

Board elects first chairman, president: Gay and Stephenson

Top executives have been elected to new positions by the board of directors to keep pace with the airline's growth. The elections were held Nov. 17.

Frank W. Gay was elected Hughes Airwest's first chairman of the board.

Gay, a long-time associate of the late Howard Hughes, is president and chairman of the executive committee of Summa Corporation, our parent company.

Russell V. Stephenson, general manager since last January, was elected the first president and chief executive officer.

He joined the company in 1971 as marketing vice president and was elected to the board in 1973.

Gay and Stephenson became the first chairman and president of the airline since it was acquired by the Hughes management in 1970. They also were elected to the company's executive committee.

Other elections to the executive committee included William R. Lummis as chairman, Lummis, a Hughes cousin and an estate administrator in Nevada, Texas and Delaware, also is chairman



GAY
chairman of the board

treasurer and controller in 1972 and finance vice president and treasurer in 1973.

Taylor joined Bonanza in 1962 as general counsel and secretary. He was elected vice president-legal and secretary in 1964 and vice president-legal in 1968.

He was named staff vice president-legal in 1970 when the airline was acquired by Hughes management and was elected vice president-legal and assistant secretary in 1973.

Other directors on the 14-member board are Nadine Henley, James F. LeSage, Jack G. Real (all Summa senior vice presidents) and James W. Austin, Kay G. Glenn and Rea E. Hopper.

Other elections

In other action, the board promoted two officers to new positions. Terry R. Ashton was elected vice president of corporate planning and George M. Scotch was elected vice president and controller.



STEPHENSON
president and chief executive officer

of Summa's board of directors.

Also elected to the executive committee were William E. Rankin, Summa chief financial officer and senior vice president, and Milton H. West, Jr., a Texas attorney. Both also are Summa board members.

New board members

Three airline vice presidents were elected to the board of directors. They are: Edwin N. Altman, operations; Harry W. Swenson, finance and treasurer; and Arthur M. Taylor, Jr., legal, who also was named corporate secretary.

Altman joined one of our forerunners, West Coast, in 1963 as vice president of community and industrial relations. He was elected executive vice president of Air West, Inc., in 1968.

He was elected operations vice president of Hughes Airwest in April 1970 when the airline was acquired by Hughes management.

Swenson began with Pacific in 1967 as finance vice president. He was named corporate services assistant vice president in 1968 and corporate development director of Hughes Airwest in 1970.

He was elected treasurer in 1971,

Ashton joined Bonanza as market development director in 1967 and was named market research and development director at the time of the merger in 1968. He was named planning director in 1971 and promoted to planning senior director later that year and planning staff vice president in 1973.

He was elected planning vice president in 1974.

"His new, more broadly defined position reflects responsibility for both short- and long-term planning on a corporate-wide basis," Stephenson said. "His expanded duties include policy guidance and the development of forecast criteria for all company divisions."

Scotch joined Pacific in 1967 as budget director and was promoted to cost accounting director in 1968 at the time of the merger. He was named cost and payroll accounting director in 1969 and staff assistant to the controller in 1970 when the airline was acquired by Hughes management. He was promoted to budgets and cost analysis director in 1971.

He was named assistant controller in 1972 and elected controller in 1973.

Stephenson said, "In addition to the standard accounting and payroll responsibilities, his duties include directing the preparation and quarterly review of the company's budgets, success with which has been a major assist in what will be our sixth successive profitable year."

The board also named two new assistant secretaries. They are Jed T.

Season's Greetings

I would like to extend best wishes for a Merry Christmas and Happy New Year to you and your family on behalf of the board of directors and officers.

Russell V. Stephenson
President

LUMMIS (right), executive committee chairman, and members RANKIN (below) and WEST (below right). Gay and Stephenson also are on the committee.



Orme, senior director-corporate legal, and Frank P. Morse, Summa's corporate secretary and vice president-legal.

Orme joined the company as an attorney in 1973 and was named director-corporate legal in 1976 and senior director-corporate legal this year.

The board re-elected C. S. (Kip) Wharton as sales and service vice president and Ernest R. Koenig as assistant treasurer. Koenig was first elected in 1975 and Wharton was elected earlier this year.



