

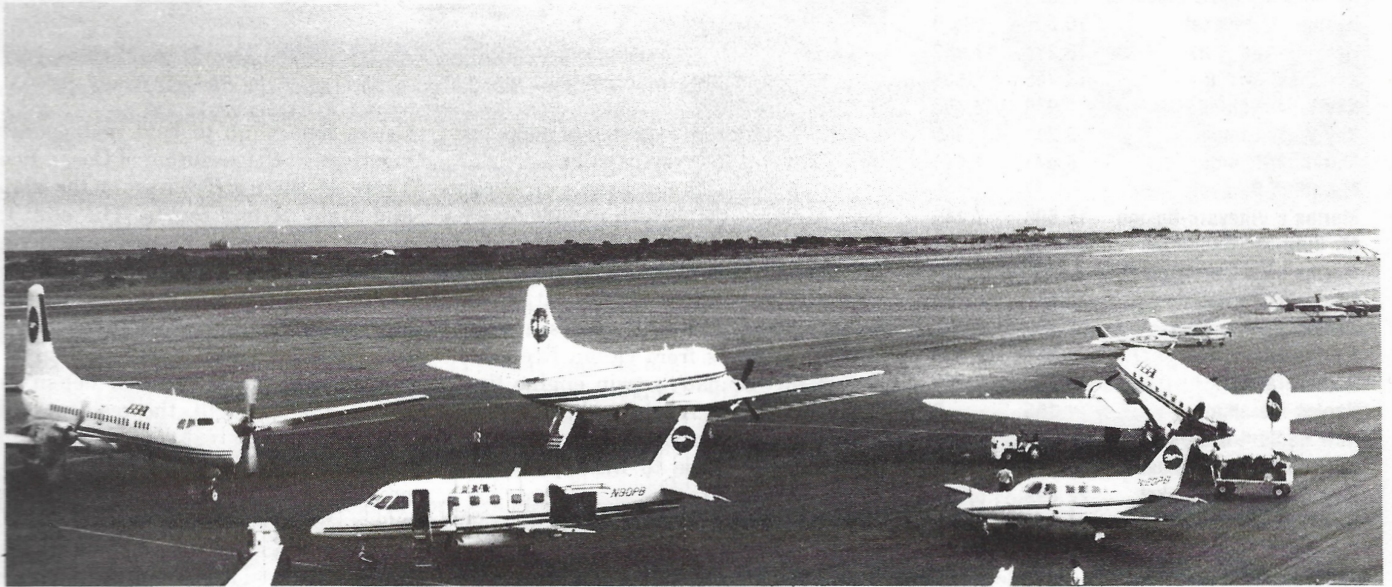
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THE PBA FLYER

Volume 3, Number 4

Fall 1982

PBA Carries 262,194 Passengers In Summer Quarter



Labor Day afternoon five PBA aircraft were on the gate at Nantucket while another DC-3 awaited takeoff in the background. Season airline traffic from the island airport was up about 20%, according to Airport Manager Ken Holdgate, despite the fact that overall traffic movements were down.

For the quarter ending September 30, 1982, PBA carried a record 262,194 passengers, an increase of 85.4% over the corresponding period of 1981. 67,209 of these boarded in Florida while 194,985 were Massachusetts and New York City passengers.

The month of August established a record when 102,815 passengers boarded PBA aircraft. 23,424 of these were in Florida while 79,391 were boarded by the company's Northern division. Not only is this a record for PBA, but it is believed that no regional airline has ever exceeded 100,000 passengers in any one month.

The quarterly total is also believed to be an industry record.

In Massachusetts there were three new markets in 1982 compared to 1981; however there were no new stations. PBA's Island Shuttle, which started late in June connected two PBA points between which there had previously been no service. The new shuttle service accounted for 49,247 passengers. In Florida there were nine new markets in which PBA operated in 1982 compared to 1981; however there were only two new stations, Fort Myers and Sarasota.

PBA's number one market for the quarter was Hyannis-Boston with 26,542

passengers, followed by Nantucket-Boston with 24,699. Traditional markets such as Naples-Tampa and Naples-Miami showed decreases that might be blamed on the economy; however Provincetown-Boston showed an increase of 12.1%. New Bedford-Nantucket showed an increase of 16,617 passengers, the largest increase in any market. Key West-Miami showed the greatest increase in Florida compared to 1981.

