

Air Cargo Is Anchor for Airport

The Des Moines International Airport (DSM) is seeing a substantial increase in cargo numbers. The latest statistics shows DSM outpacing the rest of the country by about 13% through the first eight months of 2005. August '05 activity alone was more than 61% better than August 2004. "This is great news for this community because cargo handling is a huge economic impact producer," stated Aviation Director Craig Smith.

The cargo operation has progressed from back in the 70-80's when most of the air cargo, including mail was carried in the belly of commercial airliners. The reduction in the use of larger aircraft and the switch to Regional Jets by airlines has reduced load capacity to just enough room for passengers and their baggage. Also, the business model for shipping companies changed. They established airport hubs and routed packages, redistributing them to feeders to deliver via trucks as in the next-day/second-day service. In the mid-90's, United Parcel Service (UPS) established a Second-day Hub at DSM.

As air cargo has evolved at DSM, we have adapted to meet their needs blending our facility to their operation. A \$4.4 million grant expanded the south cargo apron to park more cargo jets. Until the expansion, during

Christmas peak, cargo aircraft would have to be parked on one of the main taxiways to make enough room. Now, we can accommodate parking of up to 23 large jets.

A new 27000 sq. ft. cargo building is being built to provide for the expansion of current and future cargo operations. The Airport is negotiating with two cargo operators to occupy the new facility.

FedEx currently has five flights per/day using 727 aircraft and have just recently upgraded to a larger 300 Air Bus for one of their flights. They employ around 50 people on two shifts. FedEx and the United States Postal Service have formed an alliance where FedEx delivers



60,000 lbs. of mail per/day or 21-million lbs. annually. The prioritized service, mainly first-class mail, parcels and letters on the day sort, and premium service mail and overnight/next-day on the P.M. sort, works well with FedEx' delivery to its Memphis Hub.

UPS' Second-day Hub operation is a major ingredient in the DSM air cargo operation.

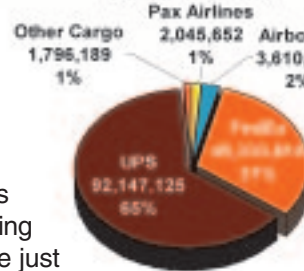
Currently, there are 38 flights per/week and they employ around 150 people.

"Des Moines is a key part of our daytime express network as a consolidation point for distribution to/from the Midwest, but also as a transit point to link the East and West coasts." said company spokesperson Karen Gonzales. "The ramp expansion and new lighting has created a safer work environment."

DHL is the newest air cargo carrier.

Also, Air Net who does about 2-million lbs. of cargo per/year. With the upturn in the economy, the domestic cargo activity might even exceed 200 million pounds in '05 for the first time since 2002.➔

Des Moines International Airport Cargo Market Share 2005 (thru Sept 30th)



Less Hassle Holiday Air Travel

The Des Moines International Airport (DSM) has answered the public's request for increased screening capacity from soaring boarding numbers. Now, with the widening of security screening



Artist rendering of new restaurant.

(completion by Thanksgiving), we anticipate more expedient and efficient screening as passengers move to their gates for departure. Increased security stations will double the screening lanes from two to four, and hopefully delays and scheduling for missed flights will be minimized.

Airport Project Coordinator, George Smith

states, "We are creating an environment that is safer and providing better service, getting passengers from the front door to the aircraft with as little inconvenience as possible. TSA will have more time for service, and providing more space for our

tenants (food and gift shop vendors plan expansion of their services with the addition of 4,000 sq. ft.) up on the concourse will provide a win-win for everyone!"

A total 18,000 square feet will be added to the upper and lower levels. Passengers will see two new escalators, two new restrooms, additional space for TSA locker and break

rooms, training and staff areas, a mid-concourse elevator, in the near future an addition of a larger restaurant/lounge, plus more shopping/ browsing space for passengers spending more time in the airport environment.

The project should handle passenger projections through 2010- 2015. With airlines reducing their in-flight meals to minimize costs, the increase in concession space will appease hungry passengers, increase revenue, plus add more jobs and opportunities for local residents. Other amenities planned are "Grab & Go" food items, an ice cream/smoothie concession, a shoeshine area, and massage therapy.

