



FLYING PAGES

A Newsletter for Travelers Assistance Volunteers

Social Media at MSP: Tweet, Like, Follow, Share!

Social Media—we see and hear the term a lot on TV, in films and newspapers, and definitely online. But what does it actually mean?

There are lots of definitions, as befits any new term in our language. Wikipedia references several definitions, including this, “Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue.” Think Facebook, Twitter, LinkedIn, YouTube, as well as many “apps” (applications) that can be added to most cell phones.

Okay, now we know what it means, but why should we care? As volunteers at MSP International Airport (MSP), maybe the best reason is that information that travelers and you, the volunteer, want and need are available from social media.

The Metropolitan Airports Commission (MAC) has embraced social media for MSP, using it to interact with the airport community and the greater public through their Face-

book, Twitter, and myMSPconnect.com sites. Facebook and Twitter are great ways for MSP to stream information out to the general public, especially travelers, and respond quickly to their questions and concerns. (Be sure to mention both of these services to travelers!) Their internal site, myMSPconnect.com, is just to inform and

get feedback from the MSP airport community, like you. Let’s cover it in more detail:

myMSPconnect.com

You’ve probably seen the signs for myMSPconnect.com on the bulletin board at Central. Take one of the business cards attached there so you’ll remember the web address when you’re at home on the internet. The sections are



My MSP Events Calendar notes items like the blood drive on Ticketing level and free makeovers at World Passages.

My MSP News carries news features like the open nominations for Employee of the Year.

Employee Toolbox offers useful info on a variety of subjects such as Badging Office hours and acceptable I.D. documents for badging renewal; a listing of MSP Service Professional Awards for the past 3 months; and current restaurant special discount deals for employees and volunteers.

Resources includes a Feedback area to send comments and questions, a Frequently Asked Questions section, and a Blog featuring a variety of guest bloggers (including our own foundation’s Shift Supervisor Terry Ferguson on March 15th!).

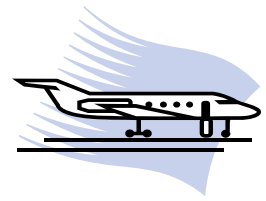
Quick Links includes a link to follow MSP’s Twitter tweets about everything from weather to store specials. Another link lands you at their YouTube site to view some short videos.

Learn more. Talk back. Join in the fun with social media!

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MSP 2030: The Future Takes Flight



On February 3rd, business leaders, government officials, and others interested in the future at MSP International Airport (MSP) attended the luncheon, *MSP 2030: The Future Takes Flight*, at the Airport Hilton. Keynote speaker, Governor Mark Dayton, reflected on MSP's past and future contributions to the state of Minnesota, while Airport Foundation Executive Director Jana Vaughn brought to light the many value-added services the Foundation provides travelers and others at MSP, and Metropolitan Airports Commission Executive Director Jeff Hamiel laid out the future plans for MSP through 2030.

Since the Airport Foundation hosted the event, some of our volunteers helped with registration, way finding, and speaker's assistant duties. The return? Up to the minute information, a wonderful lunch, Minnesota celebrity sightings, and lots of fun!



Above: Foundation Executive Director Jana Vaughn at the podium.



Above: Volunteers Barb Moen and Jim Poljack chat. In the background, Executive Director Jana Vaughn and Administrative Coordinator Patty Lupkowski attend to details.



Right: Volunteer Gene Shutte shakes hands with Governor Dayton. Volunteer Mary Anderson looks on in the background.



Left: Volunteer Jerry Carlson directs incoming guests.

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Travelers Assistance (TA) is a program of the Airport Foundation MSP. Articles in *Flying Pages* are written for volunteers by program staff and TA volunteers.

