

# CASCADE



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A Newsletter For and About Cascade Airways Employees  
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## FROM THE SALES DEPARTMENT by Jerry Jenkins

The Sales Department is currently putting together a brochure about the company. We are also trying to put together a pamphlet to go in the aircraft seat pockets explaining some of the sounds that all of us that ride in the back hear and wonder about. It will also contain a map with points of interest. We would appreciate all of the input possible from the crews.

Starting Monday, November 7th, we participated in a joint sales effort with Eastern Airlines. Representing Eastern was Jim Melia of Seattle. We were discussing Eastern's new unlimited mileage fare and how we connect to it. We started off in Spokane with all of our reservations people. That evening we went to Walla Walla and held our first meeting with the local travel agents. Attending from the Walla Walla station were Mike Hays, and Judy and Mark Counsell. All of the agencies were well represented. Tuesday we moved on to Moscow where we had a meeting that evening. All of the agencies from Lewiston, Clarkston, Pullman and Moscow attended. This was our largest meeting with about 40 people attending. Attending from the Pullman Station were Chuck and Debbie Soule, Bill and Betty Pace and Peggy Haas. The next evening we moved to the Tri-Cities. We were a little disappointed with our turnout here as not all of the agencies were represented, but we feel with Sally O'Bryan's presence in the area, Cascade will be heard. Carefree Travel from Pendleton sent two agents up to join in. They got to ride us both ways and both gals think that we have a super airline. Attending from the Pasco Station was Mark Trout. This is where we all parted ways

with Jim returning to Seattle, Billie to Spokane, Sally to Portland and I to Boise.

On Thursday evening Cascade joined with United Airlines, having a meeting in Boise with the travel agencies of that area. We had about 40 participants at this meeting. I received several very good compliments about our personnel. The one heard most often was how professional our people in the system are. With these kinds of remarks, it sure makes the sales calls a lot easier. Keep up the great work!

You all will be seeing us around and we really do like to hear your comments and appreciate all of your input, so please don't hesitate to share your ideas with us.

## "HELLO" FROM OUR NEW MEMBER OF THE SALES TEAM

This is Sally Ann O'Bryan, wanting all the Cascade Airways people to know how great I think it is to be a member of your Cascade Airways team!

I have really admired Cascade as I have seen it grow over the past several years. During my five years of selling for Columbia Pacific Airlines (Execuair) I have gotten to know many of you throughout the Cascade system. But, for those I have not yet met, let me tell you a little about my background.

I'm almost a native Tri-Citian, having moved from Denver, Colorado, where I was born, to Richland, Washington, when I was in grade school.

Since high school I have been in "the people business." I have been in retail selling in drug stores, a golf pro shop and a fabric shop. I spent a number of years raising my family and three years teaching night school sewing classes at Columbia Basin College in Pasco, Washington.

In 1972, I returned to full time sales in the radio business--selling advertising, copy writing and part time news coverage. In 1973, I started to work for Execuair. There were three people and one airplane back then and two roundtrip flights to Seattle from Richland each weekday.

Over the years while with Execuair I worked in reservations, ticketing, passenger service and sales and freight sales. I grew up with the airline and the commuter industry. As Execuair's Director of Marketing and Interline Sales, I was responsible for systemwide sales and all interline activities.

For Cascade Airways I see a very bright future! Cascade has developed an image of success and airline knowhow. From our smart looking aircraft with their sparkling white exteriors, bright blue and green corporate logo, to our handsome printed material, we demonstrate the first class airline we are.

Cascade Airways is one of the fastest growing commuter airlines in the United States and is currently the largest and most successful commuter airline in the Pacific Northwest!

I intend to do everything I can to contribute to the continued growth and success of our company. I look forward to seeing you in my travels and working with you to sell seats for this super airline!

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THE ADVERTISING DEPARTMENT  
by Len Cordes

The advertising campaign prepared in September has begun with the placement of newspaper ads within the local papers of Lewiston, Yakima, Tri-Cities and Olympia. A series of 5 different designs and copy will appear twice a week in each city. The copy pertains to primarily the schedule frequency of each city and promotional copy on the Cascade Connection, the slogan which has been adopted as the mainstay in the promotion of joint fares and interline connections.

Outdoor advertising will constitute the greater portion of the campaign budget. Lloyd Carlson, the agency's artist in charge, has designed three 14 by 48 foot billboard designs which will be painted and displayed by Obie Outdoor Advertising headquartered in Yakima. The graphics consist of photographic artwork which Lloyd and I have been working on for the last two weeks. The boards will be in production for 4 to 5 weeks at the Obie

plant in Yakima. Upon completion, each will be posted in Lewiston, Yakima, Tri-Cities and Pendleton for a period of 4 months each. A rotation every 4 months will provide each of the 4 cities with exposure to each design during the course of a year and a half.

