

Dan (Attaché) Burton

# Yea, Attaché! Why we've gone from orange to grey!

Perhaps **Dan Burton**, manager, Grande Prairie, should be known from now on as "the Attaché Kid." At a recent Secretaries Day promotion in Grande Prairie, Burton got all dolled up in an Attaché-coloured tux in order to impress everyone that they should be booking their bosses on CP Air's exclusive business service.

The Attaché colour scheme is an important marketing tactic, and all of the new B-737-300s coming on stream are scheduled to be in Attaché livery. The change however, has some employees now experiencing colour pangs for orange. Explained **Kevin Power**, senior director, marketing, Transcon and Western Canada Services: "The aircraft are being painted this way specifically to reinforce to the consumer that CP Air has made a major commitment in the area of business travel and that the only reason for this change of appearance is a marketing one."



Aircraft No. 752, first of the new B-737-300s in Attaché livery. (More on Attaché, Page 3)

Official Airline of EXPO 86, Vancouver

# & CPAir News

Volume 16 Number 10



**You're seeing** CP Air's four Expo-painted aircraft all together at Vancouver airport, right? Wrong! You're seeing four separate airplane photos that were merged by an electronic retouching process utilizing a computer. CP Air needed such a photo to dramatically portray what the airline has done to promote Expo. However, it was simply not possible to pull the four aircraft out of their cycles to put them in one place for the photographer. So high technology was called to the rescue. It's expected that Expo will utilize the photo extensively in its worldwide promotion.

## **CP Air wins rights beyond Tel Aviv**

Under the terms of a new Canada-Israel bilateral air agreement CPAir has been granted the right to fly beyond Tel Aviv when it resumes service to Israel.

CP Air suspended service to Tel Aviv in 1976. Should service be resumed in the future, the airline will be permitted to pick up passengers at any three points in Europe en route to Tel Aviv, as well as fly beyond the Israeli city.

# **Hot Line**

The company's Hot Line is ready to receive employee calls 24 hours a day. All suggestions to help improve operations, and thus profitability, are welcome.

The number to call is:

(800) 663-0372

Vancouver employees are reminded that they must dial the long-distance prefix 112 before dialing the 800 number. Thus, if you're calling from the Ops Centre, you must dial

9-112-800-663-0372

New rights were also granted to El Al, which expects to start service to Toronto for the first time later this year. El Al also plans to increase its operations at Mirabel by combining flights with service to as many as

five points of its choice in the U.S.

El Al will also be able to carry passengers originating from points in Canada and the U.S. between Montreal and one airport in the northwestern U.S.

# Expo 86 proves to be a big hit with employees

More than 1,500 employees have purchased season tickets to Vancouver's Expo 86 on the company's Payroll Deduction Plan, Otto Wegner, manager, payroll, has announced.

In addition, hundreds of threeday passes at reduced rates have been ordered. The result will be a contribution by the CP Air family of employees of more than \$250,000 to Expo's revenues.

Payroll deductions for the season passes will be made over 18 pay 21 payday this month and ending with the fourth payday of 1986. For biweekly-paid employees there will be 17 deductions of \$5 and one deduction of \$4 for each adult season pass. Deductions for children and seniors will be half of the adult amounts.

Deductions for monthly-paid employees will be double the biweekly amounts.

Reduced rate tickets for the preexposition Expo Centre presentation are also selling well at the Company Store, located in the lobby of the Vancouver Ops Centre east entrance. **Peter Madden,** who operates the store, said more than 2,000 Expo Centre tickets were sold in the first month of their availability. The store is selling the tickets on a volunteer basis as a service to employ-

Although the deadline for purchase of season passes by payroll deduction has passed, employees may still order them for cash until Oct. 1. Three-day tickets at reduced rates are also available until Oct. 1. Application forms are available from payroll administrators.

EXPOSURE



# Expo supplement coming shortly

Be sure to pick up your copy of CP Air's special Expo newsletter being distributed shortly via the CP Air News mailing list. Prepared for CP Air by Creative Artforms Inc. of Vancouver, the Expo newsletter will be circulated in customer and business circles around the world to promote awareness of CP Air's involvement in Expo. CP Air employees are the first to receive it.

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Following are some frequently-asked questions about tickets and Expo.

