

# HUGHES AIR WEST

Vol. 3, No. 3

HUGHES AIR CORP.

March, 1971



**BIG THANK YOU** — A California farmer used 40 acres of farmland to say "thank you." James Rank of Curuthers, Calif., (near Fresno) is seen on his tractor at the bottom center of this

picture. The letters in his giant sign are 100 feet tall. The farm is located directly under a busy north-south air traffic route, meaning the sign has a potential exposure to hundreds of air travellers.

## Nixon Approves Mexico Route; Service Scheduled for May

President Richard Nixon has approved a Civil Aeronautics Board decision to amend the certificate of Hughes Air West to add Guadalajara and San Jose del Cabo in Mexico to its route. (Guadalajara is the second largest city in Mexico. San Jose del Cabo is located at the tip of the Baja peninsula.)

All points on the route will be redesignated as co-terminals subject to a condition requiring certain intermediate stops

on service between specific points.

The amendment brings the route into conformity with the revisions made last July under the new U.S.—Mexico bilateral air transport agreement.

The decision makes final the board's tentative findings in a show cause order issued in December, 1970.

Service is tentatively scheduled to begin May 1, pending approval of the Mexican government.

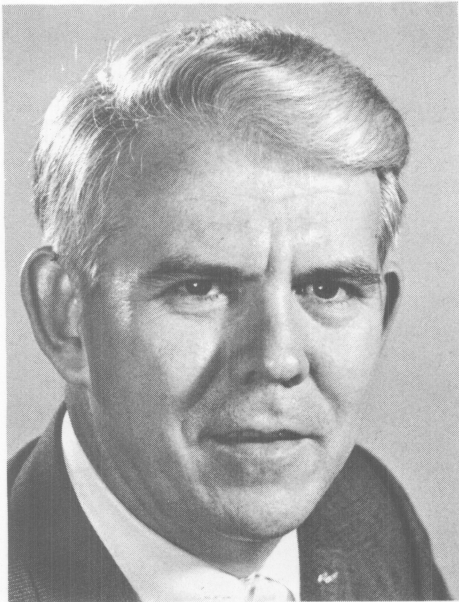
## Full-Time Charter Service Planned

Hughes Air West will use a DC-9 jet for the first time on an exclusive charter basis beginning May 1.

The full-time aircraft will supplement F-27s and other DC-9s that are not always available for charter service because of tight scheduling to meet systemwide passenger requirements.

The new service is expected to double the company's charter revenues this year.

(Continued page 3)



Tom Burke

## ***Tom Burke Named New Controller***

Tom Burke has been named controller of Hughes Air West.

In his new position he will be based at the airline's corporate headquarters in San Francisco where he will be responsible for management information services that include data processing and accounting.

Burke, 42, had been serving as acting controller, a post to which he was named last year. He joined the regional carrier in January, 1969, as director of management information services.

Before that he was manager of systems and data processing for Evans Products Co. in Portland (1966-69), data processing manager for Raychem Corp. in Redwood City, Calif. (1963-66) and cost accounting manager for Eitel-McCullough in San Carlos, Calif. (1959-63).

Burke holds a bachelor's degree from the University of Houston and a master's degree from the University of Colorado at Boulder, both in accounting. He is a native of Galveston, Tex. and has served in the U.S. Air Force.

Burke is a member of the Data Processing Managers Association, the National Association of Accountants, the Systems & Procedures Association and the American Management Association.

## **Mexican Travel Efforts Pay Off**

Hughes Air West's recent efforts to encourage travelers to visit Mexico have paid off in at least two important market areas.

Traffic into Mexico from the Denver and Minneapolis-St. Paul regions more than tripled during the first two months of 1971, compared with the same period a year ago.

A concentrated sales effort in Denver and the Twin Cities began with a four-day sales seminar organized by Jim Garvin, manager of interline sales, and Steve Bradley, manager of agency and tour sales.

More than 150 travel agents and 200 Western Airlines reservations agents were hosted by Hughes Air West. Travel agents attended breakfast sessions and viewed a film on Mexico. Tour wholesalers based in Mexico City also gave presentations.