The passengers still need to arrive early to insure making departure time. The changes make it more comfortable and expeditious in the pre-flight process.➔

Runway 13-31 Completion Fulfills 15-Year Task

What started as a Noise Compatibility and Land Use Study back in 1989 has come to fruition with the completion of Des Moines International Airport's Runway 13-31 Reconstruction Project during the second week of October 2005. The federally funded, \$12-million project brings the airport's main runway up to FAA current specifications for runway surfaces, and has implemented the latest technology of runway lighting systems for navigation, safety, and maintenance standards. It also heralds the implementation of the Preferential Runway Use Program, enabling the Airport to route air traffic accordingly between its two, main 9,000 ft. runways. This minimizes sound disturbances upholding the quality of life for two highly populated neighborhoods adjacent to the Airport.

By the numbers, the resurfacing of the runway entailed milling 151,000 square yards of asphalt that is equal to 31-acres and moved 35,000 cubic yards of soil. Workers laid 127,000 tons of new asphalt equal to 254-million pounds and replaced 562 lights. Additionally, utilizing the services of 200- plus

construction workers to bolster the local economy.

Operations Manager Ken McCoy stated, "We're not only getting a new surface to our main runway, but a better designed surface



As a large Northwest Aircraft prepares for takeoff on an active runway, in the background you can see the entourage of construction vehicles working on the Runway Rehabilitation.

which will enhance the maneuverability of our aircraft landings and takeoffs, and provide for the best safety precautions for our passengers." The extension of the shoulders will improve maintenance procedures keeping the runways clean and clear during winter operations.

The final phases of the project required detailed planning and coordination with commercial carriers and air cargo shippers to coordinate the completion of the area that connects the main runway with the crosswind Runway 5-23. Most of the work was done during the low-traffic nighttime hours so as to minimize interference of scheduled flights, and maintain stringent safety standards for airport operations. ➔

Aviation Lab Secures Curriculum Tool From the Sky

On Thursday, September 8, a crowd including Des Moines School Board representatives, Airport Board members, aviation students, the Director of the Aviation Technology Lab, and Des Moines Area Community College (DMACC) dignitaries



The C-47 Chinook helicopter lays the new AH-1S Cobra helicopter down near the Aviation Lab on the north side of the airport. Notice the cable wires being released and the reserve parachute to the right of the copter.

enthusiastically watched as a CH-47 Chinook cargo helicopter lower a donated AH-1S Cobra helicopter on the apron near the Aviation Lab. The copter, valued at \$500,000, will become the fifth aircraft donated to the aviation program by the U.S. Military.

The Aviation Technologies Lab is a joint program affiliated with the Des Moines Public Schools and DMACC. Aviation students can earn 48-hours of college credit while in high school. The program has been out at the Airport since 1974, and is the second-oldest program of its kind in the nation.

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DSM, A Pioneer in Wireless Aviation Markets

By Cathy Emerson, Opti-Fi Networks

Des Moines International Airport (DSM) was a front-runner in recognizing the benefits and timesavings wireless Internet access provides air travelers. DSM is consistently among the top airports in passenger' usage, showing a 65% increase from July of '04 to July '05. This growth facilitated a drop in overall costs, allowing Opti-Fi to lower its prices: the daily service plan went from \$9.95 to \$6.95/day. After 18 months, the Airport and Opti-Fi are extending service to on-site tenants and local businesses.

Reaching beyond public terminal access points, these virtual private networks (VPN) allow traveling employees to access the Internet via a common User-id and pass code (eliminating individual expense accounts), enabling a business or VPN client to leverage its costs. Different packages are available depending on the number of personnel who will use the service, how often traveling, etc.

Opti-Fi's network is available for personal use on laptops, notebooks, and portable

personal computers. Wireless access points are located throughout the Airport Terminal and Concourses, in the food court beyond security, and in the Business Center. Laser Jet Printer service is also available in the Business Center.

Opti-Fi has enabled travelers subscribing to other Internet providers such as Sprint, T-Mobile, iPass, Boingo, WeRoam, GoRemote, etc., to access the Internet at the Airport. More providers are expected to sign agreements by the end of 2005, making Opti-Fi the leader in airport wireless service operating in more than 25 US airports.

Newly developed software will allow management of a more reliable network, helping to deliver more consistent Internet service. Bill Konkol, Chief Aviation Technical Systems Specialist, has been invaluable in managing and maintaining the Airport network since its conception in December 2003. For more information, please visit their website at www.opti-fi.com ➔

Air Education Continues with “New Math!”

