is available for \$20. Contact Snow-Break Tours at (800) 525-1948 for tours through Nov. 5.



attentive stewardess, and not at all to thank you for the careful selection of your other personnel. My being alive and well attests to the skill of your pilots; and that I still possess every piece of luggage which ever went into the baggage compartment must be something of a record.

The primary purpose of this letter is to say a few words about the people I see the most — those funny, wonderful, cheerful, nerveless men at the Tucson ticket counter.

I have my favorites, of course — the one who found my fur coat when I carelessly left it on the plane; the one who always sees that I have a couple of free drinks to brace me against any inclement Colorado weather; the one who remembers to tell me my daughter is beautiful and always makes me laugh; the sweet man who checks the boarding passes and wishes me a good trip. But that's almost all of them, isn't it?

Their names are: Roger Barks, Ken Smoger, Gary Mackie, Bob Malody, Conrad Remmel, Jim Johnson and probably some others whose names I have not yet learned to put with their faces.

Should you suspect a bias which would tend to discredit the sincerity of my rather effusive praise, let me assure you that not one of these delightful young men is either my son or lover. A pity; but three children of my own and thirty-two years of marriage qualify me best as only a fine judge of scholars and gentlemen.

## DEN move complete: they like it at 6240.



**TOSHI SMILES.** Happiest residents of 6240 Smith Road, Lead Clerk Toshie Fresquez and Grace Perdomo of the Pass Bureau get more work done due to less "drop-in" traffic. Employees with pass questions are still welcome to visit or call ext. 4800.

## AFA honors three.



**RECOGNIZED** for "skilled and professional performance" of their duties aboard Frontier's hijacked jet last Oct. 20, Flight Attendants Bobbie Karr (second from right) and Diane Lord (right) received Certificates of Achievement in June from the Association of Flight Attendants (AFA). Offering their congratulations at the ceremony in Denver were Executive Vice President Glen Ryland and Flight Attendant Connie Capps. Capps also won the AFA Certificate of Achievement for her part in representing the flight attendants during subsequent press and government debriefings.



**REVENUE ACCOUNTING** sees the light of day in the building where clerks enjoy offices with windows. Carpeting and better acoustics create a quiet atmosphere, says Director Harlan Muehring (left) shown with payable audit and refunds.

## 2nd quarter, 6 mos. show profit gains.

Frontier reported profit gains in July with the announcement of second quarter net income of \$3,987,000, or 50 cents a share, on total revenues of \$69,309,000. During the comparable period a year ago, earnings were \$2,743,00, or 36 cents a share, on revenues of \$55,543,000.

Earnings for the first half of 1978 were \$8,659,000, equal to \$1.10 a share — an increase of 66 percent over the first six months of 1977, when the company earned \$5,220,000, or 68 cents a share.

Total revenues for the first six months of 1978 were \$136,736,000, up 23 percent from last year's \$110,798,000.

President Al Feldman noted that revenue gains during the period resulted from increased economic activity throughout the region we serve, further stimulated by a broad array of discount fares.

## General Tire scholar.

Brilliance runs in the family according to Capt. Bob Huddleston, whose daughter Ginny just received a four-year National Merit Scholarship sponsored by the General Tire Foundation. Voted "Most Likely to Succeed" in her class at Richland High School in Fort Worth, Ginny distinguished herself in her academic career and as a leader in school functions.

Qualifying for the award by scoring high on the National Merit Scholarship test (administered as a junior), Ginny will pursue a career in the health field at Texas Tech in Lubbock this fall. General Tire sponsors six such scholarships each year for exceptionally talented students. For information, contact Joseph M. Leyden, Assistant to the President, General Tire & Rubber Company, Akron, Ohio 44329.





# Good/bad news on Stapleton congestion.

Buckling under the burden of heavier-than-normal traffic, a major runway closure, air traffic controller difficulties and bouts with severe weather, Stapleton International Airport has been a trouble spot this summer. And Frontier, with an average of 107 daily Denver departures — more than any other airline — has been suffering the consequences.

Complaints are up and our on-time performance is down. The delays of our flights at Denver have had a ripple effect in cities across the system.

The good news is: we're working the problem, and the situation is improving. Additional personnel have been assigned to work the counter and gates. The ticket counter, which has been undergoing remodeling for weeks, is coming up to speed and will soon have 12 working positions. And when completed, a second baggage carousel will double our baggage-handling facilities.