Reservations agents who had "sold" space on Hughes Air West flights, were entered in a Hughes Air West contest to win transportation and hotel accommodations in Mexico. Garvin reported that in the two weeks before the contest drawing, a marked increase in Hughes Air West bookings were recorded by Western Airlines reservation agents.

The sales tour was a follow-up to a direct mail campaign by Hughes Air West/Western Airlines in which brochures introducing Mexican destinations were sent to 20,000 travel agents, commercial accounts and credit card holders in eight Western states.

## **CTO Robbed**

The San Francisco city ticket office was robbed Feb. 17 of about \$325.

Bea Cloward, ticket agent in the office, said two "clean-cut looking" men entered the office about 3:45 p.m. and demanded all the cash in the drawer. She said she gave them the money and they fled.

Miss Cloward was not able to identify the men from police department mug shots.



Harry Swenson

## ***Harry Swenson Named Treasurer***

Harry Swenson has been named treasurer of Hughes Air West.

He will be based at the airline's San Francisco headquarters and his responsibilities also will include budgets, internal audit, insurance and taxes.

Swenson, 41, was director of corporate development, a position he held since April, 1970, when the assets of Air West, Inc. were purchased by Hughes Air Corp.

He joined Pacific Air Lines, a predecessor company of Hughes Air West, in 1967, as vice president of finance. He became assistant vice president of corporate services of Air West, Inc. a year later when that company was formed by the merger of Pacific, Bonanza and West Coast airlines.

Before his airline career, Swenson held various financial positions with Chipman Chemical Company, Inc. in New Brunswick, N.J. and Burlingame, Calif., and with Price Waterhouse & Co., in New York, N.J.

Swenson holds a bachelor's degree (1952) in accounting from Upsala University, East Orange, N.J. and a master's degree (1958) from Rutgers University.

He is a certified public accountant and a member of the National Association of Accountants.

## Credit Card Service Cut

Hughes Air West will end its travel credit card program on May 1, 1970. The move will save hundreds of thousands of dollars annually in unpaid credit card accounts and administrative costs.

Tom Burke, controller, said passengers should not be inconvenienced because most people who travel have one or more other credit cards valid for transportation.

"We will continue to honor other credit cards," Burke said. "These include BankAmericard, Mastercharge, Diners Club, Carte Blanche and American Express."

Bill Schafer, director of marketing, explained the new policy in a letter sent to Hughes Air West credit card holders. The letter said that cards may be used one more time after March 15 and will not be honored after May 1. He said costs of maintaining the credit card program have exceeded the benefit to the airline.

## Charter Service

(From page 1 )

In 1970, when the company "borrowed" aircraft from its regular route schedule, charter revenues amounted to \$830,000. The target for 1971 is \$1.5 million.

The sales department is planning a systemwide promotional campaign to introduce the new full-time charter jet to military groups, fraternal organizations, professional and college athletic teams, employe clubs, booster organizations and business firms.

In charge of the sales department's sales effort is Perry Jackson, manager of military sales. He will take on the additional title of manager of charter sales development. Walt Kupper, manager of charter sales, will continue in that capacity but will direct his efforts in the administrative area.

The aircraft to be used is one which is returning from a long-term lease with Purdue Airlines.

## De Loura, Rampone Named Outstanding Employees

Tony De Loura, supervisor of mail and distribution, and Bill Rampone, assistant manager of operations/engineering, both based in San Francisco, have been named outstanding employes for February.

Each received \$250 and became eligible for the annual outstanding employe



THE WINNERS — Bill Rampone (left) and Tony De Loura, were named outstanding employes for February.

## Two Men Receive Suggestion Cash

A Boise station agent and a Phoenix mechanic won \$50 each for ideas submitted to the company's employe suggestion award program.

Dennis Wollen of Boise suggested that strips of pressure-sensitive tape be used on DC-9 jets to prevent the galley curtains from blowing open.

Galley curtains are supposed to be closed during passenger boarding and deplaning and ground servicing but are frequently blown open by wind.

Louis Smith of Phoenix suggested that the company buy a silicone spray to prevent sliding passenger window curtains from sticking. Frequently, when the curtains stick, passengers force them, causing cracks or breaks.

award of \$500, trip passes anywhere in the world and a week off with pay.

