



FRONTIER AIRLINES

Frontier News

Published for Frontier Airlines Employees

April 1980

Ryland: How 1980 looks for Frontier.



GLEN RYLAND, left, discusses the airline's 1980 outlook with Frontier employees at Kansas City International Airport.

Frontier President Glen Ryland met with approximately 2,500 Frontier employees in 12 cities during meetings throughout January, February and March.

Among the points Ryland covered with the employees were:

want to allow any new airlines to come in. There are other new cities we are looking at, of varying sizes, but there is nothing to report at this time.

Fuel

As of April, 1980, we are paying our fuel suppliers 85 cents a gallon, more than double the amount we were paying at the start of 1979, 42 cents a gallon. Since the beginning of the year, fuel prices have increased 8 cents a gallon. Each penny increase costs Frontier approximately \$1.3 million more in annual operating expenditures. Frontier uses approximately 130 million gallons of fuel each year. We have had a number of problems getting fuel for our planes, but our fuel people have consistently solved them and we have had only one cancellation due to a shortage.

We have a slight edge in the fuel cost battle, and it's called the Boeing 737. Both the 737 and the 727 were designed back in the time when fuel cost 10 cents a gallon. Although the twin engine 737 was an economical choice on a cost-per-plane-mile basis, the three engine 727—with its greater seating capacity and longer range—made more sense on longer haul, higher density routes. Now, the roles have reversed. The Boeing 737-200, as flown by Frontier, actually costs less to operate on a cost-per-seat-mile basis now, and newly designed JT8D-17 engines provide substantially

Gun bill signed into law.

Legislation spearheaded by Frontier and the Air Line Employees Association (ALEA) to protect airline employees from loaded guns in passenger luggage was signed into law Feb. 19 by President Carter.

The new law, which makes it a federal crime to ship loaded weapons in airline luggage, calls for penalties of up to five years in jail and fines of up to \$5,000 for offenders.

Until now, the penalty for putting loaded weapons in checked baggage was a civil fine of up to \$1,000.

The legislative drive was prompted by the death of Frontier station agent Bill Kilian on Nov. 24, 1976, when a weapon discharged inside a duffle bag he was moving from one flight to another at Denver's Stapleton International Airport.

The legislation was introduced in the U.S. House of Representatives by Rep. Pat Schroeder (D-Colo.) and in the U.S. Senate by Sen. Gary Hart (D-Colo.), co-sponsored by Sen. William Armstrong (R-Colo.).

"In the past," says Frontier President Glen Ryland, "careless gun shippers could get off with only a slap on the wrist. Now the prospect of going to jail should make them wise up to the safety risks they are creating."

Competition

Since the airline deregulation act was signed into law in Oct., 1978, most airlines have inaugurated new routes. Some of Frontier's new routes, such as Denver-Detroit, Denver-Houston and the upcoming Denver-Atlanta nonstops, are making the competition work a little harder. Likewise, some of our traditionally strong markets have become very competitive. Frontier and Braniff, before deregulation, offered an average of 34 flights combined each day between Denver and Dallas/Ft. Worth. Delta and Texas International joined the route last year, and a total of 49 daily flights are now offered by the four airlines. Between Denver and Salt Lake City, Frontier, United, Western and Texas International offered 54 daily flights before deregulation. That number swelled to 66 daily flights last summer after Hughes Airwest joined the route. Braniff and Eastern started flying the route in late 1979 and Delta plans to enter soon, while the amount of daily flights has dropped back to 54.

While we have been affected by new competition in some markets, we are holding our own effectively. We are working hard to attract passengers by offering competitive fares, good schedules, and offering our traditional quality of service, both on the ground and in the plane.

1980 outlook

Frontier reported record net earnings of \$21,664,000 in 1979 on total revenue of \$389,655,000. 1980 will also be a profitable year for us, although perhaps not as strong as 1979, due mainly to the lagging national economy resulting in somewhat softening traffic. 1980 will be a tough year for our industry, but Frontier will do okay—and a lot better than most.

Route expansion

Frontier is growing in an orderly, profitable way, adding new routes that reinforce our "hub and spoke" system. New cities include Lexington, Ky., (Feb. 1), Houston, Texas, and Stockton, Calif., (May 1). New nonstop service between Denver and Atlanta begins July 1. We hope to inaugurate service to Regina and Saskatoon, Saskatchewan, sometime in 1980, pending approval by the Canadian Transport Commission. We have the authority to fly to Santa Ana, Calif., in the Los Angeles area, but we are involved in difficult negotiations with the local airport, which doesn't

designed JT8D-17 engines provide substantially increased range.