**Originally published in the Business Record, June 17, 2005*

We hear it from local news stories to residential hearsay, “Get Southwest in here.” This seems to be everyone’s take on how to improve air service in Des Moines. The Des Moines International Airport’s marketing team is convinced that the educational process is far from complete.

Southwest has been in business for more than 30 years. They just entered the Pittsburgh, PA market. Pittsburgh does over eight million enplanements (boardings) per year. That airport has 14,000 parking spaces. Des Moines International Airport (DSM) did just short of one million enplanements last year and has 4,400 parking spaces.

There is a huge misperception out there. **An airport does not bring a carrier to town. A community attracts a carrier to come to town to do business.** There are a number of ways to do that, but the most effective way is by showing the airline that members of the community are going to

support their airport. In other words, “If you want my money, you have to come to Des Moines to get it.” That can be tough when the ticket price difference is significant. But, the bitter truth is **if you choose to drive to another airport, you will always have to drive to that airport.** No airline is going to go to the expense to bring their business to you if you continue to go to them. They will only go where they are convinced they can make a profit.

Kansas City International Airport is spending a lot of money on advertising lately in Des Moines. They miss your money and the power of your enplanements. They have used your power for years to attract and retain air service. If we want improved service in DSM, we have to invest our power here.

We get letters and e-mails stating “I had to drive to Omaha or Kansas City to save \$100 (or, plug in your figure) on my last flight.” That is why we came up with the “Do the Math”

campaign. The IRS allows you \$.485 per mile for a business trip in your vehicle. If that were what it is worth on a business trip, wouldn’t it be the same for pleasure trips, too? This is the real cost of operating an auto (IE: Depreciation, maintenance, gas consumption, etc.).

Consider roundtrip miles times \$.485, plus parking (someone can drop you off at DSM), plus meals and/or lodging, if necessary. Now, subtract that from the original ticket price difference. If you are truly saving money, and you want to always drive to that airport, then, by all means, go.

Last year, every carrier serving Des Moines International Airport enhanced their service because of the increase in enplanements. They brought in bigger planes, added daily flights to existing markets or started new markets. The more passengers available, the more services airlines can provide.

Bottom line: The airline industry is totally different than it was just a few years ago. There was a time when an airline may come to town on a promise. Not now. Unless a community wants to subsidize a carrier (not an advisable alternative) that community must prove loyal patronage to its airport to attract the carrier’s attention. If a carrier sees you will not come to them, **they will come to you.** →



This is the game board that is featured in the new TV commercials for the Airport. It emphasizes the importance of “Doing the Math” and using our airport rather than Kansas City and Omaha. The commercials are running on KCCI-TV8 during the news, and also on KDSM-FOX17 during sports programming.

Economic Impact Engine

There is an immediate benefit to using the airport that many don’t realize: job creation and economic impact. With enplanements rising, airlines hire more employees to handle the increase in passengers. In the last year, about 25 additional employees were hired by the airlines serving DSM.

The food and gift vendors (GladCo and The Paradies Shops) have hired more people to handle the additional foot traffic, too. Both vendors have proposed expanding their



Two of the more than 200 workers utilized to complete the Runway 13-31 Rehabilitation Project are busy laying pavement right next to an active runway. Safety and extra care were paramount in finishing the project and not affecting the regular air operations on the crosswind Runway 5-23.

people will work on expanding the stem area, which will be completed in November.

There are areas that cannot be estimated: additional hotel/motel workers, more cab

operations at the airport due to the increased enplanements. Construction alone will run about \$2 million for these projects. That means good paying construction jobs along with new employees when construction is completed. On any given day, 25-30

drivers and workers at area restaurants. There is another “hidden” element to all of this. In each airline ticket purchased, there is \$8.53 of federal money for project development. This money goes to the airport to assist in new projects, such as customer services delivery. The additional enplanements since 2003 (114,000) amounts to \$972,420. Your ticket means re-investing locally in our airport amenities, not in neighboring state airports.

Lastly, The FAA uses enplanements as the major selection criteria for federal and state grants. Simply put, the more passengers an airport has, the more access it has to federal monies. Why would anyone want to give that power to another airport?