In addition to the painted boards, poster boards, a less permanent and more versatile type, are currently showing in Walla Walla, Tri-Cities and Lewiston. The four boards in Walla Walla advertise the no. of weekly flights and the joint fares available there. Four boards in the Tri-Cities promote the joint fares available to Portland and Seattle from Pasco and the availability of flights to Boise. One board in Lewiston, which will rotate among three local locations present the number of weekly flights also. The designs for these boards will be changed every 90 days.

The media buyer for the agency, Greg Sweeney, is currently researching potential radio advertising throughout the system. The results of his effort will provide radio exposure, although the length of duration and frequency is an unknown at present. Other media are also being reviewed for consideration as the campaign expands.

The new year will see a completed comprehensive advertising campaign that will contribute a great deal to the image Cascade deserves and will maintain as a professional organization of great esteem and respect. It musn't go unsaid that the cooperative and individual efforts of the Cascade family (now over 200) has made the real difference.

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SPORTS REPORT  
by Jack Bridwell

37CA down for a few days. The doctor says she is a doubtful starter even for Sunday's big contest. A high flying line-backer named Goose applied a bone jarring tackle in Thursday's action, causing 37 to be taken out of the game in Yakima after a 445 sweep from Olympia. A splint was applied at the sidelines and then 37 was taken to the hospital. There she was diagnosed to have 3 broken ribs, internal injuries and skin lacerations.

With 37 out for most of the last half of Thursday's game, the offense was very confused and was unable to put together any kind of scoring threat until very late in the game. By then it was too little, too

Tate. In addition, 21FW and 80A suffered minor injuries which prevented us from running our 448 sweep to the opposite side from 445.

The team is still favored to win Friday's game, even without the services of 37CA. 21FW and 80A are expected to be at full strength. And 90A, released at the end of last season, has been reacquired and is expected to be suited up for the contest. The return of 90A will enable us to run the 206 and 527 pass plays, which should offset the relative weakness of the 37 off-tackle slant without 37CA in the lineup.

However, Sunday's crucial battle would have to be rated a tossup. A new play, the 24 reverse, designed especially for a strategic moment in the game, will have to be changed if 37CA is still out. This would reduce the effectiveness of the reverse and cause many headaches on the sidelines.

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#### COMPLIMENTS TO YOU from Steve Gural

As we move toward the close of 1977, we have just observed another recordbreaking month. We carried 14,750 revenue passengers in the month of October and are expecting to surpass 15,000 revenue passengers in November. This recordbreaking month is very indicative of what we can do with a good attitude and morale, and I see no reason why we cannot continue to grow through the years ahead into one of the best airlines in the United States.

There are a number of people who would like to bestow the success of Cascade Airways upon a very few individuals, but I would like to point out that had it not been for a great effort and cooperation by all employees, we would not be as successful as we are today. So when credit is to be taken for the success of our company, I think its time that everyone extended his own arm and patted himself on the back. If the morale and the enthusiasm that exists today continues, Cascade Airways has unlimited possibilities for the future.

What are Cascade's future expansion plans? Our immediate plans, at least for the next three months, will be to develop the markets into which we have just expanded. Our plans beyond that will be to continue feasibility studies for other cities and to continue feasibility studies for our next aircraft.

We have one other noteworthy area I feel

should be covered at this time. That is the area of sales. With the addition of Jerry Jenkins, our Sales Manager, from Sun Valley Key; and Sally O'Bryan, who just recently came to us from Columbia Pacific, we have now completed a company structure that I feel has rounded out our company and will allow us even better expansion possibilities. You will be seeing these people out in our system often and I ask that you please give them all the support you can.

Again, I would like to thank, personally every employee of Cascade Airways for helping this company become what it is today.

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#### COMMENTS AND CRITICISMS

## Hughes milking machine

(From the Lewiston Tribune)

**Hughes Airwest imagines itself to be much too large an airline to put up with any impertinence from a little jerkwater state like Idaho.**

**But the truth is that there is nothing big about Hughes Airwest. It is small in spirit. Indeed, it is one of the smallest corporations ever to inflict its grasping presence on a decent state.**

**And now this milking machine posing as an airline has the raw boorish gall to announce that it will "suspend" service between the cities of Idaho if the Idaho Public Utilities Commission doesn't relax its demand that Airwest stop overcharging customers on the Lewiston to Boise run.**

**In response to a complaint from Tribune Editor Jay Shelledy, the PUC ordered this wretched airline to stop charging the same amount for a Boise to Lewiston flight as it does for a Boise to Spokane flight. For good measure, the PUC ordered the airline to file an application to operate in Idaho.**

**The airline is having a snit that an agency of a yokel state like Idaho would presume to question Airwest's divine right to give Lewiston and Boise passengers the shaft.**

**Something called a Juan Sparkhawk — in the alleged public relations division of the airline — bald-**

ly threatened Idaho with a embargo on service beginning Nov. 6, if the PUC doesn't delay its orders to the airline.

