

July 1 targets: competition, awareness

Stiffer competition, more customer awareness, improved over-all performance and enthusiastic employe support are factors critical to the success of the new summer schedule.

These were among many points stressed this month by marketing vice president **Russell V. Stephenson** and his staff during a series of systemwide employe presentations attended by more than 1200 employes.

Purpose of the presentations was to explain why this is "the single most important schedule change in five years," he said.

The presentations were made at 10 stations where the greatest competitive impact will be felt—Los Angeles, Santa Ana, Burbank, Las Vegas, San Francisco, Seattle, Spokane, Salt Lake City, Phoenix and Boise.

Assisting Stephenson were **Bill Maloney**, field sales director, and **Bill Allen**, cargo sales regional manager for the Southwest.

Competition

Competitively, Hughes Airwest is blazing bold trails along routes between major cities that, up to now, have been dominated by other carriers.

"Our city-pair targets have been listed in order of potential revenue-generating priorities," Stephenson said.

The markets, and our direct competition (where applicable), are:

- Las Vegas-Los Angeles (Western).
- Seattle-Spokane (Northwest).
- Salt Lake City-Seattle (United).
- Las Vegas-Burbank.
- Phoenix-Seattle (Western).
- Las Vegas-Santa Ana.
- Las Vegas-San Diego (Western).

These seven markets, bolstered by heavy emphasis on the Las Vegas-Southern California corridor, have the potential of producing 60 per cent of our total revenue increases for 1975, he said.

*Hughes Airwest
is entering
a new era
... See back page*



San Francisco ticket agents **Wayne Warmuth** and **Vickii Ludlow** ... a message to share

some of these larger cities," Stephenson said. "We've definitely got our work cut out for us."

He said advertising will be used to overcome this problem of customer awareness.

Awareness

Stephenson said the public's general unawareness of our existence in key cities apparently has deprived us of getting a hefty slice of the competitive pie before now.

For example, we're mentioned less frequently as an airline serving either Seattle or Los Angeles by residents living in those two population centers than competitive carriers.

"It simply boils down to the fact that we can't let up informing the traveling public that we're an important air transportation partner in

Stephenson said. "We've definitely

Performance

Our high level of performance must be maintained to achieve forecast goals in terms of passenger traffic and revenue, Stephenson said.

Such criteria as density, on-time and load factor will be closely monitored during the coming months.

Our density (the average number of passengers flying per mile) has been the

(Continued on back page)



Vol. 7, No. 6

Hughes Air Corp.

June 1975

'Rent a jet' program to start in September

Hughes Airwest will resume charter flights in September.

DC-9-30s will be assigned to the full-time operation, according to **Robert J. Donahue**, cargo and charter sales director.

The program will be restricted only by the maximum range of our aircraft and airport landing limitations, according to Donahue. Flights are expected to destinations throughout North America.

Competition in the charter business is "severe," Donahue said.

The program is expected to appeal to incentive and junket groups.

Eventually, more aircraft might be added.

(Continued on page 4)

Three more jets

New schedule expands service

Hughes Airwest will achieve an all-time high in passenger service July 1 when we launch our new systemwide summer schedule.

The number of available seat miles logged a week throughout the three-nation system will jump about 6 per cent to a record peak of nearly 57,500,000 miles from 54,400,000 currently flown.

The carrier also will place three more DC-9 jets into scheduled operation and increase to 2,742 the number of weekly departures—62 more than at present.

Over-all, the schedule has been improved and expanded to enable us to concentrate more effectively on competitive routes between cities in four major areas: across the Northwest, in the Southern California-Las Vegas market, along corridors linking the Northwest and Southwest, and in Mexico.

Highlights of the new summer schedule are:

- A 22 per cent increase in the number of nonstop, round-trip jets between Los Angeles and Las Vegas, to 19 a day from 15½.

- Introduction of Sundance jets for the first time to Idaho Falls and Pocatello, Idaho—new jet cities for the airline.

(Continued on back page)

Domestic route cases before CAB signal 'historic evolution' for regional airlines

(Editor's note: The following is reprinted from "Airline Reports," an independent publication covering CAB activities. It reflects Hughes Airwest's policy.)

Evolution time for the regionals

The new round of domestic route cases now unfolding at CAB appears to be made to order for historic expansion of the operating responsibility and resources of the eight established local service or regional carriers.

It is not unlike the situation 20 years ago when, at the end of the only other route "moratorium" in CAB history, the smaller trunklines were ripe for longer hauls over which to spread their operating costs.

If anything, however, the regionals today appear to have considerably more going for them than their counterparts of two decades ago.

For one thing, the routes to be considered, while "long" for regionals will be on the "short" side for most trunks. The technology of the day argues for more long-haul opportunity for the successful trunks, for example the new transatlantic ambitions of Delta, Continental, National, Northwest, Braniff and Western.