Short-term or long term, supporting DSM International is just plain smart. →

DSM Providing Additional Air Service to Vegas

Northwest Airlines is enhancing the nonstop air service to central Iowa's number one destination by adding a direct flight to Las Vegas beginning October 30. The flights will feature the use of Northwest's latest, quiet and fuel-efficient Airbus A319 aircraft that has the widest passenger cabinet in its class, 16-seats in first class and 108 seats in coach class. It will depart Des Moines International Airport at 3:45 P.M. and arrive in Las Vegas at 5:05 P.M. On the return trip it will leave Las Vegas at approximately 10:00 A.M. and arrive here in Des Moines at 3:00 P.M. Northwest flights to Las Vegas will be four times a week on Wednesday,



Thursday, Friday and Saturday.

Since the inception of Allegiant Air's direct service to Las Vegas in June of 2003, central Iowa's airport of choice, Des Moines International Airport, has seen travelers from Iowa totally jumping on the bandwagon to make Las Vegas its number one overall destination with some 58,000 passengers per/year. It replaced Phoenix as the most popular choice by catapulting enplanements to the desert oasis by 19,000 more passengers in 2003-2004 than in 2002. Northwest currently offers 15 flights to four cities per/day from Des Moines International Airport, including service to Detroit, Minneapolis/St. Paul and Memphis and the only nonstop service to Ronald Reagan Washington D.C. National Airport. →

Staff Highlights

- Craig Smith, A.A.E., was appointed the Aviation Director for the Des Moines International Airport. Craig formerly was the Deputy Aviation Director of Operations and Maintenance.
- Bob Hagener, the former Aviation Director, will be retiring at the end of the year after 23+ years with the Airport.
- Shawn Arena is the new Deputy Aviation Director for Operations & Maintenance. Arena comes from the Phoenix Sky Harbor Airport where he was the Aviation Superintendent for Airside Operations.
- Tore Nelson is the new Airport Properties Administrator. He comes over from Park and Recreation.

Bob Kennedy Retires



Bob Hagener, former Aviation Director and Aviation Advisor presently, gives Bob Kennedy his plaque for almost 20 years of service as the Airport Properties Administrator for the City of Des Moines. At the farewell reception on September 30, many guests congratulated Bob for his dedication maintaining lease files for all the airport tenants. Kennedy came to Des Moines International Airport from Morgantown, West Virginia in 1985. Bob and his wife Sarah, who recently retired from the Waukee Library are planning on traveling in the future and being grandparents for the fourth time. Their son, Bobby, has three children and their daughter, Beth and her husband Dan, are expecting their first child. →

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International Airport
Make it HOME!

Whether you need a large meeting room or a small board room, we can host your event. There is a small or large ICN classroom for your group to link into classes on the Iowa Communications Network. Or, maybe you just want to have a reception in the legendary Cloud Room, for a banquet to remember.

Accommodating groups from **2** to **200**

Contact DSM International Airport at (515)256-5100 or e-mail: airportmeetingrooms@dsmairport.com

Catering & Audio-Visual services available!

Special Olympic Airlift Brings National Limelight to Airport

The thought of 400 business jets taking off and landing every 60 to 90 seconds for 16 straight hours at the Des Moines International Airport sounds mind-boggling.



It should be quite a spectacle as our Airport will be the gatekeeper for bringing athletes, coaches and sponsors from all over the country to the Special Olympics U.S. National Games on July 2-7, 2006, in

Ames, Iowa. The announcement was made at a press conference at the Townsend Engineering Hangar on Thursday, July 7.

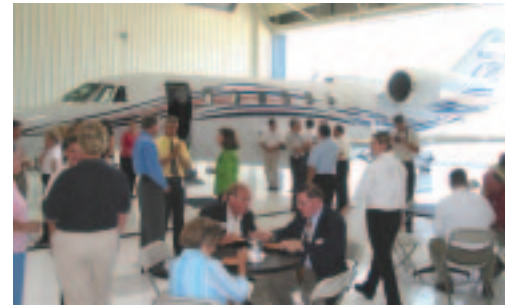
Cessna Citations will be used and the

Cessna Aircraft Company has sponsored this airlift four other times. In the first one in 1987, 130 Citations carried 1,000 athletes to the event in South Bend, Indiana. Next year, around 3,000 athletes will be brought in for the Iowa event. All the planes, fuel and crews are donated.

