



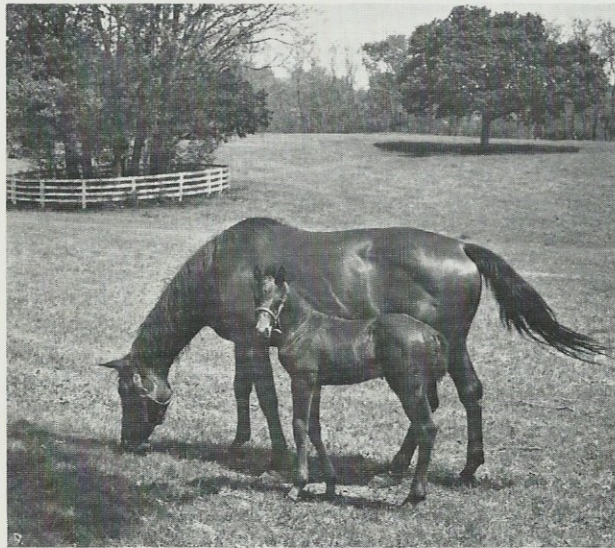
FRONTIER AIRLINES

Frontier News

Published for Frontier Airlines Employees

January/February 1980

Welcome Lexington, Ky.



THOROUGHBRED HORSES are the trademark of Lexington, Ky., the center of Kentucky's famous Blue Grass region. Frontier marks its first service to the state of Kentucky Feb. 1 with two daily roundtrip flights on a Lexington-St. Louis-Denver routing. With a population of more than 200,000 people, Lexington occupies 280 square miles of scenic rolling hills. In addition to major thoroughbred horse racing, Lexington offers a thriving arts program, sporting events and many historical attractions. Heading Frontier operations in Lexington is city manager Bill Gore.

New flight numbering system begins Feb. 1.

Frontier introduces a new flight numbering system Feb. 1.

The system—which assigns a new number to most Frontier flights—is designed to improve consistency in numbering flights and effectively accommodate Frontier's future growth.

Features of the new system are based on suggestions from employees and passengers.

- The new system focuses on Denver, the hub of Frontier's route structure. Most Frontier flights go through Denver.

- Flights that go through Denver are numbered according to the first stop **after** Denver. For example, a Kansas City-Denver-Las Vegas flight uses a Las Vegas number. A Dallas/Ft. Worth-Denver-Salt Lake City-Spokane flight uses a Salt Lake City number, the first stop after Denver.

- Flights that originate in Denver are also numbered according to the first stop after Denver. A Denver-Boise-Eugene flight uses a Boise flight number.

- Flights that terminate in Denver are numbered according to the last stop **before** Denver. A Las Vegas-Denver flight uses a Las Vegas number. A Jackson-Little Rock-Denver flight uses a Little Rock flight number.

- Jet flight numbers are categorized according to geographic areas of the country: 1-99, cities in the Southwest; 100-199, Texas, Oklahoma and the Southeast; 200-299, Northeast and the Midwest; 300-399, Nebraska and the Dakotas; 400-499, Utah, Wyoming and Colorado; 500-599, Northwest; 600-699, California.

- Convair 580 flights are assigned numbers 800-969. Twin Otter flights use numbers 970-999. These

numbers are also categorized according to geographic areas.

- Flights that do not go through Denver are assigned numbers on a flight-by-flight basis according to the geographic areas in which these flights operate.

- Within each geographic area, certain numbers have been reserved for future expansion.

- Flight itineraries frequently change due to operational and marketing reasons. When a portion of a flight itinerary changes, this change is referred to as a change of the flight's "tail." An Omaha-Denver-Salt Lake City flight may be changed to Omaha-Denver-Las Vegas. If the change of "tail" involves the first stop after Denver, the flight number changes. The Omaha-Denver-Salt Lake City flight uses a Salt Lake City number, since Salt Lake City is the first stop after Denver. The Omaha-Denver-Las Vegas flight uses a Las Vegas number.

- Flights departing from cities other than Denver will not have consistent flight numbers, due to the changes of "tails." However, inbound flights to these cities should be consistent.

- Flights departing Denver will change flight numbers less often.

- All flights to and from Mexico are assigned numbers in the 70s. These include flights from Mexico that serve a city beyond Denver. This is the only exception to the general rule that flights are numbered according to the first stop beyond Denver or the last stop before Denver.

- The last digit for west-bound flights is generally odd; for east-bound flights, generally even. No flights are considered north-bound or south-bound.

Review of the year

Frontier Airlines: A look at 1979.

A year of solid growth and profitability for Frontier, 1979 also marked additions of new routes, new airplanes and new employees. **Frontier News** takes a look at the events of the year in this special year-end report.

