

Directors elect R. V. Stephenson as general manager

Russell V. Stephenson has been elected general manager of Hughes Airwest by its board of directors.

The announcement was made by Frank W. Gay, chairman of the executive committee.

Stephenson, 56, joined the company in 1971 as vice president of marketing, a post he held until last July when he was named acting general manager. He



Stephenson

has served as a member of the board of directors since January 1973. He was elected to his new post Jan. 28.

He is a former chief executive officer and member of the board of directors of Mohawk Airlines, Inc., Utica, N.Y.

Stephenson joined the New York-based regional carrier as director of employe relations in 1953 and subsequently held various executive positions in personnel, customer service and marketing. Mohawk was merged into Allegheny Airlines in 1972.

Stephenson received a bachelor's degree in education in 1946 and a master's degree in music in 1949, both from Northwestern University. He served in the U.S. Army Air Force from 1942 to 1946, achieving the rank of lieutenant colonel.

(Continued on next page)

Burbank and Orange County

Denver flights start in April —Top Banana's 'new frontier'

The company is preparing to begin service to Denver on April 24.

The Civil Aeronautics Board has approved our interchange agreement with Frontier Airlines to provide through plane service linking Orange County and Burbank with Denver. The order was signed February 17.

Start of the first-time direct service will coincide with the next schedule change.

Two flights a day in each direction will be operated between Denver and Burbank and two between Denver and Orange County.

The through-jet service will be an extension of existing routes, with no increase in frequencies.

A Hughes Airwest DC-9 jet and crew will fly between Orange County and Denver, via a stop in Salt Lake City. A Frontier 737 jet and crew will fly between Denver and Hollywood-Burbank Airport, via Las Vegas or Salt Lake City.

The flights will eliminate time-consuming connections now required on flights linking Denver and the two California cities and provide an alternative to congested Los Angeles International.

Kip Wharton, stations and traffic staff vice president, is our coordinator for the new service.

Hughes Airwest will have operational control of all flights along its routes and Frontier will control operations east of Las Vegas and Salt Lake City.

Hughes Airwest's interchange flights will depart Orange County at 8:55 a.m. and 4 p.m. and arrive in Denver at 1:08 p.m. and 8:05 p.m. Westbound flights will depart Denver at 7:45 a.m. and 2:20 p.m. and arrive in Orange County at 9:53 a.m. and 4:50 p.m.

Airline partners offer free systemwide travel

Frontier Airlines' sales and service vice president, M. C. Lund, has invited Hughes Airwest employees to fly free anywhere on Frontier's U.S. system between April 1 and June 1.

Active and retired employees, spouses and children under 21 will be eligible for unlimited, space-available, service-charge-waived passes.

"We are extremely pleased to become partners in travel with Hughes Airwest and sincerely hope that as many Hughes Airwest employes as possible take advantage of this special program," Lund said.

The free travel program commemorates signing of the interchange agreement between the two airlines.

A similar program will be in effect for Frontier's employees to travel over our system.

To get these passes, employees must present their Hughes Airwest Travel Authority Card at a Frontier ticket counter, along with another form of identification. The agent will prepare a Frontier stand-by boarding pass.

(Employees who do not have a Travel Authority Card should follow their usual pass request procedures.)

The service-charge-waived passes will also be available for any interchange flight linking Burbank and Orange County with Denver starting April 25 until June 1.

Effective June 1, most on-line service-charge pass benefits available to Hughes Airwest employees and their families will apply to any interchange flight, regardless of which airline is operating it.

Details of interchange pass benefits will be announced later.

Frontier's flights will depart Burbank at 7:35 a.m. and 1:50 p.m. and arrive in Denver at 11:23 a.m. and 6:05 p.m. Westbound flights will depart Denver at 10 a.m. and 6:30 p.m. and arrive in Burbank at 12:18 p.m. and 8:28 p.m.

All eastbound flights will utilize the Frontier gates in Salt Lake City or Las Vegas. Westbound flights will use our gates.

Station management changes in 4 cities —Lohnes to Phoenix

Peter L. Lohnes has been promoted to station manager in Phoenix—our second busiest station.