On May 15 a special customer service team started a new program of rerouting potential misconnect-passengers prior to their flight arrivals in Denver. "The purpose of the team," said Supervisor-Transportation Services Cody Stark, "is to handle the passengers with connection problems at the gate, relieving congestion at the ticket counter."

The results have been positive. In the first 22 days of the program, 86 percent (3,116 people)

of the 3,617 passengers who missed connections were rebooked on other flights prior to their arrival. Nearly 2,000 (64 percent) of those passengers had their tickets revalidated by customer service reps at the gate. Added Stark: "We've found that even if they miss their flights, passengers appreciate being met by Frontier personnel who know what's going on."

As any non-rev can tell you, Frontier has carried a tremendous volume of passengers in recent weeks. Gains were stimulated by increases in business and vacation travel, discount fares and some passengers resulting from the strike against Northwest Airlines. Our load factor was 63 percent in May, 69 percent in June; and on June 30 we carried a record 17,709 passengers.

But the bad news is: congestion at Stapleton isn't going to go away. The seventh busiest airport in the U.S. can no longer handle the demands placed upon it by commercial and private aircraft during peak traffic periods. Some relief will come in the fall when the runway reopens, but debate has already started on where to construct a new airport. Meanwhile, airline, airport and government officials are seeking ways to maximize the present airport traffic-handling capacity.



**THE TEAM AT WORK.** Customer service representatives Karen Osterholm and Judy Byer are part of the team that meets flights and helps passengers make their connections. Although the misconnect situation has improved, the team continues to direct passengers to their flights and perform other valuable customer services. They're scheduled to serve in this special function until the runway reopens this fall.

## Employees in the news... Rawls VP Finance.

Roy M. Rawls (right) has been named vice president for finance and chief financial officer, effective July 1.

Rawls joined Frontier from Eastern Airlines in Miami, where he most recently was vice president for financial planning and control. During his eight years there, he held a number of financial management positions, including assistant corporate



### 20 Years

**Banks, R.K.** — Captain, DEN  
**Belyea, L.C.** — Station agent, BZN  
**Caruthers, C.A.** — Manager transportation services, ABQ  
**Clark, S.P.** — Captain, DEN  
**Coggeshall, K.M.** — Captain, DFW  
**Demoney, C.L.** — VP & ass't. gen. mgr. sales & serv., DEN  
**Dubois, M.M.** — Reservations agent, DEN  
**Farnam, R.E.** — Station agent, RAP  
**Hunt, T.O.** — Station agent, DFW  
**Kuehnert, O.A.** — SATO manager, FHA  
**Luedtke, E.** — Aircraft technician, DEN  
**Mortensen, D.C.** — Mgr. reliability & FAA liaison, DEN  
**Oliver, G.R.** — Station agent, SMF  
**Reid, W.K.** — Senior agent, DEN  
**Roy, C.A.** — Senior accounting clerk, DEN  
**Schwartz, J.D.** — Captain, DEN  
**Simmons, T.** — Ass't. mgr. trans. services, DFW  
**Wachob, J.R.** — Station agent, DEN  
**Wagner, R.** — Station agent, FCA  
**Wheeler, H.R.** — Captain, DEN  
**Wilmes, B.** — Station agent, DEN

**Cumming, G.J.** — Aircraft technician, DEN  
**Denton, R.B.** — Flight attendant, DEN  
**Desoto, E.F.** — System mgr. data comm., DEN  
**Deutsch, C.E.** — Aircraft technician, DEN  
**Dickinson, M.J.** — Flight attendant, DFW  
**Ellicott, T.J.** — Station agent, MCI  
**Farquer, R.L.** — First officer, DEN  
**Ferguson, M.** — Aircraft technician, DEN  
**Fothergill, R.W.** — First officer, DEN  
**Galusha, S.W.** — Station agent, PUB  
**Gibson, B.L.** — Cleaner, MCI  
**Haines, L.W.** — Aircraft technician, TUS  
**Hargis, J.R.** — Station agent, STL  
**Hineline Jr., R.** — Lead aircraft technician, DEN  
**Horne, G.** — Aircraft technician, SLC  
**Johnson, A.V.** — Flight attendant, DEN  
**Kelly, E.D.** — Senior clerk, DEN  
**Krause, S.** — Provisioning agent, DEN  
**Lamb, J.M.** — Inspector, DEN  
**Lane, R.** — Ticket counter agent, DEN  
**Larson, S.** — Aircraft technician, DEN  
**Lego, B.** — PBX operator, DEN  
**Leuck, M.** — Flight attendant, DEN



management positions, including assistant corporate controller and division vice president of marketing financial control and administration.