JANUARY

- Frontier announces record revenues and net earnings for 1978. Net earnings are \$16,633,000 on total revenue of \$290,811,000, increases of 27 percent (earnings) and 24 percent (revenue) over 1977.

- Traffic in 1978—2,377,929,000 revenue passenger miles (one passenger carried one mile)—is 26 percent above traffic in 1977.

- Year-end holiday season traffic increases 20.2 percent over the same period a year ago.

- The airline serves 94 airports in 21 states, Canada and Mexico.

- 32 Boeing 737 jets are in Frontier's fleet, along with 27 Convair 580s and three DeHavilland Twin Otters.

- Frontier employs 5,000 people.

- A record 20,773,000 ton-miles of cargo (one ton of cargo carried one mile) is reported for 1978, an 8 percent increase over 1977.

- Frontier co-sponsors the Cowboy Downhill Ski Race at Steamboat Springs, Colo., featuring rodeo performers from the National Western Stock Show.

- Ski club members from the "flatland" states of Missouri, Kansas, Nebraska, Oklahoma and Texas participate with professional skiers in Frontier's Pro-Am Ski Race at Aspen Highlands, Colo.

- January traffic: 23.5 percent above traffic in January, 1978.

FEBRUARY

- Frontier sponsors the Colorado Special Winter Olympics at Winter Park, Colo.

- February traffic: 28.9 percent above traffic in February, 1978.

MARCH

- Service is suspended to Kearney, McCook, Hastings and Columbus, Neb., where Frontier is replaced by Pioneer Airways. As profitable jet operations increase, Frontier terminates service to smaller communities that can be better served by other carriers. The airline deregulation act provides that an airline may terminate service to a city upon 90 days notice, although a carrier may be required by the C.A.B. to extend service.

- Frontier adds a second daily roundtrip between Denver, Colo., and Detroit, Mich. The route was inaugurated Dec. 15, 1978.

- March traffic: 29.2 percent above traffic in March, 1978.

APRIL

- The C.A.B. selects Frontier to operate a new international route between Spokane, Wash., and Vancouver, B.C., pending approval by President Carter. The new route links Vancouver with Spokane, Denver and Salt Lake City, Utah.

- Frontier and A.L.E.A. urge U.S. senators and representatives from 21 states to support legislation calling for the criminal prosecution of passengers who check loaded weapons in airline baggage. The 'Air Line Employees Protection Act' is introduced by Rep. Pat Schroeder (D-Colo.).

- Cargo carried by Frontier in the first quarter of 1979 is 2.3 percent above the amount carried in the first quarter of 1978.

- A.L. Feldman reports increased revenues and lower profits for the airline in the first quarter of 1979. Feldman cites increased operating expenses resulting from higher fuel and labor costs.

- The airline reports record holiday traffic over the Easter/Passover holidays—21.5 percent above the same period of 1978.

- Frontier begins nonstop jet service between Salt Lake City and Spokane.

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•In general, the assignment of flight numbers within each category is determined by the time of day the flight leaves or arrives in Denver, beginning in the morning. For example, Omaha is assigned numbers 300-319. A Denver-Omaha departure in the morning might be numbered 304, a midday departure number 312, and an evening departure 318.

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Fly-In brings families together.

Thanks to donations from Frontier employees, ten young patients at Denver's National Jewish Hospital/National Asthma Center were joined by their families for the Christmas holidays as part of the 13th annual Christmas Fly-In.

More than \$12,800 was collected—the largest total in the history of the program—to provide air fare for 27 parents, brothers, sisters and grandparents who flew to Denver from five states and Canada Dec. 23 for a five day visit with their family member at the Asthma Center. Two patients were flown home for the holidays.

Along with airline transportation, the reunited families received complimentary accommodations donated by Writers Manor, Denver, and rental cars from American International Rental Car.

Individual donations from employees throughout the system were joined by special donations from the company, the Frontier Employees Club, ALPA Council #101, IAM Local Lodge #2337, Dispatch and Major Maintenance departments, and the Frontier Pilots' Wives' Club.

The children reunited with the families this year ranged in age from 8 to 16 years and have been at the center from three to 27 months.

The Fly-In was coordinated by Art Davis, manager-labor relations.

Frontier employees in the news.

John S. Blue was recently appointed to the new position of executive assistant to the president. Blue, a Frontier employee for almost nine years, has served as analyst, economic planning, and in several management posts in accounting and finance, most recently director, budgets. Blue attended the University of Colorado and earned his Masters in finance at the University of Denver.

Don Guffey was recently named director, material control. A graduate of the University of Oklahoma in industrial engineering, Guffey first joined Frontier in 1972 and served as manager, industrial engineering and acting director, production planning. He left Frontier in 1975 to accept a position as director, production and inventory control with a Denver manufacturer. Since his return to Frontier last year, Guffey has served as manager, aircraft disposition.