In addition, all major carriers are likely to respond to the unfolding charter revolution with greater emphasis on long-haul, high-capacity flights than on enlarged scheduled responsibility in relatively short-haul domestic markets.

In addition, there is a ready-made incentive for government officials to pare down or eliminate the locals' annual subsidy. In the realistic world of Washington decision-making, there is a built-in appeal for a vote that will reduce the government's financial burden through an affirmative action.

Adding to that appeal is the fact that the eight surviving locals (out of the two dozen that launched the "feeder" experiment of the '40s) are equipped with management expertise, desire, personnel and aircraft to assume longer-haul service obligations while pressures are multiplying for greater federal response to the truly short-haul, small aircraft capabilities of the commuter carriers.

The most visible evidence of high-level government concern in the months ahead will continue to be connected with the financial problems of a few major carriers. But, assuming logic and reason somehow find their way into the government's handling of the fuel crisis, the new series of domestic route cases will unfold in numbers and scope sufficient to signal an historic evolution of the locals to a new operating plane.

FINANCIAL RESULTS

	May '75*	May '74*
Operating revenue	\$13,220	\$13,655
Operating expense	13,849	12,446
Operating earnings (loss)	(629)	1,209
Non-operating earnings (loss)	(240)	(325)
Provision for taxes	(52)	451
Net earnings (loss)	(817)	433
Year-to-Date*		
Operating revenue	\$66,366	\$64,896
Operating expense	68,452	57,381
Operating earnings (loss)	(2,086)	7,515
Non-operating earnings (loss)	(1,323)	(453)
Provision for taxes	(51)	1,946
Net earnings (loss)	(3,357)	5,116

*All data in thousands (add 000).

Service suspended at Crescent City

Service will be suspended July 1 at Crescent City, Calif., following CAB approval of our application.

Eureka Aero Industries, which flies eight-seat Cessna 402s, will inaugurate service there that day, meeting our flights in Eureka, Calif., and Medford, Oregon.

We will provide Eureka Aero with complete ground handling services and facilities, including passenger ticketing, at both Eureka and Medford.

The Crescent City suspension is for seven years. We began service there in 1948.

We have also applied to the CAB for suspension and subsequent deletion of service at Cedar City, Utah, and Page, Ariz., both of which we now serve with F-27 propjets.

Hughes Airwest also will start providing complete ground handling services for Arrow Aviation, a Canadian commuter, at Spokane starting July 1.

Arrow, which serves 12 cities in Canada, will begin daily flights between Grand Forks, Castlegar and Spokane.



Published for employes and families by the Public Relations Department International Airport San Francisco, California 94128 (415) 573-4747 (San Mateo) Ralph W. Henn, Editor

All-time, on-time record achieved

Our systemwide on-time performance reached 92.1 per cent in May—an all-time monthly high. It was 83.6 per cent in May 1974.

Available seat miles (ASM) logged last month advanced 1.6 per cent to 230,568,000 miles from 226,936,300.

Revenue passenger miles (RPMs) declined 5.1 per cent to 115,223,900 from 121,449,600, while systemwide passenger boardings dropped 6.6 per cent to 295,200 from 316,100.

Density (the average number of passengers flying per mile) dipped 5.7 per cent to 43.3 from 45.9, while the average systemwide load factor (the percentage of seats filled), dropped to 50 per cent from 53.5.

The number of cargo ton miles flown in May dropped 5.4 per cent to 719,300 from 760,000, while the tons of cargo boarded declined 10.8 per cent to 1,700 from 1,900.

Year-To-Date

The systemwide on-time average for the first five months of 1975 reached 83.9 per cent, up from 76.4 per cent during the similar period a year ago.

ASMs gained 13.6 per cent to 1,164,275,100 miles from 1,025,204,100.

RPMs dipped less than one per cent to 602,661,400 miles from 607,880,800.

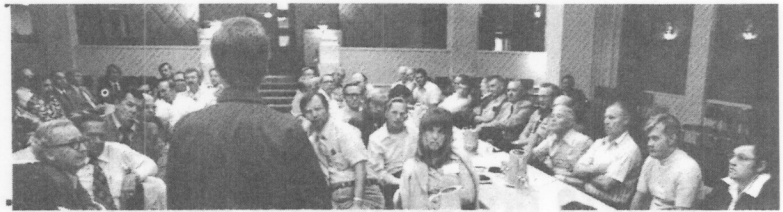
The number of passenger boardings dropped 5.4 per cent to 1,460,100 from 1,543,600.

Density fell 8.7 per cent to 45.1 from 49.4, while the average load factor declined to 51.8 per cent from 59.3.

Cargo ton miles increased 1.3 per cent to 3,430,300 from 3,387,700, while the tons of cargo boarded dipped 4.5 per cent to 8,400 from 8,800.