Prior to joining Eastern, he was vice president for finance and treasurer of Texas International. He also held economic and financial management positions with Piedmont and the Air Transport Association.

Rawls is a business administration graduate of Wake Forest University in Winston-Salem, N.C., and is a certified public accountant.

## Appointments

**Dale Anderson** — Mgr., system cargo sales & service  
**Steve Campbell** — Sales representative, PHX  
**Larry Christiansen** — Director, flight services  
**Maggi Hanson** — Manager, flight service, DEN  
**Doug Houg** — Sales/Service manager, MTR  
**Bill Johnson** — Supervisor, accounts payable  
**Judie Leal** — Manager, flight attendant administration  
**Michael McCarthy** — Sales representative, OMA  
**Ric McCune** — Ass't mgr., transportation services, SLC  
**Dara (Carswell) Montclare** — Commuter marketing rep  
**Pat Taylor** — Manager, tour sales  
**Roger Tuller** — Ass't mgr., transportation services, MCI  
**Tim Warnock** — Sales representative, DEN  
**David Ziolkowski** — Sales representative, MCI

## May/June/July Service Awards

### 30 Years

**Bastar, E.C.** — Crew scheduler, DEN  
**Benson, A.A.** — Lead aircraft technician, DEN  
**Cannon, D.S.** — Captain, DEN  
**Ehre, A.** — Aircraft technician, DEN  
**Gee, W.E.** — Foreman, DEN  
**Pusede, P.S.** — Aircraft technician, DEN  
**Rich, R.E.** — Captain, DEN  
**Slivka Jr., G.** — Ticket counter agent, SLC  
**Thoele, D.W.** — Lead flight simulator technician, DEN  
**Welling, D.R.** — Captain, DEN

### 25 Years

**Baker, J.R.** — Senior agent, DFW  
**Boyd, O.K.** — SATO manager, TAB  
**Fitch, C.H.** — Lead inspector NDT, DEN  
**Mosley, A.M.** — Station agent, PHX  
**Rogers, J.T.** — Dispatcher, DEN  
**Sluder, J.D.** — Senior agent, DFW

### 15 Years

**Aguirre, F.** — Technical specialist, DEN  
**Bogan, J.** — Station agent, DEN  
**Catron, E.L.** — Station agent, TBN  
**Combs, D.G.** — Station agent, OKC  
**Counce, F.R.** — Mechanic, DEN  
**Ellington, D.L.** — Manager service procedures, DEN  
**Finkbeiner, S.** — Reservations agent, DEN  
**Grissom, W.T.** — Ticket counter agent, DEN  
**Hall, J.** — Aircraft technician, DEN  
**Harris, A.L.** — First officer, DEN  
**Huet, R.J.** — Station agent, BIL  
**Huffaker, R.D.** — Station agent, MCI  
**Hurlburt, D.** — Reservations agent, DEN  
**Jones, W.G.** — Station agent, DFW  
**Johnson, J.L.** — Lead inspector, DEN  
**Kruger, A.J.** — Aircraft technician, DEN  
**Lang, M.R.** — Supv. personnel rec., compensation, DEN  
**McGhee, J.M.** — Captain, DEN  
**Milne, R.** — Sales service manager, JLN  
**Pearson, R.W.** — SATO agent, WSR  
**Pester, M.L.** — Sales service manager, BIL  
**Prange, R.A.** — Ass't. reg. dir. flight operations, DEN  
**Ruch, C.P.** — Captain, DEN  
**Sato, J.E.** — Reservations agent, DEN  
**Thaemert, D.F.** — Aircraft technician, DEN  
**Thomas, G.** — Ticket counter agent, DEN  
**Wells, G.D.** — Station agent, CEZ

### 10 Years

**Abell, J.D.** — First officer, DEN  
**Abraham, J.D.** — Station agent, STL  
**Acker, Jr., W.** — Mgr. Denver line maintenance, DEN  
**Adams, W.J.** — Executive mgr. credit union, DEN  
**Adkisson, J.J.** — Network control operator, DEN  
**Aker, E.L.** — Lead stock clerk, DEN  
**Allbritton, J.W.** — First officer, DFW  
**Allen, L.** — Station agent, DEN  
**Ausherman, K.D.** — Station agent, MHK  
**Baros, A.A.** — Aircraft technician, DEN  
**Barreith, W.A.** — Mechanic, SLC  
**Belanger, G.** — Air freight clerk, DEN  
**Bolt, P.** — Station agent, DEN  
**Brown, D.** — Plant maintenance mechanic, MCI  
**Bruce, C.A.** — Accounting clerk, DEN  
**Carruthers, B.J.** — Flight attendant, DEN  
**Cartwright, K.E.** — Aircraft technician, DEN  
**Clapham, B.T.** — First officer, DEN  
**Combs, R.E.** — First officer, DEN  
**Connolly, R.** — Station agent, DEN  
**Cruickshank, R.** — Aircraft technician, DEN