He was assistant station manager in Las Vegas since 1971. Charles D. Ward, El Centro station manager, has been promoted to that position.

Lohnes replaced M. K. Williams who has transferred to Fresno as station manager for health reasons.

James M. Zamensky, Fresno station manager, was promoted to station manager in Boise.

Lohnes, 41, joined the company in 1958 as a station agent in Las Vegas and later was promoted to chief agent and assistant station manager.

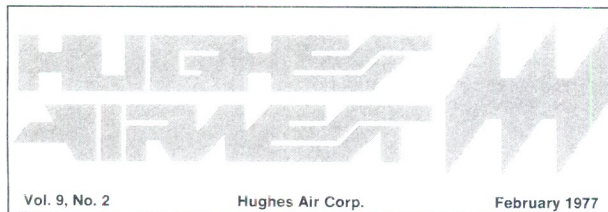
In 1961, he was promoted to station manager in Stockton. He transferred to Bakersfield as station manager in 1964.

Ward started with us in 1963. He was a station agent in Twin Falls and North Bend and was promoted to senior customer service agent in Pullman, Wash., in 1969.

He later returned to Twin Falls as a chief station agent. In 1974, he transferred to Klamath Falls. Ward, 35, has been station manager in El Centro since May of last year.

Zamensky, 41, joined the company in 1955 as a station agent in San Jose. He

(Continued on next page)



Vol. 9, No. 2

Hughes Air Corp.

February 1977

Minneapolis/St. Paul flights proposed; 'need for competitive service obvious'

We have asked the Civil Aeronautics Board to approve the first competitive nonstop air service linking Las Vegas and Phoenix with Minneapolis/St. Paul.

If the application is granted, an estimated 267,000 passengers annually will benefit from the new service, which will include three or more daily round-trips from Las Vegas and two from

Phoenix, with Boeing 727 jets.

The Twin Cities/Las Vegas route is the largest monopoly market in the country, while the route between Twin Cities and Phoenix is one of the largest. Western Airlines currently serves both without competition.

We also proposed economy class fare savings of up to 10 per cent on both routes and the first night coach service with reduced fares from Las Vegas.

The application, filed Feb. 25, proposes additional direct service between the Twin Cities and other cities in the West. These include the first single-plane flights from Tucson and Hollywood-Burbank, first competitive single-plane service including night flights with reduced fares from San Diego, and faster connecting flights from 12 other cities.

They are Reno, Sacramento, Oakland, San Jose, Fresno, Bakersfield, Santa Barbara, Ontario, Orange County, El Centro, Yuma and Grand Canyon.

Richard A. Fitzgerald said, "Based on need for competitive service, the routes from Las Vegas and Phoenix to Minneapolis/St. Paul are obvious can-

Western has held authority for the routes since the 1950's.

"This unthreatened monopoly has encouraged the quality and quantity of service to be minimized," he said.

Bob Hayes, Southwest regional public affairs director, and Larry Litchfield, public relations manager, revealed our plans to representatives of the Minneapolis/St. Paul Area Metropolitan Airports Commission, the State of Minnesota Airport Commission and the media in the Twin Cities on Feb. 24.

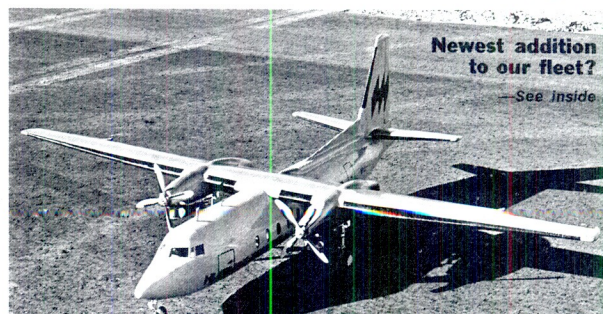
Los Angeles-Spokane route awarded to Hughes Airwest following full-board review

The Civil Aeronautics Board has awarded nonstop Los Angeles-Spokane authority to Hughes Airwest and the Los Angeles-Boise nonstop route to United Airlines.

