

# AIR WEST 69news



## Gay Moore



green eyes and a rosy complexion that gives just a hint of a blush.

But she should have been Greek because Greece is where her heart is. 'I love the Greek people because they are so friendly and so open. They have a wonderful attitude about life you don't find anywhere else in the world.'

Gay is a customer service representative at Los Angeles and says of her work: 'It's hard when we are on schedule because things are so slow. It makes for a very slow day when everything is normal.'

Gay is one reason why Air West has been able to meet its schedule with ever increasing frequency at Los Angeles. Sales/service manager Ray Vaughn said, 'Anything we ask Gay to do can be considered done. We don't need to tell her twice about anything. She knows a lot about airline operations, and this has helped her.'

Her great interest in Greek culture began with a visit to that country several years ago. Since that time she has collected folk music, learned dances and even picked up some of the language of her adopted home.

tario High School, Ontario, Calif., in 1963. She began her Air West career the next year as a reservations agent at Los Angeles. Her family consists of Michael, a Persian cat, and Joker, a horse.

Typical of many airline employees, Gay says ever since she was a little girl she has liked to be around airports and airplanes. 'Everybody is crazy in airline work,' she says. 'I would like to write a book about the industry just to see what people would think if they knew what goes on behind the scenes.'

While she enjoys her work very much, Gay also has some criticism of Air West employees.

'We should learn to talk to each other so that everyone knows what's going on. We have the greatest potential of any airline anywhere, but we need a little more organization and communication.'

Her future plans include a desire to take Pan American's flight No. 1 around the world and to live in Europe for a while. As for marriage, she says, 'There's no chance of that for a while. I'm too young and I'm having too much fun.'



## Walt Kupper

Walt Kupper once wore two hats but now one hat is gone and so is Walt.

For almost a year Kupper's life was torn between two masters (three, if you count his wife). By day he was manager of charter operations for Air West. By night he was a line crew chief for the 938th Military Airlift Group at Hamilton Air Force Base, north of San Francisco.

That was his routine five days a week and when special assignments from the Air Force or Air West did not interfere, Kupper got home to his family at San Jose on weekends.

Kupper's life is even more singular now because the Air Force transferred him to England just after Christmas. He will serve there until the end of his enlistment, June, 1969. After that, he will return to his desk as charter manager.

He began working for Air West in 1958 as a cargo agent in San Francisco. He moved to reservations agent and then to assistant manager at San Jose in 1963

before taking over his present position in 1967.

His other life, with the Air Force, began in 1952. Kupper served four years on active duty including two tours in Korea. He rejoined the Air Force Reserve as a flight engineer in 1959. His unit was called to active duty in January, 1968, because of the U.S.S. Pueblo crisis.

Walt was able to arrange 3 p.m. to midnight shifts with the Air Force while maintaining 7 a.m. to 2 p.m. office hours with Air West. 'It made for a very long day,' he said with a yawn.

In the past Kupper has handled charter arrangements for various athletic teams, Vice President Hubert Humphrey, several movie and television production teams, and on one occasion flew 110 Eskimo fire fighters from Alaska to Idaho to fight forest fires.

Now he is directing a flight crew somewhere in England.

Cheers!



Patti Wilson (left), Bonnie Johnson, Fran Gray, Vivian Wile, Kathy Mayer, Marlene McLachlan pack gift for adopted son

## MULTIPLE MOTHERHOOD

Six Air West employes have become mothers, simultaneously, to the same 10-year old Korean boy.

The new mothers include Fran Gray, manager of benefits and records, and the five girls who work for her. The Korean boy is Chang Ho Lee, a resident of Helper Project, near Seoul, Korea.

The girls adopted Chang Ho in November when they decided that instead of buying Christmas gifts for each other, they should all try to do something for someone else less fortunate than themselves.

They learned that through the

Christian Children's Fund, Richmond, Va., they could adopt a Korean child.

Bonnie Johnson, treasurer for the group, said, 'We all pitch in and do things for Chang Ho and we each put up \$2 per month for his support. When you come to think of it, that \$2 is less than we throw away on our coffee breaks in a week. Besides that, we get a pretty good feeling doing something for someone else for a change.'

Chang Ho is in the fourth grade and likes to read, and although his health is poor, he is making good progress in school.

Fran Gray said the girls in her office plan to send packages to Chang Ho periodically containing items 10-year old boys like to receive, in addition to the things he needs which his support money does not provide.

Chang Ho lives with his natural mother in Korea. His father died recently. Bonnie said some of the girls have even considered using their pass privileges to visit their 'son.'

The other mothers are Kathie Mayer, Marlene McLachland, Vivian Wile and Patti Wilson.

## TRANSFERS

Johnny B. Cleveland, fueler, from Las Vegas to Phoenix. Charles P. Illes, mechanic, from Seattle to Phoenix. Arthur L. Waterman, mechanic, from San Francisco to Phoenix.

Foster F. Ford, mechanic from Phoenix to San Francisco. Gordon E. Mawson, from inspector Phoenix, to mechanic San Francisco. Paul W. Warren,

mechanic, from Phoenix to San Francisco.

Larry R. Hillyer, Curtis L. Long and Robert Zerr, mechanics, from Seattle to Boise. James D. Kraus, from inspector San Francisco, to mechanic Portland. Gerald E. Roelle, mechanic, from Seattle to Tucson. Milton J. Vogel, mechanic from Seattle to Eureka/Arcata.

## NEW F-27

Air West's fleet grew one-fiftieth in December with leasing of an additional F-27 from Fairchild Hiller. It will be based with nine others at San Francisco. The company operates 33 other jetprops in addition to 16 DC-9s, 3 Boeing 727 trijets and 4 MiniLiners. The newest jet-prop served for a time in the Ozark fleet.

# THE SIGNS GO UP

With the installation of giant new signs on the hangar and general office at San Francisco, Air West's sign project is 99 per cent complete.

The new signs on the San Francisco Airport buildings were built and installed by Heath and Co., Los Angeles.

The largest of the three is 8 feet tall and 55 feet long and rests on top of the hangar. A smaller sign identifies the rear of the hangar and a new signature also appears at the front of the general office.

