

## Allegiant/Airport Alliance Heralds New Orlando Nonstop

Des Moines International Airport officials along with Allegiant Air announced the beginning of nonstop service from Des Moines to Orlando, Florida at a press conference in the Airport's Cloud Room on March 31. One flight/day will depart Des Moines beginning May 26, at 5:05 PM on Thursday – Sunday (4-days/week) and arrive at Orlando Sanford International Airport at 9 PM. Return flights will leave Florida at 2:45 PM and arrive in Des Moines at 4:30 PM. Allegiant, who also offers nonstop service to Las Vegas from Des Moines, will utilize a full-size, 130-seat MD-87 to transport happy lowans to another top leisure destination.

The announcement is the result of nine-months of negotiations between the Airport and Allegiant Air. Allegiant is quite happy with the excellent passenger numbers from

their Vegas nonstop service and anticipates that central lowans will embrace the new nonstop, low fare service to Orlando as an alternative to connecting flights or long drives to other regional airports. They will also offer low-cost vacation packages with Orlando and Daytona Beach hotel partners, and discounts on theme parks and rental cars as well.

"Allegiant expanding its service is another example of airlines responding to a community's support of its airport and the carriers that serve it," said Aviation Director Bob Hagener. "The more passengers who use this airport, the more service choices they are going to see."

"Nonstop service is the hallmark of a healthy airport and we look forward to being



a part of Allegiant's continued growth," surmised Roy Criss, Airport Marketing Consultant. Congressman Leonard Boswell who was in attendance concluded, "I remain committed to working with our nation's carriers to promote greater service and competition for DSM International Airport!" →

## Direct D.M. to D.C. Flights Return

After a letter campaign by Des Moines business leaders, endorsements from Iowa's Congressional body and Iowa Senators, the non-stop flight from Des Moines International Airport to Washington's Reagan National Airport became a reality. The inaugural flight of the Northwest's Airlink 44-passenger regional jet took off on March 1 at its scheduled departure time of 7:30 A.M. with a host of dignitaries including Representatives Leonard Boswell and Tom Latham. Local dignitaries like Mayor Frank Cownie and President Martha Willits of the Greater Des Moines Partnership took part in a celebration heralding the new service. The new service schedule of the early morning takeoff and the return flight at 7:25 P.M. is more conducive to business travel hours, and allows for a one-day trip between Des Moines and Washington D.C. →

## Investing Your Power at Home

The Airport embarked on a new marketing initiative at the beginning of the year. The new message is "**The Power of the Enplanement**". Enplanement is the airline industry's term for people getting on planes (boardings) at an airport. It is the single-most important factor considered by airlines looking to enhance existing service or start new service.

Since airlines are for-profit private sector enterprises, their first duty is to produce money. Producing money means having a dedicated customer base. Simply put, if a community patronizes an airport well enough, the airport's current carriers have a greater ability to expand their service or lower their prices. This is also what a new carrier would look for when considering coming to the Des Moines International Airport (DSM). (Hence, the power of the enplanement.) **Only by investing your ticket buying power at DSM can you hope to obtain expanded or new service.** If you buy your ticket (power) at another airport, you are giving that airport

the power to retain or expand service.

We have not abandoned the "Do the Math" initiative. It appears to be working well and is the short-term decision making that leads to this new long-term investing of power idea. We still need travelers to make good decisions and "doing the math" is the way to do that. Now, we need central lowans to realize this: **if you choose to drive to another airport to get on a plane, you will always be driving to another airport.** No airline is going to come to you if you are content with going to them. The airline does not care how much hassle you encounter, as long as you continue to do it.