TRAFFIC SCOREBOARD

	May '75	May '74	% Change
PAX	295,235	316,068	- 6.6
RPM	115.2 mil.	121.5 mil.	- 5.1
ASM	230.6 mil.	226.9 mil.	+ 1.6
Load Factor	50.0%	53.5%	
PAX Density	43.3	45.9	- 5.7
Cargo ton miles	719,337	760,027	- 5.4
Cargo tons brd.	1,723	1,932	-10.8
On-time	92.1%	83.6%	
Year-to-Date			
PAX	1.46 mil.	1.54 mil.	- 5.4
RPM	602.7 mil.	607.9 mil.	- 0.9
ASM	1.16 bil.	1.03 bil.	+13.6
Load Factor	51.8%	59.3%	
PAX Density	45.1	49.4	- 8.7
Cargo ton miles	3.43 mil.	3.39 mil.	+ 1.3
Cargo tons brd.	8,397	8,793	- 4.5
On-time	83.9%	76.4%	



Operations holds nuts-and-bolts annual meeting

More than 100 Hughes Airwest operations executives from throughout the system met May 28-30 in Seattle.

The annual meeting was the first major company activity to be held there since we started service in Seattle in 1946.

The group met for the first time without a formal agenda. This allowed for "more expression and greater involvement by the participants, according to **Edwin N. Altman**, operations vice president.

They met as a whole to discuss mutual concerns and in smaller nuts-and-bolts shirtsleeve workshops.

Topics discussed by stations, flight, maintenance and engineering groups included: automated weight and balance, customer handling, forms and procedures, baggage, monitoring and conserving fuel, new pilot uniforms, ground equipment problems, and audit and inventory.

Special programs included a panel presentation on Thursday by industrial relations managers on that department's functions and discussion of personnel concerns from throughout the system.

The program was led by **Ron Carlson**, industrial relations staff vice president.

Luncheon speaker on Thursday was **Donald H. Brazier**, chairman of the Washington State Utilities and Transportation Commission, who said Hughes Airwest's "performance is a credit to your organization."

His main topic was energy, its use and importance. "We have a tough few years ahead . . . We will be in energy trouble . . . Practice conservation and eliminate waste," he said.

Thursday night, some 140 Washington business, transportation and civic leaders joined the operations meeting for a dinner and dance.

Friday morning featured a presentation by **Russell V. Stephenson**, marketing vice president, on our July 1 schedule change.

The "state of the airline" and the airline industry was general manager **Irving T. Tague's** presentation at the Friday luncheon.

Company participates, co-hosts reception

Great Falls dedicates new air terminal



Among the Hughes Airwest delegation at Great Falls' new \$10.8 million international air terminal dedication June 14 were (from left): Seattle flight attendant **Fran Hern**; station manager **Bud Moss**; and **Kip Wharton**, stations and traffic staff vice president, who joined executives from other airlines in official ribbon-cutting ceremonies.

Great Falls dedicated its new \$10.8 million international air terminal on June 14 and Hughes Airwest was an active participant in the festivities.

The airline's out-of-town delegation was led by **Kip Wharton**, staff vice president of stations and traffic. Others were **Juan Sparhawk**, public affairs special assistant for the Northwest; **Rob Priest**, Spokane district affairs manager; and **Larry Litchfield** of the public relations department.

Also on hand were Montana Governor **Thomas L. Judge**, Congressman **John Melcher**, and officials from Western, Northwest and Frontier Airlines, the three carriers serving Great Falls.

Great Falls station agent **Bud Moss**, a 20-year company veteran, played an active role in planning the dedication.

The airline displayed a DC-9 Sundance jet model in the terminal.

Balloons, pilot wings, brochures and other printed material were distributed to visitors at our exhibit by uniformed flight attendants **Fran Hern** and **Lois Wilson**, both based to Seattle.

More than 500 city officials and business leaders attended a VIP reception later in the day, co-hosted by Hughes Airwest.

Our service at Great Falls was inaugurated in 1959 by West Coast Airlines, a predecessor company. Since then, more than 50,000 passengers have been boarded at our only U.S. airport each of the Rockies.

Last year, nearly 6,000 passengers boarded our flights in Great Falls, 20 per cent more than in 1973.

Chinese archaeological exhibition co-sponsored by Hughes Airwest

Hughes Airwest is co-sponsoring a two-month exhibition of rare archaeological art finds from the People's Republic of China at San Francisco's Asian Art Museum.

It reflects 600,000 years of Chinese development and culture—from the paleolithic age to the 14th Century.

The collection consists of 385 artifacts, ceramics, bronzes, gold and silver utensils, jade pieces, sculpture and calligraphics.

The exhibition, the third and final showing in this country before it returns to Peking, is prominently featured in the July issue of the Sundancer.

Hughes Airwest employes will have an opportunity to see the collection at no charge from 9 to 10 a.m. on Saturday, Aug 23—before the museum opens to the public.