The board's order, on Feb. 17, agreed with an administrative law judge's recommendations in November.

We had filed a petition asking for full-board review of the Los Angeles-Boise recommendation. The board vote to accept the recommendations was 3 to 2.

Start-up date for the new service will



Newest addition
to our fleet?

—See inside



Twenty-seven flight attendants were graduated Jan. 14 in ceremonies at international headquarters.

The graduates were pinned by Edwin N. Altman, operations vice president, and received their diplomas from Lee Pitt, public relations staff vice president.

Pictured (from left, front row, with hometown) are: class validator JoAnn Henson, Mill Valley, Calif.; Miriam Bell, Clinton, N.C.; Lynn Zambon, Scottsdale, Ariz.; Cathy Compton, Mesa, Ariz.; Gai Malizia, San Jose; Pam Cribby, Bellevue, Wash.

Seated in the middle row (from left) are: Anita Hood, Tucson; Deni Gruenfeld, Lewiston, Idaho; Shirley Beers, Mapleton, Oregon; Jonna Jackman, Phoenix; Robin Isola,

Hayward, Calif.; Faye Campbell, Houston, Texas; Amy Cowger, San Rafael, Calif.; Grace Gallegos, Mesa, Ariz.; Paula Gaspard, Puyallup, Wash.

Standing in back (from left) are: David Clasby, Seattle; Peggy Garrison, Phoenix; Joan Kadi, Hayward, Calif.; Carol Nigut, Mill Valley, Calif.; Susan McGovern, Scottsdale, Ariz.; Denise Martiny, Phoenix; Bridget O'Neill, Bellevue, Wash.; Linda Platt, Eugene; Sherry Pastere, San Jose; Suzanne Roberts, Bellevue, Wash.; Darcy Urhausen, Pleasant Hill, Calif.; Dan Kilgour, Tempe, Ariz.

Gallegos, Garrison, Hood and Jackman were assigned to the Phoenix domicile. All the others were assigned to Las Vegas.

TRANSITION

WELCOME ABOARD

Charles Sauer, software programmer, Phoenix; Patrick Harrison, co-pilot, Saudi Arabia. David Korrey, labor relations representative, San Francisco. Scott Randall, Pamela Dunnett and Jennifer Sato, telephone sales agents, Seattle. Mary Powell, ticket agent, Orange County. Lucille De Primo, secretary, purchasing, San Francisco. Jane Sutow, transcription operator, San Francisco. Sheila McLeod, cleaner, Spokane. Jose Martinez-Alegia, Francis McDonnell and Blas Lohner, cleaners, Los Angeles. Merilyn Silva, cleaner, San Francisco. Opal Moncrief and Jane Mankin, cleaners, Las Vegas. Betty Shannon, cleaner, Seattle. Thomas Boharsik, Thomas Parrow and Roy Hewitt, maintenance technicians, Los Angeles. Jack Abbott, maintenance technician, Las Vegas. John Davidson, avionics technician, Los Angeles. Joseph Petit, avionics technician, Las Vegas.

PROMOTIONS

Alfredo Diaz to maintenance technician, Los Angeles. Hiro Tsukimura and Allen Ng to lead maintenance technicians, San Francisco. Barbara Neff to executive secretary, overseas operations, San Francisco. Dana Billingsley to pilot, Saudi Arabia. Jerry Sieberg to chief station agent, Portland. Kenneth Spoeneman and Richard Walbridge to chief station agents, Oakland. Robert McKinley to chief station agent, Las Vegas. Stanley Kohnhorst to chief station agent, Phoenix. Chester Rettig to captain, Phoenix. Max Kaman to chief station agent, Santa Barbara. Melton Morgenstern to chief station agent, Spokane. Raymond Primm to chief telephone sales agent, Seattle. Florence Wheeler and Monty Coleman to chief telephone sales agents, San Francisco. James Jenkins to chief station agent, Lewiston. James Larson to press operator A, San Francisco. Karen Balakian to intermediate clerk, field sales administration, San Francisco.

