



**Mr. Henry Smith**

## In Remembrance

The New Orleans Aviation Board has lost its longest serving board member, Mr. Henry Smith. He passed away at the age of 82 on September 9. Mr. Smith was a prominent St. Charles Parish businessman, philanthropist and civic leader. He began his tenure as a St. Charles Parish representative on the New Orleans Aviation Board (NOAB) in 1985 and served for 26 years. His expertise in construction was instrumental in his service on the NOAB Construction Committee. Mr. Smith's business experience and acumen served the NOAB well. ✈

## “Throw Me Something” Fridays is here!

Mardi Gras beads are just for Mardi Gras, right? Not at Armstrong International Airport. In an effort to greet arriving passengers the “Nawlin’s” way, the Airport Customer Service Representatives each Friday, stationed at the concourse exits, welcome arriving passengers with a string of beads, a big smile and a “Welcome to New Orleans” greeting. The new Customer Service Representatives, adorned in their burgundy jackets, meet arriving passengers each day from 5 a.m. to 9 p.m. to help assist them with any information and needs they may have. Directions to the newly remodeled restrooms and baggage claim are the top questions.

Customer Service Manager Reed Barnes said, “In addition to having a customer service desk where people come to us, this puts our staff out where the passengers are”. He also noted that the beads are recycled beads purchased from the ARC of St. Charles, a provider of services to the handicapped residents of St. Charles Parish. ✈



**Customer Service Rep greets arriving passengers with beads**

# The Airport Report

by Iftikhar Ahmad  
Director of Aviation

Louis Armstrong New Orleans  
International Airport

## Airport Expansion - A New Plan for the Future

At the August New Orleans Aviation Board meeting, the following letter from New Orleans Mayor Mitch Landrieu was presented to the Board Chairman Nolan V. Rollins by New Orleans city officials:

*Dear Nolan:*

*The Louis Armstrong International Airport (“MSY”) serves as a gateway to millions of tourists and business travelers each year and is a critical driver for the creation of jobs and economic development. MSY is the front door of our City, and improving our airport is integral to our success as a world-class travel destination and hub for commerce. I know the New Orleans Aviation Board (“NOAB”) shares my commitment to the revitalization of MSY.*

*MSY is a critical asset for the City, the region and the State. MSY carries approximately 80% of the State’s enplanements. It provides over 12,450 direct and indirect jobs for our community and facilitates over \$2.6 billion in tourism spending.*

*I commend Aviation Director Iftikhar Ahmad, the NOAB and MSY staff for their efforts over the last year. Significant progress has been made to improve the air service, facilities and customer experience at MSY.*

*We’ve seen renewed confidence by air carriers in the strength of the New Orleans market. International service to Toronto was added, and we gained nonstop service to several new domestic destinations, including Milwaukee, Kansas City and San Francisco. To make facilities more attractive and customer friendly, MSY completed an upgrade of the flight information display system throughout the terminal and opened 11 sets of completely renovated restrooms and 9 sets of restrooms with minor renovations. We also began the mid-term terminal renovations to enhance the look of the terminal inside and out prior to Super Bowl 2013. To improve customer service, concession hours were increased from 8:00 am-5:00 pm. to 5:00 am-8:00 pm. And ground was broken*

*on the new Consolidated Rental Car Facility to house all rental cars in one convenient garage location. MSY’s financial condition was recently recognized as improving, as both Standard & Poor’s and Fitch upgraded its bond ratings.*

*As we continue our efforts to grow our air service to meet the demands of our residents, businesses, visitors and conventioners, we see continued growth in passenger traffic from MSY. MSY exceeded 8.2 million passengers in 2010 with a 5.1% increase, a post-Katrina high. Further, we understand that, in the first quarter of 2011, enplanements at MSY were up 7.9%, compared to a national average of only 2.2%.*

*However, we know we have a long way to go to achieve the world-class airport that this City deserves. The Tourism Master Plan I commissioned as Lieutenant Governor identified the dated airport infrastructure and poor arrival experience as major “dissatisfiers” inhibiting our ability to grow as a top tourism destination, which we know also inhibits our ability to compete as a top destination for business and industry.*

*Our current facility is over 50 years old, much older than any of its peer airports. As a result of our crumbling infrastructure and other factors that drive costs up, we’ve seen the cost per enplanement (the cost to airlines to operate service from MSY) increase over the last several years, putting New Orleans at a competitive disadvantage to other cities with lower costs. We must take measures to correct these issues.*

*A world-class city like New Orleans deserves a world-class airport. MSY’s facilities must enable it to achieve excellent customer service, amenities and most importantly, connectivity and more direct flights. We must modernize our existing facility to improve efficiency and costs, while allowing us to grow and compete in this 21st-century economy.*

