

# CASCADE



March Edition, 1978

A Newsletter For and About Cascade Airways Employees  
Published by Cascade Airways/Spokane International Airport/Spokane, Wash. 99219

EDITED BY LEN CORDES

COMPOSED AND TYPED BY SALLY GUNDLACH

## RECORD BOARDINGS IN JANUARY Mark Nilson

Traffic statistics for the first two months of 1978 held at the same growth rate experienced in 1977 with record boardings in January. February traffic slumped somewhat due to increased weather problems locally and nation-wide as well as the traditional economic slowdown for this season. Below are some statistics generated for January and February.

	Rev.	Pax	Avail. Seat Mi.	Rev.	Pax	Mi.
Jan.	16,937	5,900,270		3,061,163		
Feb.	14,413	5,371,713		2,700,719		

Jan.	System Load Factor	51.9%
Feb.	System Load Factor	50.3%

Future traffic gains are expected with the addition of joint fares which are currently being filed with many carriers, including a large filing over Boise with United which should help to increase load factors on our flights out of Boise to Pasco, Lewiston, Walla Walla, Pullman, and especially Pendleton. Fares were also filed with Hughes Airwest over Boise to southern Idaho points, Salt Lake and beyond.

We have been working with Frontier over Spokane and look forward to an excellent working relationship with the newest carrier to the Northwest. In addition to joint fare filings and our current reservations agreement providing Cascade schedules and availability in Frontier's computer, it is likely that we will pursue a joint promotional effort as well.

These new fares should be effective this spring with the next publication of commuter tariffs and will help us to be more competitive in the markets where we compete with other carriers and those where the highway is our only competition.

## ORIENTATION CLASS HELD Neal Deckman

On Monday, February 13, 1978, an orientation class was held in Spokane for several newly hired passenger service employees.

Several subjects were covered including a slide presentation on "Commuter Airlines" and Cascade Airways specifically; an explanation of the company management structure and chain of command, payroll and insurance information, and a brief explanation of employee responsibilities.

There was ample opportunity for those in attendance to ask questions.

The new hires were also given a tour of the Spokane General Office, which provided them with an opportunity to view the daily operation of the flight control and reservation offices and to meet several of the people they would have to work with in their jobs.

The purpose of this orientation session was to give the newly hired employee a better knowledge of the company before he is actually placed on the job. It also gives us an opportunity to welcome him to the company.

This orientation class was also used as a testing ground for the eventual establishment of a passenger service training program. Plans are currently being laid for the development of a recurrent training program to cover all areas of passenger services with an emphasis on small classes and group interaction.

This approach will hopefully provide an opportunity for those in attendance to pose questions and volunteer experiences that may be helpful to everyone involved.

Initially the training program will be aimed toward the newly hired, inexperienced agent, but eventually we hope to include all agents in the system.

## PRESENTATIONS BRING COMMUNITY SUPPORT Billie Cordes

The Sales Department has been participating in a public relations effort of an exciting nature the last two months. Mark Chestnutt and Jerry Jenkins have been speaking to Chamber of Commerce and city officials in ten of the cities we serve about our upcoming application for certification. They have shown a 60-slide presentation including photographs of our current fleet and various terminal facilities along with slides of the Metro aircraft we hope to be using before the end of the year.

The objective of their speaking engagements has been to seek written support from the community leaders for our certification application. Six of the communities have given their support so far in the form of written resolutions. These will be filed along with the application and will be an important factor in the C.A.B. hearings.

In Richland, Sally O'Bryan has been literally working from the ground up in an effort to obtain all the necessary permits and licenses to install the double-wide mobile home which will become Cascade's own terminal facility at the Richland Airport. The area where it will be

set up has its own parking lot and is in an excellent location, according to Sally.

Currently, we are having the electricity, telephone lines and sewage trenches dug. All is going as planned and looks as though we will have all in order by March 5.

The travel agencies in Richland have been very supportive of our plans to serve the community there. Good luck to everyone in Richland!

#### PASS BUREAU

For those of you who may have not yet seen the brochure which has been sent to all stations, TWA is again offering a terrific Eurofare Program. Eligibility for this program includes employee, full or part time, their spouses, dependent children and parents. Travel must be completed by December 31, 1978. For more information, check the brochure on the bulletin board in your domicile or contact the Pass Bureau.