RETIREMENTS

John Bridwell and Robert Cansdale, captains, Seattle (see photo at left). Richard Kastelic, lead maintenance technician, San Francisco, after more than 29 years with the company. He joined Southwest as a junior mechanic in 1947. Ralph Bishop, engine technician, Phoenix, after more than 21½ years. He joined Bonanza as a mechanic in 1955.



Retires
Seattle Captains John Bridwell (left) and Bob Cansdale congratulate each other at retirement ceremonies for Bridwell Jan. 15. Cansdale had been letted at similar fly-in ceremonies earlier that day. About 100 fellow employees and friends attended each event. Both men had been pilots with us for more than 30 years. Cansdale retired West Coast in July 1946 and Bridwell started in October 1946.

SERVICE ANNIVERSARIES

THIRTY YEARS

SAN FRANCISCO—Desmond Welch, dispatcher.

TWENTY-FIVE YEARS

SEATTLE—Thomas Somerville, maintenance technician. PORTLAND—Jack Hightower, lead maintenance technician.

TWENTY YEARS

SAN FRANCISCO—John Lesser, chief station agent. PHOENIX—Raymond Williams, maintenance control supervisor. LAS VEGAS—Heartie Wilson, first officer.

FIFTEEN YEARS

SANTA MARIA—Tom Reedy, station manager. LAS VEGAS—Fred Wiseman, captain. PHOENIX—William Sundin, first officer. David Jensen, lead component overhaul technician. SAN FRANCISCO—Ida Sciarra, intermediate revenue accounting clerk. Art Taylor, vice president-legal.

TEN YEARS

LOS ANGELES—Kenneth Hobe, maintenance technician. Thomasine Roys, telephone sales agent. LAS VEGAS—John Bass and Joey Smith, station agents. SEATTLE—Ralph Harris, station agent. PHOENIX—William Sandigo, accessories overhaul technician. David Webb, parts expeditor.

FIVE YEARS

TUCSON—Paul Sowa, ticket agent.

HEIR FARE

To Wendy and Phil Nault, ground host, Las Vegas; a boy, Kelly Michael, 7 lbs. 8 oz.; Jan. 29.

IN MEMORIAM

Tom T. Blake, father of Helen Grimes, intermediate revenue accounting clerk, San Francisco, Jan. 29.

L. W. Kimbrell, father of Susan Kimbrell, telephone sales agent, San Francisco, Feb. 5.

Patricia Frain, mother of Andrew Bennett, station agent, Santa Ana, Feb. 7.

Louise M. Zonlick, mother of James Zonlick, first officer, San Francisco, Feb. 23.

Stephenson . . .

(Continued from front page)

He is a member of the National Aviation Club, Washington, D.C.; the Wings Club, New York; World Trade Club, San Francisco; and the Arizona Club, Phoenix.

Stephenson was a founding director of Discover America, Inc., a national organization that encourages U.S. travel by American citizens, and a former member of the governor's business advisory committee for New York State.

He also served as a director of the Associated Industries of New York State, Inc. and the Bank of Utica.

Julio Laguna's duties in Mexico expanded

Julio Laguna, assistant to the staff vice president and general manager, Mexico, has been assigned additional responsibilities for daily administration.

These include sales, tariffs, advertising, insurance, communications and administration of the Mexico City office and Mexico stations.

Company business involving these subjects should be directed to Laguna, according to Raul Fernandez, staff vice president and general manager.



Zamensky

Lohnes

Station promotions . . .
(Continued from front page)



Ward

was a relief agent at stations throughout the Pacific Air Lines system in 1956-61.

He was promoted to station manager in Bakersfield in 1961 and had been in Fresno since 1962.

load factor (the percentage of seats filled) dipped to 52.5 per cent from 54.1.

Available seat miles were boosted 18 per cent to 298,181,400 from 252,602,300.

The average length of passenger trips was up 1.1 per cent to 433.4 miles from 428.7.

Post-holiday traffic contributed to the near-record month. On Jan. 2, we boarded a daily record 17,294 passengers. All-time records also were set that day in RPMs (9,308,700), load factor (81.9 per cent) and density (78.6 passengers).

Cargo ton miles for the month were up 4.9 per cent to 713,912 from 680,531, while the tons of cargo boarded rose 2.2 per cent to 1,667 from 1,631.

