

*“Intersected Passage”
by Tom Orr*



Love Field Modernization Program Newsletter

LOVE | EVOLUTION

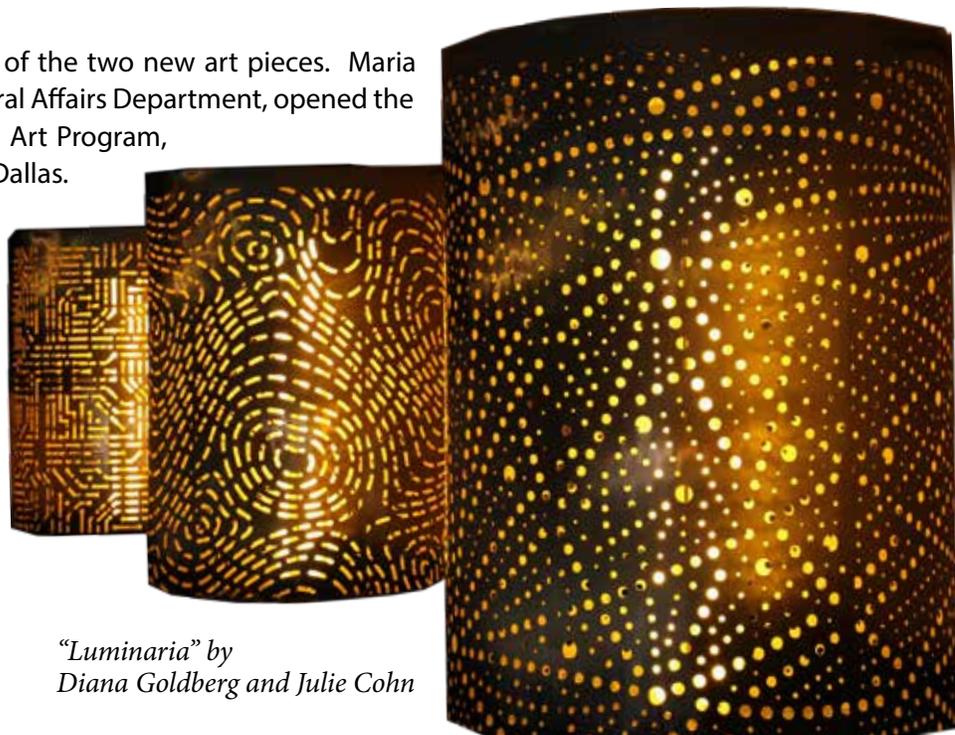
Dallas Love Field Reveals New Art Pieces

On the evening of Dec. 3, 2013, guests joined City of Dallas officials and Southwest Airlines for a ribbon cutting and lighting ceremony to reveal two new additions to the Love Field Public Art Program - “Intersected Passage” and “Luminaria.”

The event took place near Terminal 2, in front of the two new art pieces. Maria Muñoz-Blanco, Director of the city’s Office of Cultural Affairs Department, opened the ceremony with an overview about the Love Field Art Program, which represents contributions of artists from Dallas.

Shortly after, distinguished guests and Tom Orr, the creator of “Intersected Passage,” proceeded to cut the ribbon. The powder-coated aluminum piece stands above the main entrance ramp of Terminal 2 and was inspired by the 1958 entrance sign of Dallas Love Field Airport, which was recently refurbished and reinstalled at the corner of Denton Drive and Mockingbird Lane.

Following the ribbon cutting of “Intersected Passage,” artists Diana Goldberg and Julie Cohn unveiled their collaborative art piece, “Luminaria.”



*“Luminaria” by
Diana Goldberg and Julie Cohn*

continued on next page



Ribbon cutting for "Intersected Passage"



Ceremonial switch to light "Luminaria"



Art program reception



Kay Kallos, City of Dallas Public Art Manager, explains the significance of the Love Field Art Program

Continued from page 1

The six 10-foot cylinders of "Luminaria" are located outside the main entrance of Terminal 2, metaphorically representing an "illumination of ideas."

As the night concluded, guests socialized with the artists and expressed enthusiasm for the art program.

The City of Dallas and the Love Field Modernization Program plan to reveal two additional pieces before the modernization program is completed in October 2014. ✈



Celebrating NEW CONCESSIONAIRES



From the aroma of slow-smoked pulled pork to the visual appeal of the combination of rustic woods and metallic de-

tails, Dickey's Barbecue Pit is now enriching the lives of Love Field travelers with its deep Dallas roots.

In 1941, Travis Dickey opened the first Dickey's Barbecue Pit in Dallas with a menu consisting of beef brisket, pit hams, barbecue beans, potato chips, beer, bottled milk and sodas. Today, Dickey's serves an array of home-style dishes across the U.S.

With a desire to give travelers a distinctive taste of Dallas, Dickey's Barbecue Pit came to Love Field under the city's call for food service provider proposals.

"At Love Field, we added many fresh ideas to our already rich history," said Tim Sharp, Vice President of Operations at Dickey's. "With our new restaurant design, specialized menus, grab-and-go options and online ordering, we have made it possible for travelers to take a little bit of Texas home with them."

With locations in over 35 states, Dickey's came to Love Field with a goal of attracting a broad spectrum of travelers: locals who are already familiar with the brand and those who want to taste true Texas barbecue for the first time.

