



# Frontier News

Published for Frontier Airlines Employees

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## Frontier introduces city manager position.

Frontier has introduced a new "city manager" position as part of the recent reorganization of the marketing division.

The title city manager has replaced those titled manager-transportation services, district sales manager and sales/service manager.

The city manager is the head of the Frontier staff in each city. In addition to coordinating all operations of the station, the city manager coordinates the Frontier sales effort, which includes service to travel agents and leverage commercial accounts, and obtaining customer feedback.

Marketing representatives assist city managers in larger cities, maintaining their established contacts with travel agents and leverage commercial accounts.

Three exceptions to the program are Denver, Salt Lake City and Las Vegas. Titles used before the marketing reorganization have been retained at both station and sales offices.

Prior to the marketing reorganization, district sales managers coordinated sales efforts and provided input for scheduling, pricing, advertising, and research and development. Managers-transportation services coordinated operation of the stations. Sales/service managers coordinated both functions in smaller cities.

All station and sales responsibilities are now coordinated by the city manager. The concept was tested for several months in Tucson, Detroit, Spokane and Sacramento. "These efforts were

This direct contact strengthens Frontier's credibility with the customer, according to Mike Salensky, manager-local service marketing. "The concept has worked effectively in local service markets for many years. Our managers do it all. They put out fires, contact travel agents, attend special events and communicate with customers," Salensky says.

"Because we are involved with station operations on a daily basis," says Allan Holmes, temporary city manager of Pueblo, "we solve customer problems and we guarantee that service will be carried through."

Frontier marketing executives believe the customer benefits from the city manager concept. "On time performance, customer service at both the ticket counter and boarding gate, and efficient baggage handling are essential," says Ken Gann, director-field marketing, eastern division. "The key is serving the customer."

With Frontier sales efforts headquartered at airport locations, the city managers have the opportunity to maintain contact with key Frontier customers and travel agents.

"I spend time developing a personal rapport with customers that supports the business rapport," says Jim Moore. "I look for my important customers when they come to the airport and make a special effort to visit with them."

According to John Ahlquist, director-field marketing, western division, the city manager sells the Frontier product more effectively because he



Photograph by Gene Malott

**WHITE SAND BEACHES and luxury hotels accent Ixtapa/Zihuatanejo, Frontier's latest Mexican destination with service beginning November 8. Flights will initially be scheduled five days a week on various routings from Denver, Albuquerque and El Paso.**

## Gun bill update.

Legislation to protect airline employees from loaded guns in passenger baggage was re-introduced in the U.S. House of Representatives in late July by Rep. Pat Schroeder (D-Colo.).

The Air Line Employees Protection Act was assigned the number H.R. 4926, the employee number of Denver station agent Bill Killian, killed in 1976 when a loaded gun went off in baggage he was handling.



successful," says Mark Coleman, director-field marketing, leisure division, "proving one manager can coordinate both sales and operations."

The city manager position is designed to improve service to Frontier customers by establishing one point of contact.

"The person who sells the Frontier service is now the same person who solves the problems and answers the questions," says Jim Moore, city manager of Kansas City. "I will not commit anything to a customer that I can't deliver at the station."

or she is aware of what customers in the area are looking for in air travel.

Frontier officials are encouraged by the potential of the city manager concept and the early response to it.

"The key to the success of the concept is input from the city managers," says Ken Gann. "We need their suggestions and benefit from their ideas. How are we doing in the marketplace? How effective is the competition? What improvements do we need to make? With continued input, the city manager concept will be successful."

Frontier and the Air Line Employees Association (ALEA) continue to press for passage of the legislation, which makes it a criminal offense to place a loaded firearm in checked luggage.

The Senate version of the bill, introduced by Senators Gary Hart (D-Colo.) and William Armstrong (R-Colo.), has received support among members of the Senate Commerce Committee.

According to Bill Schore, a Hart legislative assistant, "We are encouraged the legislation will pass, either on its own, or as an amendment to another bill."

## Jet to MHK, HLN.

Frontier jets will be on their way to Manhattan, Kan., and Helena, Mont., this fall.

Six daily roundtrips highlight the introduction of jet service to Manhattan, Sept. 1. Frontier has served the city since 1961.

Direct jet service will be provided between Manhattan and Denver, Kansas City and Chicago.

Also starting Sept. 1 is a second Denver-Jackson, Miss., roundtrip flight.