Completion of the sign project should come in mid-January with installation of signs on the Phoenix hangar and office building. That project, which had been awaiting clearance from Phoenix city officials, is being handled by the Federal Sign and Signal Co., Los Angeles.

All of the larger signs are leased to Air West under an extended agreement. At the end of the lease period, the signs either can be leased again or purchased

Bob Andre, warranties manager, and Dick Allard, supervisor of ground properties and equipment, handled the lease agreements for the large signs.

## Promotions

**Pilots:** Richard G. Rohn, from F-27 first officer, Phoenix, to MiniLiner captain, Boise; Gerald C. Skellington, from F-27 first officer, Las Vegas, to MiniLiner captain, Portland; David A. Harris, from F-27 first officer, Phoenix, to MiniLiner captain, Boise.

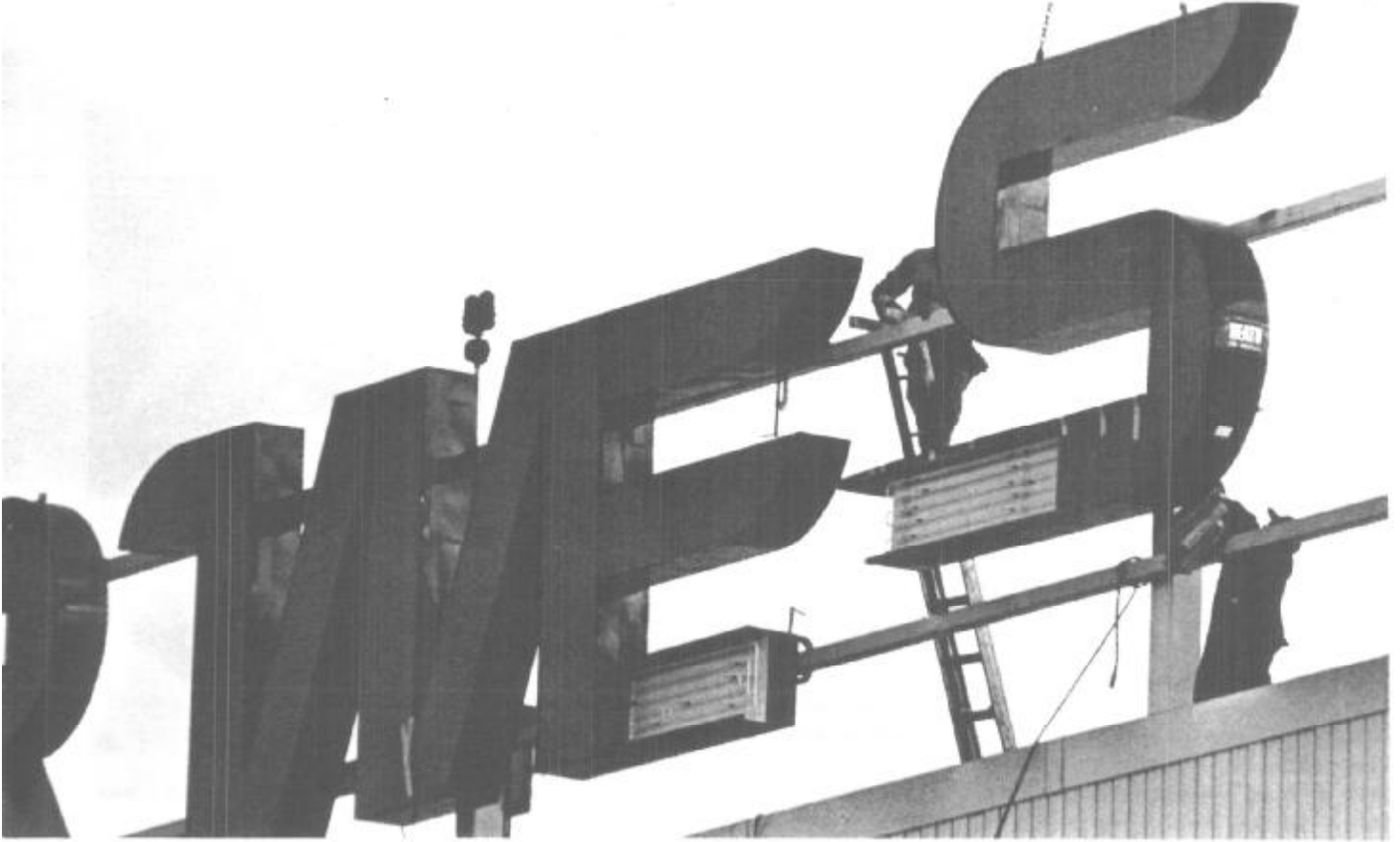
**Hostesses:** Dolores T. Wilson to check hostess, San Francisco.

**Stations:** William E. Finch and Cornelius R. Schuddeboom to senior customer service agent, San Francisco; Michael E. Olson to senior customer service agent, Los Angeles.

**Information Services:** Al Lucero to manager of systems and programming, Ed L. Kent, Mike Welch and Ray D. Hults to programming supervisors, Tom E. Moore to manager of computer operations, and Dave E. Moore to operations supervisor, all San Francisco; Tom C. Ryan to supervisor data processing, Phoenix.



With nary a slip, workmen install big Air West sign atop San Francisco hangar. It is 55 feet long with neon letters 8 feet high



Photographer Ken Jensen decorates the sign with secretaries Margie Barber (left), Debbie Mitchell and JoAnne Dennis

# THE 'ON-TIME' SCHEDULE

By Shelby G. Tuttle  
Assistant Vice President, Operations

There is happy news in the February 1 flight schedule.

News for the flight crews and flight controllers who move the planes; for the agents and mechanics who service the aircraft; for the salesmen who market the seats on them. Good news, especially, for Air West's loyal passengers and shippers.

The newsworthy aspects of the February schedule have resulted from full-bore effort to relate published departure and arrival times realistically to actual flying and taxiing times. In squeezing time from the schedule when it represented merely wishful thinking and adding time when the aircraft needed it to complete a scheduled segment, we have made a significant move that will allow our on-time performance to stage a remarkable recovery early in 1969.