The San Francisco Employee Club is arranging the special tour and will distribute a flier well in advance.

The exhibition ends Aug. 28.

Scholarship winners honored at luncheon



Winners of the company's first scholarship awards for dependents of employes were hosted with their parents at a luncheon in the international headquarters board room June 5.

The recipients, flanked by the three-member scholarship committee, are Robert Northey, Jr. (second from left seated), Margaret Marshall and William Serr. (A fourth winner, Debra Ecklund, was unable to attend because of a conflicting final exam schedule; she's pictured below.)

Members of the committee were **Edwin N. Altman** (left), operations vice president; **Russell V. Stephenson** (second from right), marketing vice president; and Glenn P. Smith, chancellor of San Mateo county's Community College District. The four winners' fathers have a combined record of 75 years service to the company. Parents shown standing,

flanked by **Ron Carlson** (left), industrial relations staff vice president, and **Jim Hauptert**, employe development manager, are (from left): **Velma** and **Robert Northey**, San Francisco dispatcher; **Margaret** and **Lawrence Marshall**, San Francisco captain; **Jean** and **Leon Serr**, Santa Ana station agent; and **Joan** and **Larry Ecklund**, Spokane ticket agent.

Each winner also received an engraved plaque "in recognition of outstanding individual excellence and high academic achievement . . ." The scholarships, which will be awarded annually, have a potential value of \$2000 each.



Education continued by 230 through company benefit plan

About 230 employes have recently received educational refunds since the benefit plan was begun in 1972. Last year, 110 employes participated.

Educational refunds are available to employes wishing to complete a college degree or to upgrade job skills on their own time.

The educational refund plan partially reimburses employes taking courses for credit through approved educational institutions.

Courses toward any undergraduate degree and appropriate classes to upgrade job skills must be approved before course registration by **Jim Hauptert**, manager of employe development.

Hughes Airwest refunds 85 per cent of the cost of tuition, registration and laboratory fees, and 50 per cent of the cost of required books at the completion of the course. The maximum refund per year for an employe is \$300.

Baggage ID requirement awaiting CAB approval

Hughes Airwest has joined the nation's other scheduled airlines in asking CAB approval to require that all passenger baggage have identification on the outside before it will be accepted for checking.

The agreement provides that the airlines will make baggage identification labels available at no cost to passengers.

CHARTERS . . .

(Continued from page 1)

The new charter staff has started taking bookings at their office at our international headquarters. Staff members are: **Jim Rylander**, administration manager (formerly an economic control manager); **Tom Bailey**, sales manager (formerly Oakland district sales manager); and **Mike Calvin**, pricing analyst (former reservation agent in Los Angeles).

Art programs receive 'Esquire' award

Hughes Airwest has received an honorable mention in the Arts' awards program, sponsored by "Esquire" magazine for the Arts.

The company will be listed in the August issue.

The awards are for "noteworthy corporate programs." The last two years, we have initiated and sponsored the U.S.

Intern gains corporate experience

For the fourth straight year, the public relations office at San Jose State University serving a six-week internship. She is **Ursula Preuss**, who will be graduating in public relations.

Purpose of the University's internship program is to give students corporate relations experience before graduation.

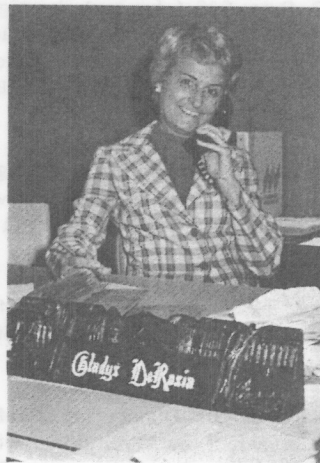
Preuss "joined" us on June 2 and has been participating in our corporate programs as well as researching and writing

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Gladys DeRosia



Pat Bryant

Willa Sollars . . .
assisting Rhonda Miller, crew scheduler



ups visiting our international headquarters in San Ma-
will be hosted by these employes from the pass bureau
ting July 1. The three are (from left) Willa Sollars and
Bryant, pass clerks, and Gladys DeRosia, supervisor.
y have been outfitted in special corporate color uni-
ns for their duties as tour guides. The program will
nalize group visits to our two-building complex, which
been an attraction for local groups since the company
cated there in September 1973. Of special interest are
ervations and flight control operations.

The pass bureau

Employee travel requests keep staff of three busy

he pass bureau handles at least 100 employe travel requests a day.
his—plus four telephone lines ringing almost constantly with em-
e requests for information—keeps the office's three employes hopping.
ravel requests are divided equally between Hughes Airwest and other
e employes.

pass bureau supervisor **Gladys DeRosia** oversees the travel benefits of
employes and issues annual passes to employes of other airlines.

pass bureau clerks **Pat Bryant** and **Willa Sollars** process annual pass
ests for employes of other airlines, requests for off-line travel from
employes and passes for parents of Hughes Airwest employes.