Our pilots are doing an excellent job of conserving fuel inflight, primarily by paying careful attention to flight operating procedures. We are burning 40 gallons of fuel per flight hour less today than in 1973, while using the same basic fleet and carrying more people per airplane.

Frontier pilots have always been concerned with conservation, but became more concerned during the 1973 energy crisis. With the aid of improved flight operating procedures, computerized flight plans and more efficient alternate flight plans, a major improvement in fuel conservation was noticed in 1974. Additional conservation measures resulted in a second big improvement in 1976. Our pilots continue to improve their efforts to conserve fuel.

Fleet

We now have 37 Boeing 737 jets in service, with three 737s on lease to Air Florida. By this time next year, we will have 45 737s, after the three leased aircraft return to service and five new 737s are delivered.

We are in the process of conducting an extensive study of the various "new generation" aircraft that are under development. Specifically, we are looking at the Boeing 757 and the DC-9 Super 80. We will answer the questions, "Do we need a larger aircraft," and, if so, "Which of the new aircraft should that be?" The study will be completed by the middle of the year, and we'll have to make some tough decisions after that. If we do decide we need new aircraft, we will have to place our orders by the end of this year.

Another option is developing that may be attractive. Boeing is seriously considering developing a "stretch" version of the 737—which would be called the 737-325. This will be a slightly larger version of what we are currently flying, and it would have newly developed, highly fuel efficient engines.

Convair 580s

We now have 21 Convair 580s in service. As we have said before, we are involved in a long term plan to phase the Convairs out of operation. We hope to be out of many of our Convair routes by the end of 1982, although many details are yet to be resolved.

safety risks they are creating."

Ceremonies were held March 16 at Frontier's headquarters in Denver to salute the new law. Among those attending were Mr. Kilian's son, Bill Jr., 11, his mother, Mrs. Elizabeth Kilian, his stepdaughters, Mary Jean Carson and Janeen Marie Carson, his brother-in-law Don Cameron, Hart, Schroeder, Ryland, ALEA Regional Director Jack Casey, and other airline and union officials.

Family members were presented the pen used by President Carter to sign the gun safety law, along with framed copies of the legislation.

"The new law culminates nearly three years of work by Frontier, ALEA and the congressional leaders," Ryland says. "Thanks to the new law, airline employees and passengers alike now have an important new safeguard on the books."



ATTENDING CEREMONIES honoring the new gun law are, from the left, William Kilian, Jr.; Rep. Pat Schroeder; Jake Lamkins, ALEA Frontier Master Executive Chairman; Glen Ryland; Sen. Gary Hart; and Jack Casey, ALEA Regional Director.

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Bracewell elected.

Houston attorney Fentress Bracewell has been elected to the board of directors of Frontier Airlines.

Bracewell, 58, is a founder and partner in the law firm of Bracewell and Patterson, which has offices in Houston, Washington, D.C., and London.

Active in Houston community affairs, Bracewell is chairman of the Port of Houston

Authority and a director of the Houston Chamber of Commerce. He also is chairman of the board, Continental Life Group, Inc., Houston, and chairman of the executive committee, Ideal National Insurance Co., Salt Lake City. He is a law graduate of Baylor University, Waco, Texas.



Fentress Bracewell

Suggestion winners.

Merle Russel and James Walton, aircraft technicians in Denver, were each recently awarded \$289 for suggestions concerning Convair 580 coffee makers.

Awards are given to employees who suggest ways to save company time, money or increase efficiency.

Melba J. Stevens, reservations agent in Denver, won three awards, for \$45, \$15 and \$15. Double winners were King W. Herrington, lead aircraft technician, Denver, \$60 and \$47.50, and Linda Pitts, reservations agent, Denver, \$42.50 and \$37.50.

Other reservations agents in Denver receiving awards were Mariane V. Vita, \$52.50; Marilyn A. Hoegh, \$15; Carolina K. Smith, \$15; Bill J. Faulkner, \$12.50; and Lisa Owen, \$10.

Kenneth Thomas, aircraft technician, Tucson,

Employees in the news.

Dallas C. Mortensen has been named director, quality assurance. A 21-year veteran with Frontier, Mortensen serves as liaison between the airline and the FAA regarding maintenance and engineering matters and administers the aircraft engine reliability programs. He most recently served as manager, reliability and FAA liaison.