PBA Chairman John C. Van Arsdale, Jr. recently congratulated all employees in a memorandum and indicated he was proud of the job they had done in coping with such extraordinary growth.

PBA Starts Service To The Ocean Reef Club

On November 1, 1982, PBA started service to the exclusive Ocean Reef Club. This small island community, located only 30 miles by air southeast of Miami International Airport, is renowned for its fishing and is a luxurious secluded hideaway, accessible only to the members and guests of the Ocean Reef Club. By

road the resort is 55 traffic-clogged miles. The geographical advantage of travel by air, plus the convenience of making inter-line connections to and from other air-

entrance, which is guarded 24 hours per day.

Senior executives of large and important companies are often invited by the

1982 Third Quarter Statistics

REVENUE PASSENGERS BY MARKET BOTH DIRECTIONS	1982	1981
Fort Myers-Miami	6,974	0
Fort Myers-Tampa	4,149	0
Hyannis-Boston	26,542	19,158
Hyannis-Martha's Vineyard	2,293	0
Hyannis-Nantucket	10,662	0
Hyannis-New York	16,274	13,980
Key West-Miami	13,765	5,868
Key West-Naples	1,936	2,865
Key West-Tampa	3,211	5,365
Marathon-Miami	6,571	4,114
Marathon-Sarasota	17	0
Martha's Vineyard-Boston	16,508	7,245
M. Vineyard-Nantucket	5,366	0
Martha's Vineyard-New York	15,321	4,773
Nantucket-Boston	24,699	10,780
Nantucket-New York	16,690	9,033
Naples-Miami	5,755	6,096
Naples-Tampa	11,780	15,990
Naples-Marathon	155	0
New Bedford-Boston	211	1,087
New Bedford-M. Vineyard	10,320	1,494
New Bedford-Nantucket	22,899	6,282
New Bedford-New York	4,036	3,852
Provincetown-Boston	23,164	20,657
Punta Gorda-Miami	662	0
Punta Gorda-Sarasota	60	0
Punta Gorda-Tampa	2,097	2,794
Sarasota-Fort Myers	58	0
Sarasota-Miami	6,746	0
Sarasota-Tampa	3,273	0
TOTALS:	262,194	141,433

CHANGE: UP 85.4%

PBA Island Shuttle Passengers

Third Quarter	1982	1981
Hyannis-Nantucket	10,662	0
Martha's Vineyard-Nantucket	5,366	0
M. Vineyard-New Bedford	10,320	1,494
Nantucket-New Bedford	22,899	6,282
TOTALS	49,247	7,776

CHANGE: UP 533.3%



The Ocean Reef Club on Key Largo at the top of the Florida Keys.

lines at Miami, are expected to make the new PBA service very popular.

PBA purchased the assets of Ocean Reef Airways, Inc., which include an exclusive lease on the private airport, plus the duties of handling fuel sales to private and corporate aircraft visiting the facility. PBA also anticipates a brisk charter business from Ocean Reef, and one of the company's twin engine five-passenger Piper Aztecs is being refurbished for this purpose to offer a less expensive alternative to the 9-passenger Cessna 402's.

There are over 600 homes plus 600 condominiums that comprise the Ocean Reef Club. Membership in the club is required of all property owners; and, with the exception of maintenance and service personnel, people who come to the island must be either a member or the guest of a member of the Ocean Reef Club. By road the club is accessible only via a single

Ocean Reef Club to hold management meetings in the seclusion of Ocean Reef. There are three golf courses on the island and many tennis courts. The club includes a magnificent restaurant and lovely beach on the Atlantic Gulf Stream. A nearby reef is superb for skin diving and snorkeling, and the game fishing just a few miles offshore is extraordinary.

Although the population density of Ocean Reef is small, the residents and visitors travel a great deal, and with the excellent service that PBA traditionally provides, the company expects that its new enterprise will be successful. PBA started service with 14 daily flights to and from Miami Airport, and low promotional fares were offered through November 18. With the addition of the Ocean Reef Club, PBA is now firmly entrenched in the Florida Keys, serving all three major destinations of Key West, Marathon, and Ocean Reef.

Nantucket Shoppers' Stroll

Highlight of the Christmas season in southeastern Massachusetts is the traditional Nantucket Shoppers' Stroll. This year the date is Saturday, December 4 when the island and its many interesting shops will spring alive.