1974, our employes and employes of other airlines boarded Hughes
ast 188,974 times on a business, service charge or reduced rate
i. Service charge and reduced rate travel generated revenue of al-
\$800,000.

e have reciprocal pass agreements with 150 carriers, including most
estic and international airlines.

e most common errors employes make in requesting passes and
ed rate transportation involve itineraries.

Employes frequently make errors because they haven't checked the
Official Airline Guide (OAG) and the Master Manual, DeRosia said. The
Master Manual, containing a section on travel benefits, should be avail-
able to all employes at all stations and offices.

Abuse of pass privileges, intentional or unintentional, is very nominal.
"We have very good control," DeRosia said, "and our employes are edu-
cated about procedures and the responsibilities."

The infrequent abuses include soliciting other airlines without going
through the pass bureau.

Our centralized pass bureau prevents the opportunity for many abuses.
Most airlines do not have a centralized pass bureau and handle requests
through other departments, such as personnel and at multi-locations.

The major misunderstood factor in bumping on Hughes Airwest and
other airlines is the priority of boarding, as explained in the Master
Manual, DeRosia said.

Non-revs must list with reservations in advance and check in 45 min-
utes before boarding. Seating can be denied in spite of seniority if they
have not listed, DeRosia said.

Recognition

ention in the ninth annual "Business
ire" magazine and the Business Com-

e of "Esquire."

ograms in support of the arts." During
ed several art activities in Mexico and

at Hughes Airwest

ions department has a student from
rnsnip.

next year with a bachelor's degree in

1 is to give students on-the-job public

busy writing news releases on various
riting stories for this publication.

Mexico reduces food tax for visitors

**Beginning July 1, the Mex-
ican government will drop
the 15 per cent food and
beverage tax for foreign
tourists.**

**The tax will revert to the
previous 4 per cent.**

**It will remain unchanged
for Mexican locals.**

**Foreign tourists should
show their passport or tour-
ist card to avoid the 15 per
cent tax.**

United Airlines changes policy on yearly pass transportation

Effective July 1, United Airline's yearly pass transportation
will be on a 90 per cent reduced rate basis only. Previously the
service charge was based on the distance of the trip, according
to zones.

The fare will be based on high-season economy class only.
Minimum fare will be \$10 each way.

The changes will mean increased charges in some cases.

This pass must still be requested through the pass bureau in
San Mateo.

The 50 and 75 per cent reduced rate policy remains un-
changed.

Details of the new agreement will be sent to all employes
soon.

TRAVEL BARGAINS

Del Webb's Kuilima Hotel at North Shore, Oahu, has a "Kuilima Airline Beach Party" for airline employes and their guests, 9/15 through 9/29. Rate: \$15 (plus tax) per night single or double. Rate will apply one week before and after the party. Daily events include golf, tennis and archery with hosted cocktail parties and awards at night. Special prizes. For information write Kuilima's National Sales Office, 8383 Wilshire Blvd., Beverly Hills, Calif. 90211 or call (213) 655-5200.

California Innkeepers offers discount rates at the International Hotel in Palm Springs. Rates per night: \$16 through Sept. and \$25 Oct.-May (one or two persons). For reservations or free brochure: 1800 East Palm Canyon Dr., Palm Springs, Calif. 92262, (714) 323-1711.

Hyatt Regency Acapulco has reduced room rates of \$7 per person for doubles, \$12 for single. Valid through 9/30. For reservations, call toll-free (800) 228-9000 or write 666 Costera Miguel Aleman, Acapulco, Gro., Mexico.

Hughes Airwest Interline Club offers a two-night package at the Quality Inn South, Phoenix, for \$28 single, \$39 double. Includes champagne breakfast, cocktail, dinner with wine, tennis and airport limousine service. Rental cars available at special rates. For reservations call (602) 254-6011.

Sun Valley's eight-day Summer Interline Week includes unlimited golf or tennis, tournaments, cocktail parties and reduced room rates. \$22 single, \$16 double. Begins 9/6. Contact Marketing Dept., Sun Valley, Idaho 83353, or phone toll-free (800) 635-5316.

Ocean Grove Lodge, Trinidad, Calif., near Eureka, offers discounts to employes for one night, evening meal and half day deep sea fishing (bring own gear). Cost: \$30 per person. Effective through Labor Day. For details, contact Bob Markham, (707) 677-3226.

Marriott Hotels extend 50 per cent discounts or reduced room rates in Acapulco, Amsterdam, Barbadoes, Florida, Chicago, Los Angeles, New Orleans, New York, Puerto Rico and Arizona. Call toll-free (800) 228-9290.

