

## Career Expo kicks off



Amy Vicars/Index

President Troy Paino kicks off the Career Expo Monday in the SUB Georgian Room. The event included a panel of employers to give advice after Paino's speech. Seated at the table to the right of the podium is Dana Chapman, corporate recruiter for Dot Foods.

# Cape Air takes off

BY BAILLIE JAMES  
Staff Reporter

Kirksville citizens now have more travel options than ever since Cape Air became the official airline for Kirksville Regional Airport on Sept. 17.

Cape Air has a partnership with Travelocity and Orbitz, which allows travelers to plan an entire trip and multiple flights using one ticket, simplifying travel for Cape Air customers.

David Hall, director of Kirksville Regional Airport, said the number of travelers already has increased since Cape Air became the official airline. The airport saw 320 passengers in September compared to the 242 passengers it had in August. He said the transition from the former airline, Air Choice One, to Cape Air was very smooth, even with adding a ticket office in downtown Kirksville and upping the number of flights from two to three per day.

"It's amazing how much the

ridership is increasing," Hall said. "I believe 41 percent load capacity is the goal right now, and I think we are at 31 percent, and that is in the first few weeks of their operation. So, we are optimistic that we will meet that goal."

Hall said the bar graph on the courthouse lawn will help to measure their ridership goal and raise awareness in the community. He said Cape Air also plans to offer a special discount soon to the faculty and staff of Truman State and A. T. Still universities and to parents of students at these institutions.

"There may be a shift of flight times as we go, but for the most part it will remain pretty much unchanged," Hall

said. "The two things we will make sure of is that we will have an early morning origination flight and then a return flight later in the evening. I'm confident those will remain unchanged."

Kirksville Mayor Todd Kuhns said the United States Department of Transportation selected Cape Air as the new airline, partially based on ticket prices that stay below the \$200 per passenger cap the department wants to enforce.

"Having an airport is very important to our economic development," Kuhns said. "Transportation in general — having as many options of transportation as possible — helps us to attract companies, industries

and businesses into Kirksville. Having an airport of our own is a tremendous asset."

Kuhns said the DOT examined Kirksville's needs before selecting an airline, and the biggest needs were to increase the number of passengers on flights and keep flight prices down. Kuhns said that previously the number of passengers was so low and prices per customer so high that the airport was in danger of losing its federal stipend.

"Marketing is a big element," Kuhns said. "Cape Air has been very successful in other communities similar to Kirksville in coming in and running a good program, marketing the airline and getting ridership increased."

He said Cape Air has already used billboards, media, banners and a big ribbon-cutting ceremony in Kirksville to increase awareness about the airline.

Nathan Yamnitz, 22, of St. Louis used Cape Air when he came to Kirksville to visit Truman friends the weekend of Sept. 24. He said he

heard about it through a client at work and decided to try the airline.

"It would be a little more expensive [to fly than to drive], but it was an hour instead of three hours," Yamnitz said. "It kind of depends on how you value your time. Would you rather spend two hours going round trip or would you rather spend six hours going round trip? I felt like it was worth it."

Yamnitz said the only thing that surprised him about the experience was the small size of the plane. He also said the landing in Kirksville was tough for him because of the small runway, but he enjoyed the flight overall.

"By the time you get off the plane, there is somebody there with your bags for you," Yamnitz said. "That is probably because your bags were about five feet from where you were sitting on the plane, but I just walked right through to the airport, and my ride was there to pick me up. It was really quick, really easy, and it was convenient."

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Todd Kuhns  
Kirksville mayor



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