

AIR WEST 68 news



MIKE BRAND



Reservations supervisor Michael Brand is a 16-year veteran of the airlines industry and has the special ability to get along with women even though he is not married.

Brand, who toils in the San Francisco reservations office, began his reservations career with United Airlines in Denver in 1952 and later moved to San Francisco with the same line.

He began working for Pacific Air Lines in 1959 as a reservations agent in San Francisco and has been there since.

'It is Mike's experience that makes him valuable to us,' says Nick Lauer, Air West reservations director. 'He grew up with the problems of reservations and he knows how to handle special situations because of his experience.'

Brand, now 42, is characterized by his soft spoken manner and casual appearance. He seems completely in control of his 'cool' and gives the impression of not being one who would get overly excited in difficult situations.

He enjoys skiing, perhaps a product of his hometown, Aspen, Colo., and likes traveling.

As supervisor of the day shift at SFO reservations, he considers getting along

with the 22 girls on the shift 'a talent.' But Brand emphasizes that the girls are easy to work with and have been no real problem.

Brand's boss, SFO reservations manager Ray Giddings, echoes Lauer's comments. Says Giddings, 'Mike's experience with a trunk carrier is very helpful to us. He knows how to handle problems of fares and connections and routes.'

In addition to the direct supervision of the reservations agents, Brand feels his job to be an exciting, challenging position.

'I especially like the challenges. When we have to cancel a flight because of weather, it's my job to coordinate ground transportation or food or hotel facilities for the passengers.

'It is also my job to assist the girls with difficult reservations problems. You would be surprised with some of the things customers ask you to do.'

Lauer feels Brand is typical of a lot of career reservations people. 'Mike is a hard worker who is a good supervisor and knows his job. He developed his knowledge of reservations at the same time the airlines were developing their knowledge of reservations.'

FLOR SHEA



Flor M. Shea, a native of Chihuahua, Mexico, has been executive secretary for two Air West vice presidents and is now in the same position with a third. She can claim this distinction even though she is only 25 years old.

The changes have been no reflection on her ability to get along with the gentlemen, but rather circumstances beyond her control.

Mrs. Shea was hired in October, 1966, by Larry Decker, then vice president of traffic and sales for Bonanza. Decker moved to Pacific Air Lines and Flor moved into the office of Bonanza's legal vice president, Arthur M. Taylor.

When Air West was formed by merger this year, Taylor was moved to San Francisco, but Flor stayed behind in Phoenix, to find a new boss. She found Jack A.

Vidal, vice president of maintenance and engineering, in need of a secretary and subsequently was offered the job. She has been there ever since.

Because she speaks and writes fluent Spanish and because she has a good working knowledge of Mexico, Flor was a great help to the company during the negotiations for routes into Mexico. She handled a tremendous amount of legal paper work while working for Taylor, much of it in Spanish.

Flor was graduated from St. Mary's High School at Phoenix in 1960 and has attended Phoenix City College and the American Institute of Banking, Phoenix.

She is an avid dancer and is currently studying flamenco dancing under Miss Lidia Tores, formerly with the Jose Greco troupe.

BY BOB HENRY

There are numerous indications these days that we are gaining on the objectives established at the outset of our merger. There is much hard work ahead of us, but the next few weeks are going to see a vast improvement in our operations.

This month saw a very warm reception in Nevada to our joint proposal with United Air Lines to take over United's Elko-Ely service and to seek nonstop service from Reno to the Pacific Northwest, San Francisco and Salt Lake City.

This was a significant event in terms of community response. It also enabled us to take a positive step which enunciates our confidence in Air West's ultimate capabilities.

There are other measures planned or implemented which I feel strike this same note. Briefly, they include:

Personnel — Six hundred positions have been added since the merger and the work force now exceeds 3,800. Many of these additional employes have been reservations and station agents and mechanics — all critically needed categories. The maintenance department quota has been increased to 830 from 660 in July, and most of these technical positions will have been filled by the end of October.

Maintenance — Besides greatly increas-

ing the maintenance work force, we have spread it over more of the system to expedite routine maintenance and troubleshooting. Spare parts also are being inventoried at more line stations.

Schedule — In September we reduced departures by 241 and postponed some service increases. We also decreased operations into the congested traffic zone at LAX. Together with further adjustments in the October 27 schedule which will provide more realistic elapsed times on some routes, these moves have helped reverse the on-time situation and give maintenance needed overhaul time. Conditions are expected to improve steadily.