Just a reminder to all employees. Please try to plan your trips soon enough in advance so your passes can be processed in time. The Pass Bureau is open Monday through Thursday from 10:00 a.m. to 2:00 p.m. There is a five day waiting period for buddy passes and reduced rate travel for parents. After the request has been authorized from the Pass Bureau, they will be comated to the station who will be issuing the tickets, to be held in Will Call. Please observe this as there will be no exceptions from now on. This is not meant to be an inconvenience to you but with over 200 employees who are requesting passes frequently, it's keeping the Pass Bureau very busy.

Thank you, Dee Dee Maul

#### CABO SAN LUCAS

Although it is now tranquil, it will soon be the new Mexican Riviera. This new place is Cabo San Lucas. Beautiful warm sandy beaches, clear tepid ocean water and hot sun, gently cooled by an off ocean calm breeze. Relax and get a good tan. There isn't a maddening rush of things to do, so this is basically a place where one wants peace and quiet. No telephones, radios, TVs or newspapers give you the little extra time to discover an old abandoned light house, go snorkeling and enjoy fabulous fishing.

All hotels have various rates ranging from \$10 a night at the Mar de Cortez to \$32 at Hotel Salmar, to \$70 at Hacienda and up. Hotel Salmar was a very nice place on the beach offering a 15% discount to airline employees; to be requested upon arrival. Delicious food and excellent selections at the most reasonable prices of all the hotels.

There is excellent fishing; so rent a boat (approximately \$180 per boat, which we split with another couple), and fish Marlin, small eating fish and you might even catch (or hook anyway) a 10 foot shark. There is not a tremendous amount of shopping, so you girls might even come home with some extra money.

Flights, space available, were tight but not impossible, so give it a try, its GREAT. Jo Rorberg/Accounting.

PUW is popping it's "proud" buttons right off it's vest. Reason?...TERRY HARPER ran in the 9th Annual Trails End Marathon at Seaside, Oregon, on February 25th. Not only did he finish standing up, but he came in with the splendid time of 3 hours 14 minutes for 26 miles, 385 yards. Next thing you know, someone will expect him to show the same kind of hussle on the ramp---sigh! By the way---all kidding a-side---Terry's secret training ingredient? ...Beer.

BILL PACE and his wife, BETTY, flew down to LAX and picked up a brand-spanking new firetruck for the Pullman-Moscow Regional Airport (much to the delight of the Airport Manager-Jim Morasch). The trip back was uneventful except for the obvious stares from Californians reading the side of the truck and wondering where in the H\_\_ Pullman-Moscow was. Food for thought...Can you get saddle sores from a firetruck...QQQQQQQ

While I have you in the "firetruck" mood, let me also relate that the PUW Fearless Firefighting Crew (locally known as the PFFC) attacked a towering blaze at the Moscow fire pit recently. All performed well including the firetruck and everyone got the necessary "contact time" with AFFF Light Water Foam & Super K dry chemical. All of this is to let you know that the PFFC is ever in the "ready-ready" position protecting our countryside.

Our matchless Station Manager, CHUCK SOULE, is the proud father of a bouncing new Fiamont station wagon-Executive Silver exterior with a sensual shade of crimson inside. I can't think of a thing to finish this paragraph with after that.

Celebration is definitely overdue in PUW. ELLIOT THOMPSON hasn't collided the baggage cart with anything in at least two months. But let's give credit where credit is due. I mean, after all, could Elliot's driving have improved that much or is it possible that the chairs, chain link fences and baggage room walls have learned to move faster? Not to mention the fact that February only has 28 days...

And will reasons for celebration never cease...ELLIOT THOMPSON, TERRY HARPER and STEVE HALL (the "stupid new kid") have all passed their weather tests and are now Qualified Weather Observers.

Hello to JOHN YALE and "LITTLE MIKIE" WIGGINS who work for Cascade parttime, but haven't been seen lately (actually, that's the only way I could think of to get their names in here).

Well, I've managed to mention everyone at PUW except RUSS BUEHLER, but then everything he does is either not worth mentioning or unmentionable.....

Later....PEG/PUW

#### PSC: by Mark Trout

There are lots of new names in the Tri-Cities. With the addition of Richland to Cascade's system it has been necessary to widen our search for talented passenger service agents. We have been successful in finding a number of promising P.S.A.'s.