Questions and comments should be directed to: Travelers Assistance, MSP International Airport, 4300 Glumack Drive, Suite D2040, St. Paul, MN 55111 or (612) 467-0661. Editor: **Linda Quammen**

Airport Foundation MSP Staff:

- Judy Brant**, Shift Supervisor
- Diane Dombrock**, Program Director
- Terry Ferguson**, Shift Supervisor
- Vicky Fodor**, TA Program Manager
- Mary Ann Gaug**, Shift Supervisor
- Jackie Lind**, Volunteer Coordinator
- Patty Lupkowski**, Administrative Coordinator
- Catherine Peterson**, Shift Supervisor
- Linda Quammen**, Communications/Program Specialist
- Marion Sauber**, Shift Supervisor
- Harish Saihgal**, Lottery Vending Manager
- Jana Vaughn**, Executive Director
- Kathy Williams**, Gambling Director



Let's Hear from You!

His Name Was Fred

Tom Gaffney volunteers as a Go Guide to help travelers throughout Terminal 1-Lindbergh. He notes, "I've only been a Go Guide for a year, but I've tried to keep one thing in mind above all else when dealing with the public; I try very hard not to step on anyone's dignity. This comes in play in my experience with Fred."

"At the start of my shift, I usually position myself near the C-13 crossroads. Most people benefit from simple directions, some can use an escort. I always watch as people pass beneath the connector for Concourse G; this is where I saw Fred. This gentleman was working his way slowly with cane in hand.

I approached and offered to call an electric cart for him. I said, "You know the carts are much faster than they used to be." Fred declined saying, "Those are for folks who really need them, I'm ok, I'm going to the Sky Club, I heard it's around here somewhere." I said, "Yes it is, you're dangerously close, mind if I tag along because I need the exercise?" "Sure, I could use the company," he said, and we proceeded to strike up a conversation.

Fred had come from Omaha and was enroute to his home in North Carolina, a retirement home. He said, "You wouldn't believe the folks there who sit around all day and do nothing but watch television or stare out the window...not for me." Fred told me he travels the country as an AKC

[American Kennel Club] dog show judge, "Absolutely fun, keeps the mind active" he said. By now, we arrived at the club, shook hands and introduced ourselves. His advice; "If you're having fun doing what you do, don't give it up, I'm 89 years old and it's still fun."

Thanks Fred, I won't."



Have a story or insight about happenings at our booths or functions? Contact Linda Quammen at linda.quammen@mspmac.org or 612-467-0661. Let's hear from you!

SHINING STAR

On May 18th, the annual Shining Star award will be presented at the Volunteer Awards Event. Just how do you become a Shining Star, anyway?

For an idea, let's look at the model for the Shining Star award, Don Wahlstrom. Don helped the organization in many ways--volunteering at different Travelers Assistance booths, training other volunteers, serving on committees, and helping staff with small projects and at various special events. Just as important as *what* he helped with is *how* he helped. His positive attitude and smiling service to everyone, whether traveler, volunteer, staff, or airport employee was contagious and made "ho-hum" or "less-than-fun" aspects of an assignment more pleasant for everyone.

If your personality is more subdued, don't worry. A bubbly personality is not required. The Shining Star award recipients are selected because they have volunteered consistently, completing 10 years and 2,000 cumulative hours of volunteer service. They also have done well in the following categories:

- ★ **Participated in several different Foundation activities**
 - Recruitment efforts; Training others; Committee involvement; Event assistance
- ★ **Shown flexibility and willingness to help wherever and whenever needed**
 - Enthusiasm and capacity for new and/or different job assignments
 - Help with development of new Foundation opportunities and activities
 - Willing to volunteer on short notice
 - Assistance with special projects
- ★ **Always provided exceptional, friendly customer service**
 - Cooperation; Attitude; Supports roles of all airport personnel; Airport service awards/commendation letters

Every volunteer has different strengths. It's the unique combination of all these strengths that produces each wonderful Shining Star!

We Get Letters...