PBA is offering special promotional fares for the week of December 2 through 8 to celebrate the occasion. The adult one way fare between Hyannis and Nantucket will be reduced to \$15.00 while New Bedford-Nantucket will be \$17.50 during the period. In addition the company will give each passenger a free PBA T-shirt while supplies last.

The regular no reservation shuttle schedule will be in effect, with extra backup aircraft standing by to fulfill demand.

Management Perspective

In January of this year, my brother John and I were discussing the events of 1981 and what we might expect in 1982. Air New England had closed up shop, and we had opened up stations in Sarasota and Fort Myers, two factors which would have a positive effect on our 1982 traffic. But I can clearly remember stating that there was no way that we would see 53% annual growth as we had in 1981. A more moderate 20-30% increase was envisioned. We also felt that 50% growth on top of 50% growth, would be more than we could cope with in a number of ways, and in particular, financially and operationally.

As it has turned out, these prognostications were both wrong. In the third quarter, Massachusetts traffic doubled over what it was the previous year, and Florida saw 50-60% increases in business. At the same time operations went as smoothly as ever. Personnel working in Massachusetts commented repeatedly how smoothly things were going. Florida-based personnel commented on how busy we were during what traditionally had been a slack and relatively boring period. Two key elements to these results were the incredibly smooth introduction of the 58-seat YS-11 to our fleet, and the new Florida schedule which increased utilization and productivity. Load factors increased nearly 10 points. Most important of all, however, were the contributions of all 550 PBA employees working in both regions. The extra year of experience under many belts made the handling of passengers go much more smoothly and professionally. Our employees have a great sense of duty and a strong commitment to see that the job gets done, regardless of whether or not it is an assigned task, which makes everyone's job easier.

One of the more rewarding aspects of my job is that when we do get busy, I have the requirement and opportunity to get out of the office to do some flying and also see what is going on within the company by working closely with the people that make things run.

Our plans to serve additional cities in northern Florida came to a grinding halt in mid-August when the FAA announced that no additional air space slots were going to be released in the Miami Air Route Traffic Control Center for the coming season. Looking for other opportunities, we purchased Ocean Reef Airways and on November 1, 1982, started service to the Ocean Reef Club from Miami International Airport. This becomes the ninth PBA Florida destination. The FAA made a limited number of Miami Center slots available later on in September, and through the "NFL Draft" system used to assign the new slots, and with a few trades, we have enough slots to start service to Tallahassee from Tampa on December 15. Although the FAA seems committed to getting out of the slot business, for the near future it appears that long range planning in the airline business cannot go very far beyond the six month period that the FAA program looks ahead. We have learned to live with the system and have been able to do better than most small but growing airlines.

This coming winter season will also see heavy utilization of PBA's four YS-11s in the Key West, Naples, and Sarasota markets. The introduction of the YS-11 into these markets places tremendous burdens on our Miami station in terms of ramp congestion and support equipment required. The aircraft, although only slightly larger than a Martin 404, uses up just enough additional space to require us to bus passengers to and



from our Miami gate. We have resisted doing this for many years, but have run out of immediate alternatives. We are working closely with Eastern Air Lines and the Dade County Aviation Department to establish more accommodating and permanent facilities; but for the coming season, it does not appear that we have any good solutions to our problems. In Massachusetts we will be continuing our tremendously successful "Island Shuttle" throughout the winter months.

Within the next six months, we hope to expand our Naples maintenance facility with the addition of more shop and warehouse space. Also, we are working to consolidate many functions such as administration and accounting, reservations, training, marketing, and air cargo accounting, all of which are scattered around the Naples Airport, into one or two centralized locations. We will continue to study all opportunities that come up and take advantage of them if it is in the interest of the company.

In the meantime, we will strive to improve the quality and efficiency of our service in all areas. A lot of effort is being placed on training in the customer service areas such as reservations and ticketing procedures, etc. Our valuable customers, as well as our employees, should benefit from this program.

Thanks for flying PBA,

Peter H. Van Arsdale

Peter H. Van Arsdale
President

Publicity And Plaudits For PBA

In this summer's issue of the *Flyer*, PBA's chief executive officer wrote, "We try to judge our success at solving problems based upon the letters we receive from our customers. At PBA we receive many more good letters every day than bad ones..."

Without trying to appear egotistical nor boastful, the *Flyer* feels that others might like to hear about some of the publicity that PBA has received in the past few months, and also to share in the thoughts received in some of the many letters.