The messages must be working. Kansas City International Airport (MCI) has started running radio ads in Des Moines trying to lure central lowans back to MCI. Kansas City misses central lowans' money and power. Central lowans need to continue sending the message: **"If you want my money, you have to come to Des Moines to get it."** →

# NATA President, Iowa Congressman Hold Town Hall Meeting

National Air Transportation Association (NATA) president James Coyne along with Iowa Congressman Leonard Boswell, a senior member of the House Subcommittee on Aviation, hosted a town hall meeting to discuss the importance of General Aviation (GA) and GA businesses to the national air transportation system. The meeting was held in the Airport Cloud Room on Thursday, March 24. Coyne complimented the Des Moines International Airport on its strong commitment to general aviation and promotion of a strong national airport system.

Des Moines International Airport has over 42,000 GA operations each year and over 100 general aviation aircraft based at the

airport. The Airport is acquiring land to construct a new 5,500-foot runway that will primarily be used for GA operation. Construction is tentatively scheduled to begin in 2007.

Boswell, a pilot and a helicopter aviator veteran from two tours in Vietnam, emphasized the importance of GA's impact on our local economy. Each year, 145-



NATA President, James Coyne leads a town hall meeting at our Airport.

million passengers fly on general aviation aircraft, and 75% of all takeoffs and landings at U.S. airports are by GA aircraft. General Aviation is responsible for 1.3 million jobs and \$102 billion of annual economic activity in the United States. He reinforced his commitment to open up Reagan National Airport in Washington D.C. to GA aircraft operations as a priority legislative agenda item.

Coyne encouraged aviation enthusiasts to rally around legislative efforts and support congressmen like Iowa's Boswell to promote and strengthen the airport transportation system and airports. It is projected that 1 billion people/year will board planes in the U.S. by 2015.➔

## Airport Forges Ahead With Key Projects

Des Moines International Airport's main Runway 13/31, will be closed starting April 18 for a complete rehabilitation. During this time, Runway 5/23 will be open and used for all airport operations. The project includes the installation of a new runway lighting system, new runway shoulders, and the complete overlay of the existing runway surface. The project will be paid for by two grants that will cover the cost of the \$11.3 Million dollar contract. Completion is scheduled for early October of 2005.

Over 18,000 square feet will be added to the upper and lower levels of the Stem area that links the terminal side of the airport to the concourse/gate area. This is the area that contains the security-screening checkpoint that passengers proceed through for clearance into the boarding gates and is officially monitored by the Transportation Security Administration (TSA). Two new security lanes will be added to the existing two lanes, doubling the capacity for passenger

screening. A new freight elevator is included in the project as well as two new escalators, two new restrooms, space for TSA locker and break rooms, training, and staff areas. The project is moving forward quickly and should be open prior to the Thanksgiving peak travel period.

### Airport News & Service Upgrades...

- The latest reports from Northwest Airlines for the first month of nonstop Washington D.C. service confirm that passenger numbers are strong with 82% full load factors.

- Starting June 7, United Airlines will add another nonstop to Denver, boosting the daily total to 6 from DSM. It will be a 7:25 PM flight departure.

- America West will add another nonstop to Phoenix starting April 15. The third daily will leave at 5:20 PM, complimenting the 8:10 AM and 2:25 PM departure itinerary.

- Starting June 1, Midwest Airlines will add an additional daily flight to Milwaukee leaving DSM at 7:40 PM. This will make four nonstop flights/day.➔



Rep. Boswell helps celebrate the non-stop service to Washington D.C.

## Customer Service Training Successful

On March 21, the Transportation Security Administration (TSA) at the Des Moines International Airport conducted three, 1-hour training sessions on Customer Service and Diversity. Angela Fish, TSA Training Officer at Evansville Regional Airport in Evansville, Indiana, led the sessions. A total of 53 Aviation Department employees along with 62 TSA personnel received the training and were awarded a certificate from TSA for their participation. "Fish's knowledge and experience of the subject material makes her an asset to TSA and we're very pleased to have her represent us," said Jay Brainard, TSA Federal Security Director.➔

# Local Teenager Doesn't Let Diabetes Ground His Dreams

15 year-old Eric Boyken has been diagnosed with Juvenile Diabetes since he was eight years old, but he has had a love for aviation since he learned to walk and talk. Recently, Eric and his mother were able to take a tour of the Des Moines International Airport with Comair Manager Cindy Bohlken and Operations Officer Kris Klop. Eric got to see up close the daily operations that are routine around the Airport. The experience "was a thrill and completely exceeded our expectations" according to Eric's mother, Inez Boyken, and just solidified his dreams to pursue a career in aviation.