The Airport is meeting what appears to be a logistical challenge with great anticipation. Many of the speakers at the press conference expressed their gratification for participating in past airlifts.

"When its all over, you really feel good about it," said Marilyn Richwine of Cessna Aircraft Company. Jack Pelton, Chairman, President and CEO of Cessna, shared comments from previous airlifts that, "The athletes' reactions made the trip worthwhile," and "These kids made us feel like heroes."

Ted Townsend of Townsend Engineering



The Citation aircraft was on display for the press conference guests. Pilot Bill Wagner is by the aircraft in the yellow shirt and former Governor, Robert Ray is sitting directly in front of Wagner

has volunteered his Cessna Citation to be the first and last plane to land. Bill Wagner, Chief Pilot for Townsend said, "There's a lot of heartwarming and inspiring stories around this great event. We knew as a company we wanted to be a part of it."→

Iowa Provides Safe Haven for Katrina Evacuees



We were all shocked with the devastation caused to New Orleans from Hurricane Katrina on August 29. As fellow U.S. citizens, and as an airport we wanted to help out in anyway we could. On Friday, September 9, a Delta B-737 filled with 20 evacuees, two dogs and a cat arrived at the Des Moines International Airport. Some of the organizations that met the refugees were: DSM International Airport officials, Des Moines Police and Fire Depts.; Iowa State Patrol; Iowa Department of Public Health, Animal Control; Transportation Security Administration (TSA); and the Delta-Comair local manager and ramp personnel. These evacuees were taken to a temporary shelter at the Iowa State Fairgrounds. Two were sent to a local hospital because of their medical condition.→

READ & RETURN

Purchase any new book at the regular price, Read & Return the book with the original receipt within 6 months to any of the 62 Paradies airport gift shops across the U.S. and receive a refund of 50% of the purchase price. There will be a 50% off table at all the locations to pick a different book to read. It's like getting 2 books for the price of one!

THE PARADIES SHOPS

Airport Parking Employee Finds New Home

Standard Parking employee Anthony Jordan can attest that clouds, even Hurricane Katrina, can have a silver lining. Anthony, wife Tamara and three children, were caught in the devastation of the hurricane and lost virtually everything. But, as Jordan tearfully explained, "God works in mysterious ways. From no hope and nowhere to go, we found a new destination and a new lease on life."

Jordan and his family evacuated their flooded home and went through two weeks of uncertainty. They experienced sleepless nights in fear of their lives as they sought refuge in various New Orleans' shelters. It wasn't until they reached an evacuation center in Thibodaux, Louisiana, that they felt secure again. He called Standard Parking, his employer in New Orleans, not knowing where to turn next.



Standard Parking connected Jordan with David Meyer, the Des Moines International Airport (DSM) Standard Parking Manager. Meyer offered Jordan a job at the Airport. Not only did Anthony, Tamara and the children fly to Iowa, but six others in his extended family, too. This was made possible by "Operation Starfish."

Preparations were made for a welcome celebration upon the evacuee's arrival on the evening of September 13. Two Des Moines churches, Grace Church and St. Anthony's Parish made arrangements for furnished apartments, transportation needs, clothing, food, linens, and telephones. Around 70 volunteers greeted Jordan and his family with balloons, flowers and "Welcome Home" signs.

Jordan enjoys his new position and is thankful for the way things turned out. His new support system of friends is incredible. "If they don't care, they've got a strange way

of hiding it," he said. The kids: Sean (7); Anthony Jr. "J" (4); and Samirelle "Toots" (2), along with his wife absolutely love it here. "I'm not rich, but I sure feel rich in spirit. I think we'll just stay forever!" concluded Jordan.➔

Aviation Lab...

"This is a unique opportunity for local high school students to actually obtain a tangible job skill and follow a career path in the field of aeronautics and aviation." said Dept. Chair and Lab Director Jerry Bradley.

72 students from 29 school districts across central Iowa enrolled in the program will use the helicopter as a tool just as they use the other four donated aircraft: a T-39 Sabreliner, Cessna 337, UH1 Huey helicopter, and a Gulfstream G-1. "They study the engines, the hydraulics, the rotors, the avionics, fuel and air systems- basically what makes the aircrafts tick," said Bradley. Students are even given a chance to work with the Iowa Air National Guard technicians on F-16 jets.➔

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