De Loura joined the company in 1962 as station agent at Los Angeles. He has served as assistant station manager at Arcata/Eureka, Station agent at Bakersfield and senior agent at San Francisco. He moved to his present post in 1968.

Rampone joined the company in 1960 as manual manager at San Francisco. He later served as assistant manager of flight operations and operations assistant. He moved to his present position in 1968.

Several letters nominating De Loura mentioned the long hours he puts in . . . "sometimes coming to work at 5 a.m. and remaining long after quitting time." One letter mentioned his "willingness to help everyone." He also was cited for "his ability to stand up under the pressure of the operation of an internal mail system."

Rampone was lauded for his work in developing "a highly effective and sophisticated airport surveillance system." He also was praised for "his always present smile and pleasant comment for his associates."

Employes eligible for the award in March include those in marketing, CTO, regional and district sales, sales and marketing administration and all other systemwide marketing groups except reservations and hostess employes; and station and line maintenance personnel at Puerto Vallarta, Mazatlan, La Paz, Tucson, Yuma, El Centro and Blythe. Station personnel at Phoenix are also eligible (line maintenance at Phoenix is included in a separate group.)

## Scoreboard

HUGHES AIR WEST TRAFFIC

FEBRUARY

	Feb. '71	Feb. '70	% Change
PAX	215,802	206,192	+ 4.7
RPM	69.9 mil	63.1 mil	+10.8%
Load Factor	46.4	44.1	
On-Time	81.0	86.1	

# Seven Named to Management Positions

Seven men have been named to management positions by Hughes Air West.

Larry King, has been named director of general accounting for Hughes Air West. Taking his former position as director of budgets is George Scotch.

King, who joined the airline in 1966 as a junior accountant, has been supervisor of payroll, analyst of budgets and manager of budgets.

Scotch, who joined the airline in 1967, has been director of cost and payroll accounting and assistant staff controller.

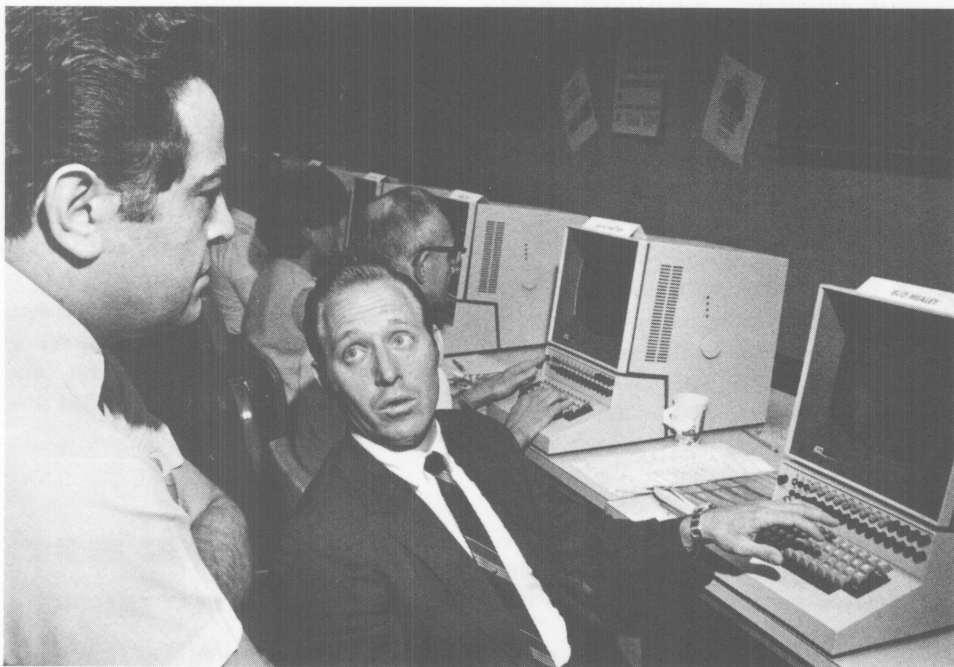
William Buchanan will direct the newly-created systems standardization team. He came to the airline from Pan American World Airways where he served for 23 years in various administrative positions.

