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NORTHWEST'S LARGEST COMMUTER BUILT ON COOPERATION, NOT COMPETITION

Ask Cascade's Portland Station Manager Dick Hammersmidt what he thinks of his commuter airline and his enthusiasm is likely to blow you over to the next counter. "We're growing larger and better every day" is only one way Dick phrases it.

Cascade Airways is flying along with the trend of commuter airlines throughout the country increasing its passengers and planes.

The airline opened 1978 with a record-breaking year behind it. Already the Pacific Northwest's largest commuter airline, Cascade's passenger load was up by over 60 per cent: 152,213 passengers who flew 27,855,415 revenue passenger miles in one year. Air freight also soared to 498,927 pounds, a 20 per cent increase.

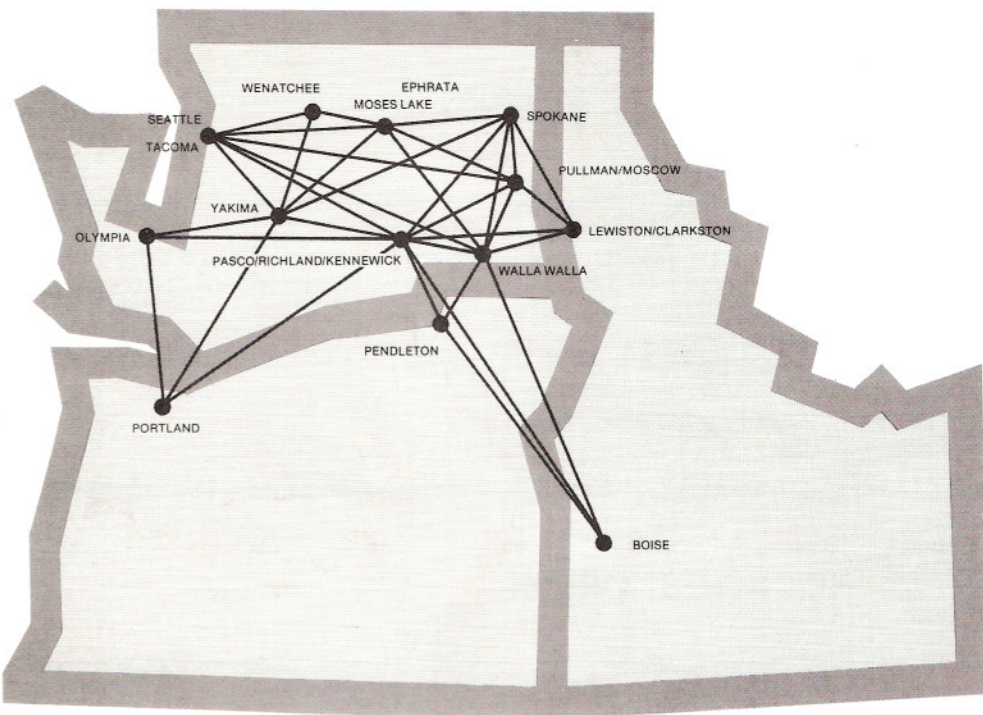
The figures moved Cascade into the top ten among commuter airlines nationally, according to Mark Chestnutt, president. He said that CAB certification is expected this year.

Perhaps even more significant is the forward-looking attitude which is expressed by the management team of the Spokane-based airline. During 1977, Cascade expanded its service to provide daily flights to Boise, Pendleton, Olympia and Moses Lake. This year, Richland was added to the schedule, so that the airline now serves 22 communities through 14 airports, including Portland International Airport.

Recently, Chestnutt announced that the airline will start to convert to larger aircraft by the end of the year, converting to 19-passenger pressurized Swearingen Metro II aircraft. The turboprop planes cruise at 300 miles per hour, he said.



A portion of Cascade's fleet of Beech 99s.



"It not only flies faster, it flies higher than our current Beechcraft 99 prop jet," Chestnutt said. "That means our pilots can cruise at higher altitudes for greater fuel economy and faster flights. And still carry four more passengers."



Swearingen Metro-Liner (Metro II).

Now logging over three million passenger miles every month, Cascade has flown a long way since its beginning in May of 1970. That first flight

had four passengers Spokane to Seattle. Two planes did the flying that year. Another airplane was added in early 1971, as well as another terminal in Yakima, followed next by Pullman, Moscow and Walla Walla. In 1972, four more aircraft joined what was to become a fleet of ten, as Cascade grew throughout the '70s.

To become the Northwest's largest commuter airline, Cascade has been forced to out-perform a dozen other competitors. "We have our own unique route to fly," Chestnutt said, "and it involves cooperation, not competition with major airlines."

"Our service is to fly passengers for business or pleasure from point to point or to get them there on time to meet another airline going cross-country or worldwide." Chestnutt said that in many ways the commuter airline like Cascade is "the great connector."

Cascade's marketing position during the 1970s was improved when regional carriers found it necessary to alter their strategy. Hughes Airwest converted to larger aircraft, thus making it more profitable to fly to larger metropolitan areas. At the same time, this changed load factor requirements and smaller cities, such as Walla Walla, became unprofitable stops. They soon followed the lead of Northwest Orient Airlines which had once served Yakima and now limits flights to Spokane and Seattle only. Cascade was only too willing to adjust its schedules to the role of a true commuter airline.

As for the future at PIA, Dick Hammersmidt tends to echo his company president. "It is all upward," Dick says. "We'll just keep doing what we do best...keep increasing efficiency, keep arrivals and departures on time, and do our 'level best' to make every Cascade passenger happy."

THE AIRLINE SCENE



Cascade Airways, in its 1977 year-end analysis, has reported carrying 152,123 passengers a total of 27,855,415 revenue passenger miles.

This represents an increase over 1976 of over 60 per cent in both categories.

Air freight carried was 498,927 pounds, a 20 per cent increase.

These figures move Cascade, already the Pacific Northwest's largest commuter airline, into the top ten nationally.

During the year, routes were expanded to provide daily scheduled service to Boise, Pendleton, Olympia and Moses Lake.

Plans for 1978 include the acquisition of additional and larger aircraft.