ASHTON
corporate planning vice president



SCOTCH
vice president and controller



From left: **ALTMAN, SWENSON and TAYLOR,** vice presidents elected to the board



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ORME

assistant secretaries



MORSE

Yuletide celebrations See inside . . .



Employees earning 'Top Banana' pin tops 1,000 -21 more awarded trophy for fifth compliment

The "Top Banana" trophy has been received by 21 employees, including the first telephone sales agent.

They are:

- Sandra Bettis, telephone sales agent, Seattle (see photo inside);
- David Caton, ticket agent, Las Vegas;
- Joan Ciardella and Rebecca Miller, flight attendants, San Francisco;
- Michael Freeland, Marian Malm and Catherine Thayer, flight attendants, Seattle;
- Connie Canaday, Laurel Crawford, Pamela Ehlers and Joy Stevens, flight attendants, Phoenix;
- Donna Blanchett, Eugenia Camargos, Andrea Crews, Paula Desin, Susan Matson, Carol Nigut, Kathy Piper, Francyne Slagle, Betsy Stevens and Sharon Woods, flight attendants, Las Vegas.

The award is for mention in five complimentary letters from customers. It has been received by 63 employees since the beginning of the year.

The "Top Banana" pin for the first compliment has been awarded to 95 more employees. Total for the year now is 1,020.

The latest recipients are:

- Karon Altman, David Allender, Michael Aland, Lissa Blas, Betty Bassett, Jeanette Broderick, Dave Buskirk, V. L. Bustos, Liz Bower.
- Joe Cox, James Cutler, Bob Clayton, Amy Cowger, Jack Clayton, Ron Carlson, Jay Casteen, Jim Dickerson, Gene Empey, Rich Eastwood, Holly East.
- Dianne Fischer, Richard Francisco, Emily Flanders, Stanley Ferguson, Helen Francisco, Paul Gaik, K. W. Graham, Paul Garcia, Mary Harris, J. A. Hamill, James Hale, J. C. Hull, Diana Henson, Syl Hutchinson,

SERVICE ANNIVERSARIES

THIRTY YEARS

PHOENIX—Roy Leedom, accessory overhaul technician.

TWENTY-FIVE YEARS

SAN FRANCISCO—Thomas Horan, maintenance technician.

TWENTY YEARS

SALT LAKE CITY—Calvin Robbins, lead maintenance technician, Blaine Barney, station manager. SEATTLE—Edward Teague, captain. PHOENIX—Clyde Barnes, ground equipment lead technician. Richard Gerber, supply supervisor. Hector Gutzman and Duane Dyas, captains. John Patterson, check captain. LAS VEGAS—Donald McCraven, Paul Burrows and Gene Swarner, captains. Jack Brasher, regional flight director.

FIFTEEN YEARS

LEWISTON — Lawrence Harper, station agent. LOS ANGELES—Anna Bridge, chief telephone sales agent. SANTA BARBARA—George Biggins, station agent. SAN JOSE—Gerald Bradley, station agent. SAN FRANCISCO — Gertrude Sandoval, telephone sales agent. PHOENIX—John Bennett, station agent.

TEN YEARS

SEATTLE—Kathleen Kirschner and Mona Pearson, telephone sales agents. Renate Kolb, Susan Korbut and Maureen Murphy, flight attendants. ORANGE COUNTY—Janet Buchanan, ticket agent. SAN FRANCISCO—Bonnie Kimbrell, telephone sales agent. Elizabeth MacDougall, intermediate general accounting clerk. Esther Cesari, transcription operator.

FIVE YEARS

MAZATLAN — Audomara Perez, porter. GUADALAJARA — Encisco Aramburo, porter. Mario Beristain, district sales manager. TUCSON — Russell Benson, cleaner. ORANGE COUNTY—Nathaniel Cox, cleaner. LOS ANGELES—Romeo Fontanilla, avionics technician. PHOENIX—Richard Clark and Fred Ludwig, cleaners. Paul Simpson, component overhaul technician. LAS VEGAS —Phyllis Ahlsweide, flight attendant manager. SAN FRANCISCO—Marlene Gallwitz, executive secretary, sales & service. Jill Hoffmann, public relations representative. Carmen Aitken, administrative assistant to the president.