Dennis Orth comes to us from Honolulu where he spent the last nine years in retail sales. Dennis is a graduate of Northwest Schools which provides training in itinerary planning, ticketing and reservations. Dennis will be working the evening shift in Pasco.

Jan Taskey is also a graduate of Northwest Schools and has moved to the Pasco area from Vancouver, Washington. Jan will be working the morning shift in Pasco. She has indicated that one of her first objectives is to find an alarm clock that she can depend on at 4:00 a.m.

Patty Jones is the third prospect. She brings with her many new ideas and good knowledge of the airline industry, having worked in travel agencies for six years. We have already let Patty put her knowledge to work by appointing her in charge of all tariff revisions. Patty will work evenings and weekends in Pasco.

Jon Wonocott is a local Tri-City product. He previously worked at a local hotel on the front desk. Jon is new to the airline industry but is fast learning the policies and procedures. Jon will work weekends and evenings in Pasco.

The latest addition to the staff is Mike Shannon. Mike has gained airline experience while working for Columbia Pacific Airlines in reservations and at the ticket counter.

We invite everyone to visit Pasco and Richland to become better acquainted.

"EVERYTHING YOU ALWAYS WANTED TO KNOW ABOUT PENDLETON BUT DIDN'T CARE ENOUGH TO ASK." Dean Goodrich

Pendleton is the newest and smallest station in the Cascade system. It is also one of the smallest and oldest stations for United Airlines. They have been operating here since 1934.

Pendleton has only 6 flights per day to worry about. The last 2 flights are primarily inbound that go on to Walla Walla and terminate, so Pendleton really only has 4 flights that board a significant number of passengers. Flight times span from 6:00 a.m. to 11:00 p.m. so the "work force" of 2 full-timers and 1 part-timer is split into 2 shifts. I work the a.m. shift, Ed Langsford works the p.m. shift, and Sue Ellen Smith fills in on the weekends.

As you can see, Pendleton is primarily a one-person operation, for the time being. For those of you who work in busier stations and think this sounds like a "working vacation," think again. Sometimes it's more difficult to get through the day when a person has very little to do than when he is busy. It's also very hard for a new employee to remember all procedures when he doesn't get very many chances to practice what he has learned.

The town of Pendleton has a population of about 15-16,000 and is located in the western foothills of the Blue Mountains. The surrounding cities and towns boost the population to about 50,000 (40 mile radius). United Airlines manages to draw heavily on this surrounding population as well as the population of Pendleton. Despite the fact that United has only 20 flights per week into Pendleton, their

February boardings exceeded 2500. So, there is definitely a market in Pendleton; the problem is, how to tap into it?

Time is in Cascade's favor though. Starting in June, United will cut their schedule back to 2 morning flights per day. This means that after 9:00 a.m. there will be no major carrier service out of Pendleton. That will improve Cascade's boardings out of Pendleton considerably (I hope). So, while Pendleton's boardings will never rival some of our other stations, Cascade's future here is by no means bleak.

LWS: by Lin Roberts

On February 22nd, Dick and the other agents got to show off the green and blue decor of their recently remodeled counter and gate areas. Our special thanks to Len Cordes for the super paint job at our counter. We have received numerous compliments about our new look.

More crews have moved here this month--adding Mike Todd and Steve Perry to the Captain's roster, welcoming Dick Leal back to LWS, and upgrading Tom Paine to Captain.

Additional co-pilots are Jim Bridwell from Seattle (Jack's brother), Rick Stevens, Wayne Worthington and Terry Pfaff from Spokane. They will join with Lewiston's own Captains, Bob DeBoer, Hal Hauer, Jim Shea and co-pilots John Christ and Jim and John Cawley.

Our new crews, mechanics and aircraft will all aid in the operation of our three new flights to Richland and Pullman.

Lewiston is not only growing with personnel but with revenue passengers and freight. We reached a record high in passengers boarded in January.

#### THE LWS AGENTS

Rick Moder is a graduate of Braniff Schools in Dallas. He has worked for Cascade since December, 1977. Originally from Longview, Washington, Rick has been a salesman.

Larry Nevarez, formerly from Southern California, and involved in professional baseball, is a graduate of Lewis-Clark State College, majoring in criminal justice and law. Larry started work for Cascade in December, 1977.