Robert N. Slichter has been named director, community relations. A graduate of Arizona State University in Tempe, Slichter joined Frontier in July, 1976, as a sales representative. He most recently served as manager, community relations. Prior to joining Frontier, Slichter was a special representative of the military bureau of the Air Transport Association in Washington, D.C.

Appointments

William J. Barker — City manager, GUS

Curt Bourg — City manager, CEZ

Fran Brown — Marketing representative, PHX

Marjorie Cannon — Manager, flight service, MCI

Chuck Caruthers, — Manager, customer service, DEN

Gerardo Chavez — Manager, Mexico operations

Robert J. Coombs — Asst. staff mgr., sales and service

Julie Dickman — Sr. convention sales reservationist

Rita Hammond — Marketing representative, DEN

Annelle Latimer — Sr. convention sales reservationist

Suzi Malloy — Manager, flight service, DFW

Duane Martin — Sup., data conversion/production cont.

Leopoldo Perez — City manager, ZIH

Marv Pester — City manager, DFW

Howard Schatz — City manager, SCK

Tom Schmidt — Asst. mgr., transportation services, SLC

Frank Schubert — City manager, ABQ

Ted Simmons — City manager, HOU

Steve Ward — Analyst, pricing and control

James E. Willey — General foremen, quality control

Feb./Mar. Service Awards

30 Years

Brgoch, F. — Captain, DEN

Cook, W.H. — Station agent, WRL

Dorchak, S.J. — Aircraft technician, DEN

Larson, M.E. — Director, accounting, DEN

Lehmann, E.H. — Aircraft technician, DEN

Leslie Jr., J.D. — Captain, DEN

Matthews, D.E. — Aircraft technician, ABQ

Miller, G.E. — Aircraft technician, DEN

Peck, E.L. — Lead mechanic, DEN

Johnson, K. — Flight attendant, DFW

Jones, K.K. — Flight attendant, DEN

Jones, P. — Flight attendant, DEN

Kellett, D.C. — Supervisor, reservations, DEN

Koby, C.J. — Flight attendant, DEN

Kreimier, M.L. — Station agent, DEN

Landi, C. — Reservations agent, DEN

Mas, A.G. — Stock clerk, DEN

McCullough, R.C. — Maintenance scheduler, DEN

Mendelsberg, J. — Flight attendant, DFW

Patterson, W.A. — Flight attendant, DFW

Powers P.J. — Reservations agent, DEN

Schmidt, T. — Asst. mgr., transportation services, SLC

Shepherd, B.M. — Planner, DEN

Sorensen, R.J. — City manager, BOI

Spencer, P.J. — Reservations agent, DEN

Swift, S. — Flight attendant, DEN

Tripp, D. — Flight attendant, DFW

Turner, V.L. — Flight attendant, DFW

Uhrich, R.L. — Manager general ledger, DEN

Washington, B.F. — Flight attendant, DEN

Wassertheurer, T.W. — Station agent, CYS

Welch, S.M. — Flight attendant, SLC

Wester, M. — Flight attendant, DEN

Wolfe, C.L. — Flight attendant, DFW

Womack, B.L. — Flight attendant, MCI

5 Years

Brulja, T. — Supervisor, reservations, DEN

Dotson, D. — Reservations agent, KCK

Fehse, G.A. — Foreman, SLC

Hughes, W.L. — Secretary, DEN

Johnston, K. — Ticket counter agent, DEN

Lawless, E.J. — Temporary nurse

McKenney Jr., W.J. — Staff manager marketing, DEN

Slothower Jr., V.D. — Planner, DEN

Smoger, K.M. — Station agent, TUS

Yantis, M. — Reservations agent, DEN

In Memoriam

Bobby Gene Donley, line technician in Denver, and his wife Rosilie, March 9.

Bud Matlock, aircraft technician, March 30.

Ed Pejko, retired aircraft technician, March 18.

Jay Shah, aircraft technician in Denver, February 13.

Kenneth Thomas, aircraft technician, Tucson, won \$136.20; Sandra M. Brooks, accounting clerk, Denver, \$52.20; Kathy Messmer, data conversion operator, Denver, \$42; James R. Caldwell, aircraft technician, Denver, \$40; James L. Meade, station agent, Denver, \$27.50; Diane Hall, flight attendant, Denver, \$22.50; Linda Praytor, secretary, Denver, \$22.50; Diallo, station agent, Shreveport, \$22.50; Louanne K. Leeper, employment, Denver, \$17.50; and John L. Ager, station agent, Alliance, Neb., \$15.

