



Touching Ground

OCTOBER 2003 • VOLUME 6 • ISSUE 4

AT THE DES MOINES INTERNATIONAL AIRPORT

Airport's Cargo Growth Linked to Customs Office

An amenity that few realize is on-site at the DSM International Airport is a certified, U.S. Customs Office, collecting between \$3.5 and \$4 Million in duties annually. Operating as the only Landing Rights airport in Iowa, Port Director Jerry Soard runs a one-man operation, clearing international flights and inspecting cargo and goods being shipped into or out of the country. Jerry serves as the front-line gatekeeper to prevent contraband, weapons of mass destruction, drugs, and/or possible disease contaminated cargo and goods coming into America, as well as checking passports for planes carrying up to 15

passengers and flight crew.

So far this year, Soard has inspected 217 aircraft arriving from outside the country, and over \$65 million of cargo processed. Soard said it would be great to capitalize on our strategic location at the crossroads of



Canadian Charter at DSM International

the two major highways in the country, and bring cargo directly here as a main port of entry. "We could add personnel and provide better service for the airlines and harness more of the international customs market, but we're unable to get additional federal

funding through government regulatory means until we show the need. It's kind of a catch-22 situation."

The airport currently provides air cargo facilities for six carriers and is the Midwest Hub for UPS Second Day Service. Bob Hagener, Assistant Aviation Director of Operations & Maintenance, sees expansion of our customs capabilities as a means to grow beyond our standing of the 37th largest cargo airport in the U.S. ➔

Airport Receives Grant for \$4.4 Million Cargo Expansion

On August 21, 2003, a press conference was held in the DSM International Airport Cloud Room to award an entitlement award of \$3.6 million plus the annual discretionary funds for a grant total of \$4.4 million to the airport. The monies will be used for current cargo demands and provide impetus for future cargo goals. ➔

2003 National Air Tour

To celebrate the Centennial of Flight, the National Air Tour (NAT) is flying a historic 4,000-mile journey following the path of the uncompleted 1932 journey that was cancelled because of the Depression. Des Moines International Airport is one of 26 cities the 30+ vintage aircraft will land during the tour, which began in Dearborn, Michigan on September 8, 2003 and finishes back at Dearborn on September 24. The original tour was held annually from 1925-31 and used to increase public awareness of the safety and reliability of civil aviation and to showcase the aircraft of the Golden Age of Aviation.

This year's tour had to make a few last minute changes. Due to inclement weather in Minneapolis, MN, and after a brief stop in



National Air Tour

Mason City, IA, the planes didn't arrive in Des Moines until 1:30 p.m. Originally, just a fuel/lunch-break stop, Des Moines became an overnight destination due to adverse weather conditions in Kansas City. While the media interviewed the pilots and NAT officials, an estimated 1,000 people inspected the aircraft usually found only in museums. Due to a heavy downpour, a late arriving 1929 Ford Tri-motor was forced to make an emergency landing safely in a field near Highway 65 and Pleasant Hill. The DSM International Airport, Elliott Aviation, Iowa Public Airports Association, Townsend Engineering, Pioneer Hi-Bred and the Aviation Technology School sponsored this event. ➔

Airline Updates

Northwest Airlines unveiled its first Airbus A330 wide-body aircraft. The twin-engine, 298-seat long-haul cabin is designed to increase efficiency in the fleet and premier comfort and amenities, like the state-of-the-art 176-degree reclining seat, that will revolutionize the industry.

High-ranking officials of Comair were in Des Moines in early July to commemorate 10-years of regional jet service. Comair operates five daily round-trip flights between Des Moines and Delta's Cincinnati hub and three round-trip flights to Atlanta. ➔

Roy Criss is the new marketing consultant. Formerly the marketing manager for the Iowa D.O.T.'s (Dept. of Transportation) Office of Aviation, Roy's marketing efforts will entail increasing emplanements and cargo activity, improve services, act as media spokesperson, and partnering with local organizations to increase business at the airport.



Roy Criss, Marketing Consultant

In Roy's words: "I'll be promoting the true value of the airport and the real costs of passengers going elsewhere. In that vein, we have shifted the airport's tag line for marketing to "Make It Home!" There is really only one place you can land and actually **be home**. We are also going to take some measures to "homey" up the airport. We will try to make the passengers' experience more comfortable."

"On the heels of the "Home Campaign!"-, "We plan to conduct a "Do the math" campaign to promote good customer decisions. I have talked to people who have driven more than 240 roundtrip miles to another airport to save \$60. If you only factor

Re-locating Hangar Creates Attention/Opportunity

If you were flying or driving by the DSM International Airport early Monday morning, August 25, you probably did a double take when you saw a hangar slowly moving down Runway 5-23. The hangar, originally built to store snow removal equipment and dubbed the "Snow Barn," was



Moving the 7,579 sq. ft. hangar.

part of the Field Maintenance complex on McKinley Avenue during the 1980s. Field Maintenance was relocated to the south side of the airport to make room for the Meredith Hangar. Now, the building that was designed

with bi-fold doors and extra entrance height so it could be used ultimately as a general aviation hangar is being moved to the South T-hangar area and utilized as a revenue-generating

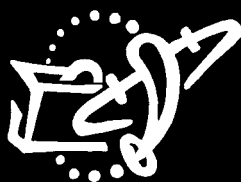
leasehold. The Airport's Master Plan provides that the site where the hangar set will be used for general aviation and is plotted for construction of a new corporate hangar.➔

operating expenses per mile, parking and food, there were no savings. (Then there is the fatigue factor of having to drive 2-3 hours just to get home.) Everyone has their own threshold of where savings happens; we just want them to make an informed choice."

From all of us at DMI "Welcome Roy!"➔

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