Frontier plans to inaugurate service to Helena Nov. 8 on a Denver-Billings-Helena-Spokane routing, pending approval by the CAB.

One daily roundtrip flight on this routing has been proposed. The return flight will operate Spokane-Missoula-Helena-Billings-Denver.

As profitable jet operations increase, Frontier is terminating service to smaller communities that can be better served by other carriers.

The CAB approved our request to terminate service at Flagstaff, Ariz., and our last flight was Aug. 9.

The CAB also approved our requests to terminate service at Alamogordo and Silver City, N.M., and Enid and Ponca City, Okla.

Our last flights to Alamogordo and Silver City will be Sept. 30. Service to Enid and Ponca City will be discontinued effective Sept. 1.

The airline deregulation act provides that an airline may terminate service to a city upon 90 days notice. A carrier may be required by the CAB to extend service. Frontier works with each city to minimize any economic disruption that may be associated with termination.

## How Does Zihuatanejo Sound to You?

If you like how it sounds, Frontier could be playing your song.

Zihuatanejo (pronounced Zee-wah-tah-nay-oh) is the beautiful fishing village on Mexico's Pacific coast, just north of Acapulco. A lovely town of delightful inns, seafood cafes, and artesian squares.

Ixtapa (Eeks-tah-pah) is right next door, the Cinderella of Mexico's Pacific resorts, featuring white sand beaches . . . crystal-clear water . . . luxury hotels . . . spectacular dining . . . fast-paced nightlife.

Together they make beautiful music. And on November 8 Frontier Airlines will be the first American airline to fly to Zihuatanejo/Ixtapa.

If it all makes you want to sing, you have a chance to win a trip for two to this fabulous resort.

How? Just write a song about our new destination and enter it in the Frontier Employees, Zihuatanejo/Ixtapa Music Festival.

The contest is simple. Write your lyrics to the tune of an existing song—pop, ballad or disco—or anything else you'd like to use. But you have to mention Frontier Airlines, Zihuatanejo and Ixtapa in your song.

Send the lyrics, the name of your song and the name of the tune you used, along with your name, position, location and Co-mail address, to EDITOR, FRONTIER NEWS, DEN-GP.

Only current Frontier employees are eligible. We will have a panel of Frontier employee judges waiting for your song. Their decision will be final.

The best song will win these prizes for the writer and an eligible pass recipient:

- Positive-space travel on our November 8 inaugural flight to Zihuatanejo.
- Two free nights at a luxury hotel on the beach.
- Positive-space travel to your home November 10.

The best runner-up will also receive a prize: a positive-space pass for the writer and an eligible pass recipient to Zihuatanejo—but not on the inaugural flight.

The final deadline for receiving entries is October 12, 1979. Winners will be notified October 19, 1979, and will be announced in the October/November issue of FRONTIER NEWS.

Get out your pens and start composing. And in case you run into trouble trying to rhyme Zihuatanejo with something, just think of this. We could have asked you to write a song using the original name of the area: Zihuatlnejothl. Among the Nahuatl Indians that means "dark woman."

So, how does Zihuatanejo sound to you?



# Kansas City reservations center opens.

Reservations employees are quieting down at the new consolidated reservations office in Kansas City.

The quiet lounge, one of the unique features of the new office, is a popular place for the Frontier employees to relax or read an article while taking a break.

The new reservations center, located in suburban Overland Park, Kan., has been 100% operational since July 11. The center serves 31 cities in the eastern half of Frontier's system.

The new office occupies 9400 square feet, with 124 sales positions and room within the existing walls to expand to 144 positions. The previous office, also located in Overland Park, contained 76 positions.

"Frontier's growth necessitated the new facility which should accommodate us into the 1990s," says Dick Rohrmann, director-system reservations. "Regulatory reform in the airline industry has made us more conscious of competition. We needed to provide the best possible reservations service in our marketplace and the new reservations center facilitates that."

According to John Morgan, manager-consolidated reservations office, Kansas City, "We realized this move was necessary two and one-half years ago. We observed our call volume, projected increases, additional cities added to the system and a prediction of a modest eight percent growth per year. We wanted to increase operational efficiency and employee productivity."

The new center is popular among employees. Sales positions are lined with sound absorbing fabric and chairs are designed to provide maximum support. There are no ceiling lights in the center. A combination of indirect and direct lighting enables agents to read terminals and printed information easily.

The advanced telephone system enables Morgan to manage the interflow of calls, according to the time of day, personnel available and the marketing leverage of the originating city.