"When Love Field was looking to partner with food service providers who could give travelers a distinctive taste of Dallas, Dickey's Barbecue Pit was a natural fit," Sharp said.

"For the location, we took a classic Texas barbecue concept and re-energized the brand image for today's more savvy traveler by taking great care in introducing our new interior prototype."

To demonstrate Dickey's pride in their Dallas roots, the Love Field location showcases the history of Dallas and offers promotional items for Love Field passengers. Dickey's also partnered with local Dallas institutions to offer coupons on the back of receipts to places such as the Dallas Zoo and local museums.

"Although we are a national company, we want customers to remember the local Dallas feel at Dickey's Barbecue Pit in Love Field," Sharp said. ✈️



Dallas Love Field is Dickey's Barbecue Pit's fifth airport and its 300th store in the U.S.

Current Love Field Concessionaires

Baskin-Robbins	Cru Wine Bar	Fire CZ	Soybu Bliss	Travel & Leisure
Billy Bob's Texas	D Magazine News	Hudson News	Spectacles	West End News
Campisi's Pizza	Dickey's BBQ	La Madeleine	Starbucks	Whataburger
Cantina Laredo	Dunkin' Donuts	Manchu Wok	Tech on the Go	
Cool River	Fair Park	Moe's SW Grill	Texas Monthly	
Creative Kidstuff	Famous Texas Boots	Sky Canyon	Texpress Gourmet	

CONSTRUCTION PROGRESS



West Concourse Interior



West Concourse Exterior



Aerial view of the new Baggage Claim



West Concourse Basement



West Apron



New Baggage Claim

M/W/DBE SPOTLIGHT

ALPHA Insulation & Waterproofing

When owner Vic Verma founded Alpha Insulation and Waterproofing in 1982, his primary focus was to provide customers with quality and timely service.

Today, the company has more than 30 years of experience in firestopping, spray insulation, waterproofing and other scopes in its industry Division 7, operating from that same principle.

As a minority-owned business, Alpha was contracted to perform firestopping services and other scopes of work under Hensel Phelps Construction Co. for the Love Field Modernization Program (LFMP). Firestopping prevents the spread of fires by sealing joints and openings in buildings, a common building code requirement.



According to Director of Firestop Division David Mistler, the opportunity was a great fit because Alpha has worked for Hensel Phelps Construction Co. on past projects.

“Both Alpha and Hensel Phelps benefit from our ability to perform multiple scopes on a high profile project like the LFMP,” Mistler said.

For projects such as the LFMP, the benefit of hiring a Minority and Women-Owned and Disadvantaged Business Enterprise (M/W/DBE) is mutual. Many M/W/DBE companies provide a higher level of involvement to aid in the decision-making process, allowing the project to run in a timely manner. For Alpha, having an MBE certification provides opportunities to work on larger projects they may not otherwise have access to.

“Most companies did not know we perform turnkey firestop, covering all trade applications,” Mistler said. “The LFMP allows us to demonstrate our abilities in this area and as an approved contractor.”

Alpha is hopeful about company growth and plans to expand their firestop sector after completing the LFMP.

“Our plans are to invest heavily in our people and grow this portion of our business exponentially, especially with projects like the LFMP that promote M/W/DBE companies,” Mistler said.

For more information about Alpha Insulation and Waterproofing, visit www.alphaiwp.com.



Vic Verma, Chairman and Chief Executive Officer of Alpha IWP

LFMP
M/W/DBE
Participation

\$190.5 Million
M/WBE contracts awarded

39%
M/WBE contracts awarded

\$20 Million
DBE contracts awarded

27.69%
DBE contracts awarded

271
Total number of contracts

Dallas Love Field, Third-Time Award Recipient



Dallas Love Field received awards of excellence in the 2013 Airports Council International (ACI) Marketing and Communications Contest, marking the third consecutive year for Love Field. The purpose of the contest is for ACI to recognize the quality, talent and creativity in marketing and communications of the airport industry.

For the 2013 entry, Love Field submitted the public relations campaign for the Love Field Modernization Program (LFMP) and included written materials, graphic design concepts, public awareness campaigns and media relations programs. Love Field entered into nine different categories, receiving first place for Brochures and third place for Newsletters.

In 2012, Love Field received top honors in Newsletters, second place in both Brochures and Social Media Campaigns and third place in the Customer Service Initiatives category. In 2011, Love Field received second place in the Customer Service Initiatives category.

For the first time, Love Field also entered the 2013 ACI Richard A. Griesbach Excellence in Airport Concessions Contest, receiving an Honorable Mention Award for Best Food and Beverage Program. The contest recognizes concession creativity and influence by evaluating use of brand concepts, customer service, and revenue performance that aid in the airport's development.

The LFMP Project Management Team congratulates all who contributed to Love Field's success and are committed to developing effective and creative campaigns that inform and educate passengers, tenants, employees and the Dallas community.

For more information and to view 2013's winning submissions, please visit <http://www.aci-na.org/content/2013-aci-na-communications-contest-winners-airport>. ✈

For more information about Dallas Love Field

Want more information about Dallas Love Field and the Love Field Modernization Project? Find us at:

www.loveevolution.info



www.facebook.com/DallasLoveField

www.twitter.com/DallasLoveField

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