Four sources of information were consulted to determine realistic leg times: a hand-computed time based on point to point distances between airports on the airways normally flown, using ideal conditions and aircraft speeds derived from the aircraft manuals; previously scheduled times; recommendations from regional flight managers which included crew re-

commendations; and a computer run of actual times by flight number for a period of over seven weeks.

With these data, each individual flight was reviewed by Research & Development and Operations and a segment time established. These times consider unusual departure or approach limitations, extended taxi out and taxi in times, seasonal winds and temperatures, and variations between F-27 and F-27A aircraft.

This review has resulted in a schedule increasing system time by approximately 200 hours. It also is a schedule that will result in a significant improvement in the percentage of flights now operating on or under schedule. Since many of the changes are contained among the January 6 schedule revisions, it will be possible to measure their effectiveness even before February.

This capability will benefit all departments which rely upon scheduled departure and arrival times to effect connections, to plan gate positions and to perform maintenance and service to the aircraft at layover stations.

It is the desire of the company to



provide personnel with this most important tool: a schedule that, discounting unusual circumstances, will allow planes to arrive when the passengers expect them to. We believe the February patterns will achieve this goal.

## Bob Wickham, the Champ

Air West in Africa will become a reality in early 1969 even if it's only in the form of representation by a single employe.

The employe is Bob Wickham, a Yuma customer service agent who hails from Sacramento. Wickham will be going to Africa representing Air West because he won the Trans World Airlines Invitational Golf Tournament in Miami.

He was one of 18 chosen to play in the tournament from more than 5,000 entries. He won the two-day, 36-hole event with a three-over-par 147 at the tough Doral Country Club Course.

Another Air West employe, Bill Gross of the Camp Pendleton JAMTO office, finished 11th in the meet and was awarded an 'executive putter.'

Wickham was awarded roundtrip air



Wickham gets his reward

transportation for two to Nairobi, Kenya, and accommodations while there. Since he is unmarried and has no special girl, Wickham says he will take his mother to the Dark Continent.

'The three days and two nights in Miami were just fantastic,' he said. 'The trip to Miami was enough to last a lifetime even if I hadn't won.'

Wickham's athletics are not confined to golf. He was awarded a professional baseball contract with the Philadelphia Phillies but had to turn it down just before going to training camp. He was jumping on a trampoline when he landed with his full weight on the side of his foot. The result was severely torn ligaments in his ankle and lower leg.

'It hurts when I play golf,' he admits. 'It hurts a lot, but not that much.'

# MAINTENANCE AND ENGINEERING

CORRESPONDENT — CLYDE KOSTENBADER

The maintenance staff at San Francisco has been increased 50 per cent in a major move to improve aircraft servicing and on-time flight performance.

Jack A. Vidal, vice president of maintenance and engineering, says that beginning January 6 ten Fairchild F-27 jetprops with Dart 6 engines will be permanently based at San Francisco International Airport where full servicing facilities are being established. The present authorized SFO complement of 65 has been increased to 101. New personnel include 21 mechanics plus groomers and cleaners, inspectors, ground technicians, supply clerks, lead mechanics.

The senior supervisor is James McManmon, district maintenance manager. Assistant managers are E. Royce (Buck) Hilton and Fred Mollar.

Repositioning of the ten 40-seat jetprops will relieve maintenance congestion at the main Phoenix base and greatly increase systemwide operational efficiency, Vidal said.

This also will provide a standby plane at San Francisco to offset service interruptions on coastal routes caused by equipment problems.

He said that increased aircraft efficiency will result from consolidation of spare parts inventories at six stations including San Francisco. In all, regular

turnaround and overnight line maintenance service will be provided at 16 of the company's 78 stations.

The following maintenance personnel have received upgradings:

Phoenix—James C. Hawks to assistant district manager of maintenance; Ray M. Williams to supervisor aircraft modification; Johan P. Kregelberg to maintenance scheduler; David O. Fowler, Joseph R. Brunn, Charles R. Hyer, Melvin E. Bartz, Warren L. Clabuesch, William J. Madsen, Melvin E. Mason, Kenneth Carpenter, Ross J. Gomez, Jerome M. Minnick and Max W. Cookman, all to lead mechanic; Gary E. Mason and Kwok Y. Wong to inspector; Robert V. Evans to foreman; Leon Kaine to supervisor of avionics; Chester A. Olson, Arthur J. Griffin and William H. Lewis, all to lead cleaner.

San Francisco—Ali Hooshnam and Carl Vonderwall to lead mechanic; Glen A. Funada to mechanic.

Salt Lake City—Ray L. Westfall and Dan N. Baldwin to lead mechanic.

Boise—Terrence J. Fitzpatrick to lead mechanic.

Portland—David P. Taylor to lead mechanic.

Las Vegas—Robert K. Smart to lead mechanic.

George Davis, a former Bonanza Air Lines maintenance supervisor, has returned to Air West. He has been assigned as district maintenance manager at Las Vegas with a complement of 65 mechanics and other maintenance personnel.

George's recent 'outside' assignment was in the accessory overhaul shop at Cal Pacific Aircraft Supply, Los Angeles.

The 'Mod Squad', a special unit set up to standardize aircraft equipment, has made substantial headway in converting fleet accessories and looks to Air West Specifications.

Bob Jorgensen, assistant vice president of maintenance, says that three of the DC-9 Series 10 planes were painted before the holidays and a fourth scheduled for its new look soon after.

More than half of the cockpit and cabin heating units and forward cockpit doors and locks have been installed on the F-27's due for that equipment. Seven planes are to have a second glide slope receiver installed and the first of these already are in operation.

'We'll soon have them looking alike, running alike and outfitted alike,' says John Flitton, maintenance scheduler, whose job is to find the time for the Mod Squad to do its change over act.

## Proving Run to Elko, Ely

Air West made its first appearance in two northern Nevada cities just before Christmas in what is hoped to be a long, friendly Association.