Six 20-second recorded announcements, tailored to the originating city, can be included in the system. The system will feature recorded announcements on flight information and weather conditions tailored to each city.

"We had the option of zero answer delay," Morgan says, "but the customer would never hear 'the phone ring.' Instead we inserted a short 'zip' tone. Also, the city of origination is identified visually on the terminal which saves one and one-half seconds per call over audio identification."

Every six hours Morgan receives a computer print-out on the number of calls received, answering time and other management information.

"Our employees at the new reservations center are proud of Frontier," Morgan says, "and proud of the new facility."



**KANSAS CITY reservations employees are happily settled in their new office which features individual sales positions and an advanced telephone system.**

## Space Available Visit Atlanta.

*(Planning a trip this weekend? If Hong Kong and Paris are out of reach, consider a city on the Frontier system. Mark Schumann, editor of - Frontier News, will be traveling the system, collecting suggestions for weekend travel.)*

If you are on a diet, Atlanta will be a temptation. Southern hospitality never tasted so good. Forget your willpower for a weekend and take a trip to Georgia.

Atlanta has a lot to offer to the non-rev traveler. A few preparations may make your visit more enjoyable. Consider reserving a room at the Airport Hilton Inn which offers a 50 percent airline discount. Rentabug, located near the airport, offers compact cars at \$9 per day including 100 free miles.

After leaving the airport area drive north on I-75. You will pass the 58,000-seat home of the Atlanta Falcons and Braves. Take the International Blvd. exit, park, and get ready for a morning stroll.

Peachtree Street is the heart of downtown. Two blocks north is the Hyatt Regency Hotel and directly ahead is the 70-story Peachtree Plaza. Five blocks away is the Omni Complex featuring 70 shops and restaurants, ice skating rink, theatres, hotel and sports arena.

Walk south through Margaret Mitchell Square to the entrance to Underground Atlanta. These 18th century streets were covered after the Civil War by bridges and viaducts. The restored area now features many shops and restaurants.

Once back in your car, drive north on Peachtree and turn left at West Paces Ferry Road. The Atlanta Historical Society at 3099 Andrews has restored the Tullie Smith Plantation House and the Swan House, both furnished with 19th century pieces. The society also offers an excellent multi media show on Atlanta in the Civil War.



## Employees in the news . . .

**John (Jack) Kane** was recently named director, industrial relations-flight. Kane joins Frontier from Hughes Airwest where he served as director, labor relations. He is primarily responsible for pilot and flight attendant contract administration.

**Joe Macha** was recently named director, internal audit. Macha, a six year Frontier veteran, most recently served as manager, internal audit. He previously worked for the C.P.A. firm Arthur Anderson and Company.

**Bill Monday** was recently named director, reservations planning. Monday, a 31 year Frontier veteran, most recently served as director, consumer services. He is responsible for anticipating the future growth of Frontier reservations services and developing plans for a smooth transition.

**Bill Waite** was recently named director, special projects. Waite most recently served as manager, economic planning. Prior to joining Frontier in 1976, he worked for the General Telephone Co. of Mich., a subsidiary of General Telephone and Electronics.

## Appointments

**William J. Barker** — City manager, CEZ  
**Peter M. Berdy** — Manager, economic analysis  
**June Beuchler** — Mgr., fare quote/interline tariffs  
**Bonnie Bias** — Mgr., cust. serv. procedure/training  
**Mark Birch** — City manager, GFK  
**Patricia Bronson** — Lead acct. clerk, revenue acct.  
**Jana K. Burr** — Economic analyst/data specialist  
**Thrasher Carmichael** — Line maintenance foreman, BOI  
**Robert Classen** — Assistant manager, ramp services  
**Richard Cross** — Foreman, major maintenance  
**Michael Engle** — Manager, flight att. training  
**Gary Faulk** — City manager, MTJ  
**E. Sue Gallentine** — Data conv. operator  
**Bob Hall** — Manager, tariff planning  
**Duke Holt** — Manager, facilities  
**Jim Jette** — Manager, dining and cabin services  
**Jan Meinking** — Coordinator, travel agency services  
**Richard Montague** — Manager, futures planning  
**Richard McGowan** — Senior buyer, general purchasing  
**Judy McMillan** — Supervisor, flight service  
**Randy Palser** — Coordinator, travel agency services  
**Dorothy Ray** — Lead acct. clerk, accounts payable  
**Mark Schneider** — Mgr., pricing capacity cntrl.  
**Michael Smicker** — Market analyst  
**Doris Sommers** — Lead acct. clerk, accounts payable  
**Linda Stacy** — Expendable inventory controller, pur.  
**Pat Taylor** — Marketing manager, Arizona  
**Greg Thompson** — Ass't staff mgr., sales/service  
**David F. Ulmer** — Manager, economic planning  
**Mark Warinner** — Ass't mgr., airfreight service  
**Tim Warnock** — Manager, travel agency programs  
**Terry Warren** — Supervisor, flight service