HEIR FARE

To Mary and Robert Jenson, station agent, Salt Lake City: a boy, Robert Charles, 9 lbs. 14½ oz.; Dec. 4.



HUGHES AIRWEST RETIRED PILOTS held their second annual convention Oct. 18 in Las Vegas. More than half of the company's 52 retired pilots attended. Re-elected as officers were Oscar Cleal (right) as president and Clancy Hall as treasurer. Russ Bath (left) was elected secretary.



Sandra Bettis, Seattle telephone sales agent, is the first telephone sales employee to receive the "Top Banana" trophy. Presenting it is Don Kottlarz, assistant telephone sales manager, as Janet Price, chief agent, looks on. Bettis joined Bonanza as a reservations agent in Ontario in 1964. She went to West Coast in Portland in 1966 and moved to Seattle in 1967.

TRANSITION

WELCOME ABOARD

Betty Jamison, junior revenue accounting clerk, San Francisco. Bonnie Hiller, clerk typist, pass bureau, San Francisco. Anne Mayberry and Mark Kiehl, telephone sales agents, Phoenix. Jacqueline Rogers, Barbara Milosevich, Ruth Kyrimis and Adrienne Johnson, telephone sales agents, Seattle. Anthony Carreno, Carlos Costa, Jean Firkey and Patricia Borden, telephone sales agents, San Francisco. Jane Tayenaka, Cheryl Ching, Paula Levine and Keith Kretzer, telephone sales agents, Los Angeles. Francisco Delgado and Twyla Philips, station agents, Los Angeles. Sidney Bellamy, crew scheduler, San Francisco. Erwin Dean, Robert Wake, Mark Winters, Timothy Hemp, John Hackett, Thomas Durgin, Keith Lorass, William Spornitz, James Bergman, Jeffrey Ball, David Sturgeon, Edward Davidson, Richard Carr, Michael Meloy, William Powell. John Mayhew, James Nance, Julie Ames, James Woodall, Guerdon Brocksom, James Stephens, Ronald Plummer, John Painter, Richard Malarz, Steven Henry, Richard Dow and Richard Couper, first officers, Phoenix. Christopher Cox, Galey Corby, Clarence Easley, Peter Malin, John Stott, James Palmer, John Montmorency, John Lunt and Curtis Kruse, second officers, Phoenix. Credit Union, Phoenix: April Reinhardt, teller/receptionist, Las Vegas, and Bobby Lester, teller/receptionist, Phoenix.

PROMOTIONS

Raymond Dallmer to assistant maintenance manager, Las Vegas. Deborah Long, Eddy Obuchi, Emanuela Small and Anett Croeni to intermediate revenue accounting clerks.

IN MEMORIAM

George Andrews, father of Bob Andrews, station agent, Ontario; Dec. 10.
Lee Talman, husband of Jonni Talman, ticket agent, Burbank; Nov. 13.
Anne Waddell, mother of Doug Waddell, first officer, Seattle; Sept. 14.
Edna Olson, mother of Mike Olson, chief station agent, Los Angeles.

TRAFFIC SCOREBOARD

| | Nov. '77 | Nov. '76 | % Change |
|-------------------------|---------------------|------------|----------|
| Passengers | 428,437 | 331,293 | + 29.3 |
| Revenue passenger miles | 179.5 mil. | 136.3 mil. | + 31.7 |
| Available seat miles | 323.3 mil. | 271.2 mil. | + 19.2 |
| Load factor | 55.5% | 50.3% | + 17.7 |
| Passenger density | 53.1 | 45.1 | + 17.7 |
| Average trip miles | 418.9 | 411.4 | + 1.8 |
| Charter passengers | 10,612 | 13,269 | - 20.0 |
| Charter miles flown | 110,315 | 70,582 | + 56.3 |
| Cargo ton miles | 874,739 | 753,721 | + 16.1 |
| Cargo tons boarded | 1,996 | 1,763 | + 13.2 |
| On-time performance | 88.1% | 79.3% | |
| | Year-to-date | | |
| Passengers | 4,407,159 | 3,685,028 | + 19.6 |
| Revenue passenger miles | 1,839 bil. | 1,497 bil. | + 22.8 |
| Available seat miles | 3,419 bil. | 2,816 bil. | + 21.4 |
| Load factor | 53.8% | 53.2% | |
| Passenger density | 50.5 | 47.0 | + 7.4 |
| Average trip miles | 417.3 | 406.4 | + 2.7 |
| Charter passengers | 128,447 | 80,013 | + 60.5 |
| Charter miles flown | 1,120 mil. | 503,954 | +122.3 |
| Cargo ton miles | 9,151 mil. | 7,998 mil. | + 14.4 |
| Cargo tons boarded | 21,042 | 19,066 | + 10.4 |
| On-time performance | 83.9% | 85.7% | |