Lin Roberts is a graduate of Atlantic Airline School in Los Angeles and is a former Spokane resident. Lin transferred from the Olympia counter to Sea-Tac and then to LWS in January, 1978. Lin also operates her own figure control business.

Dick Rynearson has been managing the Banana-Belt station since it opened up in June, 1976. His efficiency and sound judgment are respected by all.

EAT: by Lyle Whitmire

The Wenatchee station had it's best year ever in 1977, boarding 11,969 rev-pax and 289 non-rev for a total of 12,267 pax. The addition of flight 526 should improve the boardings and also open more seats on other flights.

What's going on in EAT? Well, right now its pretty simple--Mission Ridge is doing very well this year. Also the ski jumps in Leavenworth were very good.

The city of EAT is looking at building a new convention center and river front park. With Spring coming up, there will be a few more activities going on. The first weekend in May, 5th, 6th, 7th, the Apple Blossom Festival is the center attraction. Some of the things that go on are a kiddies parade, a big parade, a carnival and air show.

Ohme Gardens is a big hill that is sculptured with ponds, trails, nice shrubbery and lots of flowers. It overlooks the city and is very nice.

Also in the month of May, Leavenworth has a May Festival. Leavenworth is known as the Bavarian Village with all the stores and shops designed like those you might see in the Swiss Alps. The mountains shoot almost straight up, giving the town the total effect.

At the May Festival there are wall to wall people, some of the activities include street dancing by some of the hometown groups and art shows in the main street park. There is also a riverfront park for picnicking.

#### THE PRESIDENT'S COMMENT

Since this is the first company newsletter to be published in 1978, I felt it might be appropriate to mention our accomplishments of last year, as 1977 marked the best year Cascade has ever had. After many years of turmoil, struggling and barely surviving, 1977 seemed to be the turning point for our company. We grew quite substantially in 1977. We doubled our fleet of aircraft; doubled our passenger volume and employee strength, and for the first time in our history, showed a year end profit. Our growth last year was rather dynamic and in fact I sometimes feel that it may have been a little too much so. We expanded rapidly and encountered a considerable number of problems as a result of the expansion, however I think we were fortunate in being able to handle the situations as well as we did. I am sure we probably made some errors during our growth period last year, however the only one I am really aware of is that we may have been a little premature in entering the Pendleton market. However, in the next several months even that move may prove to have been worthwhile.

We were delayed a few days in getting our facilities settled into the Richland Airport but now that we are there, we should begin to experience very substantial traffic growth at Richland as it is one of the fastest growing industrial areas of the Northwest. With our move into Richland being complete, I feel that we have probably embarked on our only route expansion of 1978. I feel we should now devote all of our energy and resources to stabilizing and improving the over all company structure. Due to the hard work and professionalism of all of you, the image and stature of Cascade is greater now than it has ever been in the past.


We are known throughout the commuter industry as a professional airline. The hardest work is probably behind us but we still need to concentrate on fine tuning our operations and sharpening our professionalism to the highest degree possible.

As I stated above, I don't feel that we will be undertaking any further expansion in 1978. However as you know, we do have two items pending of major importance to the company. One is the application we have pending for a Farmers Home Administration loan guarantee with which we hope to begin acquiring new aircraft. We have been tentatively approved for entry into the Farmers Home program and are in the process now of completing the formal application for the loan. I would like all of you to understand that there is no certainty we will be granted this loan, however the possibilities appear to be good. If the loan is approved, we would immediately begin placing deposit payments on Swearingen Metro aircraft for delivery as soon as possible. At the present time, the earliest deliveries available on Metros are approximately nine months from now. The Metro is probably not the best aircraft for our system, but there is simply nothing else available at the present time in the numbers that we will eventually need.