If America had had any guts during the Arab oil embargo of a few years ago, it would have been turned overnight into an American boycott of Arab oil.

Similarly, if Idahoans have any guts, they won't submit for an instant to this blackmail. The threatened Airwest embargo against Idaho should be converted instantly — beginning today — into an Idaho boycott of Airwest. Whenever possible the people of Idaho should use alternative service rather than give another nickel to those bloodsuckers. And Airwest should be invited to leave Idaho at the earliest opportunity.

We trust that Gov. John Evans will have some fresh instructions for all state employes who have occasion to fly. Surely the governor would not want the state doing business with a corporation which has so little respect for Idaho that it dares to publicly threaten the agency responsible for protecting the public against the likes of Hughes Airwest. That is a matter which no self-respecting Idaho governor can take lying down. — B.H.

## Cascade cares

Cascade Airways, unlike some bloodless larger airlines, keeps adding more and more service for the communities of this region. That is the kind of airline that deserves regional support. That is the kind of airline that should become the first choice of people from this region.

Cascade is bidding for the business of this region not with glib advertisements, but with service, more and more service each year. To Cascade, places like Moscow-Pullman and Lewiston-Clarkston are more than the pain in the neck they are regarded as being by some other airlines. To Cascade, the cities of this region are not little puddles but major markets.

Cascade cares about the future of the people of this region. The people of this region should do their flying with an airline that cares. — B.H.

BY KIP CADY  
Of the East Oregonian

United Airlines will continue to serve southwestern Washington and northeastern Oregon despite persistent rumors otherwise and the addition of Cascade Airways service to Pendleton.

So said Jack Gamble, United's spokesman in Seattle, during an interview Tuesday in an effort to quell rumors the carrier would like to dump its Pendleton Municipal Airport stop.

The most recent fuel added to the fire was the startup of Beech 99 service Sunday at Pendleton

by Cascade Airways, which operates several flights a day between Pendleton and Walla Walla, and flights that connect with trunk or national carriers.

That was preceded by an opinion from state Transportation Commission chairman-member Glenn Jackson who felt if pending congressional proposals succeeded, United service in Pendleton would be doomed.

Then, about a month ago, the Federal Aviation Administration announced a proposal to close the control tower at Pendleton. United can operate at the airport without a manned control tower, according to United district manager Bill Krigbaum.

It "doesn't mean anything" as far as United flights are concerned, Krigbaum said he'd been told by United flight experts. He added that planes have landed in Pendleton after the tower is closed at 10 p.m. using equipment on hand at their Pendleton base. Flights in this area are controlled and monitored from federal facilities in Seattle, he said.

Most often, Krigbaum said, Pendleton tower operators will remain past closing to bring a United flight in. "If there's any weather (problems) at all," the operators stay no matter how late flight is.

Other airports, including one at Richland, Wash., function without a tower, he said.

Gamble said Jackson's comments were premature, and erroneously concluded that passage of federal legislation — the Cannon-Kennedy bill — will mean the end of United service in Pendleton.

The bill isn't expected to be acted upon until next year, according to Gamble, and in all probability will be modified.

He said the legislation, if passed unamended, would establish a "working relationship between the Civil Aeronautics Board, the carrier and the community" that would assure continued service to a community.

The bill tends to deregulate the airline industry and would allow a carrier to discontinue service if it and the aeronautics board could locate a carrier that would offer "comparable service."

"Regulated or not, (United) has no plans to pull out of Pendleton," Gamble said flatly.

He and Krigbaum said United business at Pendleton is relatively healthy, reporting a 19 percent gain in passengers in 1976.

While still gaining, the increase has leveled off somewhat this year. Krigbaum said the increase is less than nine percent so far this year, below projections.

He attributed that to low farm prices and a poor wheat crop. "I can't tell if competition is causing some loss," Krigbaum said.

Still, the flights through Pendleton are at about 70 percent capacity, Krigbaum said. While 89 percent occupancy is required to break even on short duration flights, the airline industry averages only 62.5 percent occupancy, Gamble said.

Several months ago, United president Richard J. Ferris visited United employees in Pendleton. According to Krigbaum, Ferris told them the firm had no plans to discontinue service in Pendleton.

Krigbaum and Gamble said no one could predict what will happen five years from now.