**Patricia Wollum** — Manager, flight service, DEN  
**Bob Ziegler** — City manager, MHK

## Honors

**Jim Borchers**, manager of payroll, was elected president of the National Association of Accountants, Denver Chapter, for 1979-1980. He has been a member of the NAA since 1960, a director from 1969-73, and an officer in 1973 and also 1975-1979.

## July/Aug. Service Awards

### 30 Years

**Adair, V.W.** — Captain, DEN

### 25 Years

**Atwood, L.C.** — Station agent, BIL  
**Cochran, R.L.** — Captain, DEN  
**Eller, N.J.** — Flight attendant, DFW  
**Kendell, A.B.** — Captain, DEN  
**Lockwood, D.L.** — Captain, DEN  
**Malody, R.G.** — Station agent, TUS  
**McClure, P.J.** — Station agent, DEN  
**Ruehle, W.J.** — Captain, DEN  
**Sayler, R.** — City manager, BIS  
**Schneider, J.J.** — Station agent, CPR  
**Spiars, R.Z.** — City manager, WRL  
**Vradenburg, R.C.** — Captain, DEN

### 20 Years

**Bartram, J.L.** — General foreman, DEN  
**Gandy, W.W.** — Stock clerk, DEN  
**Perkins, K.** — Station agent, GEG  
**Williams, R.C.** — First officer, DEN

### 15 Years

**Altmark, M.J.** — Captain, DEN  
**Chaddock, H.** — Captain, DEN  
**Dietz, A.** — Lead aircraft technician, DEN  
**Dietz, R.E.** — Senior agent, EUG  
**Donaldson, D.E.** — Captain, DEN  
**Ellis, L.** — Lead aircraft technician, DEN  
**Hart Jr., C.F.** — Captain, DEN  
**Lamkins, W.C.** — Station agent, FYV  
**Manning Jr., E.M.** — Ticket counter agent, GEG  
**Pendergraft, L.N.** — Senior agent, OKC  
**Shirling, R.** — Captain, DEN  
**Wyum, J.H.** — Station agent, MOT  
**Zorumski, G.T.** — Captain, DEN

### 10 Years

**Andrews, J.R.** — Senior Clerk, DEN  
**Aschbrenner, A.J.** — City manager, RKS  
**Berg, R.** — Assistant manager airfreight service, DEN  
**Bissel, C.** — Computer operator, DEN  
**Borden, C.M.** — Station agent, COS  
**Burger, R.J.** — Station agent, DEN  
**Caito, D.M.** — Aircraft technician, DEN  
**Dahle, K.W.** — Station agent, VEL  
**Delgado, D.A.** — Station agent, GJT  
**Douglas, S.** — Station agent, DEN

Continuing on West Paces, you will pass several beautiful homes including the Governor's Mansion. Turn right (north) on I-75 and follow the signs to the Kennesaw Mountain Park, site of a major Civil War battle. The park offers a lovely glimpse of Georgia countryside.

Now, time for a southern dinner. Pittypat's Porch, the best of the restaurants I visited, will fill your evening with traditional hospitality and delicious food. You will admire the salad bar with shrimp and oysters, homemade soup and breads, country vegetables, and entrees ranging from seafood to pheasant. Regardless of what you order you must have some chocolate ice cream pie. Pittypat's, located across from Peachtree Plaza, is reasonably priced and casual.

On your second day consider a visit to Six Flags Over Georgia (tickets \$9.25) or Stone Mountain Park (tickets \$3 to \$7.95). Both theme parks are located outside Atlanta.

Fasten your seat belts for a fun weekend. But don't pull the strap too tight. Leave yourself some room. The food is delicious.