The occasion was a proving run of an F-27 aircraft in anticipation of a wet lease agreement with United Airlines involving the latter's route from San Francisco to Salt Lake City via Oakland, Reno, Elko and Ely.

Thirteen Air West personnel, including Myron Reynolds, vice president of operations, and two United employees, make the trip in just under eight hours.

At each stop, United personnel were given training on F-27 loading procedures and a briefing on the aircraft's operational characteristics.

Under the agreement, United personnel will handle all ground operations at the six cities on the route. An Air West crew will fly the plane with an Air West hostess in the cabin.

The flight crew included John Stevenson, Dick Furrer and Joyce Tawes. Two Air West station trainers, Tim Pomerinke and Gene Hanson, had

gone to Elko and Ely the day prior to the flight to give United personnel additional ground training. They joined the flight as it passed their location.

Others included Eric Wilson, director of stations; Shelby Tuttle, assistant vice president of operations; Ralph Keele, director of flight control; John Malloy, regional manager of stations; Stan Goc, manager of cabin services; Fran Hamlin, regional manager of hostesses; Jim Prickitt, operations assistant; and John Palmer, Paul Israel and Leroy Littlejohn, of the training department.

# SAN DIEGO REPORT

San Diego has everything. It is as cosmopolitan as New York, as sophisticated as San Francisco, as rural as Flagstaff, as conservative as Des Moines and as swinging as Las Vegas. It is a beautiful, forward moving city which seems to have adjusted well to the fast pace set by the space age.

From a seldom mentioned corner of the United States dominated by leadership which was content to let the city follow its own growth rate and which thought of the area as a wonderful retirement community, San Diego has advanced to a rapidly growing community with an eye on youth, economy and the future.

San Diegians will celebrate the 200th anniversary of the city's founding this year, commemorating the establishment of the first mission in California by the Spanish padre, Junipero Serra. The way things are planned, the birthday party will last all year.

San Diego, long dependent on the Navy for income, has loosened its bonds with the government and has fought for and received the generous expansion facilities of many large, nationally recognized firms.

But with its growth, the area has experienced problems. An article in the November issue of *American Aviation* points out that the airspace over San Diego is already saturated to nearly the bursting point and traffic is still growing.

Efforts have been made, apparently with little success, to find a suitable location for a new supersonic airport. Within 15 miles of the current downtown facility are three naval air stations whose operations will total 750,000 take-offs and landings this year. The seven airlines which serve the city will account for 225,000 and general aviation another 300,000 aircraft movements.

The 3-year-old multi-million dollar air terminal is beautiful and now handles the current passenger load adequately. But when expected traffic growth materializes with proposed trans-Pacific routes,

the facility will be sadly lacking. There is little room for expansion.

Voters recently passed a \$25 million bond issue, part of which will go for limited airport expansion. The plans call for a second level for passenger boardings and adding eight gate positions to the 16 already in use.

Air West plays a big part in the way of life in San Diego. Service by the company was started there in 1952 by Bonanza. Its DC-3s provided the only air link to the Santa Ana, Yuma and El Centro, which relied heavily on trade from within the area. Pacific Air Lines joined Bonanza in 1962 with flights to Long Beach and Los Angeles.

The company has grown to 13 employees at San Diego, including sales/service manager Darrell Zickafoose. Zick began with Air West in 1957 as a passenger service agent at Las Vegas after 10 years with Trans World Airlines in southern Nevada.

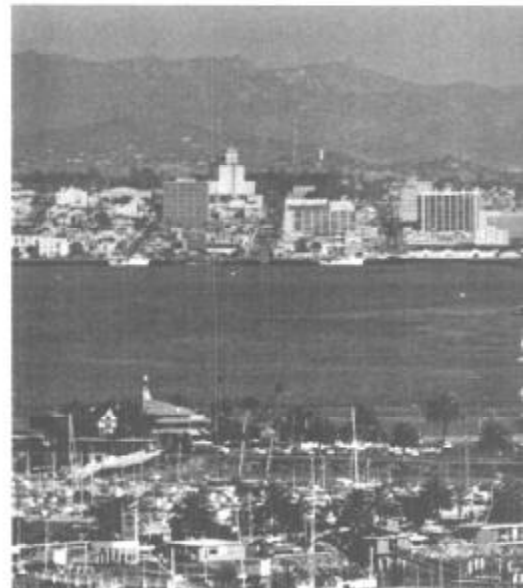
'I wouldn't say we are worse than any airline,' Zick said. 'There is no reason why we can't compete with any other airline out of here. Our potential is tremendous.'

And Zick thinks highly of his 'boys' also. 'We have a pretty good bunch of boys who have been around awhile. They do a good job and work exceptionally well together.'

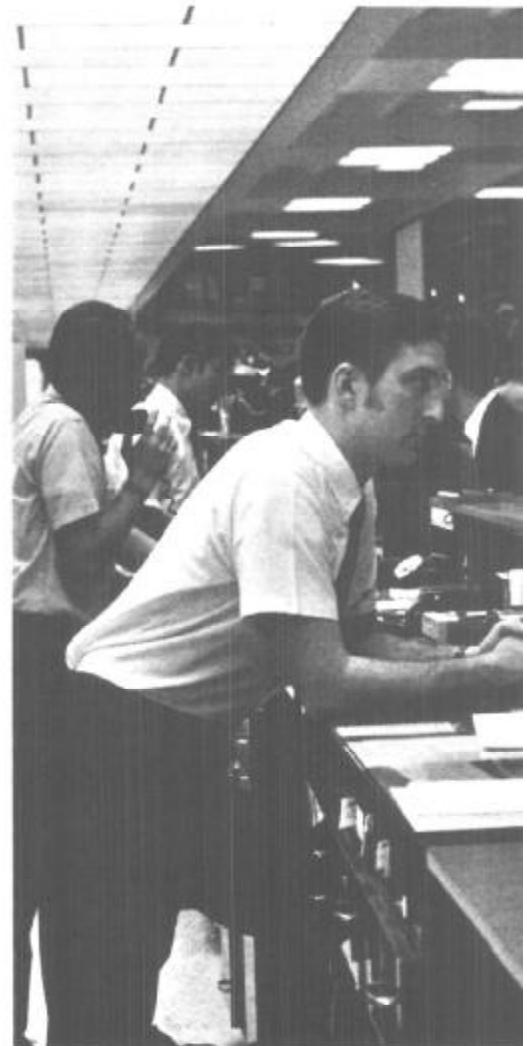
And Zick's 'boys' think highly of their boss and of the company they work for. Sales/service agent Bill Bullock, the first Pacific employe at San Diego, said, 'Everybody here likes the idea of Air West. We have no station problems, and I personally wouldn't move anywhere else on the system.'