In addition to scheduled service, we flew nearly 13,000 passengers on charter flights last month.

Post-holiday traffic sparks near-record month —passenger boardings, RPMs second highest

The number of passengers we boarded in January and the miles they flew both climbed to the second highest monthly levels ever.

Boardings at our 55 airports in the western U.S., Mexico and Canada rose 13.4 per cent to 361,201 from 318,465 in January 1976.

Revenue passenger miles (RPM's) gained 14.7 per cent to 156,552,800

from 136,540,600.

(January's boardings were exceeded only by 381,751 in August 1976. The record for RPM's was set in December 1976 when we flew more than 157.1 million.)

Density (the average number of passengers flying per mile) gained 2.1 per cent in January to 48.5 passengers from 47.5 in January 1976, while the average

TRAFFIC SCOREBOARD

FINANCIAL RESULTS		Jan. '77	Jan. '76		Jan. '77	Jan. '76	% Change
Operating revenue—scheduled	18,315	15,280	Passengers	361,201	318,465		+ 13.4
—charter	488	106	Revenue pass. miles	156.6 mil.	136.5 mil.		+ 14.7
Operating expense—scheduled	18,059	14,960	Available seat miles	298.2 mil.	252.6 mil.		+ 18.0
—charter	509	119	Load factor	52.5%	54.1%		
Operating earnings	235	307	Passenger density	48.5	47.5		+ 2.1
Non-operating earnings (loss)	(437)	(225)	Average trip miles	433.4	428.7		+ 1.1
Provision for taxes	—	42	Charter passengers	12,970	1,949		+565.5
Net earnings (loss)	(202)	40	Charter miles flown	87,699	17,833		+391.8
			Cargo ton miles	713,912	680,531		+ 4.9
			Cargo tons boarded	1,667	1,631		+ 2.2
			On-time performance	75.3%	78.5%		

*All data in thousands (add 000).

FIVE IN FIELD SALES SAUATED

Outstanding field sales efforts were highlighted Feb. 12 when five employees received marketing department awards.

The presentations were in conjunction with the department's three-day training meeting in San Diego.

The winners were:

- Carol Burgess, Nevada district sales manager, who received the Dick Fouts Memorial Trophy.

The perpetual trophy is named after the intermediate cities sales manager who died last year. It was presented by his wife, Helen.

Burgess was selected for having received the highest rating from travel agents in a survey on the effectiveness of Hughes Airwest salesmen's product presentation.

- Joe Journiette, Ontario district sales manager, who won the Most Valuable Salesman Award, presented by Bill Maloney, field sales director.

Journiette was voted by his peers in the department as being most representative of the ideal Hughes Airwest salesman.

- Dave Ferguson, Canada sales manager, winner of the General Manager's Award, presented by Russell V. Ste-



Field sales marketing department award winners (from left): Bonnie Cass, Salt Lake City; Joe Journiette, Ontario; Carol Burgess, Nevada; Dave Ferguson, Canada; and Bill Gerrard, Northern California (see story).

phenson, general manager.

The award is for the highest revenue contribution in 1976. Stephenson called the Canadian market "perhaps the most dramatic growth and success story."

- Bill Gerrard, Northern California regional marketing manager, won the Vice President-Marketing Award, also presented by Stephenson.

This award is for the most initiative in a region and for outstanding contributions to sales management. Stephenson said that in Gerrard's region "innovation is commonplace and efficiency is a constant goal."

- Salt Lake City received the City Ticket Office Award. It was presented to Bonnie Cass, CTO agent.

The award is for the CTO which had the lowest expense as a per cent of revenues.

Other events of the meeting included workshops on sales techniques, account management, computerized sales analysis and group sales procedures.

The group also had a half-day seminar on "Combining the Best of Transactional Analysis and Management by Objectives to Run Your Personal and Business Life." It was conducted by Dru Scott of Dru Scott Associates.

Conroy, Journiette, Burgess promoted

Michael F. Conroy, has been promoted to Northwest regional marketing manager, based in Seattle.