**Leuck, M.** — Flight attendant, DEN  
**Mars, T. Z.** — First officer, DEN  
**Martinez, J.P.** — Network control operator, DEN  
**Morrison, G.A.** — Stationary engineer, DEN  
**Muehring, H.H.** — Director revenue accounting, DEN  
**Norton, R.M.** — Aircraft technician, MCI  
**Norway, R.L.** — Station agent, CPR  
**Pacheco, B.** — Network control operator, DEN  
**Phillips, J.** — Executive secretary, DEN  
**Portlock, L.R.** — First officer, DEN  
**Rimer, J.W.** — Captain, MCI  
**Rollins, K.C.** — Aircraft technician, DEN  
**Salas, J.P.** — Supervisor aircraft appearance, DEN  
**Schara, R.J.** — Aircraft technician, DEN  
**Schmidt, J.** — Senior accounting clerk, DEN  
**Sims, W.M.** — Aircraft technician, DEN  
**Sinnock, J.** — Lead mail clerk, DEN  
**Smith, C.L.** — Stationary engineer, DEN  
**Smith, R.R.** — Station agent, DEN  
**Smith, V.** — Accounting clerk, DEN  
**Stevenson, M.L.** — PBX operator, DEN  
**Toomey, G.G.** — Ticket counter agent, LAS  
**Van Epps, Robert H.** — District sales manager, ELP  
**White, R.** — Crew scheduler, DEN  
**White, R.M.** — Lead aircraft technician, CDR  
**Wientjes, K.J.** — Station agent, JAC  
**Wise, E.K.** — Aircraft technician, MCI

## Retirements

**Willie Hurt** — Captain, DEN, 32 years  
**Harry H. Werbelow** — Station agent, COD, 26 years  
**Max L. Willis** — Station agent, PHX, 26 years

## In Memoriam

**Ron MacLeod**, manager of traffic, passed away on June 2. Ron joined Frontier in 1964 and spent many of his years in transportation services before moving to purchasing in 1972. Known in the company as everybody's friend, Ron is missed by all who had the pleasure to know and work with him.

**William J. Warinner**, first officer on the B-737, was killed in a private aircraft accident near Kalispell, Mont., on June 7. A 15-year veteran, Bill was a good friend of many pilots and a very valued employee. His death, said Vice President-Flight Operations Dick Orr, is a great loss to all.

**Ralph Cole**, manager-passenger sales & refunds, died July 20. An employee of Central Airlines, Ralph made many contributions to revenue accounting in his 27 years with the company.



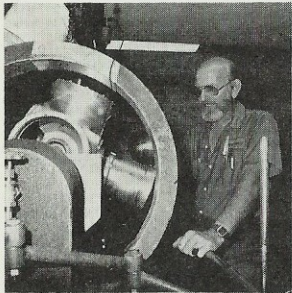
## You can almost 'carry all' in new jet bins.



**FLIGHT ATTENDANT**  
Linda Jones tucks a bulky bag into one of the 60-inch long carry-all compartments.

The airline that brought you first class legroom at coach prices now offers the convenience of increased storage space in the cabin. The "carry-all" compartments are here, and passengers and flight attendants alike are enjoying the advantage of stowing bulky carry-on items in the jets' roomy overhead bins.

## It was a 'grand' idea.



Not too many people drop in on June's top suggestion winner Ed Huss, an inspector in non-destructive testing (NDT), that ominous sounding department where the latest inspection techniques are used to detect flaws in aircraft and engine parts. Dwelling in the basement of the G.O., Huss recently put his creative talents to work to earn \$1,002 for a modification to the CV-580 airstair assist tube.

Huss got the better part of \$1,481 awarded to 11

The new design, which increases the amount of cubic footage of storage in the cabin by 260 percent, can be found in service on the four latest Boeing 737 deliveries (aircraft 391, 392, 393 and 394) and all Boeings on order. Opening from the bottom up, the carry-all compartment is not to be confused with the small bin of the "widebody look" (which will only be seen on aircraft 340 and 341).