Why FL cuts fares.

Jan. 30: Frontier announces fares of \$19 one way, including tax, or \$38 roundtrip, on one-third of the 96 weekly flights between Denver and Salt Lake City, through April 15. The number of seats on each flight sold at the discount fare are limited.

Feb. 19: Frontier announces fares of \$39 one way, including tax, or \$78 roundtrip, on all flights between Denver and Dallas/Ft. Worth. Again, seats are limited.

Why did Frontier cut fares in these markets?

The answer is to maintain Frontier's strong identity among passengers.

Frontier has attracted passengers in competitive routes like Denver-Salt Lake City and Denver-Dallas/Ft. Worth over the years by offering quality service, convenient schedules and competitive fares, according to M.C. "Hank" Lund, vice president, sales and service.

"Sometimes other airlines cut fares," says Joe Lorenzo, vice president, pricing, "in an attempt to take away some of our passengers. When this happens we look at the route and (a) match the competition; (b) offer a lower fare than the competition; or (c) continue with our current pricing."

"Passengers have responded enthusiastically to these discount fares," Lund says. "They are getting the same service, meals and extra legroom at a discount fare as they would if they paid full fare. Discount fares increase passenger awareness of Frontier and the service we offer."

Frontier continually monitors the fares offered by other airlines and the passenger response to those fares, according to Lorenzo.

"From time to time we introduce the lowest fare in a market," Lorenzo says. "Last summer we offered a \$29 fare between Denver and Las Vegas. We are an aggressive pricing airline. We won't back away."

Peck, E.L. — Lead mechanic, DEN
Randall, E.V. — Secretray, DEN
Waldren, F.W. — Aircraft technician, DEN

25 Years

Bearer, C. — Aircraft technician, GEG
Dorsey L.W. — Captain, DEN
Erickson, D.K. — Lead aircraft technician, DEN
Hopkins, H.W. — Senior agent, COS
Morris, P.D. — Dispatcher, DEN
Long, H.R. — Station agent, RIW
Reynolds, W.D. — Aircraft technician, DEN
Schulte, J.J. — Station agent, OMA
White, R.L. — Station agent, GRI

20 Years

Appleby, J.D. — Captain, DEN
Denson, D.O. — SATO manager, FSI
Eckles, R.J. — Station agent, GRI
Fohn, J.M. — Flight attendant, DEN
Fuller, L.A. — Senior agent, FOE
Glasgow, R.E. — Station agent, ELP
Hatcher, M.V. — Reservations agent, DEN
Hawes, L.M. — Flight attendant, DEN
Hendrickson, N.A. — Lead aircraft technician, DEN
Roberts, B.H. — Manager, local passenger tariff, DEN
Vroomen, R. — Lead cleaner, DEN
Wagner, G.I. — Station agent, DFW
Wilds, J.L. — Senior agent, DFW

15 Years

Beringer, S.J. — Aircraft technician, MCI
Brady, J.G. — Aircraft technician, DEN
Caradori, R. — Senior agent, OMA
Castleman, W. — Aircraft technician, DEN
Cope Jr., F.O. — Senior agent, DEN
Crowell, F.A. — Aircraft technician, DEN
Davis, O.L. — Mechanic, DEN
Duckett, E. — Lead aircraft technician, ABQ
Fahrenheit, C.J. — District sales manager, LAS
Farnholtz, J.R. — Aircraft technician, FSM
Greene, D. — Aircraft technician, DEN
Grizzle, D.L. — Station agent, RDD
Larson, S.W. — Dir., marketing research analysis, DEN
Middleton, L. — Station agent, BOI
Nakata, D.H. — Senior agent, DEN
Saunders, R.G. — Senior agent, DEN
Tomalino, R.L. — Lead aircraft technician, DEN
Weickum, H.L. — First officer, DEN

10 Years

Baker, W.B. — Senior ticket counter agent, DEN
Bare, J.B. — Station agent, OKC
Burke, R.L. — Ticket counter agent, MCI
Elston, M. — Flight attendant, DEN
Hathy, A.J. — Senior ticket counter agent, DEN
Hendreschke, R. — Senior agent, SLC
Hoelscher, E. — Flight attendant, DFW

"E-Z Pak" service.

Small packages are now traveling door-to-door on Frontier Airlines.

New "E-Z Pak" service, offering guaranteed delivery of any low-weight shipment on a door-to-door basis, was introduced by Frontier March 1. The service is available between any pair of 62 selected cities on Frontier's system.

