

Touching Ground

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AT THE DES MOINES INTERNATIONAL AIRPORT

Building Solidarity

On April 21, the Des Moines International Airport hosted a reception for central Iowa travel agents, corporate travel planners and corporate airline representatives. Representatives from nearly all of our partner airlines participated.

Twenty-eight area agents attended the reception, held in the Airport's Cloud Room. All told, some 60 people enjoyed fine food catered by Gladco and participated in spirited questions and idea swapping. Each airline had an opportunity to present information and upcoming programs and services. At the end, there was time for direct, one-on-one

communication between the travel professionals and the airline personnel.

There were informational displays provided by the Airport and the airlines contributed complimentary gifts for a drawing for travel planners and agents. Aviation Director Bob Hagener and

Transportation Security Administration (TSA) Director Tim McDonald were present to answer any questions. The commitment to the Airport was solidified and there was an overall desire exemplified to work as partners in the future.

Often, the commercial side of our Airport gets so much attention that it is easy for people to forget how important the General Aviation (GA) community is to us. (GA commonly referred to as any aspect of the aviation community other than commercial and military aviation.) Whether it is corporate aircraft from a large company or a personally owned single engine airplane, all GA activity is important to this Airport.

Even though it can get overlooked in the frenzy of commercial service, the Des Moines International Airport has a commitment to the

GA pilots. The Airport has, and continues to support general aviation through a variety of new services for GA pilots and aircraft owners.

Certainly not all-inclusive, here is a list to consider:

- The Airport built a new GA flight preparation facility.
- Wireless Internet connectivity is available in the prep room, hangars and FBOs.
- The Airport recently expanded hangar availability.
- The Airport hosts GA activities such as FAA safety training, meeting of the Iowa DOT and AOPA and the National Air Tour.

General Aviation provides important and essential services to the community, measurable economic impact and raises the quality of life for all of us. Plans to build a new 5,500 foot runway for general aviation is testament that whether delivering products or personnel for businesses, providing safety services or entertainment, the GA industry is important to central Iowa, and thus, important to the Des Moines International Airport.➔



Airline Managers and Travel Agents alike enjoy the buffet at the reception.

Annual FOD Walk Improves Safety Awareness

On May 1, 2004 the Des Moines International Airport Foreign Object Debris Prevention Alliance conducted the annual Foreign Object Debris (FOD) Walk on Runway 5-23.

FOD is any item on or near an aircraft movement surface (runways and taxiways) that could damage an aircraft. Examples of FOD include tools, rags, trash, nuts, and bolts. Each year, FOD costs the aviation industry billions of dollars and the importance of FOD prevention is best evidenced by the Concorde tragedy in 2002.

Through coordination with the local Federal Aviation Administration (FAA) Air Traffic Control Tower personnel, Runway 5-23 was closed for several hours while over 30 volunteers, representing Airport tenants and agencies, conducted their

inspection. Participants included representatives from: American Eagle, Signature Flight Support, Continental Express, Comair, United Airlines, Mid-America Jet Center, and various individuals from the City of Des Moines Aviation Department.

The group started the walk on the terminal ramp, and following Taxiway "P" to Runway 5, ended the walk some 9,006 feet down the runway at the threshold of Runway 23. Over 100 pounds of trash was removed and we



Volunteers assembled for the walk on Runway 5-23

strengthened local awareness of FOD prevention here at Des Moines International Airport. We thank the companies and individuals who helped address a problem that affects each and every one of us.

Several companies sent corporate personnel to observe the event and coordinate this FOD awareness tactic with other

airports their airlines serve. Following the event, participants were treated to prizes provided by various aerospace companies such as Airbus, Boeing, Pratt & Whitney, Lockheed Martin, Bell Helicopter, Embraer, Bombardier, Robinson Helicopter, NASA, Cessna, and the FAA.➔

Airport News Briefs

• After eight months of construction, the new ground level passenger holdroom at the end of Concourse A was completed and opened for operations on June 8, 2004. The 7,000 square foot area is intended to provide a comfortable, accessible seating area for the passengers of



airlines/aircraft that do not use the second level loading bridges. The new holdroom will have 134 seats, three additional boarding gates, restrooms, concessions and a storage area. The Paradise Gift Shop will open a gift/news kiosk and there will be snack and beverage vending machines in the area as well. Comair (Delta) along with Chicago Express (ATA) will use the new ground level area.

• The Transportation Security Administration (TSA) released their Aviation Partnership Support Plan on May 24, 2004. This is an aggressive plan to minimize passenger security checkpoint delays this summer where officials estimate that 200



Airport, local TSA officials are adding 14 additional part-time workers to improve services.

For passengers, a general lack of awareness of the security screening process is one of the major reasons for backups at airport security checkpoints. Nationwide, TSA continues to improve signage and record informational messages to help passengers navigate airports. The TSA website has many suggestions to help passengers prepare for travel. Visit www.dsmaairport.com and click on "Prepare for Takeoff" to link to TSA's summer travel

million air travelers nationwide will travel between Memorial Day and Labor Day weekends. With passenger numbers continually rising here at the Des Moines International

tips. Tips will concentrate on four key areas: prohibited items, preparation for the screening process, being flexible and arriving early, and packing tips before you even arrive at the airport.