In addition to increasing the volume of storage space available on the plane, the carry-all compartment holds up to 3,000 pounds of weight (evenly distributed the length of the cabin), 66 percent more than the old-style "hatrack." The weight and volume capacities allow stowage of such items as a package, a garment bag, cosmetic bag, briefcase and two-suit. Stashing these items overhead has the added advantage of cleaning up some of the clutter under the seats.

Another desirable feature of the new design is the location of the passenger service unit over the center seat. Passengers can reach the call button, light and blower from the aisle or window seat without having to stand up and disturb other passengers.

## Calls crowd halls but res keeps its cool.

Got a busy signal lately? If you're calling reservations, you're not alone. Some 265 Frontier employees have the hottest number in town ... and they're working hard to keep their cool.

Heavy summer traffic, the Northwest strike and the popularity of the Travel Agency Sales Center have contributed to an increase of 18,000 to 23,000 calls handled per day systemwide. And that's not chickenfeed. Explaining the complexities of Frontier's own 20 different fare levels has increased call length from an average of two minutes to almost three minutes. Answering time has not been up to Frontier standards and some of the smaller cities have suffered frustrating call delays.

To handle the load, reservations offices in Denver and Overland Park have added a total of 100 agents in two month's time, and until the middle of July both offices offered unlimited overtime. "The new agents won't solve our problems right away," explained Dick Rohrmann, director-system reservations, "but we can already see improvements in our service."

Have patience, agents. Those seemingly endless calls represent our most valued commodity — Frontier customers.





employees in June for their proposals to improve something in a specified manner. In the case of tangible suggestions, awards are based on the cost savings to the company.

Aircraft Tech C. Dale Hershberger saved the company money with two awards for a total of \$150. One suggestion concerned the B-737 main landing gear removal and installation dolly, while the other (in collaboration with Lead Aircraft Tech Arthur Benson) dealt with a repair on the CV-580.

Other winning suggestions included: Gary Murrell, Durango station agent, \$40; Joe Coopersmith, lead aircraft tech, \$40; Alvin Duffy and Bill Brickman, aircraft techs, \$20 each; Terry Carlson, foreman-support shops, \$60; Albert Wells, aircraft tech, \$38; Dwight Allen, aircraft tech, \$58; and Jack Brown, plant maintenance mechanic, Kansas City, \$15.

## Picnic portraits.

**PICNIC-GOERS** had a ball at Elitch's July 9 when 900 turned out for the Employees Club event. Photographer Lois Taylor captured these faces: at right, Carole Hedgpeth, wife of Alan in EOS; and below, CRC Supervisor Gean Hein and Res Agent Carolyn Boller go for a spin.



## United Way donations touch all our lives.

Annie, Marie and Roger. You probably don't know them, but they know something about you.

They know that the past contributions of Frontier Airlines employees to the Mile High United Way enable them to receive the vital services they need from one of the 70 United Way agencies.

Annie is 13 years old, and she has cerebral palsy as a result of damage to the part of her brain that controls motor function. For her, everyday tasks like lifting a fork require months of training and practice, and the United Cerebral Palsy Association, a United Way agency, is giving Annie the help and training she needs.

Marie is an 88-year-old widow who lives in a small house in an older neighborhood of the inner city. But life still holds plenty of surprises for Marie because your contribution to United Way helps to support a neighborhood community center where Marie has the chance to meet other senior citizens and be involved in worthwhile activities.

Roger is a bright, lively 4-year-old who spends his days at Denver's George Washington Carver

Day Nursery, another United Way Agency. Roger's Mom is the head of her household and must work to support her family. Because Roger is an epileptic he needs constant care and regular medication, and he gets the kind he needs at the nursery while his mother develops her career.

The dozens of United Way agencies in Denver, Adams, Arapahoe, Boulder and Jefferson counties in Colorado and in cities and counties throughout Frontier's route system provide the kinds of services that touch nearly all our lives.

That's because United Way funds go not only to assist the aged, the ill and the handicapped, but also to organizations like the Boy Scouts, Girl Scouts, Camp Fire Girls and Red Cross, as well as to the YMCA and YWCA, the Boys' Clubs, Big Brothers and area recreational centers.

In August Frontier employees will be asked to renew their support for these important United Way activities. About 87 percent of every dollar we give goes directly to the agencies that help people in our communities. Let's all share our prosperity with the less fortunate.



### FRONTIER AIRLINES

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