J.F. Phillips was recently named director, purchasing. Phillips, who completed his B.A. in economics at Providence College, Providence, R.I., has been actively engaged in purchasing for 15 years, with positions in the material field with Pratt and Whitney Aircraft and Ford Aerospace and Communications Corporation.

Harold Ruppel was recently named director, inspection. Ruppel, a 32 year Frontier veteran, most recently served as manager, inspection. He joined Monarch Airlines, one of Frontier's three predecessor companies, in 1947, and has served in various maintenance, engineering and quality control capacities.

Robert H. Weight was recently named director, facilities and automotive maintenance. Weight joins Frontier from Rocky Mountain Airways where he served as vice president, operations. A graduate of the U.S. Air Force Academy, Weight also completed his M.S.E. (aeronautical) at the University of Michigan and served in the U.S. Air Force. Prior to joining Rocky Mountain, Weight worked for United Airlines, as senior economic analyst, maintenance service manager and manager of reservations sales.

Appointments

Johnson, L.R. — Station agent, PUB
Kunde, R.K. — Station agent, DEN
Ladd, D.L. — Flight attendant, DEN
Linkon, G. — Vice president, marketing
Little, D.E. — Station agent, OKC
Matlock, W. — Aircraft technician, MCI
Melton, G.H. — Station agent, CYS
Metz, R.E. — Station agent, MCI
Milberger, C.R. — Station agent, FMN
Pecora Jr., L. — Station agent, BIL
Preter, V.J. — Station agent, MCI
Robson, D. — Station agent, BZN
Rohrmann, R.D. — Director, system reservations
Rowe, R.I. — Station agent, GJT
Salsbury, S. — Flight attendant, DEN
Simpson, C. — Lead aircraft technician, STL
Welch, R. — Station agent, MCI
Wells, D. — Ticket counter agent, DFW

10 Years

Averbeck, M.A. — First officer, DEN
Bauer, M.F. — Flight attendant, DEN
Bittner, D. — Senior agent, DEN
Buss, D.F. — First officer, DEN
Callan, S.L. — Flight attendant, DFW
Clay, W.H. — First officer, DEN
Clipper, J.F. — Lead cleaner, STL
Crabtree, J.P. — Station agent, SLC
Danner, R.A. — Station agent, MCI
Esterling, S.R. — Accounting clerk, DEN
Gallentine, F.S. — Data conversion operator, DEN
Gardner, H.M. — Ticket counter agent, SLC
Goodpaster, D.A. — Station agent, HDN
Henneberg, L. — Station agent, MCI
Johnson, M. — Traveling automotive mechanic, DEN
Jones, H.E. — Station agent, EUG
Koontz, D.E. — First officer, DEN
Lane, E. — Flight attendant, DEN
Lemay, E.R. — Station agent, DRO
Lenten, C. — Flight attendant, DEN
Lewis, G.L. — Director, operations administration, DEN
Lyons, J.C. — Station agent, DFW

Flight numbers.

Continued from page 1

1 - 99 Southwest

1 - 29 Las Vegas
 30 - 59 Phoenix
 60 - 69 Tucson
 70 - 79 Mexico
 80 - 99 Albuquerque

100s Texas, Oklahoma, Southeast

110 - 139 Dallas/Ft. Worth
 150 - 159 Oklahoma City
 160 - 169 Tulsa
 170 - 179 Arkansas
 190 - 199 Atlanta

200s Northeast, Midwest

210 - 219 Detroit, Toledo
 240 - 249 St. Louis
 250 - 269 Kansas City
 280 - 289 Wichita
 290 - 299 Other cities in Kansas

300s Nebraska, Dakotas

300 - 319 Omaha, Lincoln
 320 - 329 Other cities in Nebraska
 330 - 349 Rapid City
 360 - 369 Bismarck, Winnipeg
 370 - 379 Minot, Regina, Saskatoon
 380 - 389 Fargo, Grand Forks

400s Utah, Wyoming, Colorado

400 - 429 Salt Lake City
 430 - 449 Casper
 450 - 459 Other cities in Wyoming
 460 - 469 Grand Junction - ski
 470 - 479 Grand Junction - year round
 480 - 489 Colorado Springs
 490 - 499 Pueblo, Durango

500s Northwest

500 - 519 Billings
 520 - 529 Other cities in Montana

Appointments

Cecil Bauer — Mgr., budgets and internal control
Bill Chamberlain — Ass't mgr., airframe/systems engr.
Marilyn Fenner — Mgr., Denver consolidated res.
Roscoe Markoff — Sup., network control-data
John Martinez — Mgr., data installation
Jean McDonald — Sup., network control-data
Sandi Paulson — Marketing representative, GEG
Barbara Pratte — Scheduling production analyst
Howard Schatz — City manager, GUP
Fred D. Tiller — Mgr., marketing distribution
Steven G. Ward — Analyst, pricing and control
Tim Warnock — Marketing manager, Mexico
Diane P. Willman — Manager, advertising