Comair President Fred Buttrell, a Type 1 diabetic himself had contacted young Eric. Buttrell has been actively involved in Juvenile Diabetes Research Foundation (JDRF) since 1999, even serving as president of the Georgia JDRF Chapter. Boyken is the son of current President of the Greater Iowa Chapter of JDRF, Quent Boyken. Buttrell called Tim Zeis, V.P. of Customer Service for Comair in Cincinnati, whom also has a daughter with Diabetes, and told him of Eric's passion for aviation. Zeis contacted Bohlken who arranged the local tour. As you can see, Delta and Comair are very much

connected and leaders in supporting JDRF.

Klop took Eric, his mother, and Bohlken with him on his routine inspection of the runway and airport grounds. They visited the cargo apron and were able to get right next to some of the huge, United Parcel Service aircraft. They went through the Aviation Technology School, and were able to watch an Iowa Air National Guard pilot do an instrument approach in an F-16. They also were able to visit many of the other amenities around the terminal and gave Eric some aviation souvenirs.

Eric's mother says he is incredibly responsible with managing his diabetes and is far beyond his years with maturity in



*Eric Boyken, a diabetic 15 year-old, aspires to be a private pilot and make a career of aviation. He will represent Iowa as a delegate to the 2005 JDRF Children's Congress to be held in Washington DC June 18-22.*

copied with the disease. His dream is to become an airline pilot, although current FAA regulations do not allow diabetics that opportunity. Eric says, "Keeping my blood sugars in check is imperative to preventing complications from diabetes like kidney failure and blindness. Really, I just forget what it feels like to feel normal." He has currently logged 15-hours in his pursuit of attaining his Private Pilots License. If he cannot become a commercial pilot, he says he will pursue a career in air traffic control or airline management.

Buttrell summarizes the affect that Diabetes has on our society.

"Every 30-seconds, a new case of diabetes is diagnosed. The equivalent of a full 747 (approx. 370) perish everyday from the disease and its complications. Given the social, economic and life-threatening hardships, it is something we should and can cure. Doing so will have many great returns."➔

# Townsend Commends Airport Unsung Heroes

On January 26, Ted Townsend and his corporate pilots made a point to come out to the airport and thank Des Moines International Airport 2<sup>nd</sup> Shift Field Maintenance for a job well done. Mr. Townsend and his crew were coming in on a late touchdown on Saturday, January 1 to very snowy conditions. The maintenance crew and the snow desk operation responded quickly in clearing the ramp and taxiways for the safe

landing of their Citation 10 aircraft. As a long-time standing corporate representative of the airport, Mr. Townsend wanted to personally recognize those individuals who they rarely meet other than a wave from the truck as they taxi by them on their way to the hangar.



*Ted Townsend shares his appreciation for a "job well done." Pilot Bill Wagner is directly behind Townsend holding some boxes.*

"We know these unsung heroes exist in that when conditions warrant, they are the ones that work sometimes over and beyond the call to insure that the airport is open for business," said Chief Pilot, Bill Wagner for Townsend Engineering. "Mr. Townsend didn't have to think twice about wanting to take time out of his busy schedule and take part in an appreciation luncheon."

"He wanted to be able to take part in this event knowing that there are good people here at the Des Moines International Airport with his best interest in mind, and safety is paramount exemplified by their efforts," concluded Wagner.➔



One of the two new E-450, 13-passenger vans that are shuttling the passengers to the terminal. The new bus has a more efficient and quieter six-liter engine, has a bigger frame than the older 1-ton buses rated at a ton-and-half, and has a heater in the back with an improved ventilation system.