Gil Castaneda, a 9-year veteran of Air West, said it this way: 'We have a bunch of real good guys here. We get along real well and San Diego is a pretty good place to work.'

Joe Prats, another 9-year veteran, said, 'It's a good town to work in because there is so much to do when you are not working. You don't have to go out of

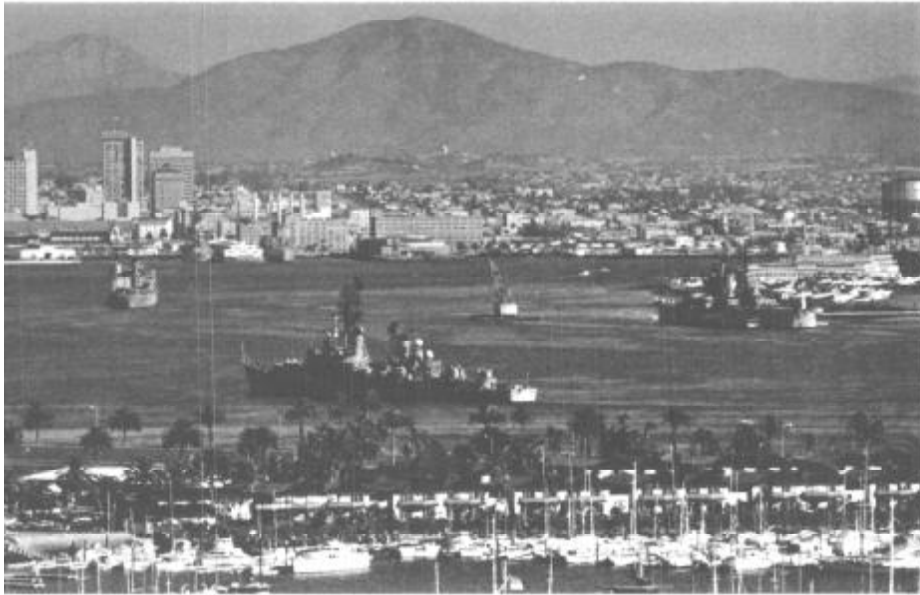


The West's third largest city, San Diego, seen from



Leon Reeves, assistant San Diego manager, fields. On telephone is agent George Birkby, with Alan Ka

Photographs and text by Ken Jensen



er Island



former question.  
hi beyond

Agents Howard Greenberg and Bill Bullock



Darrell Zickafoose

town to find something to do.'

Zick, whose airline career began with TWA at Boulder City, Nev., remembers how it was in the 'old days.'

'We had four flights a day through Boulder City, two from Phoenix to San Francisco and two from Los Angeles to Chicago. I used to make up the sleeper berths on DC-3s and do all the other station jobs also. I remember one time when a hostess and I made up six of those berths in 13 minutes because we didn't want to be blamed for delaying a flight. The job normally took three people 45 minutes.'

But Zick likes the present times better. 'Our new airport here is a far cry from the dusty old shacks we had at Boulder City and Las Vegas. We are able to do a much better job of things today because we have so much better equipment. And the people are smarter, too.'

Zick also is a veteran of the Army and one of the last who can claim to have been in the horse cavalry.

'I served at Fort Riley, Kan., and my back still hurts when I remember all those days of drills we had on horseback. I transferred to the medical corps before our unit went into battle so I never actually got to ride a horse to war. I also taught cooking in the Army.'

The others on Zick's staff have just as varied a background as their boss. Bullock is a native of Lawrence, Kansas, and began his airline career at Santa Maria. He often takes advantage of the many fishing opportunities offered around San Diego.

Leon Reeves, assistant sales/service manager, had been the Pacific manager at San Diego with Bullock making up the rest of his pre-merger crew. Reeves, an extremely interesting person, studied French and economics at the University of Paris, or Le Sorbonne as it is known. He began his airline career as a station agent at Los Angeles and before coming to San Diego served as sales/service manager at Burbank.

And Reeves likes the opportunities at San Diego. 'I like sailing and camping and I have no trouble doing either around here.'

A poll taken by Holiday Magazine



Howard Greenberg sends seabags on their way to another port. Sailors are still a major San Diego export.



Happy San Diego gang incl

among meteorologists showed San Diego to be the 'only area in the United States with perfect weather.'

Castaneda, who spent his younger years at Laredo, Texas, and began his airline career at Blythe, Calif., agrees with the meteorologists. He is an active member of the YMCA and serves as a Y-Indian Guide, a father and son organization designed to not only bring the generations together but to help youngsters develop good habits while they are young.

John Crowley is the only senior agent at San Diego. He began his career at San Diego in 1959. Howard Greenberg, who began airline work in 1960 at Flagstaff, is a bachelor. Zick says of

Greenberg, 'He's a real good boy, but then all of them are.'

Joseph Barros, an 8-year veteran, is also a plumber and once played tenor sax with the Freddie Martin Orchestra. Lloyd Johnson started as a part-time employee in 1962 and later that same year was promoted to full-time. He is a native of San Diego. George Birkby, who began at Las Vegas in 1966 and later transferred to San Diego, is an avid golfer and San Diego's 65 golf courses give him ample opportunity to keep in shape.

Allen Garrett and Alan Kasubuchi both began this year as part-time employees and have since become full-time. The remaining employee is Stephen Kauffman, a part-timer who has an eye on a permanent position.