For \$15, plus a five percent tax charge, Frontier will cover pickup, air shipment and delivery of an E-Z Pak envelope measuring 10 by 15 inches, weighing no more than five pounds and insured for up to \$50. Shipments are picked up and delivered during regular working hours Monday through Friday. The envelopes, sold in groups of 20, are available through Frontier air freight offices at the 62 airports chosen for the service.

Hazardous or perishable materials are not accepted.

Pilots sign contract.



AIR LINE PILOTS ASSOCIATION (ALPA) representatives, on behalf of Frontier pilots, and Frontier management signed a new agreement in March effective through April 1, 1982. Standing, from the left, are Dave Wable, first officer; Pat Benoit, contract administrator, ALPA; Jim Wyche, assistant general manager, flight operations; Chuck Blair, captain; Allan G. Larkin, vice president, administration; and Jack Kane, director, industrial relations-flight. Seated, from the left, are Jack Frost, captain; Ed Trimble, MEC chairman; and R.J. Orr, vice president, flight operations.

Consumer Affairs responds to customers.

Prompt and thorough responses to passenger compliments and complaints are handled daily by Frontier's consumer affairs department.

"We try to satisfy the passengers who notify us in an honest and sincere way," says Jack McGuire, director of consumer affairs.

McGuire and his staff—offering more than 40 years combined airline industry experience—receive passenger comments by letter, telephone, or in person.

Letters of appreciation are sent to passengers who compliment the airline. An employee mentioned in a passenger compliment is recognized for his efforts by his supervisor.

The department investigates each complaint from a passenger. The passenger is asked to provide any useful information, such as a copy of his Frontier ticket; any Frontier personnel mentioned in the complaint are contacted; and a "past date record" is requested, listing all information Frontier gave the passenger. After completing the research, the department decides whether the complaint is valid and, if so, how the passenger should be compensated.

In February, 1980, consumer affairs received an average of 8.8 complaints for every 10,000 passengers who boarded Frontier flights. The department is committed to finalize complaints within 21 days.

"Every complaint is presented differently," says Pat Clifford, consumers affairs representative. "We interpret what the passenger is saying, who is involved and who should be contacted during the investigation. Unfortunately, most complaints are not worded clearly."

The nature of passenger complaints has changed in recent years since the rise of the consumer movement.

"We have experienced a sharp increase in the number of passengers requesting monetary settlements," according to Lyn Griffith, consumer affairs representative. "90 percent of our complaint letters, on the average, request money. A year ago the passengers wanted an explanation. Now they want the cash."

For example, a man requested a full refund after his flight was delayed. His reason: the price of his professional time.

"Consumers are quite aware of their rights," McGuire says. "At the same time, passengers are more knowledgeable than in the past. We have few 'first time' travelers. Passengers today have flown more and are more familiar with airline operations."

"The number of compliments we receive, as well as the number of complaints, reflects what our employees are doing, how they are serving passengers," Griffith says. "Employee attitude is the key."

"I want all employees to be concerned with passenger relations," McGuire says. "For example, if a city manager has a problem with a passenger, it may be more effective for him to settle it quickly than to refer the passenger to this department. Rather than putting words on paper that may lose their impact, if the employee can handle it on the spot, that is total service."

The staff agrees that passengers simply want to know someone cares, understands and wants to treat them fairly.

"In general, our employees have a sincere objective to give fine service," McGuire says. "It is important for every employee to act as a representative of consumer affairs, showing a genuine interest in a passenger's situation. This attitude will bring passengers back to Frontier."



HOUSTON, TEXAS, is the nation's fifth largest city, with an estimated metropolitan population of 2.8 million.

Welcome HOU, SCK

Houston, Texas, and Stockton, Calif., join Frontier's system May 1.

Three non-stop flights will be offered each day in each direction between Denver and Houston, with "through-plane" service to such cities as Salt Lake City, Casper, Spokane and Vancouver. Frontier will serve Houston's conveniently located William P. Hobby Airport, just seven miles from downtown. Houston's other airport, Intercontinental, is located 22 miles from downtown.

Selection of Hobby Airport was based, in part, on a survey Frontier conducted of Houston area travelers, travel agents and corporate travel planners regarding the accessibility of both Hobby and Intercontinental Airports.

More than half of the people included in the survey indicated a preference for Hobby.

Survey respondents indicated that Hobby is convenient to downtown, major residential areas in Houston, the NASA/Johnson Space Center base at Clear Lake City and the Galveston area.