• United Airlines upgraded two of its daily non-stops to Chicago with larger 126 seat 737s from the 86 seat Regional Jets. They have also added another non-stop to Denver, CO.

• Northwest Airlines upgraded two of their daily non-stops to Minneapolis to larger 100 seat DC-9 aircraft as well.

• The Airport's Wireless Internet Service was recently expanded to include Signature Flight Support and Elliott Aviation at the Airport as well as the General Aviation Flight Prep Facility. Also, a printer was added to the Business Center in the passenger terminal.

• Continental Airlines added another daily, non-stop service to their Houston hub.

• Chicago Express (ATA) received the FAA Diamond Award for maintenance training for the fifth year in a row. They trained 100% of their maintenance workers to demonstrate their commitment to having qualified mechanics.

• The Des Moines International Airport is happy to announce the promotion of Craig Smith to Deputy Aviation Director, Operations and Maintenance. ➔

Kids Learn About the Airport from the Inside

On Thursday, April 22, the Des Moines International Airport hosted the annual "Take Your Child to Work Day." The Airport sees the event as an opportunity to invest in the future and encourages employees to bring their children to work. The nationwide program encourages employers to introduce kids to a variety of careers, with the airport program aimed at strengthening their perception of aviation as a career. This year 18 children participated in the event.

Besides being put to work during a typical day at the Airport, the children toured the Aviation Technologies Lab with Jerry Bradley and watched a water quality testing at Fink Creek by Larry Hare of Waste Water

Reclamation. Mark Hollister, of Plant Protection and Quarantine and Ernie Colboth, of Wildlife Services, both from the United States Department of Agriculture APHIS division, gave interesting presentations.

Jerry Soard, U.S. Customs Port Director here at the Airport, also talked to the kids. The



The employees and their guests check out the Gulfstream G-1 Turboprop at the Aviation Tech Lab

day wouldn't be complete without lunch in the passenger terminal's Cloud Room provided by Gladco Enterprises, the Airport's food concessionaire.

A highlight for the children was when they were able to actually do some hands-on, airport work supervised by their parents. To top the day

off, the children received souvenir bags that contained Airport mementos. ➔

Airport Food Service Delivers Compliments and Sales

Bill Shaw, Vice President, Southern Living at HOME, a Time Warner Company recently wrote an e-mail to our website.

"After an early morning departure from your airport, I was amazed to see your gift shop and food vendor open for business at 5:30AM. I was even more amazed to find a friendly waitperson serving a wonderful breakfast at a fair price. My work has taken me to all major and most small market airports around the United States and several outside our Country. None compare with the Des Moines International Airport for cleanliness, service and convenience. What a pleasure it was to see people that make a difference in regard to taking care of the customer."

In October 2000, Mike Hastings took over as the General Manager of the Des Moines International Airport Food Service about the same time as Gladco Enterprises, a successful airport concessionaire, consolidated operations with Creative Host Services. The merging of the two operations, plus the arrival of Hastings as the manager over all the restaurants and lounges in the passenger terminal has resulted in a steady increase in sales and compliments like the one above. Hastings, originally from Michigan, now calls Iowa home, and is convinced that the two ingredients to successful customer-sensitive oriented food/beverage services lie in personnel synergy, and a mind-set that all positions are sales related.

"From the general manager on down, everyone is here to push sales," says Hastings. "That dishwasher should be focused on putting out a fine, attractive product to create sales." Hastings believes in multi-tasking his 30 employees to get the product out and

available to the public because as he puts it "You can't sell it in the stockroom." He tries to follow trends according to airline communications of peak periods and plan ahead of time. "If you're not ready a week to 10-days ahead and the customer is waiting in line - you're too late. It requires increasing staffing, ordering the right foods ahead of time, upping the beer schedule, maybe even designating certain employees to be runners and get the product to the customer. It's a win-win situation for the customer having more options, and for us to maintain revenue."

Another part of that successful equation comes from having a competent management team to whom Hastings can delegate. This management team also must insure that employees are properly trained and they will abide by the expectations set forth for good customer service. Hastings has four managers and will soon be adding another to help run his operation, which generates nearly \$2.5 million in sales annually. While only two of the managers are original employees from when Hastings took over, this core group of managers and employees has been together for 2-years and creates the positive synergy for the operation.