Nov./Dec./Jan. Service Awards

30 Years

Dryden, W.G. — Aircraft technician, DEN
Hanson, J.A. — Captain, DEN
Walsh, F.N. — Manager, technical training, DEN

25 Years

Castrop, F.G. — Station agent, OKC
Cecil, D. — Aircraft technician, DEN
Hosman, H.S. — Senior agent, MCI
Hughey, L.G. — Senior agent, GJT
Parkhill, J.L. — City manager, HRO
Tuttle, B.G. — SATO agent, HOL

20 Years

Borchard, R.A. — Station agent, SLC
Clark, L.M. — Lead cleaner, PHX
Ganske, R. — Station agent, DEN
Hines, K. — Flight attendant, DEN
Keith, J.F. — Station agent, ABQ
Oats, J. — Flight attendant, DEN
Patton, E. — Lead aircraft technician, DEN
Payne, J.R. — Station agent, MEM
Perry, F. — Lead aircraft technician, FSM
Selbert, R.F. — Station agent, DRO
Vacek, H. — Senior agent, OMA
Washburn, R.E. — Station agent, LIT
Williams, W.L. — Foreman, DFW
Wilson, C.W. — Station agent, DEN
Wortham, C.L. — Station agent, DEN

15 Years

Allen, D.E. — Aircraft technician, DEN
Anderson, M. — Lead aircraft technician, DEN
Baysinger, D.R. — Manager, technical purchasing, DEN
Blankley, J.A. — Lead aircraft technician, DEN
Borchers, J.C. — Manager, payroll, DEN
Broten, J. — Ticket counter agent, FMN
Croisant, R. — Aircraft technician, DEN
Crowe, S. — Flight attendant, DEN
Ellis, A.J. — Senior reservations agent, DEN
Fahrenbruch, H.H. — Senior agent, DEN
Gilbert, F.S. — Lead aircraft technician, DEN

Meade, D.W. — Flight attendant, DEN
McGee, E. — Flight attendant, DFW
McNosky, A.T. — Station agent, DFW
Nichols, J.L. — Station agent, MEM
Norton, J.A. — Mechanic, MCI
O'Neal, S. — Flight attendant, DFW
Reeves, B.C. — Lead tool room attendant, DEN
Sato, B. — Aircraft technician, DEN
Schubert, F.M. — City manager, COS
Sommers, D. — Lead accounting clerk, DEN
Toll, A.E. — Deputy director stations-West
Tramp, R.R. — Station agent, MCI
Vineyard, R. — Station agent, CPR
Wangler, E.N. — Station agent, MOT
Watson, E.T. — Senior clerk, DEN
Weseman, M.C. — Reservations agent, KCK
Wienk, L. — Ticket counter agent, PHX
Wilson, S.V. — Deputy director, consumer services
Wurtele, J.B. — Assistant city manager, STL

Retirement

Vernon F. Franklin — Aircraft technician, DFW, 29 years

520 - 529 Other cities in Montana
 540 - 549 Boise
 560 - 569 Spokane, Vancouver

600s California

610 - 619 Sacramento, Redding

800 - 969 Convairs

800 - 819 Four Corners
 820 - 829 Gunnison, Montrose
 830 - 849 Colorado Springs, Pueblo, Liberal
 850 - 869 Jackson, Wyo., West Yellowstone
 870 - 889 Ski - Hayden, Gunnison, Montrose
 890 - 899 Salt Lake City
 900 - 909 Cheyenne, Laramie
 910 - 929 Other Wyoming
 930 - 939 Nebraska
 940 - 949 Kansas
 950 - 969 Arkansas, Missouri, Oklahoma

970 - 999 Twin Otters

970 - 979 Cheyenne
 980 - 989 Nebraska
 990 - 999 Hiline

Suggestion winners.

Linda Harris, reservations agent in Denver, recently won three awards for her ideas to save company time, money or increase efficiency.

Harris was awarded \$1,295 for her suggestion concerning improved training equipment, and \$67 and \$15 for other reservations-related ideas.

Aircraft technician Donald Sabo won \$676 for his suggestion concerning Convair 580 propellers.

Double winners include three reservations agents, Linda Pitts, \$55 and \$37.50; Lisa M. Owen, \$30 and \$20; and Patrick Barry, \$50 and \$37.50.