IN MEMORIAM

Desmond O. Lafferty, retired San Francisco captain, May 26 in San Pedro, Calif. Joined the company (Pacific) in 1946 after serving in the U.S. Navy. Retired in 1964. He was 61. Survived by a wife.

Ralph E. Taylor, retired Boise mechanic, May 22. He joined the company in 1964 and retired in 1972. He was 68. Survived by a wife and two children.

William H. Dulbs, Los Vegas maintenance technician, June 15 in an auto accident. He joined Hughes Airwest in 1973. He was 27.

Mildred H. Nettle, mother of **William Nettle**, pilot, Saudi Arabia, May 20.

Rick Owens, son of **Ken Owens**, surplus sales manager, Phoenix, May 28.

Joy Plummer, father of **Larry Plummer**, station agent, Los Angeles, June 7.

Marie Eng, mother of **John Chan**, district sales manager, San Diego, June 16.

HEIR FARE

To the **Corbells**, **Rich**, assistant dispatcher, and **Norma**, secretary, telephone sales administration and communications: a boy, Richard Jason, 8 lbs., 13 oz.; May 22.

TRANSITION

WELCOME ABOARD—**Charles Dickenson**, avionics technician, Phoenix. **Floyd Thompson**, hangar maintenance technician, Phoenix. **Violet Schenk**, credit union representative, San Francisco. **Kira George**, clerk typist, personnel, San Francisco. **Linda Kirkpatrick**, clerk typist, purchasing, San Francisco. **Grace Magis**, clerk typist, supply, Phoenix.

PROMOTIONS—**Linda Cano**, to executive secretary, stations administration, San Francisco. **Gerald Belford**, to prop training supervisor, Phoenix. **Aggie Denham**, to intermediate clerk, supply, San Francisco. **Marie Shoemake**, to chief reservation agent, Los Angeles. **Odell Vogel**, to quality control technician, Phoenix. **Antone Martin**, to lead maintenance technician, Las Vegas. **Clayton Lester**, to lead hangar maintenance technician, Phoenix. **Dorothy Clark**, to lead stock clerk, San Francisco. **Beulah Colwell**, to computer operator, Phoenix.

RETIREMENTS—**Owen Banks**, captain, Las Vegas, after 25 years. **John Amos**, dispatcher, San Francisco, 24 years. **Shirley Grosse**, clerk typist, supply, Phoenix 7 years.

SERVICE ANNIVERSARIES

TWENTY-FIVE YEARS

PHOENIX—**Walter Stonebraker**, captain. SEATTLE—**George Solomon**, captain.

TWENTY YEARS

SAN FRANCISCO—**Robert Allen**, captain. SPOKANE—**Larry Ecklund**, ticket agent. SPOKANE—**Joseph Vivona**, engine technician. **Gerald Felts**, captain.

FIFTEEN YEARS

RENO—**Dale Arbogast**, chief station agent. EUGENE—**Ronald Ness**, station agent. PHOENIX—**Lester Feters**, chief station agent. **Bertrana Thiele**, lead hangar technician. SAN FRANCISCO—**Elizabeth Roberts**, senior accounting clerk. **Deborah Beach**, **Glen Smith** and **Ruth Nielsen**, flight attendants. LOS ANGELES—**Emerald Hochbaum**, station agent. LAS VEGAS—**Carmelita Bookland**, flight attendant.

TEN YEARS

SPOKANE—**Robert Blair**, ticket agent. SACRAMENTO—**James McClure**, ticket agent. LAS VEGAS—**Vernon Alg**, station agent. SAN FRANCISCO—**Wayne Warmuth**, ticket agent. **Robert Jones**, station agent. **Jeanne Schnell**, **Lynn Smith** and **Carolyn Varner**, reservation agents. **Fred Rothaug**, lead stock clerk. SEATTLE—**Peggy McDonald**, flight attendant. **Philip Lane**, first officer. PHOENIX—**Levi Thornhill**, senior engineer. **Ross Gomez**, lead hangar maintenance technician.