These men are responsible for 14 flights per day including two increasingly popular afternoon and evening jets to Las Vegas and Salt Lake City. The jet service has had such an impact on the station's boardings that October, with 2,721 boardings, and November, with 2,640, were the two busiest months in the station's history. The chances of those months falling behind as secondary achievements are great. Proposed for future schedules is jet service between Tucson, San Diego, Monterey and San Francisco.

To see the potential market of the area one has only to look at a fact sheet published by the local Chamber of Commerce. San Diego is,

—with a population of 680,700, the

# HE SPELLS JEFF WITH A 'G'

Geoffrey Turner, who prefers the old English spelling, is a natural-born promoter.

As district sales manager at San Diego, he has every chance to do just that—promote.

'I originally wanted to be an art teacher but after I went to work for an airline to get money for school, the work got into my blood and I forgot all about art as a profession.'

Turner is a native of Hawaii and attended high school and college in the islands. He began working in Los Angeles reservations in 1965 and moved to San Diego as DSM in 1967.

But back to his promoting abilities. During a time when Air West service was less than perfect, he was able to maintain very good relations with members of the press, chambers of commerce and travel agencies. One particularly bad experience he remembers has turned into a plus for Air West.

One local newspaper annually sponsors an outing for its top paper carriers either in New Mexico or Arizona, and in the past the paper had always picked Air West to handle the travel arrangements. This summer's trip was a near disaster because of equipment breakdowns, delays, lost fishing equipment, missed connections and lack of communications. The boys made their trip, but paper officials were very unhappy.

Turner visited the paper the day after the trip returned and was less than



cordially greeted.

'I apologized and tried to explain why things happened like they did. They threatened never to fly Air West again and, frankly, I didn't blame them. Last week they called and said they wanted to go with us next time, because they felt we had made significant improvement over the summer and they wanted to show their faith in our future. I can't blame them for that either.'

A natural promoter—that's Turner.



lock (left), Greenburg and Gilbert Castaneda

third largest city in the west and the 15th largest in the U.S.

—the home of the fabulous San Diego Zoo which annually draws 2.5 million people.

—the site of the first mission in California.

—only 15 minutes from the foreign city, Tijuana, visited by more Americans, 23.6 million in 1967, than any other city in the world.

— the location of more than 20,000 hotel and motel rooms which average more than 90 percent occupancy during the four peak months of the year.

Tourism is a \$309 million business in San Diego. It figures. San Diego has everything.

## TICKETS BY MAIL

San Francisco reservations won the November ticket-by-mail contest, selling almost \$100,000 in tickets and mailing out 2,032 individual trip vouchers.

Nick Lauer, director of reservations, said the SFO office actually sold \$97,342 in tickets to win the competition

Los Angeles, with 1,374 tickets valued at \$45,960, was second; third was Phoenix, with 1,227 tickets at \$65,412; Seattle trailed with 1,022 tickets valued at \$55,882.

Arch Miller, assistant director of reservations, said the contest was based not only on the dollar value, but also by the number of tickets and the actual number of passengers boarded.

Ray Giddings, SFO reservations manager, said, 'We didn't turn anyone away without first checking if there was a possibility of mailing their ticket.'

Top producers at San Francisco were Carol Keith and Alicia Lomeli, who sold \$6,639 and \$6,499, respectively.

# THE WHARTON REPORT

By Kio Wharton  
Assistant to Vice President, Marketing

I recently was given a special 'communications' assignment: go into the field, talk with the employees, and find out personally what problems are bothering them. I also was asked to convey as much information as was available from the General Office, and to answer every question to which there was an answer, without ducking any subject.

In return, I was asked to bring back information on the needs of the employees, the adequacy of the staff and the tools we are providing them.

The assignment was given top priority, and by Christmas time I was a quarter of the way through my visitation schedule to the 78 stations we now operate.

Not only had I carried 'the word' to the field, but I had gathered practical and in my opinion valuable employee suggestions which have been turned over to the department heads affected or acted on in other ways.

The reception was great. My feeling was that I got a straight-forward reading of employee opinion. In fact, it was a surprise (a pleasant one) to find station agents so eager to discuss their local problems as well as those of management. They didn't pull any punches and there were some uncomfortable conversations. I can report this: our agents are extremely alert and knowledgeable about management errors.

Several problems seem to have beset almost everyone. Weight and balance, for one.

Generally, I found that the weight and balance system was a problem at 'jet' cities but not at 'prop' cities. Because of the effect of last-minute passengers on balance, agents have been experiencing delays in making revisions in the aircraft loading form, or starting over from scratch on a new one while the plane waits. Also, agents complained that the form for jets seemed to be more difficult to complete.

As a result, a committee was form-



ed to evaluate the present procedures. Load plan agents from SFO, LAX and PHX were asked to be members of this committee with George Locke, pilot and engineering consultant for Air West, as chairman. With their assistance, simplification of both the form and the system was undertaken and promising changes are being adopted.

Ground equipment was felt to be adequate at most stations visited, but heavy cargo equipment was lacking at several large stations. We found most of this equipment in various stages of the ordering process.

A consistent problem in ordering station supplies for SFO Stores was reported. John Huffman, director of purchasing, was contacted. A solution, it was found, will be very difficult. As a new company, Air West is continually changing or adding forms and reports. It takes time to get these new numbers added to

the manual and obsolete forms destroyed. This is also compounded by over-ordering, which results in depletion of items at an abnormal rate. Also, some titles are misleading, resulting in incorrect forms being ordered.

A general desire was expressed for an expedited completion of the change over of all Air West identification. This included airport signs, uniforms, aircraft and all supplies. The feeling is strong that we could have accomplished this much more rapidly.

This belief is correct. The change-over could have been completed in mid-summer. However, in each of these areas there were reasons why it was not done. In the case of airport signs, these could have been changed on a local basis by local companies. This was not done because it was felt the cost savings in using a single vendor offset the value of having the signs changed over by July 1. It was also felt it would be impossible to provide quality control if local vendors accomplished the job.

Uniforms could have been changed over much earlier than this had we been willing to accept a lesser quality. It was felt the present quality garment was worth waiting for. The reproduction of the Air West colors in cloth was a time-consuming project.