Las Vegas — We have increased service frequencies and established domiciles for 54 pilots and 38 hostesses at this major crossroads city. Maintenance and station personnel also have been beefed up, and we now have more than 250 people stationed at Las Vegas.

Equipment — We will take delivery of two more DC-9 Series 30 twinjets in November. Initially they will be used for training and to replace other planes while Air West colors are being applied to the remainder of the fleet. We are attempting to further streamline our maintenance program by leasing the three 727s and re-



placing Dart 6-powered F-27s with the Dart 7 version.

These are a few meaningful changes that promise a successful conclusion of the merger process. I hope to bring you others in succeeding issues of this new employe publication.

A LETTER PERFECT LANDING

by Gordon Kent

Air West flight 583 made a routine takeoff from Sky Harbor Airport at Phoenix, Arizona, with Captain E. J. Lawlus in the left hand seat. Gerald Ragle was co-pilot, Earlene Moore the hostess.

Nearly two tense hours later, Lawlus executed a letter-perfect landing on a foam-covered runway prepared for his crippled aircraft by firemen.

Lawlus and his crew won exclamations of admiration for the example of outstanding airmanship and the manner in which they handled the situation when it was discovered after takeoff that the nosewheel was cocked at an angle.

After the F-27 slid to a stop, Lawlus, a veteran of 13 years with Air West and Bonanza, a composite of the three-way merger which formed the new regional airline, related what had happened.

Following takeoff, the normal steps to "clean up" the ship were taken. But the landing gear control would not go to the full 'up' position. It was apparent something was amiss.

A low fly-by of the Phoenix tower confirmed that the nose-wheel was canted.

Lawlus then flew around the Phoenix area to burn excess fuel. At one point he relinquished controls to Ragle long enough to enter the cabin and reassure the seventeen passengers who had expected a routine trip to Ontario, California.

At 5:30 p.m. that October 3, Lawlus descended from a setting sun toward the runway and a gaggle of lenses affixed to newspaper and television cameras.

Through their viewfinders, the photographers saw the plane touch delicately down, the nosewheel held off as the aircraft slowed, then gently lowered into the slippery white blanket of foam.

Miss Moore said when all had been deplaned:

'I couldn't have hand-picked a better bunch of passengers.'

The passengers were even more lavish in the praise of Lawlus and his fellow crew members.

'Beautiful,' exclaimed most. 'That was really great,' said others.

ELY, NEVADA, HERE WE COME

In a move that would have a wide effect on western air service patterns, Air West and United Air Lines have combined to ask the Civil Aeronautics Board for the transfer of United's Elko and Ely, Nevada, operating rights to Air West.

The two companies also formally agreed to request approval of major additions to the Air West system, including nonstop authority between the Pacific Northwest and Nevada, between Reno and San Francisco, and between Salt Lake City and Reno.

G. Robert Henry, president of Air West, says that his company proposes to institute the following service if the authority is granted:

—Three roundtrips daily between Reno and San Francisco.

—Two roundtrips daily between Elko, Nev., and San Francisco via Reno.

—One roundtrip jet flight daily between Reno and Salt Lake City.

—One roundtrip jetprop flight daily between San Francisco and Salt Lake City via Reno, Elko and Ely.

—Two nonstop roundtrip jet flights daily between Reno and Seattle, and one daily one-stop flight.

—Two nonstop jet roundtrips daily between Reno and Portland.

—Three roundtrip jet flights daily between Las Vegas and Seattle, two of them with a single stop (Reno) and one with two stops (Reno and Portland).

The authority to operate nonstop between San Francisco and Reno would carry the requirement that flights continue to either Ely, Elko or Salt Lake City.

Several months ago United announced intentions to retire its remaining propeller-driven aircraft now in use on the

Reno, Elko, Ely, Salt Lake City route. Present airport runways at Elko and Ely are not sufficient to accommodate larger jet aircraft in United's fleet.

Implicit in their joint agreement is a commitment by United Air Lines to insure the present level of air service to Ely and Elko, until such time as final board approval is forthcoming. This could involve the leasing of jetprops from Air West during the interim.

In their joint announcement to Nevada public and community leaders October 12 at Carson City and Reno, Henry and Belford Brown, United vice president, external affairs, made no predictions about when the C.A.B. might act.