Assisting him on the team that will standardize stations, flight operations and maintenance is Jim Frantz, supervisor of systems standardization, who comes to Hughes Air West from Red Carpet Flying Service, Walla Walla, where he was a charter pilot and instructor.

Also on this team is Ken Hove who moves from his former position as a specialist in maintenance standards to the new post of supervisor of maintenance service. Hove, who joined the airline in 1970, came to Hughes Air West after 29 years with North American Rockwell where he was a mechanic and a procurement quality specialist on the Apollo program.

John Malloy, formerly director of employe travel benefits, has been named director of corporate records. Malloy joined the airline in 1959 as a station agent and has been a senior agent, station manager, assistant director of stations at San Francisco, regional manager of stations and assistant to the vice president of marketing.

Bill Allen, former district sales manager at Ontario, Calif., has been named regional cargo manager for the southwest. He joined the company in 1957 as a station agent at Santa Ana and subsequently served as reservation agent and district sales manager at San Diego before moving to Ontario.



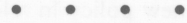
**RESERVATION TRAINING** — Bud Mealey (right), manager of reservations at Phoenix, asks Joe Roman, manager of reservation systems training, a question during a training session at San Francisco. Reservation managers and supervisors completed training on the company's new reservation equipment early this month. Training for all reservations agents is now under way.

## Travel Bargains

Western Airlines has extended to May 27 its 80 per cent space-available rate for Hughes Air West employes, spouses and eligible family members on transportation to Hawaii. The 80 per cent fare is blacked out between April 1 and 15. The passes are self-ticketing at all Hughes Air West ticket counters.



Tropical Rent-A-Car System of Hawaii is offering an airline rate of \$7 a day or \$47 a week for standard-shift Datsun or Toyota automobiles in Honolulu. Rates are slightly higher on other Hawaiian islands. Write Tropical Rent-A-Car, 2882 Koapaka St., Honolulu, Hawaii 96819.



Pan American World Airways, in conjunction with the Japan Tourist Bureau and Japan Gray Line Tours offers familiarization tours of Japan and Hong Kong. Employes should use area fares to Japan and Hong Kong. Cost of seven-day tours range from \$99 to \$106 per person. Contact Hughes Air West pass bureau for an application.



Lufthansa's Easter weekend in Germany departs April 8 from New York. The \$119 price includes air transportation, hotels, meals, sightseeing and transfers. Contact Hughes Air West pass bureau.



Hilton Hotels Corp. offers a 50 per cent discount to all airline employes. For reservations write the hotel where you wish to stay.



The High Chaparral Ranch Airline Party, sponsored by the Tucson Chamber of Commerce, is scheduled for May 6-9. The price of \$40 per day, double occupancy, includes three nights accommodations, two meals a day and full use of ranch facilities. A registration fee of \$19.50 includes cost of three evening dinners, cocktail parties and door prizes. For registration form, write Housing Bureau, High Chaparral Ranch Weekend, Tucson Chamber of Commerce, 420 West Congress, Tucson, Ariz. 85701.

## Unanswered Phones Almost Eliminated

Hughes Air West reservations agents have significantly reduced the number of unanswered telephone calls, (which often mean lost reservations), according to Arch Miller, director of reservations.

During two weeks in February, almost 200,000 calls were received at the four company reservations centers in San Francisco, Los Angeles, Seattle and Phoenix. Lost calls were 2.1 per cent in the first week and 3.6 per cent in the second. In a similar period last year as many as 10.7 per cent of the calls were lost because they were not answered in time.

"During some periods of 1970, unanswered calls reached peaks of 22.5 per cent," Miller said.

He explained incoming calls are lost when a potential passenger is required to wait for an agent to come to the line, even though a recording asks him to wait. Miller said increased lost calls mean decreased business for the company, plus a lack of respect for Hughes Air West's ability to serve.

The reason for the sharp decrease in lost calls, according to Miller, rests on a change in the procedure for replacing agents who transfer or leave the company. Now reservations managers can make arrangements directly with the personnel department for replacements as soon as a vacancy is anticipated, which enables fully trained agents to be on the job when needed.

This way, Miller said, reservations offices will never be under-staffed or manned by untrained agents.