Probably the most recurring comments concern the aircraft. The original plan was to paint the aircraft as soon as possible after the merger. Due to additional demands for new service and added flights over various segments, we found it virtually impossible to remove an aircraft from service for three or four consecutive days for painting. They are now being painted as they become available.

My impressions so far can be summed up by saying my visits were productive and informative. Without exception, the stations I visited, together with their personnel, presented a good image for Air West. I felt good to be a part of it.

## A FEATHER IN THEIR CAPS

We receive several letters a day on the average from passengers who comment about service, most of them because of mishandling of baggage or similar flight inconveniences. This is very few considering that we have averaged a quarter of a million passengers monthly since the merger.

We also are blessed with that gem among passengers, the person who recognizes excellent service when he sees it and wants us to know about it.

Our procedure with the former group is to briefly acknowledge each complaint letter promptly and refer the matter to the appropriate supervisor for investigation and comment. Usually, the follow-up explanation that is sent based on his findings ends the correspondence, although in some cases we are unable to satisfy the passenger until further information is submitted.

The big pleasure, of course, is to forward complimentary letters to supervisors for transmittal to employees whom the passengers have cited for some extra effort on their behalf.

I offer another sample of these to illustrate the kind of attention our passengers like to receive:

Since I have written a note or two critical of your operation and personnel, I thought I should tell you of a very pleasant experience of a couple of weeks ago, when attempting to leave Yakima by your 6:15 a.m. flight.

'In spite of delay after delay, the personnel at the desk were superb. I have the names of Larry Radka and Barbara Pulisevich who we particularly wish to commend. People like these do improve the 'image' of any business.' (A Yakima engineer)

'You have been hearing many complaints lately while trying to put three separate airlines together so perhaps a compliment to your organization is in order.

'While in Las Vegas, my wife and another couple were involved in an accident between two taxicabs on the way to the airport to return on your line to Santa Ana.

'I received a rather deep cut on my leg, and not wishing to stay over we boarded your flight 963. The stewardess, Miss Pixie Salzman, was very considerate and kind. She cauterized my cut and

bandaged it. She likewise gave the rest of our group kind and considerate attention. We want to thank you for having such people as employees.

'I travel the entire western area and I will certainly use Air West when possible and always will recommend you to our friends.' (A San Francisco insurance man)

'I traveled your flight 575 from Salt Lake City to Page, Ariz. Somehow, in getting my 220 pounds buckled into a seat, my billfold slid out of my pocket. I didn't discover the loss until 15 minutes after departing the plane at Page.

'I called your office at Phoenix, which in turn apparently alerted the pilot, and the stewardess recovered the billfold. It was returned to Page on the next morning flight, so I was able to recover all cash, and more important my identification and charge cards.

'I have tried to find out the name of the stewardess so that I could properly express my thanks. All I know is the name of the young lady is Miss Kureshy. (A Minnesota grocery supervisor)

Note: Cecile Kureshy is based at Phoenix.

## The Party was a Diller

The world's foremost authority on beauty and homemaking, Phyllis Diller, is a good friend of Air West and the biggest reason for that is Los Angeles agent Bob Peterson.

Peterson became good friends with the zany blonde when she began almost daily commuter runs between Los Angeles and Las Vegas. Many of those runs came at a time when Air West service was far from perfect. Peterson, through the use of tact, intelligence and a great sense of humor, kept Miss Diller flying with Air West.

Peterson was on duty almost every time the famed comedienne passed through the Los Angeles terminal and they soon became good friends.



A result of that friendship was the appearance of Miss Diller, free of charge, at the Los Angeles Interline Club's winter party which was hosted by Air West. Miss Diller told Peterson she would not promise to be at the party because her schedule was split between taping a television show and nightly appearances at Las Vegas. But she did appear and performed before the 600 party goers for almost a half hour.

Jay Keeping, Air West regional sales manager, who was in charge of the party, said, 'We had spread the word that she might make it to the party and everyone scoffed at us. They were sure surprised when she showed up, and her show was great.'

# FLIGHT TRAINING

By Lyle Peterson  
Director, Flight Training

In any large business, such as an airline, it is difficult at times to perceive the complexities that are necessary to achieve desired objectives. The Air West objective is to provide safe, efficient transportation to the traveling public. To accomplish this, many highly skilled employees are required and numerous departments with important, specific duties. Flight training is one of the many vital operations that constitutes airline success. This short sketch of the flight training department may help to better understand Air West operations.

Flight Training is located in the general office building at Sky Harbor Airport, Phoenix. Training facilities, synthetic instrument trainers, and cockpit procedure trainers are located there. Instrument trainers also are sited at Boeing Field, Seattle.

Flight Training is charged with the responsibility of training pilots for all of the various type aircraft presently used by Air West including the Boeing 727, Douglas DC-9, Fairchild F-27 and Piper PA-31.

To maintain a high degree of safety, competence and adherence to federal regulations, Flight Training also gives recurrent flight checks. All captains receive checks every six months, while first and second officers receive checks annually. The scope of the program may be related to the Air West operations since

July 1, 1968. Since then, 140 pilots have been trained, which includes newly hired pilots and the necessary training to qualify pilots to fly the increased Air West routes. Four hundred flight checks have been given to retain and check proficiency on all aircraft flown by Air West.

Emphasizing the financial impact that this type of training presents, in excess of \$80,000 per month is necessary to maintain Air West flight training requirements. The staff comprises 14 flight instructors, 5 ground instructors and 2 secretaries.

Flight Training is a continuous program that must meet the needs of a growing airline. At the present time we are engaged in a maximum effort to train the pilots that are required for the proposed February 1, 1969 operations. This program was initiated in October, which indicates the amount of lead time for planning and flight training that must be considered. Training is now progressing to qualify 33 F-27 and 26 DC-9 pilots.

Our goal is to produce the finest, safest pilots that dedicated instructors, progressive management and money can provide. The culmination of our efforts will be safe, efficient flight operations achieved through hard work and the ability to maintain the proficiency of our superb flight crews.

We hope to be known as the 'Best in the West.'