While the proceedings might extend for eight or ten months, they said the duration would depend on how much community support is generated and the degree of carrier opposition.

COMMUNITY REACTION: 'LET'S GO'

Reaction to the Air West-United service proposal in Nevada was highly favorable.

'This is the most significant announcement for the improvement of air service in the history of Reno.'

That was the statement of Vernon Durkee Jr., Greater Reno Chamber of Commerce air service chairman, to the Nevada State Journal, and the Reno paper started off its front page story with it under an eight-column banner that read:

'Air West to Expand Reno Service!'

Durkee also said:

'We plan to work as rapidly as we can to get community support to back up the application immediately after it is placed before the C.A.B. The two lines can expect to receive 100 per cent cooperation

from the Greater Reno Chamber of Commerce.'

About the position of the two airlines that its application is on a basis of 'all or nothing,' Durkee stated that 'this is as the chamber wants it to be. It will give us that much more chance to get the expanded service which has long been sought by Reno.'

Senator Alan Bible gave the plan his outspoken endorsement.

The Nevada State Journal quoted him as stating that the proposal would 'turn a possible minus into a very big plus.'

'I've been in close touch with United every step of the way,' Bible said, 'and I can say without reservation that it represents a very real and forward-looking effort to put northern Nevada into the jet

age with both feet.

'It's my hope the Civil Aeronautics Board will be able to give this the green light soon. I intend to put my full support behind it.'

The senior Nevada senator called the Reno-Northwest proposal 'a real breakthrough that will bring uncounted benefits to our tourism and industrial development.'

Bible complimented the civic leaders in the affected communities.

'The real credit goes to the civic organizations of Reno, Elko and Ely who tackled what seemed to be a setback with a positive approach. The farsighted campaign for improved air service mounted by the Reno Chamber of Commerce two years ago was a major factor.'



THE MIDNIGHT MAIL

Midnight mail service described as the backbone of overnight mail delivery in California and Nevada has been started by Air West and the Post Office Department.

Without the Air West flights, overnight delivery of mail into most areas of the two states would not be possible, according to Jerry S. Kitchen, Air West's director of cargo sales.

The service calls for two-way off-peak-hour flights connecting Sacramento, Los Angeles and San Diego. The 470-mile northbound flight leaves San Diego at 10:15 p.m. and arrives in Sacramento at 1:45 a.m., including a stop in Los Angeles. The southbound flight leaves Sacramento at 11:30 p.m. nightly and terminates in San Diego at 3 a.m.

Tollie Graves, director of postal services for Air West, said the service is very valuable to the three cities directly involved and also to the connecting cities

along the route.

The mail carried by Air West is transferred at the three points to trunk air carriers, air taxi service and ground transportation facilities for delivery into such outlying areas as the Imperial Valley.

Frank Egan, director of transportation planning for the San Francisco district of the Post Office, said the Air West flights make it possible to mail a letter in the evening in San Diego and have it delivered the next day in Eureka or Redding, Calif., or Ely and Elko, Nev.

Graves, a lifelong veteran of the postal service, had praise for the Air West personnel who handle the mail flights. 'The people at the stations have proved that the schedules and ground times are realistic and have simplified the loading procedures. These people have done a good job and their continued good work will make this operation the success we think

it can be.

In the first eight days of the service, Air West carried 66,525 pounds of mail, all letters. According to the postal officials, letter mail averages 43 pieces per pound. This means that 2,872,575 postal patrons received expedited mail service during the first eight days of the service, and the volume is increasing.

The F-27 aircraft used on the flights are planes which spend the night on the ground, Kitchen said, so there has been no problem meeting the schedules as far as aircraft availability is concerned.

'We are making extensive studies of other areas on the system to see if there are similar situations where we can fly the mail at night with aircraft that usually would be idle. We expect to increase our mail service extensively, especially next year when it is expected all first class mail will be flown to its destination.'

REPORT FROM SALT LAKE

'Nothing but up!'

These three words, which seem to sum up the general feeling about the future of Air West in Salt Lake City, were voiced by assistant station manager Jim Moore. They could have been spoken by anyone because they express the prevailing enthusiasm in the Utah capital among Air West employees.

Blaine Barney, sales and service manager, said it this way: 'We have nothing but enthusiasm for Air West here. We have all types of aircraft flown by the company, we are the hub of the system's longest hauls and we are the potential hub of even longer hauls.'