**George, S.W.** — Station agent, DEN  
**Groetzinger, C.E.** — Secretary, DEN  
**Hilton, J.C.** — Station agent, TUS  
**Hutcherson, L.M.** — Aircraft technician, DEN  
**Johnson, J.W.** — Station agent, TUS  
**Logan, A.L.** — Clerk, DFW  
**Mair, G.E.** — Station agent, GUC  
**Mattox, D.A.** — Senior agent, DEN  
**McKeown, I.** — Mechanic, DEN  
**Morgan, C.D.** — Supervisor payroll, DEN  
**Mueller, G.W.** — Station agent, STL  
**Nowak, K.J.** — Station agent, GRI  
**Ogden, D.L.** — Accounting clerk, DEN  
**Owens, R.E.** — Senior agent, STL  
**Puckett, L.L.** — Senior clerk typist, DEN  
**Rust, D.L.** — Accounting clerk, DEN  
**Schoening, T.M.** — Station agent, STL  
**Siebert, J.J.** — Cleaner, SLC  
**Smith, R.M.** — Station agent, MCI  
**Smith, T.L.** — Aircraft technician, DEN  
**Spencer, F.R.** — Senior agent, JLN  
**Stevenson, H.G.** — Stock clerk, DEN  
**Thompson, S.J.** — Accounting clerk, DEN  
**Veitel, N.S.** — Secretary, DEN  
**Warinner, M.** — Assistant mgr. airfreight services, DEN

## Retirements

**Richard F. Cantwell** — Aircraft technician, DEN, 31 yrs.  
**Leonard Huglund** — Aircraft technician, DEN, 29 years  
**James R. Parvin** — Aircraft technician, DEN, 20 years  
**Pete S. Pusede** — Aircraft technician, DEN, 31 years  
**O.D. Scott** — Aircraft technician, DEN, 20 years



## **Penny-a-milers**

# **It takes all kinds to wait in line.**

They arrived at the airport with their sleeping bags, picnic baskets, ice chests and suitcases. Camping in front of a ticket counter was a small price to pay for a penny-a-mile roundtrip ticket. After all, what else do people do on a summer weekend?

To promote new service to Vancouver, British Columbia, Frontier offered penny-a-mile roundtrip tickets July 16 to passengers in Denver, Salt Lake City, Spokane and Vancouver.

20-year-old Rob Mulrenan of Stowe, Vt., led the Denver penny-a-mile line. He arrived at Stapleton Airport at 6:30 p.m., July 12.

"I knew I was going to be first," Mulrenan said. "It felt good to win. I was on television and I got to see myself."

Mulrenan watched the other Denver penny-a-milers arrive at Stapleton. By noon, July 15, the 100 passengers were well settled in line.

They played frisbee, talked and slept. Their reasons for standing in line were as diverse as the possessions they carried.

"I didn't have anything else to do," said Dave Wilson of Lakewood, Colo. "I have never been in a jet and I have always wanted to fly over the mountains."

A nurse from Denver stood in line 20 hours to fly to Vancouver to visit her brother. A Mountain Bell operator wanted to see the Pacific Ocean and the Stanley Park Zoo. According to a student at Colorado College, "People need to do something like this in the summer."

Many planned their arrivals at Stapleton carefully. "I remembered how long people waited to buy Denver Bronco tickets," said Paul Erickson of Denver. "They were usually there 24 hours."

"I live close to the airport and checked the line for three days," said Sandy Sizer of Denver. "When I saw the line building I dashed home, grabbed my bag and came out here."

What could have been chaos turned into cohesion. While some penny-a-milers discussed ways Frontier could have managed the situation more effectively, others mentioned that Frontier employees handled the crowd well.

"Things like this bring out the best in some people and the worst in others," the nurse from Denver said. "We were pushed off our sleeping bags and pushed out of line by people trying to get tickets. The Frontier people took care of the situation and a lady told me, 'Don't worry, we won't squeeze you out, we'll make room for you.'"

The penny-a-milers helped Frontier personnel keep the line organized. "We took care of ourselves," a young man said, "and in the process we all became very good friends."

After the tickets went on sale at 8:15 a.m., July 16, the penny-a-milers headed to the departure area. Many planned to tour Vancouver together.

"It was wonderful in a way," said Sandy Sizer. "None of us knew each other but we do now. People have joined together and become friends. I have met some very nice people. We have all cheered each other on."

"The secret is to get to know the other people standing in line," Dave Wilson said. "There is a bond between people."

Mrs. Hawkins said, "It has been fun watching all the people. I will go along with anything. I like the excitement and the fun."