Other promotions announced by the field sales department include two account executives—Joseph Journiette, Jr. in Ontario and Carol M. Burgess in Nevada—who were named district sales managers.

Conroy, 30, joined the company (West Coast) in 1965 as a reservations agent in Seattle. Following service in the U.S. Marine Corps in Vietnam in 1966-68, he returned as a ticket agent in Seattle.



Conroy

He transferred to marketing as our Portland sales representative in 1969 and later served as district sales manager in Spokane, Ontario and Las Vegas. He had been San Jose district sales manager since September 1975.

Journiette

Journiette, 32, joined the company in 1968 and served as a ticket agent in Los Angeles and Ontario.

He joined marketing as a sales representative in Ontario in 1974 and was promoted to account executive in January 1976.

Earlier this month, Journiette received the field sales department's "Most Valuable Salesman Award." (See story and photo at left.)

Burgess

Burgess, 30, started with the company in 1972 as a secretary and was named marketing representative in 1973 and sales representative in 1974 in Boise.

She was promoted to account executive in 1975 in Las Vegas.

Burgess received the field sales Dick Fouts Memorial Trophy for 1976. (See story and photo at left.)



Jack O'Dell, quality control director, looks like the Jolly Green Giant as he inspects the 1/12-scale model Fairchild he built in six months (also shown on page 1). Specifications are: length, six feet; wing span, eight feet; weight, 18 pounds; construction, plywood framing with balsa sheet; operable flaps, functional control surfaces and nose steering, all radio-controlled; speed, up to 65 mph powered by two Italian Super Tiger .60 engines each generating about one horsepower. O'Dell is president of the Phoenix chapter of the Miniature Aircraft Pilots Association. He has two other models, an Acrostar and a Virtigo pattern. He assisted Ed Matthews, a friend, with development of the F-27 kit, which is for sale. For information, contact Matthews, 1955 So. 299th Pl., Federal Way, Wash. 98003.

In Los Angeles, Salt Lake City

Happy passengers offer television testimonials

Some of our customers were surprised when asked if they'd like to become television personalities.

Out of many passengers who have written letters complimenting our service, nineteen were invited to San Francisco in January to audition for Hughes Airwest commercials now showing in Los Angeles and Salt Lake City.

Three are being aired during the first half of the year. Two others are "in the can" awaiting final testing.

In one 30-second spot, Stewart Bledsoe, who is former director of the Washington State Department of Agriculture, says:

"Time is money to a guy who travels. I practically live out of a suitcase in an airplane."

(Here the announcer interjects: "A few words from a Hughes Airwest Top Banana.")

Bledsoe continues: "Their schedules seem to make sense to a businessman. They'll put me where I want to be to start the day. I can hop on Hughes and be back on the coast and back home that night. I'm not really interested in what they say they'll do. I'm interested

in what they do. And, as far as I'm concerned, they're a do-it airline and I fly 'em."

The other commercial currently being aired features two businessmen, Lorne Pratt of Fountain Hills, Ariz., and Jim Trautman of Palos Verdes Estates, Calif.

Pratt: "I fly on Hughes Airwest, probably 200,000 miles at least a year. For my own purposes, Hughes Airwest provides the most on-time service."

Trautman: "The 'Top Banana...' ad got me to try it, but the super service got me back flying it. The service is consistently good. I'm sold."

The commercials close with visual promotions for our nonstop service between Salt Lake City and Southern California.

Six stations—three in each city—are airing the commercials a total of 30 times a week during prime time shows, news programs and sports event telecasts, according to Jan Soderstrom, sales programs manager.

The spots were developed by our advertising agency, Foote, Cone & Belding/Honig.

CUSTOMERS' ROSES AND THORNS

From a customer who has flown throughout the world for 20 years: Alberta Saye, Phoenix telephone sales agent, "has to be my favorite of all time . . . Her pleasantness, willingness and complete competence were a joy to behold and a delight to have experienced . . ."

From a woman relating a wait in a ticket counter line: "I asked (a ground hostess) if she might help us next . . . She was extremely rude and arrogant . . . Her words were not as bad as the tone in which she delivered them. She never did come and help us . . . I was ready right then to turn in our tickets and fly United . . . People who can't stand the pressure of dealing with the public should have different jobs . . ."