District sales manager Norm Hansen predicts: 'Salt Lake City will be one of the heaviest markets on the system within two years.'

And the figures support these men completely. From August 1967 to August 1968 Air West boardings increased about 40 percent over the combined Bonanza-West Coast boardings. The number of flights handled in Salt Lake City has more than doubled in that same period.

In August 1967 Bonanza and West Coast recorded 274 departures at nine per day and eight on Saturdays. The number jumped to 14 daily and 13 Saturdays in August 1968 for a total of 429 departures. The number of departures has grown to 20 daily now with the addition of the Salt Lake City-Los Angeles route.

Future growth rests in part on the outcome of a 1968 recommendation of a Civil Aeronautics Board examiner for new authority to operate on nonstop routes between Salt Lake City and Denver, and from the Utah capital to Boise, Portland, Seattle and Spokane, also nonstop.

Air West roots were planted in Salt Lake City in January 1957 with the awarding of route authority to Bonanza Airlines between Salt Lake City, Cedar City, Flagstaff and Phoenix. Bonanza flew the routes with DC-3s at the outset but added F-27s a short time later.

West Coast entered the market in September 1959 flying DC-3s and F-27s be-

tween Salt Lake City, Twin Falls and Boise.

Pure jet service began in 1966 when Bonanza initiated its DC-9 'Funjet' service between the Utah and Arizona capitols. West Coast followed with DC-9 service in 1967.

What began as two departures daily for Bonanza Airlines in the cold winter of 1957 has now grown to 20 departures daily and includes all four types of aircraft flown by Air West, a distinction no other city on the Air West system can claim.

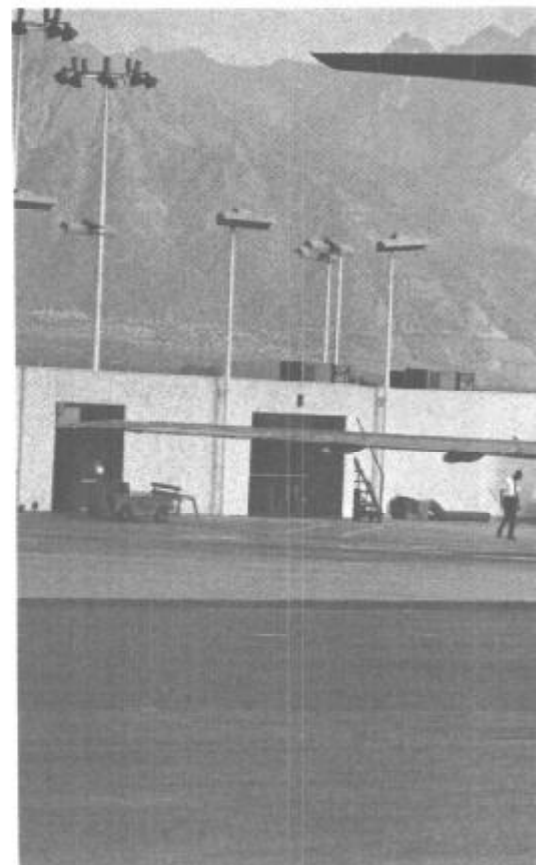
With its growth, Salt Lake City has experienced growing pains. The non-stop service between Salt Lake City and Los Angeles has been handicapped to some extent by three factors. Western Air Lines had the route authority exclusively for more than 30 years and people are accustomed to calling Western for that service. Other handicaps included the air fare. Currently, Western's is about \$20 lower per roundtrip than Air West's. Western has also had a great deal of success with advertising hot breakfast service on its morning flights.

The latter two handicaps were wiped out October 27 when Air West will put into effect 'Discover America' air fares over this route and will also serve hot breakfast to passengers on the morning flight. The new air fare will be exactly equal to that offered by Western and the meal, according to customer services director Larry Curns, will be all that anyone could want for breakfast.

The third handicap, that of 30 years of established service, may also be being slowly overcome.

An intensive advertising campaign has been carried out in both Los Angeles and Salt Lake City to inform the public that there is a new way to jet between Salt Lake City and Los Angeles.

And district sales manager Norm Hansen says Seattle reservations recently reported receiving more than 930 calls in one day from Salt Lake City. A large por-



Boeing 727 trijet stands ready for take-off with loft

Veteran customer service agents, Garry Merrill (l) and





Wasatch Range presenting picturesque backdrop.

