

RESOLUTION NUMBER R- 200802

DATE OF FINAL PASSAGE JUN 13 2008

WHEREAS, U S Airways began as Pacific Southwest Airlines [PSA] in 1949 and has a rich culture and colorful history as one of America's great airlines; and

WHEREAS, PSA is one of the four heritage airlines that form U S Airways, the others being America West Airlines, Piedmont Airlines and Allegheny Airlines; and

WHEREAS, in 1949, a leased Douglas DC-3 flew one weekly round trip from San Diego to Oakland via Burbank and reservations were taken from a World War II surplus latrine refitted as a ticket office; and

WHEREAS, PSA was known for its sense of humor; its slogan was "The World's Friendliest Airline" – U S Airways San Diego continues this tradition; and

WHEREAS, PSA's recognizable trademark was a smile painted on the nose of each plane and an accompanying ad campaign declaring "Catch Our Smile;" after PSA was bought by US Airways, ex-PSA mechanics would occasionally paint smiles on U S Airways planes as a joke; and

WHEREAS, because of the major San Diego flight schedule and because of the discount fares, military personnel nicknamed PSA the "Poor Sailor's Airline"; and

WHEREAS, in April 1988, PSA officially became U S Airways, marking the third merger in the history of the company, and in October 2006, America West Airlines and U S Airways merged into the new U S Airways; and

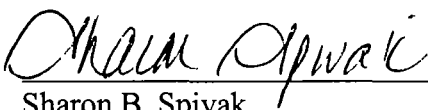
WHEREAS, U S Airways San Diego has 190 employees and 16 departures with worldwide service every day; U S Airways in San Diego still has 17 original PSA employees; and

WHEREAS, U S Airways fulfills its commitment to corporate citizenship through corporate philanthropy, foundation giving and employee involvement in local communities through volunteerism and service on nonprofit boards; and

WHEREAS, U S Airways recently rolled out a world class look with new uniforms and has come far from the brightly colored PSA uniforms of the past to the current professional and contemporary business casual uniform seen today; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that this Council, for and on behalf of the people of San Diego, proclaims June 10, 2008 to be “U S AIRWAYS DAY” in the City of San Diego.

APPROVED: MICHAEL J. AGUIRRE, City Attorney

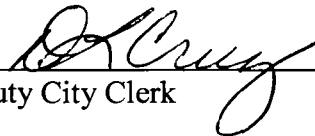
By   
Sharon B. Spivak  
Deputy City Attorney

SBS:als  
05/28/08  
Or.Dept:Council-Madaffer  
R-2008-1102

R - 1102

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of JUN 10 2008.

ELIZABETH S. MALAND  
City Clerk

By   
Deputy City Clerk

Approved: 6.13.08  
(date)

  
JERRY SANDERS, Mayor

Vetoed: \_\_\_\_\_  
(date)

\_\_\_\_\_  
JERRY SANDERS, Mayor

