

# DELTA'S NEW FAMILY OF UNIFORMS

Coordination and teamwork are bywords for Delta professionals. Those same bywords were the framework for creating the new family of uniforms—uniforms with a cohesive, current style and color range, offering the traveling public a unified and professional image of Delta's personnel.

## In-Flight Service uniform



**B**eginning with the June 1 premiere of the updated flight attendant uniforms, and continuing through the November 1 debut of the new uniforms for Stations and Technical Operations personnel, the efforts of Delta people working in concert with the uniform vendors, Delta management, and each other, came to fruition.

For In-Flight Service, according to Staff Manager Donna Smathers, theirs was only a partial uniform changeover, with a variety of new and redesigned garments providing an updated look. But even for a uniform update, the flight attendants were an

essential part of the process.

"In 1989, well before the June 1991 changeover date, a flight attendant representative from each base came to Atlanta to review a copy of our proposed uniform changes. We discussed the planned update, and new and revised uniform pieces, and the representatives approved our plan," explains Smathers.

Since a total change was in the offing for both Stations and Technical Operations, personnel groups were formed, carefully chosen to represent the uniform wearers.

Senior Stations Analyst Bill O'Brien explains that representation was not only geographical, but also by station size, since the needs of the personnel in a small station where multiple functions are performed by one person were different from the personnel in a large station, where the volume and functions would differ.

Luther Weston, staff coordinator—Maintenance Administration, points out that for the Technical Operations uniform program committee, an overriding concern was durability of uniform materials, since their uniforms are often exposed to oils, solvents, and other solutions; and therefore should resist staining.

Whatever the concerns, the personnel groups met with vendors, talked with their co-workers, then re-met with vendors, until the final sets of uniform pieces were chosen and approved by them and by Delta's management group.

The results? See for yourself on this and the following pages, as you meet the latest family of uniforms for Delta professionals. ▲



*Top photo, back row, left to right: Michael McHale, Sterling Richardson and Randy Robinette; front row, left to right: Linda Sanders, Diane Haynes and Jennifer Key*

*Above: Sterling Richardson and Jennifer Key*

*Right, left to right: Regina Tiller, Angela Piacentina and Jan Wieland*



**Stations public contact uniform and City Ticket Office uniform**



*Below: George Williams, Nancy James*



*Note detailing on shirt cuff.*



*Above: Larry Warnke, Ted Beighle, Louis Guimond  
Left: Susie Poindexter, Mike Clark*



**Stations uniform**



*John Theodos*



*Ron Jones*



*Dety Kirchoff, Paul Price*

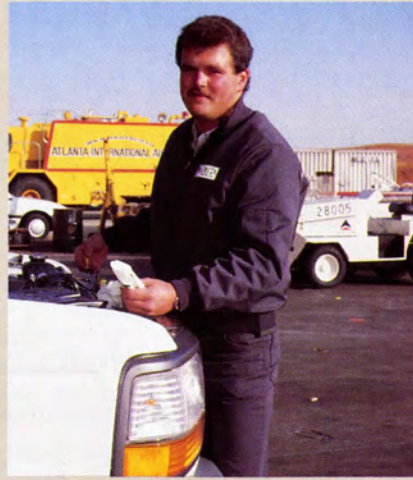
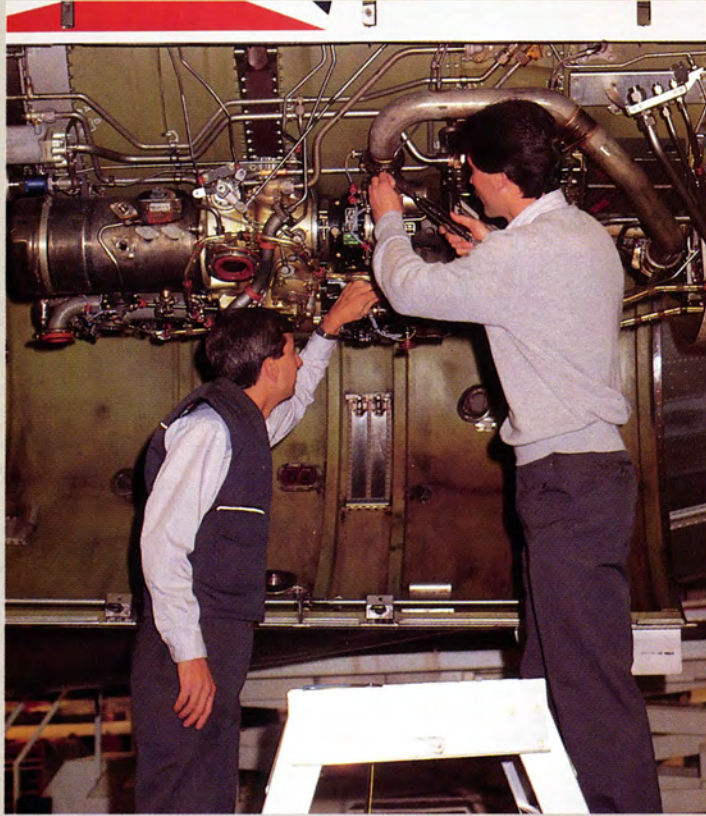


*Dick Goda*



# Technical Operations uniform

*Below: Randy Hawkins and  
Tim Shirey*



*Steve Manders*



*Joe Free*