Garry Bennett, initial shift bid sheet.



Sales/service manager Blaine Barney (l) and senior agent Mike Aland

Senior agent Aland stands by to assist deplaning passengers from flight.



increase in air freight service. He expects October's total air freight to top 300,000 pounds, up from the 153,659 pounds carried in August 1968. The August 1967 combined figure for Bonanza-West Coast was 67,701 pounds.

The merger which brought Air West into being made Salt Lake City one of the larger stations on the line. The 49 people working for West Coast and Bonanza at the time of the merger have now grown to 58. The total includes 22 maintenance personnel, 34 customer service employees, and Blaine Barney and Jim Moore, station manager and assistant manager, respectively.

The people in the Salt Lake City operation are veterans of the airline industry. Barney started work with Bonanza in 1957 at Cedar City, Utah. He was station manager at St. George and Cedar City before taking over at Salt Lake City.

Moore went to work for West Coast as an agent at Astoria, Ore., in 1958. He later worked as senior agent at Salt Lake City and Twin Falls before returning to Salt Lake City as West Coast manager.

The top 12 people in the station represent 117 years experience in the airline industry. Senior agents Mike Aland, Mike Packer, Bob Klaas and Dave Jensen all have had 10 years with either Bonanza or West Coast. Lead mechanic Cal Robbins had 11 years with Bonanza and temporary lead mechanic Hamer Williams had 10 with West Coast.

Agents Doug Johnson, Gary Merrill and Lin Wimpy are nine-year veterans and Mel Ives is an eight-year man.

The station recently added three new counter agents and three customer service agents, and to put down any hint of sex discrimination, three are men and three are women.

The 58 Air West employees are only a small part of Salt Lake Valley's nearly 400,000 population, but they have made their presence known in civic, church and community groups. They apparently like their work and their location because the station has one of the lowest turnover



Larry Swensen (L) and Scott Whipple quickly unload cargo pit on Salt Lake City jet.



Norm Hansen, district sales manager



Mary De Bry assists passenger

rates on the entire Air West system.

Salt Lake City and the surrounding area are highly conducive to air travel on a year-around basis. Winter features some of the finest skiing in the world. Summer and fall offer the outdoorsmen almost unlimited opportunity for fishing and hunting. And the spring gives the traveler a great time of the year to just relax and visit the landmarks for which the area is famous, particularly the Mormon Temple Square and the Great Salt Lake.

The history of Salt Lake City has long been associated with the Church of Jesus Christ of Latter-day Saints, or Mormon Church as it is more popularly known. The church has a great influence on the social and economic life in the state partly because almost two-thirds of the state's 1.3 million population are members of the church.

Utah's economic stature is based largely on its mineral and defense industries. The state's largest employers are Kennecott Copper Corp., and the U.S. government.

Other mineral industries, exclusive of copper, include gold, silver, zinc, iron ore and a multitude of other substances. There is oil, natural gas, uranium and phosphate. The latest mining venture is a multi-million project to extract magnesium from the waters of the Great Salt Lake.

Defense and other governmental employers include Hill Air Force Base, the western district office of the Internal Revenue Service, Dugway Proving Grounds and other smaller installations.

The state is the home of three major universities and four other fast growing four-year colleges as well as a number of two-year institutions. Utah has the distinction of having the highest percentage of its young people graduate from high school and the highest number to go on to college.

Air West is growing in Utah just as



Vice President with Capt. Don Hawley, Air West hostess Joyce Joyce, at PDX

JJ meets HHH

When Vice President Hubert Humphrey flew to The Dalles from Portland last month in a chartered Air West jetprop and on to Seattle, Wash., he had the rare experience of being served by a hostess named Joyce Joyce.

J.J. has been an Air West hostess since 1963. She was born in Florence, Ore., and graduated from high school in Vancouver, Wash. in 1960. Her parents, Mr. and Mrs. Willard F. Peters, reside at Portland.

Last Christmas, Joyce ended the simple life, and compounded it for data processing, by marrying Bruce E. Joyce and moving to Seattle. Bruce is the skipper of a purse seine boat in Alaska.

Mr. and Mrs. Peters have accepted their daughter's double-ended name philosophically.

They call her Ditto.

TRAFFIC REPORT: UP

Air West passenger boardings for the first half of October were nine per cent ahead of a year ago, maintaining a trend that created new traffic records in the company's first complete quarter of merged operations.