The other item of great significance to Cascade is, of course, our application for a CAB certificate. As all of you are well aware, this program has been in the works for almost a year now. The problem is that each time we have added a station or added aircraft we have had to completely revise traffic forecasts based on projected Metro schedules. I have now decided to use our present route structure as the basis for a proposed Metro schedule rather than delay the filing of the application any longer. We hope to begin the filing process within the next thirty to sixty days or as soon as our economic consultant has had a chance to re-do, for the last time, the schedule and traffic forecasts. As I have mentioned before, the entire process from the filing of the application to the date we would actually be awarded a certificate could be anywhere from eight to eighteen months. The only thing we now know that we didn't several months ago is the result of the application filed by Cochise Airlines for a certificate in Arizona and California. The decision of the Administrative Law Judge who conducted the Cochise hearings was to award Cochise a certificate with subsidy eligibility on most of the route structure they requested. The major substance of the decision of an Administrative Law Judge is usually upheld by the five member Board of the CAB, however in the case of Cochise, the Bureau of Operating Rights and other CAB bureaus have filed strong objections to the Judge's determination that Cochise be certificated. It will be very interesting to observe the outcome of this situation as it could be a crucial test of strength between opposite philosophies within the Civil Aeronautics Board. Air Wisconsin, who had hearings conducted into their certificate application last October has not yet received a

determination. For some reason the decision in the Air Wisconsin case was put off until June of this year. I fully expect that our case will follow the Air Wisconsin pattern to a much greater extent than it will follow either Cochise or Air Midwest so we will anxiously be awaiting the outcome of the Air Wisconsin decision this Spring.

With great attention to professionalism and a concentration of effort by all employees of Cascade, 1978 could well be one of the most significant years for our company for some time to come. The success of our Richland experiment, a settling down and stabilizing of our present route structure, and our ability to operate our current system with our present fleet of aircraft will largely determine the success of 1978 for Cascade. Successfully obtaining the financing we are requesting and the progress of our certificate application will be important, however by far the most crucial factor in our success will be the performance of each individual member of the company. We have turned Cascade around from being a marginal, and questionable part of the commuter industry just a few short years ago, to being one of the most respected and successful companies in the industry. This was only achieved by the effort put forth by all of you. I want to express my appreciation for your effort and congratulate all of you on the good work. I would like to encourage you to keep it up so we can continue to have, not just a good company but the best commuter airline in the business and become one of the best airlines in the certificated airline industry.



CASCADE WILL HAVE ITS OWN  
IN-FLIGHT MAGAZINE.  
By Jerry Jenkins

Meridian Publishing of Ogden, Utah, is currently in the process of putting together Cascade's own in-flight magazine.

Wally Olson and Associates of Portland is doing the gathering of advertising. He and his people will be travelling the system for the next few weeks, so if any of you can give them some assistance, please do.

The magazine will be approximately 32 pages, and will consist of all local advertising. It will be in color and to begin with, the articles in it will all be about travel. We hope to do local feature stories before long.

The cost of the magazine is covered by the advertising. Cascade will get the cover and we will call it "THE CASCADE WORLD". We are also working with the State Dept. of Tourism of all three states we serve, to have them supply us with color photographs of our area, to be placed on the cover. We also get the front inside cover as well as both center pages. In our first issue we would like to do a story about our people for the people we serve.

It will be a great place to keep the travelling public of our area updated on our certification.

The magazine will be in our seat backs and terminal lobbies starting in July.

"UNITED STATES POST OFFICE  
Pasco, Wa 99302

January 17, 1978

Cascade Airways  
P. O. Box 19207  
Spokane, WA 99219

Dear Sirs,

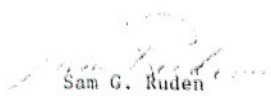
The purpose of this letter is to commend you for the excellent service given me by your counter employees at Pasco, Washington and the Pilots of Flight #445.

I have been flying Cascade between Pasco, Spokane, Pasco for some months now. Occasionally I use Flight #445. I have flown those 'Friendly Skies of United', the 'Great Banana' of Air West, and the 'Orient Express' of North West and never in these travels have I met a counter crew like you have in Pasco. They are exceptionally proficient and pleasant at all times. To save a lot of words, the service they have given me and others, as I have observed, has been excellent.

As for the pilots of Flight #445, I believe their names are Jim and Jim; they fly that funny little plane of yours like no other pilots you have. Except for the noise, the landings and take offs are like being in a 747.

I am sure that you realized that for a business to be successful, it must have employees such as I have mentioned. With employees like these, I am confident that Cascade has a very bright future in store.

Sincerely,



Sam G. Ruden  
Acting Director, Support  
Tri-City Mail Handling Facility  
Pasco, WA 99302

WEDDING BELLS

Congratulations to Sally O'Bryan who was married Saturday, March 11 to Robert Potter of Richland. Robert works for United Nuclear Industries in the Tri-Cities. After a honeymoon in Hawaii, they will live in Sally's home in Richland.