As he boarded flight 49 to Vancouver, Rob Mulrenan said, "People thought I was crazy. Customers walked by and asked me how long I had been in line."

"I will never forget these four days. I have had a great time. It is good to be number one. I wanted to be number one on Frontier."

"And I am."

## **New agency service.**

Travel agents like our fast treatment.

FAST, the Frontier Action Service Team, was recently formed in the expansion of the travel agency sales center in Denver.

All travel agent requests and problems are directed to the new central location, 6240 Smith Road.

"The travel agent can make one phone call to the Frontier Action Center to resolve any concern," says Ken Woods, manager-travel agency center.

"A problem or request not routinely covered by a reservation agent can be handled by a new 'Help' desk staffed by highly trained personnel," Woods says. "They provide immediate information on a long list of items including accounting problems and rule interpretations."

Since the travel agency center was originally formed in spring, 1978, the call volume has increased approximately 55 percent. FAST also handles rush collateral material and a new Frontier "FACTS" recording for Denver travel agents and Frontier field marketing personnel with the most recent route, fare and marketing information.

"The FAST concept is a response to the new deregulated environment and the importance of the travel agent to Frontier," Woods says. "We want to provide prompt and efficient reservations for travel agencies and answer inquiries quickly."

Woods credits Dean Brown, manager-facility maintenance, for coordinating a smooth and fast move into the new office space under a tight schedule.

"With this move and introduction of the FAST concept we have increased our effectiveness and quality of service to the travel agent," Woods says. "Not only do we want to be fast we want to be the most efficient in the business."



Mrs. John Hawkins of Tucson, Ariz., claimed to have the most unique arrival. Immediately after landing in Denver on Frontier flight 73 from Tucson at 9:15 a.m., July 15, she began standing in the penny-a-mile line. 24 hours later she boarded the flight to Vancouver.

"I have discovered I am not so young anymore," Mrs. Hawkins said. "These young people can fall asleep on anything."

Some penny-a-milers complimented Frontier personnel for keeping them informed. "They explained the details very well," Dave Wilson said. "They had the whole thing under control in no time at all."

"My impression of Frontier is good," said a student at Colorado College. "The people I have dealt with have been fair. In the beginning I don't think the Frontier people were prepared for how many people showed up and how early they showed up. But everyone was good natured."

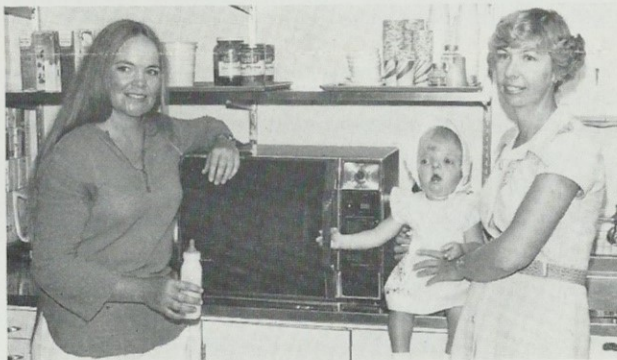
Others mentioned a lack of planning and organization. "It is a safe bet that anytime discount fares are offered a lot of people are going to show up," Sandy Sizer said. "Frontier could have anticipated the crowds more effectively and made friends among the people who didn't make the flights."

"This scene should not have taken place in the airport lobby," a lady said, "with people sleeping on the floor."



**VANCOUVER WINNERS:** City manager Debbie La Freniere, second from left, presents the first penny-a-mile tickets to Charles Le Moignan, Debbie Hurd and Carol Hurd, first in line at the Vancouver airport.

## Employees make Frontier headlines.



**FLIGHT ATTENDANT** Julie Oats, left, collected donations from Frontier flight attendants for a microwave oven for the pediatric ward of Colorado General Hospital. The microwave was presented in honor of Kelly Ryan, daughter of flight attendant Sandy Ryan, right, and first officer Maury Ryan. Frontier matched the employee contribution to complete the purchase. Kelly has suffered from Apert's syndrome since her birth in February, 1978. Julie expressed her thanks to Frontier employees: "I am so grateful everyone contributed. I have always known this is a great company. I know I fly with great people. And they certainly proved it."



**FRONTIER EMPLOYEES** gathered July 28 at the Flying W Ranch in Colorado Springs for the employee club picnic. Executive Vice President Glen Ryland presented awards to special event winners. Upcoming employee club events include the Fall Hoedown, Oct. 6, at the Outpost in Denver; Adult Christmas Party, Dec. 7, at the new Fairmont Hotel in Denver; and the Childrens' Christmas Party, Dec. 15, in Denver, featuring Santa's arrival at the hangar by helicopter.