**Q** — When will Expo Centre be open on a daily basis?

A — Effective June 28, 1985.

Q — Will the Display Centre re-

A — Yes, it re-opened June 1 and its hours are 1000-1700.

**Q** — Does the three-day pass have to be used on consecutive days?

**A** — No, the pass is punched on each day of entry.

(See EXPO, Page 2)

# New-look EPA pursuing new markets

Eastern Provincial Airways added a prestigious spoke to its growing Halifax hub June 1 when it inaugurated non-stop service to Ottawa.

Service is twice daily weekdays, and once on Saturdays and Sundays.

The new spoke links Ottawa with six other major Maritimes markets through the Halifax hub.

Describing the new service at a National Transportation Day program in Saint John, EPA president **Sheldon Stoilen** said that the Halifax hub would provide Maritimes travellers with a far more convenient routing to Ottawa and he noted that Halifax already has the highest percentage of connecting airport passenger traffic than any of the eight major cities of Canada.

"The new service is aboard a completely refurbished B-737," he said. "The aircraft has been literally rebuilt, with a fresh decor and the latest in seating comfort, more than double the overhead storage space, and a revitalized EPA look on the exterior."

Stoilen added that EPA is now looking south for expansion, and hopes to add routes to New York, Boston, and Tampa.



Eastern Provincial's bold new image

Chez CP Air Attaché: un service qui tient compte de l'égo des gens d'affaires COTTE coup plas ym les services usuris sur cour plas ym les services usuris sur course de la mentione de l'égo du partie de la mentione de la Air Canada/Cp lutte inter/LES GENS D'AFFAIRES

Sur Vancouver, pour les gens d'a' Pour la première fois au Canada, les gens d'a spécialement un service aérien ne service désign ne service design ne service des services des services des services des services design ne services des services des services des services des services des serv Attaché, une classe unique pour les gens d'a

Avec Attaché, CPAir veut compenser le nombre plus restreint de ses vols par un service de qualité supérieure

une ambiance d'affaires

Attaché won headlines in Quebec following a trip by a group of Montreal journalists



Attaché in Halifax . . . EPA customer sales agents Gloria Safolio and Anne Flynn at the exclusive Attache check-in counter

# Oh, yes! They just love our Attaché!

CP Air's return to Halifax - in grand style with an extensive Attaché schedule was wellreceived in the Nova Scotia capital.

The Halifax Mail-Star greeted CP Air's Attaché debut with an editorial that said "Attaché class is a welcome alternative in the world of travel by air. It is pleasing that Halifax is to have access to the advantages involved. That is something that does not always happen when the air ines start introducing innova-

Across the country, Attaché continued to win new premium rate customers for CP Air

Feedback from pleased passengers arrives daily.

'You have brought back to business air transportation the service which gives enjoyment to air travel," said a Mississauga, Ont. traveller. 'You have won back a customer which previously used another air-

A Montreal consultant wrote: "I do more than 100,000 miles flying mostly on Air Canada but the service you gave me was exceptional and your crew was something else. The luxury of space was worth the extra money.

From Vancouver, a stock broker said: "The purpose of this letter is simply to advise that the trip was one of the most enjoyable flights I have taken across this country. As someone who travels across Canada roughly every two weeks it is a treat for me to be able to write and say thank you for such outstanding service.

"It was a joy to have the legroom and quiet," a Toronto printing executive said. "I certainly appreciated the cabin staff giving us about a half hour to clean up the day's work before starting to prepare us for dinner. So did most of the other passengers. I noticed a lot of dictating machines, calculators and ruled pads in use. It was great. Delightful crew with a great sense of timing.

'Having duck as an alternative to beef was an inspired genius. It was

"On time arrival and departure was so exact that we were thinking of starting a pool

The results being obtained appear to be fulfilling quickly the wishes of Dick Huisman, senior vice president, marketing, who said in a memo to employees as the summer schedule was launched "Expansion of this unique produc on a large scale provides us with a great opportunity to improve our market share in the high-yield business travel segment. It also solidifies and enhances our emerging image as the business travel carrier across Canada.

'Our ability to deliver this unique product with consistent quality on a sustained basis will be a test of our enthusiasm and determination.

> Vancouver Interline Club



Open to all airline employees Membership \$10 annually (Pionairs \$5)

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