Members of the DSM International Airport Board, Aviation officers, marketing consultant Roy Criss, Iowa National Air Guard Commander Greg Schwab, and designer Kent Mauk unveil the new Des Moines International Airport logo at the December 7<sup>th</sup> Board Meeting. The new logo is blue and orange with a uniquely designed jet with a halo around it.



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# Des Moines International Airport... A Winner From Any Perspective.

## Airport Touches the 1,000,000 Enplanement Ceiling

In 2004, Airport officials calculated that our Airport would surpass its one-millionth passenger on December 30 for the first time in our history. Unfortunately, winter weather that shut down other airports and an airline computer system failure which shut down the airline for a couple of days resulted in us missing the enplanement mark by a mere 2,345. We did set an all-time record still increasing the previous year's record by more than 86,000. We finished the year with a 9.4% increase from the previous year's all-time record. With the national average being only a 5% gain, it shows the strong passenger growth at our Airport.

Early enplanement numbers for 1<sup>st</sup> quarter 2005 show an increase of 2,000 passengers from last year's record pace making the elusive 1,000,000-passenger goal within reach.

## Operations Officer Wins Photo Awards

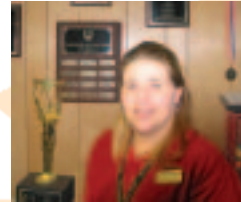
OP's Officer Kris Klop takes advantage of his accessibility to aircraft operating areas to combine with his hobby of photography to take some breathtaking photographs. He came out a winner in the 1<sup>st</sup> Annual Iowa Aviation Photo Contest sponsored by the Iowa Department of Transportation's Aviation Office. He won first place in the Aviation Maintenance category for a photo of Comair jet engine being replaced. Another photo of a UPS 747 taking off during December peak season garnered a 3<sup>rd</sup> place win in the Aviation Business category.



A banner touting the record accomplishments of the Airport in 2004.



3<sup>rd</sup> Place photo by Kris Klop shows a United Parcel Service 747 taking off.



Amy Beeghley, Paradies Gift Shop Manager, shows off the awards presented to her and the gift shop here at the airport.



1<sup>st</sup> place entry winner in Iowa Aviation Contest by Kris Klop.



Five of the Comair staff here at the DSM International proudly display their recent regional award for customer service.



Jay Brainard, Federal Security Director for TSA, congratulates Bob Hagener and the DSM International Airport for their continued partnership with the security operations.

## Comair Wins Service Award

Cindy Bohlken, Comair Manager, reports that she and her staff of 30 employees were honored to receive the Regional Customer Service for Key Performance Indicator Targets for the 4<sup>th</sup> Quarter of 2004. Employees working three shifts from 4:30 AM to

Midnight provide service for eight flights/day, five to Cincinnati and three to Atlanta, as well as provide ground service for three Skyway flights.

## Beeghley Wins Top Award from Paradies Shops

Amy Beeghley, Paradies Gift Shop Manager, went to the annual company's management seminar in Atlanta the first of November and came away with the Manager of the Year Award. Beeghley has managed at Des Moines for eight years and almost 13 for Paradies Shops overall and never has won this coveted title. She will receive a \$2,500 cash prize and a week's paid vacation. The Paradies Shops at the Airport does between \$1- 4 million in sales annually. The Des Moines operation also took home three other

outstanding awards including: Best Presentation, Best Shrinkage Performance, and Public Relations with their respective airport.

## TSA Recognizes Airport for Partnership

On November 19, 2004 the Transportation Security Administration (TSA) who manages the baggage screening and security checkpoint honored its partnership with Des Moines International Airport by recognizing them with an Outstanding and Demonstrated Partnership Award. Bob Hagener, Aviation Director, accepted the award on behalf of the Airport.