## Airplanes Pampered

Every plane flown by U.S. scheduled airlines has an average of 23 people on the ground to service it, according to a survey by the Air Transport Association. If you pampered your family car to the same standards, you would have three full-time mechanics inspect it before every drive. You would replace the spark plugs and tires every 250 miles; tune up the engine every 2,500 miles and install a new motor every 25,000 miles.



**HUMBLE PIE** — Las Vegas station manager Herb Chesney (right), eats generous portion of humble pie after presenting the "best station" trophy to Portland personnel. Chesney's Las Vegas crew bought the trophy last month and proclaimed themselves the best station on the system for getting flights out on time. Portland took the trophy away by having a better on-time record. The man looking very happy just to the left of Chesney is Terry Hunter, Portland station manager.

## Portland, Santa Ana, North Bend Take Station Honors

Portland, Santa Ana and North Bend/Coos Bay stations are the winners of the "best stations on the system" award for February.

As winners, each station was presented a trophy to keep until it is beaten in subsequent monthly competitions.

The competition began in February when station and maintenance personnel at Las Vegas, Sacramento and Yuma bought trophies and claimed each was the best station on the system within their classification. They challenged other stations to take the trophies away by showing a better record of getting flights out without a station-caused delay.

Portland was the class A winner. Only 17 or 2.8 per cent of the 600 flights operated through that station in February suffered controllable delays. A controllable delay is incurred during aircraft servicing, cargo loading and unloading, catering, oversales and passenger loading and unloading. Seattle was second with 3 per cent.

Herb Chesney, Las Vegas station manager, presented the trophy to Portland employees during a special ceremony.

Santa Ana took class B station honors with a perfect record. Not one of its 194 February flights was delayed by station personnel. Santa Ana personnel received the trophy from Gene Martin, station manager at Sacramento. Yakima was second with a .6 per cent delayed record.

Hank Puryear, Yuma station manager,

traveled to North Bend/Coos Bay to present the class C trophy to personnel at the Oregon coastal community. The station handled 94 flights during the month, which also had a perfect record. Pullman/Moscow was second with .8 per cent record.

Competition for class D stations will be on a quarterly basis. The first trophy will be awarded in April.

## HUGHES AIR WEST

Published for employees and families of Hughes Air West by the Public Relations Department International Airport San Francisco, Ca. 94128 Ken Jensen, editor



**EXECUTIVE FORUM** — Face-to-face meetings between Hughes Air West executives and employees — such as this one at San Francisco — are being held around the system. General manager Irving Tague (standing at right) turns to the paneled

executives while answering an employee's question. Similar meetings will be held at many stations and offices to give employees an opportunity to question company officers on the operations, policy or future of Hughes Air West.

## California Farmer Says 'Thanks'

California rancher James Rank was grateful that the life of his only son had been saved.

He wanted to say thanks but didn't know how. And he felt he had to something — something really big.

After much thought, the idea hit him.

He selected a flat 40-acre section near his ranch. Then he carefully paced out 100-foot-high letters using sand-filled paper bags as markers.

Last week he completed plowing the world's largest commercial outdoor sign.

It read "Fly Hughes Air West."

Rank explained that while the airline had nothing to do with saving his son's life, "It was the only way I could think of to express my appreciation."

Rank's son, James, when a Marine in Vietnam, found himself surrounded by Viet Cong. He signalled a passing Army helicopter that rescued him from certain death or capture. The aircraft happened to be a light observation helicopter made by Hughes Tool Company.

Rank decided to use the regional air-

line's name in his message of gratitude because the carrier serves Fresno near his ranch.

"I wish I could have done more," he said.



James Rank

## Personnel Moves Increase Payroll

A major move of personnel to Seattle will increase the airline's annual local payroll by more than \$1,000,000.

The increase is the result of consolidating domiciles for flight crew members from Portland to Seattle, according to Ed Altman, vice president of operations.

Altman said the move will improve the airline's efficiency and utilization of flight personnel.

"The domicile change for flight crew members will not affect our current or future air service to or from Portland," he said.

More than 40 pilots and 23 hostesses were moved early in March from Portland to Seattle. The addition of local personnel will raise the total Hughes Air West payroll in the Seattle area to more than \$5,500,000 annually.