Las Vegas was a bright spot in September and Manager Leo Stec's crew continued to process record numbers of passengers in October. Sunday, October 13, an all-time daily high for a single station was set when Las Vegas boarded 2,059. This broke the previous record of 1,930 achieved at the same station September 22. The system traffic total October 13 was about 9,300.

When that hot-paced inaugural quarter ended September 30, these growth records were notable:

—The most passengers in a quarter,

over a year ago, setting Las Vegas station records of 33,480 for the month and 106,340 for the third quarter.

Traffic at Seattle was up 46 per cent for the quarter; Fresno 59 per cent; Boise 85 per cent; Portland 40 per cent; Salt Lake City 53 per cent; Santa Ana 43 per cent.

In September, Air West operated to 77 stations on its 10,000-mile system. Forty-seven of them exceeded their 1967 September boarding totals.

Loret de Koevend, secretary and statistics aide in research and development, reported that in the first half of October several stations besides Las Vegas had their best days since the merger. The weekend of October 11-13 was especially active. On that Friday Eugene boarded 267, Fresno 382, Chico 89, Reno 231,



STRICTLY FOR WOMEN

Larry Curns has a lot of good reasons to like his job. As director of customer services for Air West, he is in charge of dressing 340 hostesses in their newly designed uniforms.

The uniforms, which are more accurately described as dress ensembles, were designed by Oleg Cassini in conjunction with Work Wear Corp., Cleveland, Ohio. The Air West order of 1,500 outfits is the first standardized dress for the hostesses since the formation of Air West from Bonanza, West Coast and Pacific airlines.

The basic dress is a modified "A" line in a two-color combination. The dress is a solid color with a mock turtle-neck collar of contrasting color.

The color combinations are royal blue and lime green, gold and blue,

and persimmon and gold. The combinations were designed to match as possible the corporate colors found on Air West aircraft.

Carolyn Brown, regional manager for hostesses at San Francisco, said the new dresses will give the hostess a chance of making her own choice of color.

A girl can wake up in the morning and feel like wearing blue and simply put on her blue dress. She will not be held to one color. The choice will be hers and will not be tied to the color the other hostess on her flight might decide to wear.

As Curns says, the Air West fashions are strictly for women—and men who like to look at women.

When Jennifer Barry stood up, there was applause at the 19th green.

Here was one of the nicest looking blonde hostesses in Air West, wearing the most stylish dress that imaginative Oleg Cassini could design. The occasion was a reception for the five airline beauties who will assist in the ceremonial aspects of the Lucky International Golf Tournament starting October 29 in San Francisco. And Jennifer was introducing the new hostess fashion which Air West customers will be enjoying regularly from now on.

The tournament officials saw the lime green and royal blue combination. Those who tour the west in pursuit of golfing honors (or singing the Lucky Lager fight song) will see other Air West hostesses in gold and paprika or blue and ochre versions.

All part of the new Air West image.

Jennifer is a Fresno girl who began work with Air West in 1964 as a ticket agent, and then transferred into the hostess corps in 1967.

The eyes she winks are blue, naturally, and her 67-inch frame fits the new dress exactly like Cassini promised.



Carolyn Brown, regional manager of hostesses, and Larry Curns, director, customer services.

SIGNS OF PROGRESS

What a simple thing a name is, at least until you try and change it.

Air West's problems were compounded threefold by trying to convert three names into one. The job is slowly being accomplished by the initiation of new markings on aircraft, new uniforms for employes and new signs on company facilities.

Passengers still see dim signs of life of the three pre-merger lines and fail to connect them with Air West. One of those life-signs of the dead companies are identification signs at airport facilities and city ticket offices.

Federal Sign and Signal Co., Phoenix, was awarded the contract to construct 242 ticket counter and passenger gate signs. That project, which cost about \$28,000, has been completed.

The job was not easy. Federal had to specially create new colors of plastic to match Air West's corporate colors. In some cases airport authorities would not allow the use of Air West colors or the script in which the signs were lettered. In these cases new signs had to be created to coincide with local regulations.