Travelers Assistance regularly receives letters and notes of appreciation from thankful travelers. Here is a sampling:

“While at the MSP Airport I was very confused as to where to go. I am 85 years old. I stopped at Information and a gentleman called "Joe" took the time to take me where I was supposed to be. Really appreciated it. I was practically in tears. Thanks, Joe!” — M.P., Richfield, MN

“It was my first time in the US. I went to the information service of the airport and [Dawn Groen] helped me so much with information about the train station in MN. It was so far from the airport. She told me exactly how to get there. I was so thankful for that, because I had almost no money left. She showed me the easy and cheaper way to get to the Amtrak station. Thanks so much to [Dawn] Groen and her husband [Gerrit] for helping me so much that day. Thank you.” — A.T.E., Williston, ND

“I had to re-familiarize myself with the inner walkways of the airport. I was investigating whether commuting from the eastside of St. Paul to Everest Institute in Eagan was a reasonable use of my time. Every encounter I had, including conversations with employees and passengers

on their way to or from work, was positive. But every time I got lost or needed reinforcement that my information was correct, the employees at the info booths were the most reliable and gave me the easiest to follow directions. They are to be commended for their positive attitude and professionalism, and they enabled me to make my shuttle connections on time.” — S.E.T., St. Paul, MN

“What a great attitude and demeanor in general. All personnel were fantastic. Then I even learned some were volunteers!” — Anonymous

“I am from Brazil, in the US for the first time in a student exchange program. When I got here, I needed tons of information and help concerning transportation, accommodations, communications, etc. A very sweet and attentive woman provided all the help I needed. Even more than I expected. Marilyn Q[uilling] works at the counter on the check-in level. I hope you can ID her, because she was like a mother to me. Thank you very much, Marilyn! Hugs from your new Brazilian friend!” — F.G.C., Williston ND

Featuring

Special Needs Shuttle

An airport business or operation is featured in each issue of Flying Pages. This gives us an opportunity to be better informed and more helpful.

What looks like a Super Shuttle van but isn't? A Special Needs Shuttle, of course!

Yes, the blue van says Super Shuttle on it and you'll board it where the Shuttles pick up at both Terminal 1 and 2. But it won't take you to your hotel or home.

Intended for MSP customers with mobility challenges, the Special Needs Shuttle provides courtesy transportation between Terminals 1 and 2 as an alternative to light rail transit. The free service runs between Terminal 1's Ground Transportation Center (Shuttle area) and the Ground Transportation Center at Terminal 2, approximately every 20 minutes from 6 a.m. to 10 p.m. Equipped with a wheelchair lift, the van can accommodate people with physical disabilities, the elderly, families with young children, and others with special needs.

Service begins from Terminal 1 at 6 a.m. and concludes with a last run from Terminal 1 at 9:40 p.m.



Volunteers: Thanks A Million!



By Diane Dombrock, Program Director

In 2010, volunteers and staff in the Travelers Assistance (TA) program assisted 1,136,828 people, slightly less than the 1,144,865 served in 2009. We experienced a "bubble" in service at our Ticketing booth in 2009 generated by the volume of questions volunteers received regarding NWA/Delta merger changes. Those questions evaporated in 2010, resulting in 52,448 fewer people served at this location.

The increased number of people (49,997) served at Yellow, at Central, and by Go Guides nearly made up that difference. In July, the increases at Yellow began, directly correlating to the relocated booth's higher visibility. The remodeling at Central that bumped the front desk forward also positively affected our numbers at that location. The increased number served by Go Guides was attributable to the additional hours provided by volunteers in this relatively new component of the TA program.

Training volunteers to serve the public at MSP is an ongoing process that varies from year to year depending on the number of new recruits. In 2010, program staff conducted 12 classroom and 1 Humphrey training sessions, while volunteers conducted 287 individual On-The-Job (OJT) training sessions. Thanks to all these trainers who regularly and skillfully prepared new volunteers to be effective in any TA assignment. Special thanks to the following trainers who conducted 4 or more OJT sessions in 2010.