Passenger letter.

January 28, 1980

Mr. Glen Ryland, President
Frontier Airlines

Dear Mr. Ryland:

Friday, January 25, 1980, was a most aggravating and irritating evening. With a front moving slowly across Denver, one airline promptly cancelled their nonstop flight from Amarillo to Denver. We promptly inquired at Frontier's counter in Amarillo as to the availability and timeliness of Frontier's flight to Denver via Liberal, Kansas. We were informed that the flight would depart on time, but we were not assured of arriving on time.

After fastening our seatbelts, we were informed by the flight attendant, Kevin Peacher, that due to weather in Denver our flight would be delayed in Liberal and that if we departed Liberal at all, we would probably divert to Grand Junction. Then Kevin promptly proceeded to endear the entire passenger load to Frontier Airlines by his "personalized," sympathetic, truthful commentary. In all of our years of flying experience and hundreds of airline departure briefings, we have never before experienced such a phenomenal reversal of passenger animosity! Kevin turned 45 hostile Indians into Frontier patrons! It was fun to watch.

In Liberal, after Denver weather went to zero-zero with 50 knots of wind and blowing snow, the captain, H.J. Miller, and the first officer, P.R. Mitchell, did not run off and hide from the public. Instead, they stayed "out in front" and fielded questions, explained the reasons for delaying in Liberal, and did much to allay the passengers' fears and frustrations. Their approach to the flying public was exemplary and was reminiscent of "the old Frontier" when crew and passengers had a much closer association.

After several hours of holding on the ground in Liberal, we departed for Denver. Enroute, the weather improved as expected, and there was no arrival delay at all. We landed less than two hours late, when all other inbound flights were either cancelled or diverted. Thank you for maintaining a standard of excellence that is unsurpassed.

The entire flight 683 passenger load

1980 outlook.

Continued from page 1

Maintenance bases

Boeing 737s must "overnight" in a maintenance base every other night to be checked by aircraft technicians. As our jet fleet grows, we have to open new maintenance bases to accommodate the new airplanes. We like to do these overnight checks outside Denver, so the planes can fly into our "morning bank" period in Denver the next day, enabling passengers to connect to other Frontier flights. We are adding maintenance bases at Shreveport May 1 and Grand Island June 1.

Employees are concerned about maintenance bases that close. Unfortunately, moving a base inconveniences our employees. When we add a new route, such as Boise-Eugene, onto an existing route, such as Denver-Boise, it may be more effective to move the maintenance base. In this case the Boise maintenance operation was moved to Denver.

We try to make the best use of our employees, our airplanes, in order to use our resources in the most productive way.

Stapleton Airport

As the largest single user of Stapleton Airport in Denver, the nation's fourth busiest airport, Frontier has more at stake than anyone else in its future. The Rocky Mountain Arsenal adjoining Stapleton is an ideal site for that much-needed expansion, as opposed to a multi-billion-dollar "Taj Mahal" somewhere out in the boonies that won't be ready for 15 years. We need expansion now.

Frontier has taken a leadership role to capture the Arsenal, and making sure this is accomplished is one of our major priorities. We'll have a lot more to say about that later.

On a related subject, our concentration of resources at our Denver hub has proved to be a winner for Frontier, but at the same time this magnifies our problems when non-routine situations like storms and air traffic jams disrupt operation at Stapleton. We have a top-level team working on management systems to deal with these non-routine problems, much like the way we improved our routine service performance in early 1979.

Our task force—Buz Larkin, Hank Lund and Bill Wayne (the same people who worked out our earlier problems)—hopes to implement some improved policies and procedures by summer.

Among metropolitan areas in the U.S., Houston is...

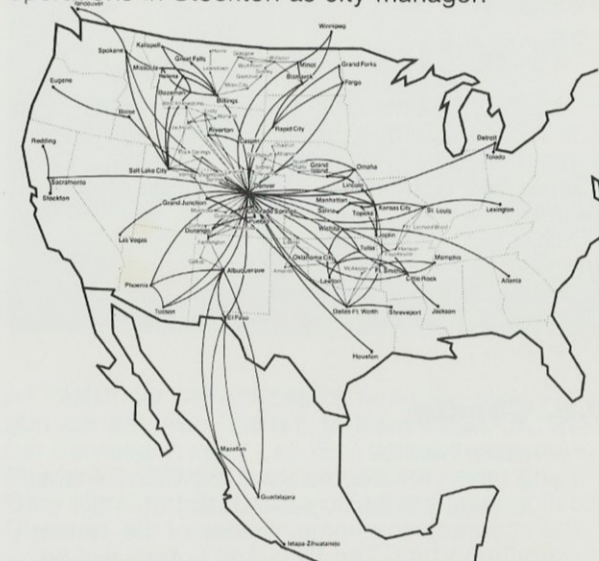
- Number one in economic health, according to the National Urban Policy Roundtable.
- Number one in per capita income growth, 1969-1977.
- Number one in population growth, 1970-1978. Houston is the home of...
- International trade and commerce, banking, science, manufacturing, aerospace and retailing.
- Energy. 29 of the top 30 oil companies in the U.S. have management centers in Houston.