FIVE YEARS

LAS VEGAS—**Doris Currington**, cleaner. **Teresa Larrouy**, **Paulette Laswell**, **Sherry Conoscenti**, **Patricia Basaric**, **Patricia Dau**, **Vivian Hansen**, **Francis Hoehner**, **Connie Wheeler**, **Marie Bishop**, **Connie Bissell**, **Joyce Haggard**, **Charla Paravia**, **Lois Payne** and **Veronica Young**, flight attendants. PHOENIX—**Cathy Vogel**, data processing control clerk. **William Johnston**, business systems designer. **Kenneth Northcutt**, avionics technician. **Trudy Moore**, reservation agent. **Judith Bouchier**, **Janet LaCount**, **Callie Black**, **Pamela Philips** and **Connie Canaday**, flight attendants. SEATTLE—**Vicki Huson**, **Patricia Kidwell**, **Tina Dratzer**, **Madeleine Lien**, **Pamela Marson**, **Rena DiFiore**, **Constance Mason**, **Sheri Short**, **Sandra Furness**, **Paulette Gaudry**, **Patricia Hough**, **Junanita Martinez**, **Gillian Smyth** and **Sharon Southey**, flight attendants. SAN FRANCISCO—**Elizabeth Walker**, intermediate accounting clerk. **Anett Croeni**, junior accounting clerk. **Pat Hansen**, executive secretary, general accounting. **Jack Helms**, credits & collections director. **Norma Syquia**, secretary, public affairs. **Karen Balakian**, clerk typist, marketing. **Sue Champion**, reservation agent. **Diana Simmons**, **Stephany Smith**, **Mary Knapp**, **Irene Lyles**, **Markaret Marshall-Altman**, **Linda Parker** and **Joan Smith**, flight attendants. LOS ANGELES—**Judy Livasy**, reservation agent.

Pitt promoted— executive assistant to general manager

Lee Pitt, senior director of public relations, has been promoted to executive assistant to general manager.

Pitt, 49, will be involved in various administrative and special projects and will continue to oversee the airline's corporate public relations activities.

Pitt was associated with the public relations firm of Carl Byoir & Associates before joining the airline in 1970.



Pitt

During the 1960s, he was head of the aerospace aviation department of the Los Angeles Area Chamber of Commerce, where he coordinated and developed broad policies and programs affecting the industry in that region.

Before the chamber, Pitt held various editorial positions with the Los Angeles Mirror-News, Houston Press, New York World-Telegram & Sun, United Press and the Guam Daily News in the Mariana Islands.

Pitt holds degrees from the University of Missouri School of Journalism and Northwestern University's graduate institute for radio and television.

He recently completed the advanced management program at Harvard University's graduate school of business.

Bennis, Matthews receive inflight appointments

Tom Bennis, 27, has been appointed inflight services training manager, a new position.

He has been with the company three years as a flight attendant and as inflight services assistant base manager in Las Vegas.

Selected to replace him in Las Vegas is John Matthews, 56, a crew scheduler in San Francisco for the past three years.

Previously he was with Pan Am for 20 years as a station manager in Jamaica, Nicaragua, Trinidad, Pakistan and the Virgin Islands.

Pilots assist fellow aviator

Phoenix pilots Kent Lord and Don Beard have received expressions of appreciation as a result of their efforts to assist a disoriented private pilot April 22.

Lord and Beard were piloting F-27 flight 570 from Cedar City to Salt Lake City when they heard the young woman pilot's communications and relayed them to the FAA Air Route Traffic Control Center in Salt Lake City.

She was on her first cross country flight and was unable to communicate with either the center or a flight service station.

The Hughes Airwest pilots delayed their flight until a controller determined the position of the private plane and assigned a frequency to establish radio and radar contact with her.

According to the chief of the control center, "The assistance provided by the crew of flight 570 . . . helped us in averting what otherwise might have been a tragic occurrence."



Smith

A company first

Smith named director

Eighteen years ago, Dorothy J. Smith's mother decided her daughter needed a change of pace.

So, without her daughter's knowledge, she submitted an application to United Airlines for a flight attendant job for "Dottie."

"Once the airline business got into my blood," Smith said, "I didn't want to leave."

On May 15, Smith became Hughes Airwest's first woman director when she was appointed to head our inflight services department. She had been serving as acting director since early March.

Before joining United, Smith worked as a keypunch operator while going to night school to get a degree in electrical engineering.

After two years as a flight attendant, she left United to get married. At that time, flight attendants weren't permitted to be married and still fly. Unfortunately, when the rule was lifted, she had passed the age limit.

She joined us in October 1970 as a check hostess in Las Vegas. She became Seattle base manager two years later.

She didn't give a second thought to being our first woman director until someone pointed it out. She also said she hasn't met any "resistance" because she's a woman.

As director of inflight services, she supervises all flight attendants, inflight instructors, the managers of passenger service and customer service standards and the four base managers of inflight services.

Smith finds her job exciting since she is "coming in on the ground floor of a growing and expanding company."

"Every day is different because I'm dealing with people," Smith said. "I love it."

Kyllonen promoted

Harvey L. Kyllonen has been promoted from manager to director of printing and office services.

Kyllonen, 42, has been with the company for more than 20 years, joining West Coast Airlines as printing supervisor. In 1968, when Air West was formed, he was named printing and graphic arts manager, heading the print shop that resulted from the consolidation of equipment in the three merging airlines' in-plant departments.

In addition to printing, Kyllonen is responsible for graphic arts, manual services, mail and distribution, and related equipment systemwide.

Last month, these functions relocated from international headquarters to expanded facilities two miles north of San Francisco International Airport, in South San Francisco.

Hughes Airwest's print shop is among the minority of in-plant operations that produce four-color printing as part of their regular operation.