In addition to Seattle, other domiciles for flight crews are located at Phoenix, San Francisco and Las Vegas.

After some 25 years of operation at Boeing Field, the airline will move all of its operations to the new Seattle-Tacoma International Airport on April 25.



John Chan

## Four Men Named To Fill Sales Management Spots

Four persons have been appointed to key sales posts by Hughes Air West:

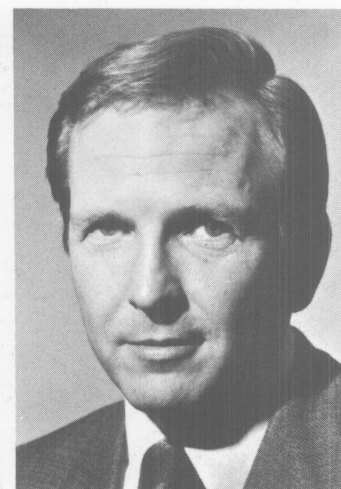
John Chan has been named district sales manager at San Diego. Larry Caramanis, Reg Christmas and Jack Douglas have been selected as sales representatives at Burbank, San Francisco and Salt Lake City, respectively.

Chan, 34, joined the company in 1959 as one of the original crew opening the San Francisco station for West Coast Airlines. He became a sales representative in 1968. Chan, a native of Seattle, attended the University of Washington where he received a Bachelor's degree in education. He did post-graduate work at the University of California.

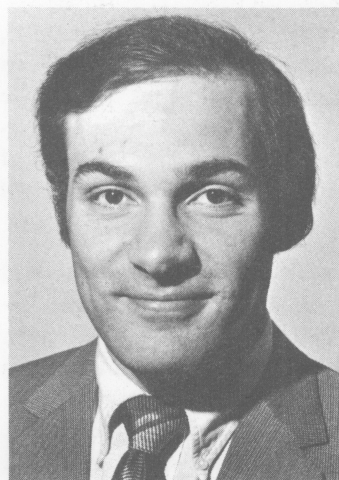
Caramanis, 29, joined the company in 1962 as a station agent at Los Angeles and became chief agent in 1968. He is a native of Cambridge, Mass. Caramanis received a bachelor's degree in political science at San Fernando Valley State College and took graduate courses in Business administration at UCLA.

Christmas, 33, joins Hughes Air West after serving seven years with Alaska Airlines and two with Pacific Southwest Airlines. He is a native of Hamilton, Ontario, Canada, and attended San Mateo (Calif.) College.

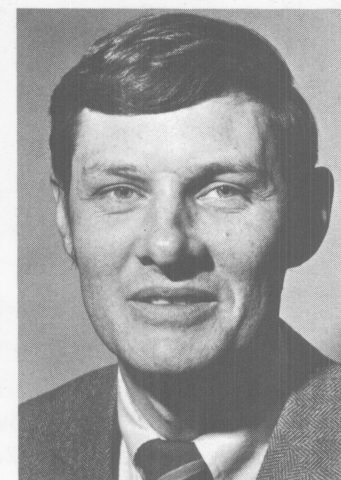
Douglas, 30, comes to Hughes Air West from the Air Transport Association's military bureau where he managed nationwide group and charter traffic from 1968 to 1970. Previously he was associated with American Airlines, Pratt & Whitney Aircraft and Western Airlines. He is a native of Salt Lake City and attended the University of Maine at Orono and Northern Virginia Community College at Alexandria.



Reg Christmas



Larry Caramanis



Jack Douglas

## Q and A Corner

Employees are encouraged to submit questions to the Editor.

**Q.** Why doesn't the company send jets into Palm Springs? The station is boarding as many or more passengers than some jet stations.

**A.** The company will schedule jets into any station where loads and passenger demands make the operation economically feasible. Palm Springs has not reached the point where passenger loads would justify the use of jets on existing route authority.

• • • •

**Q.** Why didn't the company repaint or at least clean up the exteriors of the F-27 aircraft when the interiors were repainted or refurbished?

**A.** The exteriors of the F-27 and DC-9 fleets are currently being repainted on an "as needed" basis when the aircraft enter Phoenix maintenance for periodic checks. The exterior work had been delayed pending design of a new paint scheme to go along with an entirely new company image program. That program is now tentatively scheduled for next year.