Other winners include Richard Barrett, aircraft technician, \$360; William Brickman, aircraft technician, \$105; Lois J. Taylor, reservations agent, \$57.50; Keith Stielow, area mgr., line maintenance, MCI, \$55; Richard L. Norway, station agent, MSO, \$47.50; Richard K. Ofstad, station agent, MHK, \$47.50; and Terry L. Hansen, station agent, GEG, \$45.

Melba Stevens, reservations agent, \$40; David F. Makovic, aircraft technician, \$35; Sandra Reich, reservations agent, \$32.50; Arthur A. Benson, aircraft technician, \$27.50; Vickie L. O'Connell, reservations agent, KCK, \$27.50; Burton C. Reeves, lead tool room clerk, \$27.50; Leone R. Springer, data conversion operator, \$25; Sam J. Piecer, aircraft technician, \$23.75; Chester J. Poell, aircraft technician, \$23.75; Edward D. Schroeder, aircraft technician, \$22.50; and Carolina Smith, reservations agent, \$15.

FL attendants sign.



ASSOCIATION OF FLIGHT ATTENDANTS representatives, on behalf of Frontier flight attendants, and Frontier management signed a new agreement Nov. 14, 1979, effective through March 1, 1982. Standing, from the left, are Lynda Lane, flight attendant; Lorraine Loflin, flight attendant; Maggi Hanson, director, flight service; Gene Hall, manager, flight attendant administration and scheduling; Don Hatfield, director, industrial relations-ground; and Jack Kane, director, industrial relations-flight. Seated are Allan G. Larkin, left, vice president, administration, and J. Kathryn Norris, flight attendant.

1979: The year in review.

Continued from page 1

•“Routes: The Next Destinations” is featured at a presentation of new routes for Denver travel agents. A local vaudeville troupe celebrates the new routes in song and dance.

•“Intent to Terminate” notices are filed with the C.A.B. at Chadron, Alliance and Sidney, Neb.; Miles City, Glendive, Sidney, Lewistown, Havre, Glasgow and Wolf Point, Mont.; and Williston, N.D.

•April traffic: 51.4 percent above traffic in April, 1978.

MAY

•Frontier marks its entry into Mississippi with new service to Jackson, Miss., from Denver and Little Rock, Ark. The service also marks new Denver-Little Rock nonstop service.

•Redding, Calif., is added to the route system as a continuation of Denver-Sacramento, Calif., service.

•New service to Shreveport, La., marks Frontier's entry into Louisiana. The new route links Shreveport with Dallas/Ft. Worth, Tex., and Denver.

•Toledo, Ohio, is added to the Frontier system, as a continuation of Denver-Detroit service.

•C.A.B. member Gloria Schaffer makes her first visit to Frontier's headquarters in Denver.

•The Short Service Tray (SST) is introduced to passengers on short flight segments. The tray enables flight attendants to serve meals of traditional Frontier quality and quantity in a more efficient manner on short flights.

•Frontier introduces a \$28 “no strings” one-way discount fare between Denver and Las Vegas, Nev.

•Aviation pioneer Ray Wilson, founder of Monarch Airlines, dies in Denver. Monarch was one of three predecessor companies of Frontier.

•Memorial Day weekend traffic is 41.3 percent above the same period a year ago.

•May traffic: 46.4 percent above traffic in May, 1978.

JUNE

•Frontier marks its entry into Idaho with new non-stop service between Denver and Boise, Idaho.

•Nonstop service begins between Denver and Fargo, N.D.

•Frontier presents “The Zihuatanejo Suite,” music and dances written and performed by Denver artists, to Denver area travel agents. The presentation introduces the new international air service linking Ixtapa/Zihuatanejo, Mexico, with Denver, Albuquerque, N.M., and El Paso, Tex.

•September traffic: 17 percent above traffic in September, 1978.

OCTOBER

•Frontier announces plans to terminate the two daily roundtrip flights between Lincoln, Neb., and Chicago, Ill., effective Feb. 1, 1980.

•The airline honors the 50th Anniversary of Denver's Stapleton International Airport with a major pictorial display reviewing the airport's half-century of service.

•Cargo carried by Frontier in the third quarter of 1979 is 6.6 percent above the amount carried in the third quarter of 1978.

•Legislation making it a criminal offense to place loaded weapons in checked airline luggage is passed by the U.S. House of Representatives as part of the Airport and Airway Development Funds Bill.

•A.L. Feldman reports profit gains for the company in the third quarter and predicts record performance for the full year. Net income for the third quarter of 1979 is 11 percent above net income for the third quarter of 1978.

•October traffic: 29.2 percent above traffic in October, 1978.