Back in the spring, Associated Press writer John Platero did a story on Old Man Van, the founder of PBA. It received some local newspaper coverage and then in early July went national. Similar stories were picked up from newspapers all across the country. On July 1, Paul Harvey covered the subject on radio with "The Rest of the Story." Next, John Platero did a story on "Old 36," a PBA DC-3 with the highest time of any aircraft in commercial aviation history. Passengers reported reading this throughout the United States and in Europe. CBS reported the details on the morning news August 30. Then the Good Day Show in Boston interviewed John Van Arsdale, Jr. on "Old 36" September 21.

WBSM in New Bedford aired Phillip's Comment on September 7 in which the radio station reported on the growth and increase of traffic at New Bedford Airport.

The Providence Journal did a story on deregulation of the airline industry and commuter airlines in a three day story that detailed PBA. During July the *Sunday Brockton Enterprise's* travel editor reported on a shuttle flight to Martha's Vineyard from New Bedford, and the June issue of *Business and Commercial Aviation* reported in detail on "PBA's Approach to Satisfying Demand."

But the most satisfying communications were the nice letters from passengers that started coming in early in July and continued until well after Labor Day. The following are a few excerpts:

July 12, 1982

"I wish to compliment the ticket crew, the ground crew, the pilot and the hostess in handling a tremendous amount of people on July 3rd from La Guardia to the islands and Hyannis..."

Jane Boardman Teglas
South Yarmouth, MA

August 12, 1982

"My family and I had the opportunity to fly PBA from New York to Nantucket to Boston in June..."

I was very impressed by the professionalism of PBA, from which the entire airline industry could take a lesson..."

Arnold Goldberg, V.P.
Texen Resources, Inc.
Golden, Colorado

August 14, 1982

"I have been a very happy passenger of PBA since your services started here about a year ago. Your equipment seems right for the routes..."

Thomas D. Mullins
Vineyard Haven

August 20, 1982

"I am a warmer weather commuter to Martha's Vineyard and first I wish to compliment your organization for the good service. Your people care, and the result is hassle free travel for passengers like myself..."

Robert M. Congdon
St. Louis

August 31, 1982

"As the 1982 summer season draws to a close, I wish to take the opportunity to express to you and your colleagues the appreciation of my family and myself for the friendly, courteous and efficient manner in which PBA has operated the last two seasons..."

Edward F. Swenson, Jr.
Miami

September 2, 1982

"For the past three months I have flown frequently in and out of Hyannis from both Boston and New York. The flights were often at odd hours and under pressing and unusual circumstances.

I am pleased to have this opportunity to express my deep appreciation to the many people of PBA... all of your Hyannis staff. Under the usual summer pressures on Cape Cod, they were always more than helpful and pleasant... real pros. And I am certain that I was not given any particularly special treatment... their attitudes seemed the same with all passengers. I deeply appreciate the excellence of your staff in Hyannis and the way PBA helped me get around New England.

Also, please extend to your New York staff at La Guardia my deep appreciation for their extreme helpfulness and similar excellent performance. You must be very proud of your people. Best wishes for continued success with PBA."

David Hartman
Good Morning America
ABC Entertainment, NY, NY



Heavy holiday loads at Hyannis at the end of the summer.

September 2, 1982

"Somehow putting it in writing makes it seem more official and effective; I love you; I love your airline; I love the people who work for it . . .

Please accept my personal thank you and that of my family for making traveling a far more pleasant experience than it had previously been."

David B. Abramson
Washington, D.C.

September 6, 1982

"I have been remarking throughout 1982 at what a terrific job PBA is doing in and around New Bedford Airport, and thought it was in order to tell you personally . . .

Whatever you are doing, keep on doing it! PBA is a credit to S.E. Mass."

Alan R. Marote
New Bedford

September 9, 1982

"I have been commuting to the Vineyard for about 10 years . . .

This year I used PBA about 12-14 times, and I am truly amazed at the quality of service you are providing on this difficult route . . . After many years of delays, cancellations, and bumpings, this year was truly a pleasure . . ."

Irving Gates
Radnor, PA

September 15, 1982

" . . . My wife and I used Provincetown-Boston Airline on numerous occasions this summer and were extremely pleased with the courteous personnel and dependable service provided by PBA. Most of our flying was between Nantucket and Boston, however, we did use the Island Shuttle on occasion and found it to be a welcome addition to the island service . . ."