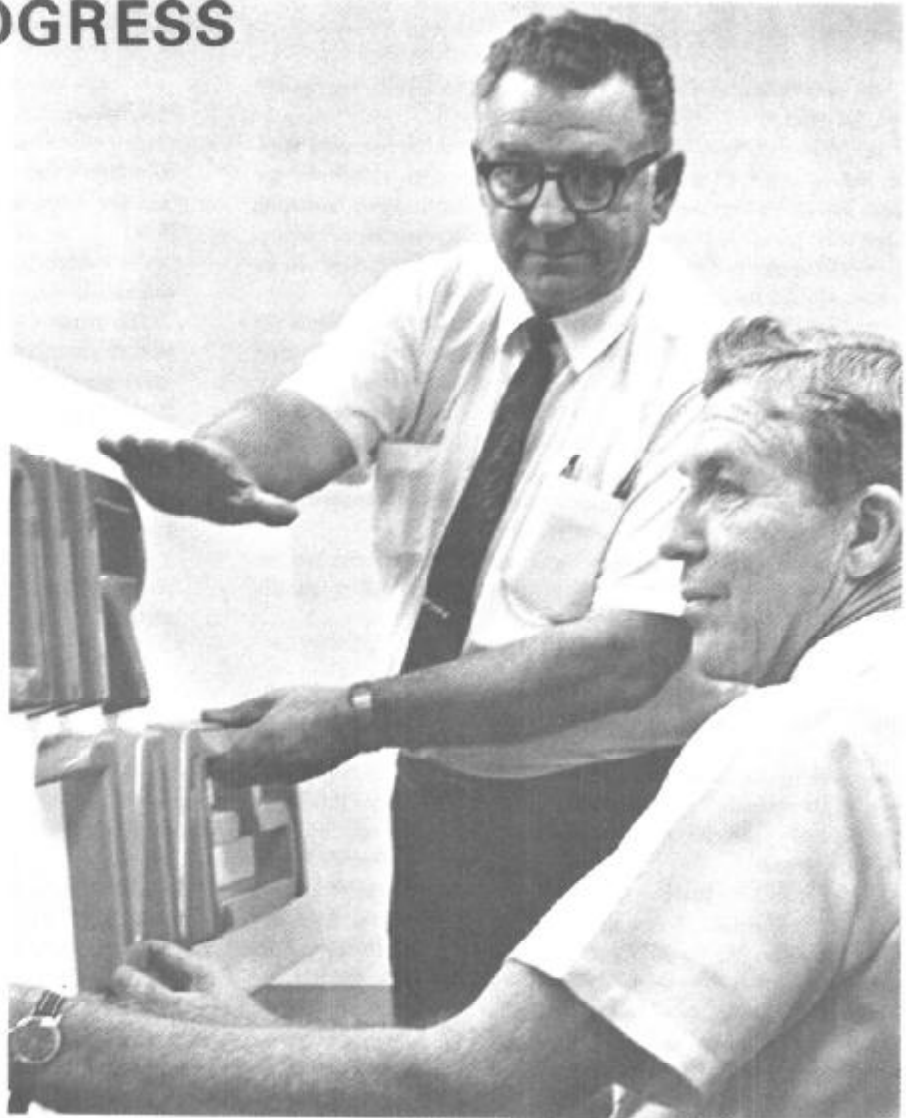
A special problem developed at Los Angeles where airport officials would only allow sign company employes to work between 11 p.m. and 7 a.m. to prevent congestion around the ticket counter areas.

Officials at Stockton would not allow Federal to construct the signs for local use. They insisted that a local firm handle the contract.

Most of the signs in the first phase were small in size but were the only indication of Air West's presence.

John W. Huffman, Air West purchasing director, said the goal of the first phase was to direct passengers to Air West once inside the air terminal.

Huffman said that phase two, which is now in progress, is designed to guide the passenger to the proper area of the terminal for ticket counters and baggage



John Huffman, director of purchasing (seated) and Bob Andre, senior buyer

air freight facilities.

That contract was let September 10 and is scheduled to be completed within 60 days at a cost of about \$64,000.

The final phase of the contract calls for construction of the very large outside signs to be located on hangars and the general office buildings. Those signs will be leased to Air West and should be completed by Dec. 1.

Huffman said the company saved at least \$40,000 on the first phase of the

station enter into contract with a local company to meet the station's needs. The idea was scrapped, says Huffman, when the savings obtainable through the use of a single company were realized.

As it turned out, Federal manufactured the signs and handled distribution and made agreement with local companies for installation.

Usually, name or image changing is a routine process. The problems come when you have three names and images to

AS I SEE IT

By Ken Jensen

An employees' newspaper, you say. So what? Well, let me tell you 'so what.'