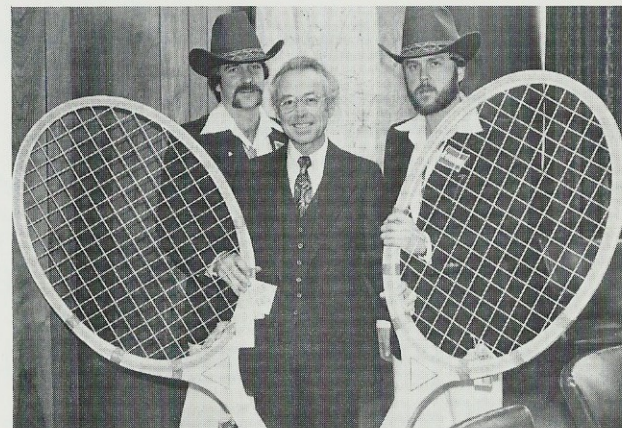
NOVEMBER

•Frontier inaugurates the first international air service to Ixtapa/Zihuatanejo, Mexico, on a route linking the new resort on the Pacific to Denver, Albuquerque and El Paso.

•New service to Ixtapa/Zihuatanejo marks other service improvements: a second roundtrip flight between Denver and Mazatlan; Albuquerque's first nonstop service to Mexico; and Frontier's first nonstop service between Denver and El Paso.

•New service begins to Helena, Mont.

•Frontier files with the Canadian Transport



DENVER STATION AGENTS Lowell Mosher, left, and Lynn Caltrider, right, show President Glen Ryland their special tennis rackets for the Seventh Annual Frontier Employees Weekend, held Jan. 12-14 in Tucson.

Hall talks fares.

Bob Hall looks forward to hearing his telephone ring.

As manager-tariff planning, Hall studies Frontier air fares, the fares offered by other airlines, developments in the airline industry, and communicates this information to employees.

“Frontier employees need a visible source of fare information,” Hall says. “I explain our fare structure to employees every day.”

A native of Albuquerque, N.M., Hall joined Frontier in 1976. He served as statistician and staff supervisor-tariffs prior to being named manager-tariff planning in July, 1979.

“An airline must have someone who stays on top of fares—especially in the new environment. Pricing is the key issue. Flight frequency and timing are important factors in a customer's decision, but accurate price information is essential.”

Hall holds weekly meetings with marketing representatives and sales personnel to communicate and clarify the latest fare information. In addition, he receives an average of 40 calls per day from employees with questions about fares.

•The airline completes installing Airst 2000 seats in the Boeing 737s. The design of the new seats enables Frontier to increase jet capacity from 97 to 106 seats—a 10 percent gain in productivity and the equivalent of adding three jets to the fleet—while continuing to offer “first class comfort” to passengers.

•Frontier's Travel Agency Sales Center moves to a new central location at 6240 Smith Road, Denver.

•Linda Leary, purchasing controller, is named Miss Air Line Employee by the Air Line Employees Association.

•Service is terminated at Hot Springs, Ark., where Frontier is replaced by Rio Airways.

•June traffic: 38.4 percent above traffic in June, 1978.

JULY

•Frontier marks its entry into Oregon with new service to Eugene, Ore.

•More than 600 passengers fly to and from Vancouver, B.C., “for pennies” when Frontier inaugurates a new international route linking Vancouver to Denver, Salt Lake City and Spokane.

•Cargo carried by Frontier in the second quarter of 1979 is 9.7 percent above the amount carried in the second quarter of 1978.

•Frontier's new consolidated reservations office opens in Overland Park, Kan., serving the eastern half of the system.

•A.L. Feldman reports an increase of 88 percent in the airline's net income the second quarter over the second quarter of 1978.

•Frontier reorganizes the marketing division, creating a new division of market planning and reorganizing the sales and service division. The “city manager” position is introduced as part of the reorganization.

•July traffic: 38.2 percent above traffic in July, 1978.

AUGUST

•Frontier terminates service at Flagstaff, Ariz.

•August traffic: 33.7 percent above traffic in August, 1978.

SEPTEMBER

•Jet service is introduced to Manhattan, Kan.

•Service is terminated at Enid and Ponca City, Okla., and Alamogordo and Silver City, N.M.

Commission for authority to fly an international route linking Regina and Saskatoon in Saskatchewan, Canada, to Minot, N.D., with through-plane service to Denver.

•A heavy snow storm in Denver adversely affects operations at Stapleton Airport during peak travel days of the Thanksgiving holiday.

•Plans are announced for new nonstop service between Salt Lake City and Helena.

•Flight attendants Carmen Munns and Janet McKee win the Frontier Employees Ixtapa/Zihuatanejo Song Contest. Flight attendant Joani Frandsen is the runner-up.

•November traffic: 6 percent above traffic in November, 1978.

DECEMBER

•Frontier plans its entry into Kentucky with a new route linking Lexington, Ky., to St. Louis, Mo., and Denver, starting Feb. 1.