Michael L. Lowry, Esq.
Atlanta, GA

September 15, 1982

" . . . I like your airline for two reasons: First — there have been no real foul-ups even considering Vineyard weather, and the on-time record was good.

Second — and mainly, I like your people. They are hustlers; they are young and invariably seem eager to please — particularly at Boston and the Vineyard . . ."

David S. Plumb
St. Louis, MO

September 20, 1982

"The summer is now over and I am writing this letter to you to tell you that the service provided to me by PBA this summer could not have been better.

As I told your father several times, PBA really stands for 'perfect batting average.'

I wrote you earlier about my concern of not having any non-stop flights from New York to Hyannis or from Hyannis to New York. My fears proved to be unfounded. On many weekends, due to the number of passengers flying in either direction, it was possible for you to run direct flights in any event. Which was really great. And when direct flights were not possible, the scheduled one-stop flights were always on time, except in some instances when there was an air traffic controllers' problem.

So many thanks to you for making my summer commuting a most pleasurable one.

I sincerely hope that next summer you will be able to keep up the outstanding service you have given the commuters between New York and Hyannis."

Henry H. Hoyt, Jr.
Short Hills, NJ

September 20, 1982

"I have had the occasion to use your airline about three or four round trips a year. You are to be commended for adhering close to schedule and for your professional and courteous personnel . . ."

Joseph F. Morin
Nantucket, MA

September 29, 1982

"It always gives me great pleasure to hear a success story as the one you related to me about PBA. And I am also pleased that I had the opportunity to make it possible, when the Civil Aeronautics Board selected PBA as the carrier for New Bedford.

Of course, it was your hard work, your strong desire to serve the community and new ideas, such as the 'Island Shuttle' that made your sons' airline as great as it is today.

My congratulations and best wishes for continued success — and my appreciation for doing such a fine job in serving the air travelers in your community."

Dan McKinnon
Chairman
Civil Aeronautics Board

Speaker

PBA's Chairman and Chief Executive Officer John C. Van Arsdale, Jr., was the luncheon speaker September 27 at the fall meeting of the Northeast Chapter of the American Association of Airport Executives held in Hyannis. He spoke about the issue of deregulation of the airline industry from the perspective of PBA and compared it to the outlook of airport managers.

Discussing PBA's expansion, he related this to the need for tremendous cooperation between airlines and airport management. The difficulties of planning for airport use, the control of costs, and the uncertainty of future demand places great burdens upon airport operators.

Van Arsdale offered a little advice to airport managers. He suggested remaining flexible and innovative and not going back to past solutions in solving problems. Airlines and airport management must work as a team. Operators should market their airport with both the local community and government bodies in cooperation with airline management. Airport managers must be efficient in utilizing capital assets to the fullest, and achieving high productivity.

He urged airport operators to concentrate on customer services. The airlines are the airport's customers. Together they must work to serve the airline customers who are also the airport's customers. Good airport facilities are essential to fulfilling public responsibility.

Finally, the youthful PBA officer told the airport operators, they have to plan to the maximum extent possible, which is difficult in the deregulated environment. Airport operators' capital expenditures are locked in for many years in the future. He concluded by thanking the operators for the opportunity to talk to them and reflect on his perspective on deregulation.

PBA Concentrates On Training

PBA now has over 550 employees, and many of these have been added in recent months. The addition of new aircraft, plus the increased transferring of personnel between Massachusetts and Florida have made it necessary to upgrade many pilots into additional aircraft.

The fall of 1982 has been designated by management as the period of training. During this time personnel will return to the classroom to refine and improve their abilities and techniques. Classes are being conducted in pilot qualification, upgrade, and recurrent training, as well as air freight and baggage handling procedures, computer training, and computerized passenger ticketing. Some of the training is being conducted by PBA's partner, Eastern Air Lines, at their Miami training facilities.

In August PBA appointed Captain D. James Howard as Director of Pilot Training. Chief pilots advise the needs and number of pilots to be trained, and Jim concentrates on the trainees and their training. Further Jim maintains the records of PBA's 130 pilots, including management, and schedules recurrent training in five types of aircraft.

During the summer months Jim was a YS-11 captain based in New Bedford, but now he is in charge of PBA's full-time pilot training department. It was felt that, due to the rapid expansion of the company in the past few years, the burden of initial and recurrent training requires continuous attention. Recurrent



Captain D. James Howard, PBA's new Director of Pilot Training.