**LINDA LEARY**, purchasing controller, is congratulated by A.L. Feldman for being named "Miss Air Line Employee" by the Air Line Employees Association. Linda was selected from other airline candidates by a panel of celebrity judges in the annual photograph contest. Linda joined Frontier 18 months ago. Her mother, Lillie Bracken, is a Frontier employee in accounting. Both are based in Denver.



**AIRCRAFT TECHNICIANS** Mike Pelky, left, and Jack Mericle collected \$252 from Frontier employees in Denver for victims of the tornado that struck Cheyenne, Wyo., July 16. Frontier management matched the employee contribution for a total of \$504. The money was directed to help the McKinnon family of Cheyenne whose home was destroyed and infant child killed. Ralph L. Owen, President of First Wyoming Bank, expressed thanks to the Frontier employees: "Your thoughtfulness, at this time, is more than words can express."



# Air cargo is flying your way.

Every time you board a Frontier flight, air cargo joins you for the trip.

"Air cargo is very important to Frontier," says Jack Zembeck, director-system cargo sales and service. "Frontier carried 5,780,000 ton-miles of cargo (one ton carried one mile) in the second quarter of 1979, a 9.7 percent increase over the 5,269,000 ton-miles carried in the second quarter of 1978."

All Frontier flights carry cargo. Amounts vary according to departure time, flight segment, and passenger load.

"We sell the final destination and the time it takes to reach it," Zembeck says. "Getting the cargo to the destination is worth the cost to the customer."

Many firms depend totally on air cargo services and have eliminated warehouses in small and medium sized cities.

"A Denver based company with branches in other cities can use airfreight to keep them supplied instead of adding warehouse space," Zembeck says.

Popular air cargo products include machine parts, clothes, food and records. Air cargo helps the merchandiser place the right merchandise in the right place at the right time.

Frontier air cargo services are structured to give the customer options in quality, time and cost.

"Kwickie," the fastest cargo service available, is open to items weighing less than 50 pounds and does not require an advance booking. Kwickie items travel with passenger baggage. The rate of reliability is above 99.9 percent.

"We are pleased by the rapid growth of our Kwickie service," Zembeck says. "For example, we

# SATO: A giant of the airline industry.

Don Denson is accustomed to answering questions about SATO, the Scheduled Airlines Traffic Offices operating on some military installations and federal properties.

As manager of the SATO office at Ft. Sill, Okla., Denson, a 20-year Frontier veteran, is considered "Mr. Airline" by his customers.

"SATO is a giant in the airline industry," Denson says, "producing \$500 million in revenue in 1978. Frontier earned a healthy \$10 million from SATO ticket sales in 1978."

The 116 SATO offices and 50 branches represent all scheduled air carriers and concurring airlines. SATO agents make reservations and issue tickets for military personnel, their dependents and civilian employees of the armed forces for official and personal travel. Agents also route military air cargo, both domestic and international.

"SATO promotes strong interline relations," says Clay Blaylock, director-military and government sales. "SATO agents are impartial in the selection of flights and carriers and present a positive image of airline travel."

Frontier manages seven SATO offices: Ft. Sill, Okla.; Ft. Bliss, Tex.; Randolph AFB, Tex.; Ft. Huachuca, Ariz.; Holloman AFB, N. M.; Tinker AFB, Okla; and Nellis AFB, Nev. Frontier representatives are also located at 25 other SATO offices.

SATO offices are staffed by airline employees chosen through a competitive selection process. After all airlines are notified of a SATO opening, a local committee comprised of interested scheduled air carrier personnel selects the employee. An airline employee must have six months experience to qualify for a SATO position.

"Since I was appointed SATO manager in 1964," Denson says, "the industry has changed drastically. Keeping track of all the fares is quite time

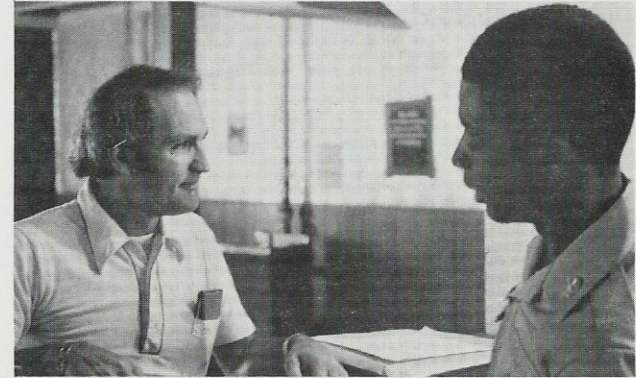
consuming and we issue approximately 5,000 tickets each month."