•Plans are announced for nonstop service between Denver and Atlanta, Ga., to be scheduled in addition to Frontier's present Denver-Wichita-Atlanta service.

•Frontier flies a record 3,011,993 revenue passenger miles in 1979, a 25.8 percent increase over traffic in 1978.

•The airline serves 91 airports in 26 states, Canada and Mexico.

•Frontier employs 5,500 people.

•A record 22,318,000 ton-miles of cargo is reported for 1979, a 10.9 percent increase over 1978.

•36 Boeing 737 jets are in Frontier's fleet, along with 22 Convair 580s and three DeHavilland Twin Otters. Seven additional 737s will be placed in service in 1980, including the return of three jets now leased to another airline. At the end of 1980, Frontier will have 43 Boeing 737s in service, and two more jets have been ordered for delivery in the spring of 1981.

•December traffic: 2.5 percent above traffic in December, 1978, the 54th consecutive month of year-to-year traffic advances.

•Frontier Airlines Board of Directors elects Glen L. Ryland president and chief executive officer, effective Feb. 1, succeeding A.L. Feldman, resigning to become president and chief executive officer of Continental Airlines.

“As the airline industry becomes more competitive, and fares become more complicated, many employees are naturally confused about Frontier's fare structure. This is where my job comes in. Frontier has a person who can answer the questions.”

Hall credits employees with working hard to remain familiar with fare information. “Our reservations agents are well informed. They study the fares. The supervisors in reservations are outstanding, especially in light of all the details they cover.”

Hall also explains Frontier pricing to travel agents, coordinates Frontier's exposure in the O.A.G. (Official Airline Guide), and handles fare analysis, staff support and fare implementation.

Communicating to Frontier employees—making certain the latest fare information is clearly understood—is Hall's primary task.

“Everyone is pulling together. Employees are asking excellent questions, which makes my work more than challenging. I really look forward to answering the telephone.”



DENVER-BASED FLIGHT ATTENDANTS recently donated the black-and-white television in the crew lounge to Craig Rehabilitation Hospital, Denver. Pictured are, from the left, Ruth Pitts, flight attendant; Diane Smith, flight attendant; Patricia Wollum, manager-flight service; Jan Brabant and Sam Andrews, Craig Rehabilitation Hospital.

SLC: A day at the ticket counter.

"I have two seats available on a flight this afternoon to Spokane. Will that help you?"

"Do you have bags to check? Is your name on those bags?"

"That flight checks in at 7 p.m. at gate B-10."

The passenger is number one. Endless hours are spent helping the passenger, listening, answering questions, working out travel problems. There are few opportunities during the day to sit down, relax, or get away from the work for a moment or two.

Spending a day at the ticket counter in Salt Lake City is a lesson in dealing with passengers effectively. The Frontier personnel are professionals—making the first time traveler and experienced traveler alike feel at ease. The image the passenger has of Frontier is greatly influenced by these workers.

Ticket counter agents at Salt Lake City sell tickets, check baggage, check in passengers at the gate, board the flight, coordinate post-departure reports, handle lost and found claims, answer questions and work with passengers who have travel problems.

"In the eyes of many passengers, these people are the airline," says Marlene Jensen, ticket counter supervisor. "No matter how flashy the publicity or advertising, the image the traveling public carries of Frontier is conveyed by the people who serve them, the people they meet."

Passengers want employees to demonstrate concern, according to ticket counter agent Bob Noble. "They just want to know someone is on their side."

"All a passenger is looking for is someone to listen," Jensen says. "I try to give the passenger my full attention. I simply ask, 'What can we do for you?' The passenger, when treated in a sensitive,



TICKET COUNTER AGENTS check passengers in at SLC.

According to Linda Bartlett, the days at the counter are never routine. "I never know what to expect when I come to work. It is always challenging."

Jensen agrees. "We are the liaison between the public and the airline. Every customer must go through us. Working as a ticket counter agent is an excellent opportunity to meet and observe people. We see travelers at their best and their worst, during their happiest and saddest moments."

A positive attitude is a great help, according to Farris. "After all, ticket counter agents contribute greatly to the image our passengers have of Frontier. And we all want that image to be positive."

With that, a flight to Denver is ready to be checked in. The agents return to work.

Space Available

Visit Ixtapa/ Zihuatanejo, Mexico.

The word is out among Frontier employees about the beautiful scenery and good times available at Mexico's new resort on the Pacific, Ixtapa/Zihuatanejo.

Everything you have heard is true. Ixtapa/Zihuatanejo, uncluttered by crowds or noise, is an ideal place to swim, play golf, shop or enjoy a relaxing break from the daily routine.