Captain Howard conducts Bandeirante ground school in the classroom at Hyannis Airport.

training alone amounts to approximately 500 proficiency checks per year. Add to this fact that PBA must accomplish the training in two operating divisions 1,200 miles apart and the logistical problems take on even greater proportions. Some of the highest priorities include scheduling, pilot records, use of newly acquired video tape equipment, instructor meetings, manuals, and classroom facilities.

Jim recently completed a Bandeirante ground school at Hyannis during which 14 pilots received instruction. Eight of these were newly hired pilots while six were receiving additional qualifications, two as captain and four as co-pilots. Next will be a YS-11 school for fifteen pilots in Florida.

From September 27 until October 1, Larry Chance, Manager of Customer Services and Air Freight, traveled from Naples to Hyannis to conduct classes in the handling of baggage and air freight. He was assisted by Honey Hall, Supervisor of Air Freight in PBA's northern division.

Three separate sessions were attended by both passenger agents and station managers from all northern stations. Honey reports the classes were most successful and that the students did well on the exams. She further reports a noticed improvement by all stations, particularly in preparing air freight waybills.

In Naples Miss Sally Lee, Supervisor in Florida Reservations, is conducting courses in use of the computer and improved techniques and procedures. She has prepared a very comprehensive PBA manual for use by reservations and ticket counter agents in all phases of use of the computers supplied to PBA under contract with Eastern Air Lines.

With all the training going on this fall, PBA management looks forward to the operation of a tight ship during the 1983 Florida and Massachusetts seasons.

Marketing

Sergio Balegno, Director of Marketing for PBA, has started publication of *PT NEWS BRIEF* for travel agencies. PT is the official two letter air-line code of PBA.

The first issue, published in November, was sent to all agencies that hold a PBA ticketing plate. This is 100% of the agents in all non-hub cities that PBA serves, a total of 888.

The purpose of the newsletter is to inform travel agents of changes in policies, fares, schedules, and services. The publication is designed to answer a lot of questions that PBA marketing people are frequently asked, and is expected to be well received.

PBA Gets Into The Trucking Business

For many PBA employees, working for the company is a nomadic existence, moving every spring to Massachusetts and returning to Florida in the fall. Traditionally the personal effects of employees, office supplies, and spare aircraft parts have been loaded aboard company aircraft and flown between the two points.

This year, however, because of the tremendous expansion of operations after the demise of Air New England, 150 employees moved with the large aircraft. In addition, PBA moved baggage belt loaders and bag carts from Miami to New

York and Boston to help support the YS-11's. Many more spare engines were shipped because aircraft were flown more, and the amount of employee furnishings and furniture moved did significant damage to aircraft interiors. Clearly something had to be done about the situation.

In midsummer, Francis Avila, the owner of a local towing service in Provincetown, approached PBA Chairman John C. Van Arsdale, Jr. with a proposal that PBA buy a truck and Francis drive it. Francis had many years' experience in the trucking business, and making runs between Florida and Massachusetts would give him something to do when business was slow in the spring and the fall.

Francis located a used Kenworth truck with a rebuilt engine and "just" 450,000 miles on it, plus a new flatbed trailer to use for hauling large machinery such as air conditioning trucks and lavatory service units. Then a box trailer was added to move personal effects and mechanic's toolboxes.

Brenda Martinez, the corporate secretary, set about obtaining fuel permits necessary for passage through each of the states on the eastern seaboard. She soon learned that truckers require log books and that the record keeping requirements for operating a truck are almost as great as they are for an airplane.

For the first trip, Provincetown Airport Manager Butch "Bear" Lisenby got a class I learner's permit and rode with Francis to Detroit to pick up an air conditioning truck acquired from Eastern Air Lines, to bring it to Florida. The leg down was uneventful, but on the trip back to Massachusetts, PBA's version of B.J. and

the Bear suffered the embarrassment of being bagged in Georgia for being over length by a trooper with a crooked tape measure. Then the clutch failed on the New Jersey Turnpike, and PBA's rig had to be towed in.

Undaunted, the PBA truck was back in full swing a week later, making a couple of trips a week to get surplus equipment from Massachusetts to Florida before the start of the winter season. Although the entry into the trucking business got off to a rocky start, PBA management is philosophical, considering the 22 wheeler a logical next step in the semiannual migration that has kept PBA from suffering the off-season losses that have characterized airline operations of its competitors in the past.