From a German passenger: "I received outstanding service from Darryl Knox (San Francisco city ticket office agent) . . . I take

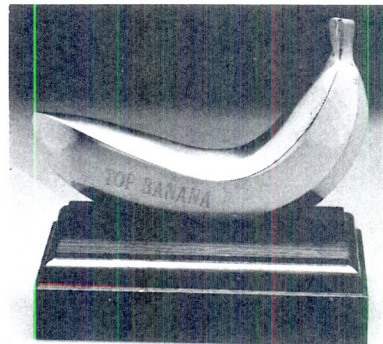
a high standard of service in your industry for granted. He surpassed that standard . . ."

From a businessman who flew us seven times in a month: ". . . I think you are absolutely the worst airline in the country . . . How can two bags checked in simultaneously get split up and one lost on a nonstop flight? Never an 'I'm sorry,' never any sign that they give a damn about the customer. The flight attendants could set an industry standard—the worst. Your slogan, 'Top Banana . . .', is ludicrous . . . If you have any professional pride, you'll improve your service or get out of the business."

From a Texas management consultant: "Laurie Wilson, Pat Garey and Melody Aimee (Phoenix flight attendants) are to be commended for their exemplary performance. As one who flies 50-100,000 miles per year, these flight attendants must be ranked among the most outstanding . . ."



These "Top Banana" recognition awards will be presented by the marketing department to all employees named in complimentary letters received by the company from customers. The pin, for the first compliment, is a 3/4-inch yellow and white baked enamel replica of the "Top Banana". After an employee receives five compliments, the "Top Banana" paperweight, made of solid brass on a personalized wood base, will be awarded. The awards will be made starting in March and will be retroactive to letters received since Jan. 1.



New nonstop flights offered by Hughes Airwest starting Jan. 15 were applauded by a flurry of gift and resolution exchanges between civic officials of six cities.

The new nonstops link Salt Lake City and Burbank, San Francisco and Pasco, and Oakland and Phoenix.

Salt Lake City - Burbank

In the Utah capital city, Mayor Ted Wilson was presented with a framed City of Burbank key at a city commission meeting on Jan. 13.

Delivering it were flight attendant Linda Lee, Neil Spendlove, district sales manager, and Blaine Barney, station manager.

Salt Lake City sent Burbank Mayor Leland C. Ayers a framed copper-etched scene of Salt Lake City, as well as personal gifts for each councilman.

These were presented on Jan. 18 by Mike Murphy, public affairs director; Dale Hogan, station manager; Jack Stoops, district sales manager; and Jim Reilly, sales representative.

San Francisco - Pasco

Mayor George Moscone of San Francisco received a framed resolution from the City of Pasco on Jan. 14. It was presented by flight attendant Kristine Kelley, Bill Gerrard, regional marketing manager, and Murphy.

The resolution expressed Pasco Mayor Jan Tidrick's hope that the new air service "will contribute to greater bonds of friendship and commerce between our communities and the world."

In Pasco on Jan. 18, Mayor Tidrick and the city council received a City of San Francisco key and resolution presented by flight attendant Robin Van Autreve, Ellis Boyd, chief station agent, and Juan Sparhawk, Northwest regional public affairs director.

In his resolution, Moscone said he was "pleased to recognize Hughes Airwest for its efforts in stimulating the economic development of the Tri-Cities area of Washington State and the corresponding development of community interest with the San Francisco Bay Area."



Linda Lee delivers a framed City of Burbank key to Salt Lake City Mayor Ted Wilson at a city commission meeting.



Kristine Kelley presents a framed resolution from the City of Pasco to San Francisco Mayor George Moscone. Looking on is Bill Gerrard.

Oakland - Phoenix

Gifts were exchanged between the cities of Oakland and Phoenix prior to the inaugural southbound departure on Jan. 15.

Phoenix sent a White Buffalo Kachina doll with commemorative plaque. Oakland presented a live oak tree to be carried to Phoenix on the flight. Books about the cities also were exchanged.