Hastings is convinced that he must

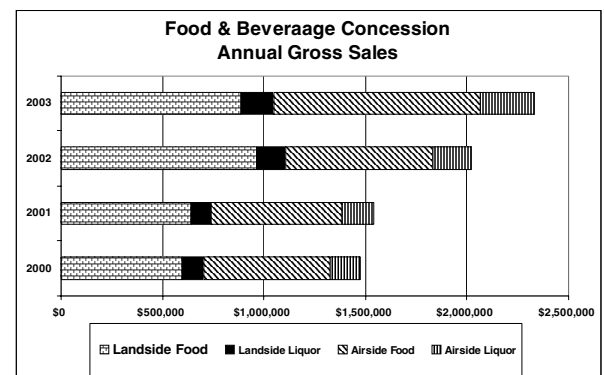
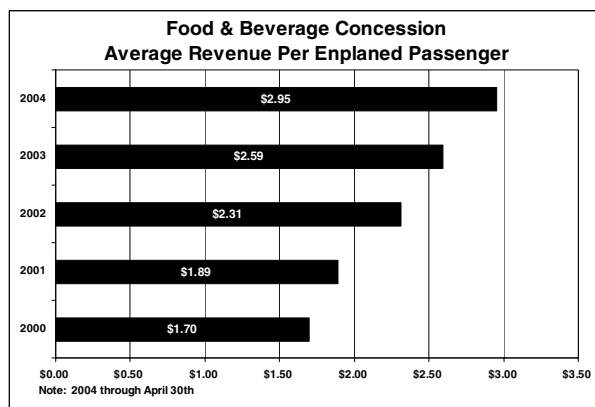


Making the landside lounge more accessible was a small change that made a big difference, and the "extra touch" of 5-year senior bartender, Joe Tamburo. In 2000, landside and airside liquor total sales were \$254,031. Just through the first 4 months of 2004 the total sales from both venues is \$177,221.

remain flexible with procedures and adapt creative ideas to keep the product and service fresh to the customers. The shift to passengers arriving at the Airport much earlier to be ready for early morning and late afternoon flights make it necessary to adjust hours to meet demand and change in menus from snack fare to breakfast and dinner entrees. Hastings says he learns a lot from

traveling through other airports. He may see an airport that is doing things 90% wrong, but if he likes one concept that they are using he may incorporate it into our service and make our package for passengers even more attractive. With passengers getting the message to get to the gate and concourse area as soon as possible, they appreciate the expanded amenities available on the airside. High-speed Internet connections have increased the efficiency in credit card transactions.

Hastings says he wants to look at increasing catering and banquet services for special events. Whatever the future holds, Hastings knows they'll continue to provide the Airport, passengers and our customers with the very best in food and beverage service!➔



In 2000, sales of food and beverages on the airside was 52% to the landside's total of 48%. In 2003, the airside service is doing approximately 61% of all sales reflecting a shift in customer venue. In 2000, annual food and beverage sales totaled \$1,488,826. In 2003 total sales revenue generated was \$2,361,093 for a change of 58.6% in a 2-year period.

Airport Creates Opportunity For Students

Des Moines International Airport and our parking operator, Standard Parking has partnered with Scavo Alternative High School here in Des Moines since the conception of the intern program two years ago. The partnership provides a "real life" work experience offering students 60-hours over a 12-week period. They attend a business course at Des Moines Community College (DMACC) to receive two credit hours and introduce them to a college environment. Intern Coordinator, Karl Stamey says, "We've taught them through the power of vision and discipline, no matter what they endeavor they CAN succeed!"

Kittie Weston-Knauer, Scavo Principal, explains how most students lack prior job experience. "None of these kids would have been picked in a regular school environment because they wouldn't have filled the mode of an intern. We have literally changed the lives of 26 people who can now make a difference in their lives and become a productive participant in the community. We move them from thinking in one dimension to the perspective of three dimensional dreams with hands-on experience."

This is more than an internship for most of

these kids. It is a program that provides them with an opportunity to achieve something positive and productive for the first time in their lives. Many of the kids

come from homes where no work ethic has been taught, single parent homes and often times no parent homes. Often a lack of financial support and encouragement at home has resulted in a series of broken promises and disappointment. It is necessary to raise the bar of expectations for these kids. We need to change their thinking to become life-long learners and dare them to dream beyond a high school diploma.

Our coordinator is the Airport Board Clerk, Vicki Dickinson. She has worked to develop the program with Scavo representatives. Renee Luncsford and Kyle Westemeyer were our interns this year. Luncsford was the valedictorian of this



L - R: Weston-Knauer; Westmeyer, 2nd semester intern; Dickinson; Luncsford, 1st semester intern.

year's class. She gained confidence and built self-esteem throughout her internship. Westemeyer credits his experience in helping him to communicate better with adults, and enable him to network and open doors of opportunity in the future.

The Scavo Business Council recommends students for the internship with attendance a major factor in that selection process. Students apply and go through an

interview process. The businesses will provide a scholarship of \$200 dollars for tuition and class materials for the students. The students are not paid during the internship and perseverance is a key factor in selection of 5-7 individuals per/semester for the program.

On May 13, the interns were recognized along with their business partners by DMACC and Scavo Staff at a celebration at Salisbury House. The Airport and Standard Parking, Inc., along with other representatives from area businesses were recognized for their participation and guidance in the program. The Airport is proud to be a part of such a worthwhile endeavor.✈

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