Stockton, with an estimated metropolitan population of 185,000, is a manufacturing center in California's San Joaquin Valley. The city is a major deep water port, located on the California Delta at the head of the Stockton Deep Water Channel.

The San Joaquin Valley, with an estimated population of 750,000, is a major agricultural and industrial center with more than 300 diversified manufacturing plants. Stockton is located 78 miles from San Francisco and 47 miles from Sacramento.

Two daily roundtrip flights will be offered to Stockton on a Denver-Sacramento-Stockton routing. A third Denver-Sacramento flight will continue to Redding, Calif.

Heading Frontier operations in Houston is City Manager Ted Simmons. Howard Schatz is heading operations in Stockton as city manager.



ADDITION OF HOUSTON AND STOCKTON to Frontier's route system will bring to 93 the number of airports the airline serves in 26 states, Canada and Mexico.

TUS: Evening at the maintenance base.

Between 10 p.m. and 6 a.m., on any given evening, 18 aircraft technicians are at work at Tucson International Airport.

Seven days a week, 52 weeks a year, these Frontier employees do "B" checks on Frontier's Boeing 737 jets. Their work is hard, their deadlines are firm and their handling of details and spontaneous problems is thoroughly professional.

Pride in the quality of their work is displayed by the technicians. They are concerned with aircraft and passenger safety.

"Sometimes while I am working on a plane, doing my job, I realize again that tomorrow morning about 100 people will be on this plane," Doug Breazeale says. "It all comes home to me."

The B check is the most extensive "line" check, with the more extensive C and D "heavy" checks done at the maintenance base in Denver. B checks are completed on 737s every 250 flight hours. The Tucson technicians do two B checks each evening. A B check requires approximately 36 man hours.

"We usually see every plane at least once a month," says Tom Willey, maintenance base foreman. "We meet FAA requirements as well as Frontier's own maintenance policies, which are usually stricter."

The work each night starts out just routine. Technicians are assigned areas of the aircraft to work on. Responsibilities are rotated each evening. As work progresses, there is the possibility of discovering something on the plane that requires special attention.

"Sometimes we have to spend extra time working on a specific part of the plane, replacing a part, or solving a problem. Then we have to hustle in the morning to finish the work and get the plane over to the gate for the morning flight," Willey says.

This schedule injects variety into the work. The technicians seem pleased with the variety and the learning opportunities.

"There is a lot to learn," says Bill Cook. "It takes many years to get really proficient. Every night I pick up something new."

Willey agrees. "There is something different every night. There are new problems and challenges with each airplane."

"We do it all down here," Milton Thayer says. "There's no monotony. I have worked in maintenance for over 30 years and I still find



AIRCRAFT TECHNICIANS do a B Check on a Boeing 737 at the Tucson Maintenance Base.

According to Willey, the work is a team effort. "I have never been around such quality mechanics. They really work hard."

There is a lot of pride in the completed work among the technicians. "I like to see the plane, when we've finished, when it flies," says Charlie Hatfield. "I feel like I have accomplished something."

After hours, the technicians participate in a city softball league for late-night employees. Their team is called the Frontier Fanners.

"It's a good life here in Tucson," Ciro Myers says. "We like our work. Nobody will say the hours are the best, but this is when the job needs to be done, and we're here to do it."

Agents like CO-OP.

"Fantastic"... "Another first for Frontier"... "Go with it"... is how top executives of the travel agent trade associations sum up that industry's reaction to Frontier's new compensation plan for travel agents.

Called CO-OP (for Commission Opportunity Plan), the new system is expected to significantly boost Frontier revenues from travel agents by giving them a novel blend of higher commission rates and productivity incentives. These include:

- A commission increase from the current industry average of about 8 percent to 10 percent

Space Available Visit Phoenix.