## Planning Task Force Named

Establishment of an in-house planning task force to help Hughes Air West achieve its internal forecast for 1971 has been announced by Irving Tague, general manager.

The five-man group, coordinated by the airline's planning director, Terry Ahston, will be responsible to Tague in areas of fleet inventory, scheduling, pricing and route development. Its functions will be closely aligned with marketing and operations.

Other task force members, all directors, are Robert Hill, traffic administration; Bill Beeks, route development; Jim Martin, scheduling; and Ken Laurin, economic analysis.



A JUG OF WINE AND WOW! — San Francisco-based hostess Pat Zekas displays Hughes Air West's new wine and cheese snack basket.

## Travelers Praise New Mini-Meal

A new gourmet treat is tickling taste buds on Hughes Air West passengers who are responding with raves that would please any master chef.

The snack, served on selected flights lasting less than one hour, comes in a gold basket. It contains a three-ounce bottle of dry burgundy wine, a wedge of Gruyere cheese, a tin of Danish cream cheese and ham spread, a bunch of juicy grapes, and some crackers.

Russ Fields, manager of passenger service, said the new snack was introduced in January, adding that "passenger reaction to the mini-meal has been tremendous in all corners of our system."

The new service replaces a meat and cheese sandwich and a small salad.

## Service Anniversaries Celebrated by Employees

These employees celebrate service anniversaries during March:

### Twenty Years

San Jose — Ward Gross, station manager. Reno — Glenn Woods, station manager. Seattle — Captains S.C. Brose, J. L. Dotson Jr., and C. A. Long. Phoenix — Bob Walker, district manager of maintenance.

### Fifteen Years

Pullman — Charles Coe, station manager. Seattle — C. Geisler, chief station agent. Phoenix — J. A. Moyle, first officer.

### Ten Years

San Francisco — M. M. Petersen, hostess; J. P. Quinn, station agent; H. J. Luna, ground service. Phoenix — J. O. Barton, supervisor component overhaul. Monterey — G. B. Southard, station agent.

### Five Years

Eugene — R. L. Spellmeyer, station



FORTY YEARS — Ward Gross (left), station manager at San Jose, and Glenn Woods, station manager at Reno, are among those celebrating service anniversaries this month. They have 40 years of service between them. Gross was hired one day before Woods.

agent. Phoenix — L. H. Bessette, lead mechanic; M. L. Scherer, internal accounting clerk; J. L. Shettler, mechanic. Salt Lake City — G. L. Neilson, station agent. Santa Ana — L. L. Reum, station agent. Yuma — C. G. Falco, station agent. Seattle — B. L. McFadden, hostess, G. E. Ramey, captain. Los Angeles — reservation agents: E. D. Hirano and C. Peterson. San Francisco — R. A. Corbell, assistant dispatcher; First Officers: J. Manocchio and G. J. Wigen; Captains: F. G. Penny, and J. J. Thomas, Las Vegas — E. W. Roberts, first officer and V. E. Schultz, captain.

## Scrapped Trays Go to Charity

Portland chief agent Doug Johnson has turned 1,000 chipped and unusable food serving trays into a big plus for Hughes Air West.

Johnson collected the trays and donated them to Goodwill Industries of Oregon, which then sold the trays in its Portland area stores and used the money to support projects for handicapped persons.

James Gray, public relations director of Goodwill, wrote to Johnson:

"Please accept my sincere thanks and that of the nearly 500 handicapped workers here at Goodwill who have benefited by your kind and thoughtful gesture."

Terry Hunter, Portland station manager, said he told Johnson to find some way the trays could be used after they were no longer acceptable for use in food service. Johnson explored several possibilities and learned that Goodwill Industries could make good use of them.

## Family Plan Fares Change

Dependents traveling on a family plan discount must now pay a larger percentage of the fare.

On March 1 Hughes Air West and 11 other carriers increased the family plan fare to 75 per cent of the full fare. It had been 66-2/3 per cent of a full fare ticket.

The new rates are applicable on all Hughes Air West routes except intra-California, intra-Nevada and U.S.—Mexico segments.