Kyllonen

Stewardess taking flight engineer training

Liz Bower, Phoenix flight attendant, is on her way to becoming a flight engineer.

She has passed the flight engineer's written exam, after a four-week course, making her the first woman known to take flight engineering training.

Bower plans to complete the instrument rating within a few weeks. She intends to get an instructor's rating to be able to teach and gain experience.

A flight engineer monitors inflight instruments in aircraft requiring three cockpit crew members.

Bower was a flight attendant for Trans International Airlines for a year and a half before joining us in 1974.

She has a private pilot's license and has been flying for a year and a half. She flew a rented plane from Phoenix to San Francisco to be interviewed for her flight attendant job with us.

Hughes Airwest entering new era

by Russell V. Stephenson, marketing vice president

Hughes Airwest is beginning a new era—a second five-year plan on the heels of a very successful first half-decade.

Our past achievements can be attributed to a combination of effective corporate strategy and hard-working employees who made it all click.

The next five years will be significantly different for several reasons.

- The general economy has given virtually every airline a financial setback to some degree. How soon it—and we—will recover is uncertain.

- The growth of commercial air transportation has slowed. By all forecasts it won't be as strong between 1975 and 1980 as it was in the previous five-year span. This past rapid increase in the amount of airline travel throughout the West has been a major contributing factor to our growth.

- Part of our coming of age can be attributed to our cleaning up the operation we inherited in 1970 and making the most of what was available. Those opportunities have been pretty much exhausted.

The only sources of enough revenues to keep us growing are the competition, getting people out of their automobiles and into OUR airplanes, and, of course, our ability to expand by acquiring additional routes.

The July 1 schedule is designed to do the first two.

United, Western and Northwest are the formidable targets. Each is many times larger than we.

But, as David felled Goliath, so must we make our smaller size count in ways that can be effective!

This means more flexibility to attack markets than the big guys and closer coordination and more effective effort among all employees to get customers—and to keep them happy.

Friendly, interested service to our passengers is the key. We're using a phrase to symbolize it: LET THE SUNSHINE SHOW. Try it. It's catching.

We proved in our first five years that we can do it.

And we can do it again.

Our objective is a bigger share of the traffic pie.

Let's go out and get it!

NEW SCHEDULE . . .

(Continued from page 1)

- First-time, direct jet service from Seattle and Salt Lake City to Guadalajara, Mexico and return.

- Three more nonstop, round-trip jets a day between Seattle and Spokane.

- New daily jets between Salt Lake City and Kalispell, Montana.

- Introduction of one-stop, round-trip jets daily between Las Vegas and Edmonton, Canada, the most direct service to be offered between the two cities.

How a schedule is developed

Behind a new schedule are many months of planning with input from virtually every department of the company.

Numerous inputs and restrictions, often counteractive, are compiled to develop the flight schedule, according to **Jim Price**, regional planning manager.

The considerations used in developing a schedule include:

- Current resources—number of aircraft, seating available, the cities served and personnel.

- Federally imposed restrictions regulating competition and ensuring adequate service.

- Operational restrictions, including manpower and physical limitations at airports.

- Locally imposed restrictions.

- Corporate marketing priorities.

- Input from field personnel and staff.

- Traffic statistics to determine route demand.

- Length-of-haul considerations.

- Additional resource requirements.

- Competition.

- Maximization of on-line and off-line connections.

The process takes from six to 12 months to complete prior to when the final schedule takes effect. It is examined thoroughly and adjusted until approximately 45 days before it is published and available to the public.



Stephenson explains new schedule at a Burbank presentation.

JULY 1 TARGETS . . .

(Continued from page 1)

best among all regional airlines since 1973, he said.

The systemwide on-time average is at a record high and must remain there for us to be competitive.

Average load factor (the percentage of seats filled) must edge above 53 per cent during the summer to help assure our revenue forecast, Stephenson said.

Employee Support

Total employee support of the new schedule was urged by Stephenson at the presentations.

He asked each employee to adopt a personal "Let The Sunshine Show" attitude toward customers and fellow employees.

"A bigger smile and extra courtesies will go a long way toward attracting passengers and making them want to return in the future," he said.

Other factors stressed by Stephenson include:

- Successfully diverting a large share of the 1.4 million annual Hawaii-bound vacationers to Mexico.

- Working more closely with travel agents, who in 1974 provided about 39 per cent of our annual passenger revenues.

- Sophisticating and expanding our convention program to 14 medium-sized cities, which offer a total of nearly 80 hotels.

- Obtaining additional overseas management and technical assistance programs.

- Expanding our cargo capability and restoring charter operations.

- Attracting more interline scheduling from New York, Washington and Chicago markets to generate traffic into our system through the Las Vegas-Phoenix and San Francisco-Los Angeles gateways.

- Expansion of our 1975-76 ski program.