Phoenix, Ariz., a favorite "getaway spot" for many Frontier employees, is a marvelous setting for a weekend of relaxation, recreation or sightseeing. Hotel rates drop May 1, making Phoenix a good buy for employees this spring and summer.

Begin your tour of the Phoenix-Scottsdale area at the Desert Botanical Garden at Papago Park. Covering 150 acres of natural desert, the garden displays more than 1,400 species of cacti—over half the species growing throughout the world. Feast your eyes on cacti from the Southwest United States, Mexico, and Central and South America. The garden is open daily from 9 a.m. to sunset.

The Phoenix Zoo, also in Papago Park, offers over 1,200 animals, among them monkeys, orangutans and lions. The zoo is open daily and there is a small admission fee.

For the indoor-minded, suburban Scottsdale is a shopper's bonanza, with more than 150 shops and boutiques in Old Scottsdale, Scottsdale Mall and the Fifth Avenue District. There are also many restaurants, delicatessens and bakeries. Garcia's, located a few blocks from Scottsdale Mall, offers excellent Mexican food.

A well known art center, Scottsdale offers gallery after gallery, primarily along Main St. off Scottsdale Rd. Oils, water colors, acrylics, pottery and porcelain are featured. Savage Galleries, 7112 Main, features a fine collection of batiks.

WHERE TO STAY: The following hotels offer discounts to airline employees.

DEL WEBB'S LA POSADA RESORT.
Scottsdale. (800) 528-7869.

HOLIDAY INN - SCOTTSDALE. (602) 945-4392.

THE INN AT McCORMICK RANCH.
Scottsdale. (602) 948-5050.

MARRIOTT CAMELBACK INN. (602) 948-1700.

THE POINTE. Scottsdale. (602) 997-2626.
RADISSON RESORT AND RACQUET CLUB. Scottsdale. (602) 991-2400.

For the outdoor-minded, golf courses and

maintenance for over 30 years and I still find things to learn. I like the line. I like having different planes come in every night. I never know what I'll have to handle each night. These younger guys are lucky to be here. They will benefit from this experience."

The technicians speak highly of their co-workers.

"We work well together," John Roberts says. "We help each other out. After all, we only have a few hours to get all the work done."

"I've worked with a lot of guys, but I don't think I have ever come across a better group," Ron Blanchette says.

industry average of about 5 percent to 10 percent of published fares (including fare increases), and a rate of 11 percent for tickets sold in connection with inclusive air tour (IT) packages.

•The opportunity to earn additional commissions for increased IT sales over an established base (to be negotiated with individual agents).

"The key to CO-OP's popularity with the agents is that it is the first plan to truly recognize their proven ability to generate new business as well as their escalating costs," says M.C. "Hank" Lund, vice president, sales and service. "Frontier now gets some 50 percent of our business from travel agents, and judging from their reaction to CO-OP, it looks like much more will soon be coming our way."

Announced in late March, CO-OP will go into effect when a revised commission policy of the CAB becomes final in the near future.

For the outdoor-minded, golf courses and recreational facilities are available at public parks and the resort hotels.

A drive outside the city reveals the beauty of the Arizona desert. Carefree, located north of the city on Scottsdale Rd., offers a breathtaking view of the area in late afternoon.

On your way back to the city, stop for dinner at Pinnacle Peak's Patio, overlooking the city. Besides offering excellent beef and a casual atmosphere, this unique restaurant boasts a collection of business cards and over 500,000 neckties. It opens daily at 4 p.m. Don't wear a necktie—unless you want to lose it.

The best part of a visit to Phoenix is the chance to relax and enjoy the lovely weather. So fasten your seatbelt and have a wonderful time. You deserve it. It's been a long, cold winter.

News Briefs

Phoenix weekend.

The 1980 Phoenix Golf Tournament will be held June 7-9, 1980, at the Scottsdale Country Club in Scottsdale, Ariz.

Scheduled events include two rounds of golf, banquet and awards presentation.

Deadline for entries is June 1. Further information is available from Dave Ross, Cody Stark and Bob Kelsch (PHX-OO); Austin Henry (DRW-OO); and Gary Mackie and Eddie Bryant (TUS-OO).

U.S. Census

Were you counted?

If you haven't answered the 1980 U.S. Census questionnaire, please do so and drop it in the mail.

The accuracy and completeness of the census are very important. The facts and figures will be helpful to private companies as well as federal, state and local government programs.

Questions regarding the 1980 census may be directed to 1-800-332-6730.



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