- Kirk Vogland: 28 sessions
- Tom Nielsen: 17 sessions
- Karen Altpeter, Rita Walker, Terry Toomey, Dave Costanzo: 11-14 sessions each
- Bob Rathjie, Steve Robbs, Tom Simenson, Kurt Steensland: 8 sessions each
- Larry Jetzer, Joe Rine, Ralph Sondag, Bill Wernecke: 6-7 sessions each
- Neil Potts, Jean Brown, Bruno Drews, Karen Gress, Jack MacBean, Ruth Murray: 5 sessions each
- Karen Evans, Jon Gear, Mary Vavro: 4 sessions each

The following chart provides a comparison of the number of people served in 2010 and 2009 by TA assignment.

Location or Assignment	# Served 2010	# Served 2009	Location or Assignment	# Served 2010	# Served 2009
BC - Door 2	123,903	135,178	Go Guides	46,051	7,875
BC - Door 5	134,729	136,789	Red	176,625	170,420
Blue (formerly Podium)	148,107	145,225	Terminal 2 - Humphrey	44,502	45,553
Central	42,203	31,513	Ticketing	108,580	161,028
Green	108,517	113,894	Yellow	106,629	97,652
International	96,982	99,738	GRAND TOTAL	1,136,828	1,144,865

The total number of hours that TA, arts and culture, administrative, event, and special project volunteers gave to the Airport Foundation in 2010 was 51,355. We calculate the monetary value of volunteering by using the average non-managerial, non-agricultural worker's hourly rate as established by the Bureau of Labor Statistics. Using their 2010 rate of \$20.85 per hour, which includes 12% for fringe benefits, the total value of last year's volunteer hours is estimated to be worth \$1,070,752.00. This is the first time that number has exceeded the one million dollar mark. Thank you volunteers! Now I can truly say you are worth a million!

Around the Airport



- **Show 'Em Your Badge!** Your MSP badge gives you more pull than you may realize. If Short-term or Valet parking are full, it has “Open Sesame” qualities: flash your badge and explain you’re with Travelers Assistance to gain entrance. Also, showing your badge at some MSP shops, including

the Stop-Over Store below Concourse F, can get you discounts of 5%, 10%, or more. (Ask each shop’s staff for its policy.)

- **Delta Sky Club in the Mall** reopened in late January looking all spiffed up from its remodel. If you haven’t taken a peek yet, stop on in to view where you’re sending travelers!
- **Brochures at Terminal 2-Humphrey** will now be handled by CTM. A few non-CTM brochures, such as transportation and Metropolitan Airports Commission-related items, will also be stocked there.
- **Salon and Spa coming this spring!** Expected in two phases during April and May, construction on the Xpress Spa and Regis Salon will have the entrance to Concourse D abloom with changes.

- **Paging notices** from the Information & Paging office, in addition to the original audio message, now scroll across the bottom of the weather screens next to the wall-mounted MUFIDS and MUBIDS (Multiple User Flight and Multiple User Baggage Information Display Systems) screens in the terminals. These paging notices then appear for several hours at each information booth’s “paging history” screen (the screen located to the left of the booth’s MUFIDS or MUBIDS screen). All TSA and airline paging remains audio only, however.

- **Merger news:** United and Continental plan to merge, as do Southwest and Air Tran.

Unsure what this means to you as a volunteer? When these merged airlines actually merge services or make other noticeable changes you need to know about we’ll be sure to update you.

- **Sugar Pop**, a eye-popping new shop offering children’s clothing, accessories, toys, and candy, just opened in the Airport Mall, replacing Nevada Bob’s Golf Shop.



Be the Change—Volunteer!

Do you recall how you first heard about the Airport Foundation? Maybe it was at the Volunteer Expo.

On Saturday, February 19, thousands of prospective volunteers crowded the Rotunda area of the Mall of America (MOA) for the sixth annual HandsOn Twin Cities Volunteer Expo. Each had the chance to check out brochures and talk to representatives from over 120 area nonprofit organizations, including the Airport Foundation’s volunteers Ken Kvenild and Connie Anderson, as well as Volunteer Coordinator Jackie Lind.