## AERONAVES

Aviation Daily reports that a Civil Aeronautics Board examiner has recommended that Aeronaves de Mexico's foreign permit should be amended to add a route segment from Puerto Vallarta, Mazatlan, La Paz and Guaymas, via Tucson, to Phoenix.

Aeronaves proposes initially to operate four roundtrips a week on Tuesday, Thursday, Saturday and Sunday, using DC-9 equipment, examiner Hyman

## QUOTE

Overheard in a group of Air West sales/service managers who were planning a party: 'I think we should include our wives in at least one of our affairs.'

Goldberg stated. The schedules are designed basically to accommodate tourists. Air West did not intervene in the proceeding.



## Christmas is

The spirit of Christmas is expressed in many ways, none more spontaneously than during the encounters of young children with Santa Claus. During the Air West Employees Association kids Christmas party at San Francisco, Air West photographer Ken Jensen was on the





## for everyone

sidelines to record some of the unrehearsed reaction of future pilots, hostesses and crew chiefs to Santa's gift giving techniques. John Tucker wore the beard and John Puskarich, Terry O'Donnell and Dave Allender were among his helpers.



## AS I SEE IT

by Ken Jensen

Jerry Kitchen, director of cargo and military sales, reports the recently completed cargo facility at Santa Ana is now open. Additional cargo facilities at Portland and Seattle are expected to be available soon.

Tollie Graves, director of postal services, says Air West has carried almost three million pounds of mail between Sacramento and San Diego since the overnight service began October 1. The service was plagued with weather cancellations of 29 segments in November.

At 43 letters to a pound, says Graves, that is almost 123 million letters carried in three months on that route.

C. J. Soren, U.S. postmaster at Ventura, Calif., asked permission to reprint the story appearing in the November issue of Air West about the overnight mail service.

I used the article in a presentation to a local club to explain the system and I want to use it as a training aid for our new people.'

John Jacobs, director of management information services, has resigned to return to Phoenix. Donald McInnes will serve as acting director until the selection of a new director can be made.

Interline sales manager Jerry Arnold recently hosted a tour to Lake Tahoe of 16 reservations people from TWA and Frontier.

Jack Greenbaum, tours and agency manager, took a similar tour with travel agents and travel writers from the Pacific Northwest to Tucson and surrounding ghost towns . . . Air West will host a special cocktail party at the annual Snowball Party at Lake Tahoe, January 16.

Jim Wells, sales/service manager at Arcata, has been appointed to the aeronautics advisory committee of College of the Redwoods at Eureka. Jack Wilson, manager at Walla Walla, was named to the board of directors of the Walla Walla Chamber of Commerce.

Phil Mench, manager of military sales, and V. O. Quinones, manager of the credit union, both have submitted resignations. Phil is the new sales director for the aviation division, William Lear Enterprises, Reno, specializing in charters.

Fran Gray, when she is not adopting Korean orphans, has a pen pal in Uganda. The pal recently sent her a full-sized, razor-sharp hunting spear used by some of the local natives . . . Carolyn Boyce, secretary and reservations agent at the CTO in Salt Lake City, was selected 'secretary of the year' by the SKAL Club in that city.

And finally, George Galvin, assistant to president Bob Henry, was publicized recently in a San Francisco column for having said that the 'nuts and bolts' will soon be ironed out on the Air West system. Our only answer to Herb Caen is that if anyone can iron out nuts and bolts, George can.

## ARRIVALS

Nineteen men and seven women have completed training and assumed duties as Air West passenger service and reservations agents.

The station agents and domicile are:

Las Vegas—David R. Liles, Odessa, Texas; Alan Brisco, Ogden, Utah; Gary Kent, Beaver, Pa., and Michael Heben, Sharon, Pa.

San Francisco—Steve Lonas, Redwood City, Calif.; Mitchell Underwood, San Bruno, Calif.; and Henry L. Balsiger Jr., Bingen, Wash.

Yakima—Jan Bull, Coeur d'Alene, Idaho; Pat Knopp, Yakima; and Richard Wilkins, Yakima.

Palm Springs—Brian White, Anaheim, Calif., and Duane Slaughter, Palm Springs.

Bakersfield—Richard Morris, Castro Valley, Calif.

Grand Canyon—Dale Miller, Daly City, Calif.

Los Angeles—Stephen Curling, Chesapeake, Va.

Reno—Gerald Griffith, Nampa.

## AIR WEST 69news

No. 4

December 30, 1968

Edited by Don Gooding. Ken Jensen, staff writer and photographer. Cover photos: Kathy Howe, manuals clerk, gives Santy an impossible order; Gay Moore; San Diego agent Howard Greenberg; Bonnie Johnson and Fran Gray, employee records; Joy Hyde, Air West nurse, introduces young man to the King of Christmas.

Santa Maria—Thomas Jacobsen, Walnut Creek, Calif.

Stockton—John Coe, Stockton.

Tucson—William Brandon, Bellflower, Calif.

The new reservations agents are:

Seattle—Patricia Markham, Seattle; Denise Doyle, Seattle; and Marilyn Rudy, Bellevue, Wash.

Phoenix—Janell Buford, Tempe, Ariz., and Marion Anderson, Phoenix.

Puerto Vallarta—Margarita Delia Gomez, Puerto Vallarta.

Salt Lake City—Marsha White, Salt Lake City.

## ROUTE CASE

Air West has filed an application with the C.A.B. for the consolidation of routes serving northern California and Oregon cities.

Proposed service improvements on the inland route include nonstop service between Klamath Falls and Portland; one-stop service from Klamath Falls to Portland via Corvallis; three daily roundtrips from Klamath Falls to San Francisco via either Sacramento or Redding; two daily roundtrips from Redding to San Francisco; one-stop service from Redding to Portland via Klamath Falls; two daily nonstops from Chico to San Francisco.

Proposed improvements on the coast include restoration of the Santa Rosa-Eureka nonstop flight; two daily roundtrips between Eureka and Sacramento; a new nonstop flight between San Francisco and Crescent City; nonstop service from Eureka to Portland; one-stop service from Santa Rosa to Portland, and new service from Crescent City to Portland via Coos Bay.