*As the 300th anniversary of New Orleans approaches in 2018, my vision is to create a world-class, international airport that will contribute to the economic vitality of our region. For over 30 years, we have studied this issue, and we have collectively rejected proposals to move the airport to other locations. We cannot afford to let another 30 years go by without a clear path forward.*

*To that end, we have reviewed MSY’s master plan and, in particular, its evaluation of options regarding the current airport facilities. The plan considered the option to build a brand new state-of-the-art airport terminal on the north side of current airport property, and rated it very highly. It also considered the possibility of expanding the airport adjacent to and west of the existing facility.*

*I am writing to request that the NOAB immediately undertake an in-depth and robust analysis of the proposed northside plans and make a recommendation to me for further action. The analysis should include: financial feasibility, environmental impact, design, and operational impacts, including potential uses for the existing terminal and surrounding infrastructure.*

*This report should also include: comparative analysis between the westside and northside options; cost-benefit analysis of continuing with current plans to improve the existing facility infrastructure, including the terminal and ground transportation improvements, in light of the potential construction of a new or expanded facility.*

*We will only pursue a course of action that is in the best interest of the citizens of New Orleans – one that is financially feasible and delivers a strong return on investment. We must also take into account the needs of MSY's neighbors, the City of Kenner, Jefferson Parish, St. Charles Parish and others, to ensure their quality of life is protected. Finally, any new plan must be acceptable to airlines and should promise to lower MSY's cost per enplanement, which will increase the marketability of New Orleans for more air service.*


*I look forward to continuing to work with you and the NOAB to ensure the success of MSY and the economic growth and competitiveness of our City.*

*Sincerely,*

*Mitchell J. Landrieu*

*City of New Orleans, Mayor*

As we move forward, we will do everything possible to deliver an airport facility that is sound and mirrors the greatness of this city. I look forward to reporting our progress. ←



**MSY Website Wins First Place**

The MSY website took first place in the annual ACI-North America Excellence in Marketing & Communication contest. Check out the website at [www.flymsy.com](http://www.flymsy.com) to view a winner! ←



**Carroll (center) poses with UA/CO staffers**

## ***Longtime MSY Red Coat Employee Retires***

On Tuesday, September 20, 2011, Gary L. Carroll celebrated 45 years of working at MSY. Carroll started his career on September 20, 1966 with Trans Texas Airlines, later known as Texas International Airlines (TIA), right here at Armstrong International. TIA and Continental (CO) merged in 1982. This could make him the airline's or even the Airport's most senior employee. He is a "Red Coat" with United/Continental (UA/CO) and is extremely well liked by his co-workers and UA/CO passengers.

When asked about his 45 year career at MSY and all the changes that have taken place since 1966, Carroll said three things stood out to him. First, planes used to have only 24 seats in 66'. Today first class alone has 24! Second, technology has become very advanced especially in the ticketing process. In the past, boarding passes were handwritten. Finally, the biggest changes have definitely been in security post 9-11 and the arrival of the TSA. In the early part of his career, employees were able to drive their personal vehicle on the AOA and wash it during their break.

Carroll had some words of advice to the younger members of the UA/CO staff at MSY:

- Stay out of trouble
- Work hard - Do your job and enjoy it
- Have a good sense of humor
- And most important, don't argue with the Customer, they are always right.

Best wishes to Gary in his retirement. ←

## NOAB Potluck Luncheon a Fun Time

The New Orleans Aviation Board employees gathered in September for a potluck luncheon. As usual, the food was outstanding and the attendance was great. ✈



Ladies from the new Airport Customer Service Department in their new look



New NOAB Airfield Maintenance employees were welcomed with souvenir beads



NOAB employees trade their recipes

## Airport Receives Honorable Mention Award

At the September Security Technology Executive (STE) Annual Innovation Awards Ceremony, Louis Armstrong New Orleans International Airport was recognized for an honorable mention project. The airport project was the deployment of a massive Physical Security Information Management System (PSIM) to help protect the facility. NICE Systems, the core software provider and Johnson Controls, the systems integrator, were also honored with the award. The award judging panel recognized the project as an impressive example of how successful implementations of a PSIM system can benefit a sprawling facility. "The fact that an airport of the size and scale of Armstrong International was able to consolidate all of their security and life safety systems onto two screens in their security operations centers using the NICE PSIM platform is astonishing and truly innovative", said one judge. ✈

## CONCOURSE D EXPANSION COMPLETED



The expansion of Concourse D is complete. The ultra modern looking extension adds 6 new gates to the existing 6 gates as well as new restrooms. Also included will be new food and beverage concessions, retailers, and modifications to the security checkpoint that will allow for the increased capacity. A ribbon cutting ceremony took place on Thursday, October 27, 2011. ✈

## Condolences to Mr. Bell

Sincerest condolences to Mr. George Bell on the passing of his wife, Rosemary in September. George is a locksmith with the NOAB Security Department. ✈