In addition to managing the Ft. Sill SATO, Denson was given the responsibility in 1975 to coordinate travel arrangements for the Vietnamese refugees at Fort Chaffee, Ark. The office processed 50,000 people between May and December, 1975.

"It must have been a fantastic transition for the Vietnamese people," Denson says. "I made many friends - some I still hear from."

Denson enjoys serving the customers at Ft. Sill. Each Thursday he issues airline tickets to basic training graduates departing on their first military leave.

"It is absolutely wild. They are bushed, confused, a little scared, and they ask every question in the book. It makes for a long day. But it is all worth it when those kids smile and tell me how glad they are to be headed home for a visit."



**DON DENSON, left, arranges air travel for military personnel, their dependents, and civilian employees of the military at Ft. Sill, Okla.**



carry checks from a bank in Casper to the Federal Reserve in Denver. With large sums of money, and interest compounded daily, time is money to the customer."

Other options are priority airfreight, available to clients weighing over 50 pounds and requiring an advance booking; regular airfreight, representing the bulk of Frontier cargo; the money saver, the lowest level of service at the lowest cost.

Baggage and Kwickie items are loaded first, followed by priority airfreight, regular airfreight and money saver items.

"My customers know that I do everything I can to get cargo on a flight," says Jim Baker, senior station agent and supervisor-airfreight facility, DFW. "If I can't get the cargo on, I am honest with the customer. If a shipment is late, I let him know. The customer appreciates the honesty."

Quality service is Zembeck's top priority for the Frontier cargo operation. "We are smaller than the trunk carriers and this is our advantage," he says. "We are usually faster and we can tailor our service to the specific needs of the customer."

As far as passengers and cargo traveling together, Zembeck says, "The ride is just as smooth for both. Cargo is a major part of Frontier's business. So while we are talking about packages and produce, we aren't talking about small potatoes."

## Logo lights.



**FRONTIER JETS LIGHT UP THE SKY: All Boeing 737s are being equipped with DeVore TEL-TAIL vertical tail floodlights to illuminate the Frontier logo. Installation on all jets will be completed by January, 1980.**

## Employees win suggestion awards.

James L. Haarbauer, manager of maintenance heavy check in Denver, recently won \$1,759.00 for his award-winning suggestion concerning the Boeing 737 takeoff warning system.

Haarbauer joins 16 other award-winning Frontier employees who submitted suggestions of ways to save company money, time or increase efficiency.

Merle Russell, aircraft technician, was awarded \$1,265.00 for his suggestion concerning the Boeing 737 coffee maker.

Aircraft technicians with winning suggestions include J.A. Kalbach, \$130; D.C. Spencer, \$130; Joe Holowaty, \$110; Albert T. Washburn, \$35; Mathias J. Litzinger, \$35; A.L. Eason, \$20; C.A. Schroeder, \$20; and Jerry Hix, \$15.

Other winners include Dan P. McNulty, inspector, \$110; Ella L. Stotts, accounting clerk, \$32.50; Linda Pitts, reservation agent, \$30; Cindy B. Higgins, flight attendant, \$17.50; C.M. Barry, reservation agent, \$17.50; Marty J. Friel, reservation agent, \$15; and Doug Woodham, marketing representative, travel, \$12.50.

## Prudential improves medical claim procedure.

Frontier employees can look forward to more efficient handling of medical claims by the Prudential Insurance Co., according to the internal audit department.

Prompted by employee complaints of delayed claim settlements, and concern among Frontier management, the internal audit department began to study the processing of claims by Prudential in mid-1978.

Their audit, conducted in mid- and late-1978 and early 1979, supported employee complaints.

Prudential introduced Frontier to the "Pru-Trac" computer claim processing system in February, 1979, to improve claim handling efficiency.

Introduction of the "Pru-Trac" has resulted in substantial improvements in claim handling over the previously used hand-processing system, according to the internal audit department. Nearly all claims reviewed after the system was introduced were settled within the time agreed upon by Frontier and Prudential.



### FRONTIER AIRLINES

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