A few preparations may help your trip go smoothly. Have proper identification, such as a passport or birth certificate, available for your Mexican tourist card. Before leaving, purchase a roundtrip Mexico service charge (\$7.65 per person) for your Frontier flights at any ticket counter or the pass bureau in Denver.

A departure fee of 100 pesos (approximately \$4) is due at the Ixtapa/Zihuatanejo airport when you return to the States. Also, because passenger loads are usually heavy, carefully check the availability of seats on the return flights.

There are five beachfront hotels in Ixtapa—Viva, Holiday Inn, Riviera del Sol, El Presidente and Aristos. High season runs through April 30, opening the door this spring and summer for less expensive rooms while the weather is excellent.

Hotel Irma, in Zihuatanejo, offers airline employees a 20 percent discount during high and low seasons. Other hotels in Zihuatanejo include Villa del Sol, Catalina, Sotavento and La Madera.

After arriving at Zihuatanejo's lovely airport, catch a taxi or van, or rent a car, and drive to the Ixtapa resort area, 20 minutes away. Along the scenic road you will pass through the village of Zihuatanejo.

Spend your first afternoon relaxing on the beach, enjoying the water and the sunset.

honest manner, will usually walk away happy."

Agents emphasize the importance of giving passengers direct answers, admitting mistakes or errors. They believe passengers want to hear the truth, and as soon as possible.

While explaining the day's schedule to other agents, Jensen faced an oversell situation resulting in denied boarding of a passenger.

"We don't have many oversell situations," Jensen says. "It is unusual. Passengers are usually very cooperative when it happens."

Jensen boarded the flight to handle the situation, saying, "We have a problem. We don't know where the mistake occurred. But that doesn't matter now. We just need to take care of it so you can be on your way."

A gentleman volunteered, with compensation, and the flight departed on schedule.

"Many times we get more volunteers than we need," Jensen says. "I simply admit the error and try to work it out quickly so the flight isn't delayed."

Ticket counter agents indicate the contact with passengers is a major reason for enjoying their work.

"This job really grows on you," says Paul Farris. "I get a real sense of pleasure out of helping passengers. When we have weather problems, for example, people are understanding. They are not quite so understanding if we have a mechanical problem. They can't quite understand why we can't just dream up another airplane."

News Briefs

Frontier cookbook.

Hungry for shrimp creole, gumbo, kin pie with cheese cake topping or any salad you can imagine?

The Frontier Family Cookbook—currently available from the Frontier Pilots' Wives' Club—offers more than 580 recipes and helpful hints submitted by employees and their families.

The project was coordinated for the Pilots' Wives' Club by Sherry Drake, Mary Seefluth, Bev Beabout, Jane Brook and Charlotte Hagan.

Cookbooks are priced \$8.50, plus \$1.75 for postage and handling. They may be ordered from P.O. Box 14398, Gateway Station, Aurora, Colo., 80014. Checks should be made payable to the Pilots' Wives' Club. Cookbooks will be sold in the general office in Denver in the near future.

Europe

Tours to six European countries are being offered through April by Caesar Hotels. The packages, ranging in price from \$279 to \$419, are available to Spain, France, England, Monaco, Italy and Yugoslavia, and last eight or nine days. Further information is available by writing 7730 Forsyth, St. Louis, Mo., 63015

beach, enjoying the water and the sunset. Consider the 10 minute drive into Zihuatanejo for dinner. Follow the signs to "hotel district" and enjoy a delicious meal at "Adan Y Eva" on the hill overlooking Zihuatanejo bay. In addition to excellent food, this delightful restaurant features nightclub entertainers from Mexico City. It's great fun.

An early morning swim in the hotel pool or the ocean begins your second day. Young children should be cautioned that the waves are very strong. Para sailing, water skiing and boat rides are available. Tennis courts and an 18 hole Robert Trent Jones golf course are within walking distance of the Ixtapa hotels.

Ixtapa Island offers an outdoor restaurant serving fresh seafood and an area for snorkeling. Las Gatas Beach, once a sacred bathing ground for Indian noblewomen, is easy to reach by boat from the pier near Zihuatanejo beach.

There is excellent shopping. The mall in Ixtapa features clothing, pottery, gift and glass shops. Several interesting shops are located in Zihuatanejo in the "centro" pedestrian mall and the "Malecon" shopping area. The open markets in Zihuatanejo are popular among the local residents.

Best of all is the chance to sit on the beach and relax. So fasten your seatbelt and have a wonderful time. And when you get back to the States, when someone asks you where you got that tan, just smile and say, "How does Zihuatanejo sound to you?"



SANTA CLAUS (also known as Jack Mericle, aircraft technician in Denver) visited the Denver consolidated reservations office during the holidays to wish busy agents a happy season. Santa also greeted guests at the Employee Children's Christmas Party in Denver Dec. 15.



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