Air West is a very big company spread out over a very large portion of the United States, Canada and Mexico. It is no longer three small airlines with relatively short routes where knowing what was going on at the next station was just a matter of asking.

It is now one heck of a big territory to cover and it needs to be brought into a more closely related community.

And that's why we have this newspaper to tell Bill Brooks what Julio Laguna is doing. Now you ask, 'who are they?' And that just proves the point. If you don't know who they are, how would you ever know unless you chanced to meet them in your travels? We plan to tell you who they and 3,800 other Air West employees are, and what they are doing.

By the way, Bill Brooks is sales/service manager at Calgary and Julio holds the same position at Mazatlan.

We are new at putting together employee newspapers but we are not new at writing, picture taking and telling people about other people and events.

Let us know when you get an award from the company or community. Let us know when your station has a 'happening' or when your shop goes beyond the normal course of events to complete a job under pressure. Others want to know about what you are doing and we are here to tell them — if you will tell us first.

We welcome your comments on our efforts, good or bad, and would also welcome suggestions on how to improve this paper.

The paper will be published about every three weeks. We will feature personalities and places in each issue and we will try to move around the system so that one area is not given more than its deserved amount of coverage.

This issue features Salt Lake City. In coming issues we will visit San Jose and Yakima and who knows where else. We will tell you about Tollie Graves in the next issue and we will also present a look at Air West's 'university.'

This column will also try to present some of the lighter goings on around the system and some of my own comments on local events.

ARRIVALS

Twelve hostesses entered Air West service September 27, following graduation ceremonies at the Alpine Village Restaurant in Phoenix.

Six girls will be based at San Francisco and six at Phoenix. Those at San Francisco include: Janis J. Walden, Mesa, Ariz.; Teresa Aguilar, Napa, Calif.; Betty Ann Bassett, Danbury, Conn.; Antonette Manuel, Burlingame, Calif.; Judy Lesslie, Mountain View, Calif.; and Carolyn Visnich, Saratoga, Calif.

At Phoenix will be: Sandra Reed, Reno, Nev.; Margie Parshall, Incline Village, Nev.; Jeanne Marie Koreltz, Tempe, Ariz.; Lenora Coffin, Phoenix; Jean Bywater, Globe, Ariz.; and Emma Ashley, Phoenix.

Gene Neavitt, director of training, said the next hostess graduation will be about November 29.

PROMOTIONS

Air West has appointed Glenn Bottemiller, formerly of Vancouver, Wash., as manager of interline and agency sales for the Pacific Northwest.

Previously city sales representative at Seattle, Bottemiller, 33, will report to L. W. (Rusty) Rostad, regional manager of sales, Seattle, and George C. Moulton, director, agency, interline and tours.

Bottemiller began service with Air West in 1961 and served as reservations manager at Ontario, Calif., and Las Vegas prior to transfer to Seattle last April. He became manager at Ontario in 1963 and Las Vegas in 1966.

Bottemiller was graduated from Ridgefield, Wash., High School in 1953.

Two changes in regional hostess manager positions have been announced by customer service director Larry Curns.

Fran Hamlin, presently regional manager of hostesses at Seattle, will take over as regional manager at San Francisco November 1, replacing Carolyn Brown, who is resigning. Peg Carson, supervisor of hostesses at Seattle, will take over the regional office there.

Also announced was the reopening of the Las Vegas domicile with Sandy Veres as supervisor.

ABOUT JENSEN

Kenneth G. Jensen, Salt Lake City, has joined the publicity staff of Air West as writer and photographer.

His last position was with the United Press International bureau at Salt Lake City. Previously he worked with two television stations, KSL and KCPX, during the time he was earning his degree in journalism (1967) at the University of U.

His primary assignments will be new Air West employee publication; the corporate news bureau, which handles external press releases.

The section is headed by John Lindsay, assistant vice president, advertising and publicity, and Don Gooding, director of publicity.

TWA BIRTHDAY

About 100 Trans World Airlines employees at Phoenix received happy birthday wishes October 1 from Air West via regional sales manager Jim White.

White, assisted by John Kozma, R/W Phoenix district sales manager, served coffee and cake to TWA personnel on the 38th anniversary of the line's founding.

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Edited by Don Gooding, Staff Writer and Photographer, Ken Jensen. Cover photos: Salt Lake City terminal; Flor Shea; Bob Andre and John Huffman