“Ken and Connie both did a great job of answering questions and explaining more about the Foundation and its programs like Travelers Assistance.” said Jackie.

We can’t wait to see these interested folks at the next Orientation and Training sessions!



Volunteer Ken Kvenild with an interested Expo visitor

Volunteer News!

Welcome New TA Volunteers!

We welcome 8 new volunteers to Travelers Assistance. They completed their training and received their badges between December 4, 2010, and March 2, 2011. Welcome to the Airport Foundation!

These new volunteers found out about our program from our website, an ad in the StarTribune newspaper, a current volunteer, NAREEVO (Northwest Airlines Retired, Ex-retired, & Ex-employee Volunteer Organization), or they heard about us because they were an airline employee, passenger, or walked through the airport. When we asked them why they want to be Travelers Assistance volunteers, they gave us the following comments.

Susan Bergstahler: "I am looking forward to my new adventure of volunteering at the airport."

Roger Haro: "To volunteer at the airport is to extend and complement my travel experiences. It is exciting for me to help others enjoy traveling by air and to make it a positive experience."

Sharon Koeneman: "With my work experience in the airline and retail industries, and my enjoyment of traveling, I hope to be a valuable asset to the Airport Foundation MSP."

June Larson: "I worked in the travel industry for nearly 30 years and continue to travel the world. I believe that I can draw on my work and personal travel experience in helping travelers. We have such a terrific airport! I look forward to being even a small part of the team that delivers such an excellent visitor experience."

Mary-Ann Leng: "Having recently retired, I've focused my attention on finding new volunteer opportunities. With a naturally outgoing personality paired with a background in public relations, I'm looking forward to a uniquely vibrant, diverse, and exciting experience at the MSP airport."

Debra Prins: "The airport is a story in the making - people and their stories making up the chapters in a novel's journey. I think in my next life, I want to be a writer."

Jim Renneke: "I'm recently retired and enjoy meeting and helping people as much as I can. I volunteer at the Minnesota Zoo, also. Sporting and family activities make up the rest of my week."

Steve Taylor: "I worked at MSP with Mesaba Airlines for 5 years and enjoyed the excitement and activity. My wife and I travel extensively and I hope to help others share our excitement, and to help those travelers that need a helping hand."



In Memoriam

Stanley Barenbaum started volunteering in the Travelers Assistance program during the fall of 2000. In recent years, his regular shifts were Monday, Wednesday, and Friday mornings at the Red, Yellow, and Blue booths. Volunteers and staff will remember his many jokes and all the travelers he helped.

Stanley passed away on February 10, 2011. ♥





DATES TO REMEMBER

- Sat., March 26: New Volunteer Orientation, 8:30 a.m.
- Sat., April 2: New Volunteer Classroom Session, 8:30 a.m.
- April 10-16: Volunteer Appreciation Week
- Sat., April 16: Go Guide training, 8:30 a.m.
- Sun., April 24: Easter – TA Closed
- Thurs., May 12: Relay For Life, 6 a.m.-6 p.m.
- Wed., May 18: Volunteer Awards Event, 3 p.m.
- Mon., May 30: Memorial Day – TA Closed
- Tues., June 14: HMS HOST/Airport Foundation MSP Golf Tournament at Prestwick Golf Course



American Cancer Society's *RELAY FOR LIFE*

Thursday, May 12, 2011



The 2nd Annual Relay For Life event of Delta Air Lines and MSP will get the starter's gun on May 12th at Terminal 1-Lindbergh. Its goal is to bring the airport community together to celebrate those who have

battled cancer, remember those lost to the disease, and empower individual's to fight back, as well as to raise funds for research and awareness.

Stay tuned for more info about volunteer opportunities!

Airport Foundation MSP
MSP International Airport
4300 Glumack Drive, Suite D-2040
St. Paul, MN 55111