Representing the company were: Russell V. Stephenson, general manager; Murphy; Lee Pitt, public relations staff vice president; Dick Neal, passenger sales director; Bill Maloney, field sales director; Gerrard; Dave Buskirk, Oakland sales account executive; Don Burger, station manager; Larry Litchfield, public relations manager; and Dick Hankins, assistant to the marketing vice president.

Upon arrival, Stephenson presented Oakland's gifts to Phoenix Vice Mayor Joy Carter and Chamber of Commerce President Dennis Mitchem as they cut a ceremonial ribbon. Several other civic leaders observed.

On hand from the company were: Hankins; Litchfield; Bob Hayes, South-



Oakland and Phoenix civic gifts are exchanged in Oakland prior to departure of the inaugural southbound flight. Russell V. Stephenson (second from left) is shown with Oakland civic leaders (from left): Ben E. Nutter, port executive director; Frank Ogawa, city councilman; H. Boyd Gainer, port commissioner; and Edward C. Bergen, Chamber of Commerce president.

west regional public affairs director; John Kozma, district sales manager; Marti Henderson, flight attendant man-

ager; Donna Schmidt, flight attendant; and Lynne Manning, assistant station manager.



The interline 'Top Banana . . .'

Hughes Airwest has received the Interline Managers Conference perpetual trophy award for having the best interline advertising for a regional carrier in 1976. Presenting the award to Jim Garvin (right), interline and agency sales manager, is Jim Tribble, interline sales director for Western Airlines. The award was for advertisements promoting connections with Frontier Airlines in Salt Lake City and with Pacific Western in Seattle. The ads, featuring the "Top Banana . . ." theme, appeared in newspapers in Montana and Wyoming, promoting Los Angeles, and in British Columbia, promoting Reno. United Airlines won the award for trunk airlines and Lufthansa received it for internationals.

TRAVEL BARGAINS

East/West Network, publishers of our inflight magazine, *Sundancer*, is sponsoring an Airline Tennis Tournament, April 28-May 1 at Rio Bravo Tennis Club and Lodge in Bakersfield. Participants will be employees from the nine East/West airline clients: Allegheny, Continental, Delta, Eastern, Hughes Airwest, Ozark, Pan Am, PSA and United. Limited to 200 players. Cost including lodging, tax, tips, ground transportation and most meals is \$120 per person. Players may enter two of three events—singles, doubles and mixed doubles; \$5 per event entry fee payable at tournament. For details, contact Chris Barnett, E/W, 5900 Wilshire Blvd. #300, Los Angeles 90036; (213) 937-5810. To enter, send \$25 deposit to G. Nickel, P.O. Box 9128, Bakersfield 93309 (Tel. 805-366-3251), with the following information: Name, address, airline, single or double occupancy, events you plan to compete in and partner's name.

Discounts up to 40% are available for five-night cruises to Haiti and the Dominican Republic. Depart Miami every Sun.; return Fri. Employee, spouse, children, parents, retirees and non-airline friend of employee eligible. Rate: \$269.50 per person double or triple for best available cabin, confirmed. Details: Jetlegs, Inc., P.O. Box 91064, Louisville, Ken. 40291.

United Airlines' second Interline Tennis Tournament will be May 16-18 at the Holua Stadium, Keauhou Kona, Hawaii. For flyer containing package information, application and details, write Interline Sales, UA, P.O. Box 66100, Chicago, Ill. 60666.

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Published for employees and families by the Public Relations Dept. (415) 573-4747 (SMT) Ralph W. Henn, Editor

Employee change of address: If you move, complete form 0306, available from your supervisor.

Cedar City, Page suspensions delayed by CAB deliberations

The company has postponed its plans to suspend operations at Cedar City and Page.

On Feb. 16, the Civil Aeronautics Board stayed its order of Jan. 26 which would have allowed the suspensions. We had planned to cease service April 24 to coincide with systemwide schedule changes.

The board took this latest action to give itself time to decide whether it wishes to reconsider its original order.

This decision came after the two cities and Utah and Arizona governmental agencies petitioned the board, asking it to reconsider its Jan. 26 order.