Naples Office Expands

Dramatic changes have taken place at PBA's administrative and accounting headquarters in Naples, Florida, over the past few months in order to accommodate the rapid growth of the company. It was not too long ago that the office occupied less than half of a rejuvenated World War II Army barracks, with the remaining portion being used to store the airline's parts inventory. All accounting and administrative functions were handled by a staff of six, in those days, but the number now totals sixteen. To accommodate everyone, 500 square feet of space has been added in addition to the computer room which was built last spring.

Maurice P. Morissette, Jr. has joined the PBA team as Vice President-Finance. Like all of PBA management, Maurice, who has an extensive accounting and management background, will wear many hats, assuming overall responsibility for the managing of the company's financial and accounting functions. Also, he is overseeing the implementation of numerous computer systems which will produce more timely and accurate data.

When the time comes to vacate the old Naples terminal, which is being used by reservations, the training department, and a number of other departments, the "office" also will relocate to facilities on or close to the airport.

The current expansion will serve PBA's requirements for the near term until the company relocates to a larger facility that will serve for a good number of years.

New Bedford Airport Improvements

During August New Bedford Airport Manager Isidore Eisner announced conclusion of discussions with the Federal Aviation Administration whereby the New Bedford Airport control tower, closed since the strike of August 1981, will reopen on January 3, 1983.

During October Mr. Eisner also reported receipt of an FAA grant of \$198,000 to help finance the purchase of snow removal equipment. He further stated that the increase in passenger service changes the airport to Primary Airport status from its previous Commuter Service classification. This will make the airport eligible for two additional grants totaling \$400,000 for airport improvements in the fiscal year beginning next October. Additional aid will come from the Massachusetts Aeronautics Commission.

PBA's increase in traffic at New Bedford has been primarily responsible for the airport's change of status and increased government economic aid. The aid is principally generated by airline ticket taxes, which were recently increased from 5% to 8%. PBA has enplaned and deplaned 58,739 passengers at the New Bedford Airport in the first nine months of 1982.



Larry Chance, Manager of Customer Services and Air Freight for PBA.



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PBA Schedules Express Service To Tallahassee December 15

In the previous edition of the *Flyer*, management reflected on the difficulty in planning that the post PATCO Strike Air Traffic Control environment created. In fact, in late August the Federal Aviation Agency announced that there would be no expansion in Florida this winter! PBA management decided to tighten up on operations, reduce employee working hours to minimum, control costs better, and shelve its expansion plans until next year.

Then in late September the FAA reversed its position and made 46 slots available in Miami Center air space effective December 15, 1982. Some arrival slots at Miami Airport were also available, but none between the hours of 10 o'clock a.m. and 3 o'clock p.m., thus the only avenue for expansion was north of the Tampa hub, which is part of Miami Center air space.

In acquiring the Ocean Reef Club operation, PBA was also able to trade for a few

Miami and Jacksonville Center slots, which combined with the slots that PBA drew on its own at the slot lottery, permitted six round trips between Tampa and any point in northern Florida.

PBA management chose the state capitol, Tallahassee, because it blended in well with the company's Gulf Coast route system. Further, the company felt that with proper promotion a strong connecting pattern could be developed between all of PBA's cities in southwest Florida and the state's capitol. In fact, Tallahassee is the major intrastate destination for PBA passengers.

As if six round trips per day and a hub and spoke operation were not enough, PBA plans to stimulate new business by offering express service between Tallahassee and Tampa. The fare will be only \$39.00, and the company will target expedited ticketing and baggage handling procedures, with higher than normal

load factors to make the service an economic success.

The only dimension that PBA will add to the service of the new breed of low fare airlines such as People Express is that PBA personnel will be happy to write a ticket through to a passenger's destination, and to check baggage through as well. Since the company is already staffed to accommodate these services at Tampa, it makes sense to continue to offer them to Tallahassee travelers. At the same time, business flyers will be encouraged to check items right at the aircraft in the interest of expediting the baggage handling process for time sensitive travelers.

Although the competition on this new route will be fierce, PBA hopes that its reputation for reliability and customer service will win it a reasonable share of the market. In the future lies a complex intrastate network providing convenient connections between any two points in Florida. Tallahassee service is a big step in that direction.