FINANCIAL RESULTS

| | Nov. '77* | Nov. '76* | % Change |
|-------------------------------|----------------------|-----------|----------|
| Operating revenue—scheduled | \$ 22,232 | \$ 16,952 | + 31.1 |
| —charter | 641 | 501 | + 27.9 |
| Operating expense—scheduled | 20,071 | 16,296 | + 23.2 |
| —charter | 762 | 435 | + 75.2 |
| Operating earnings | 2,040 | 722 | |
| Non-operating earnings (loss) | (610) | (372) | |
| Provision for taxes | 407 | 179 | |
| Net earnings | 1,023 | 171 | |
| | Year-to-date* | | |
| Operating revenue—scheduled | \$222,097 | \$180,294 | + 23.2 |
| —charter | 6,593 | 3,032 | +117.4 |
| Operating expense—scheduled | 209,738 | 175,330 | + 19.6 |
| —charter | 6,148 | 2,463 | +149.6 |
| Operating earnings | 12,804 | 5,533 | |
| Non-operating earnings (loss) | (3,105) | (1,203) | |
| Provision for taxes | 2,479 | 2,218 | |
| Net earnings | 7,220 | 2,112 | |

* All data in thousands (add 000).

TOP BANANAS . . .

(Continued from front page)

Mark Hinkle, Betty Harris, Greg Herrick.

Polly Janmarone, H. Justiniani, S. Jones, Joe Journette, John Klipfel, K. Kelley, Maxine Katsilas, Susan Korbut, Bing Keller, Larue Listul, Louise Laughlin, Juan Llanes, Pam Logerquist, Jon LeRette, Jessica Liepins, Susan Lujan, Don Lovett.

Anne McKenna, Kent Monroe, Eva Myers, R. Morton, Paul Murphy, Shirley Messa, Jenny McCullah, George Marks, Bill McNamara, Brian McMahon, Eida Mejia, Milt Morgenstern.

Arlie Nelson, John Olsen, Carmen Parisi, Charlene Peterson, Marla Patterson, Fernando Quintero Gomez, D. M. Ramirez, Ray Reigenborn, Chris Reda.

Stephen Spurgeon, J. A. Soldano, Bill Samek, Robin Schlender, Carol Schultz, N. L. Stork, John Strutzel, Barbara Sanders, Larry Shea, Deborah Sakuma, John Trumble, Paul Touris.

Audrey Wright, Marian Wilson, William White, Ann Warmuth, Elizabeth Wolfe, Joyce Winningham, Genie Wise, Larry West.

Do you get me regularly?

This issue has been mailed to employes first class to help speed it through the holiday postal bedlam.

Normally it is sent to you under a slower bulk rate. If you do not receive this publication monthly, please carefully check your address on the back page.

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Daily boardings top 20,000 for first time; November traffic increases at record clip

Our traffic rose at a record pace last month.

Passenger boardings jumped 29.3 per cent to 428,437 from 331,293 in November 1976 and the miles they flew rose 31.7 per cent to 179.5 million from 136.3 million.

In both boardings and revenue passenger miles (RPMs), it was the second best month in our history, exceeded only by August of this year.

We broke previous daily boarding

records four times last month, establishing a new record at 20,771 on Nov. 27, the only day in our history that boardings have exceeded 20,000. Other record days were Nov. 23 (18,979), Nov. 18 (17,820) and Nov. 28 (17,350). The previous record was 17,299 on Oct. 21.

Density (the average number of passengers flying per mile) also was at the second highest level ever last month at 53.1, August remains the record month at 55.0. Density hit 75.7 on Nov. 27, the highest level since Jan. 2. (See Traffic Scoreboard for other performance statistics.)

Chico reported setting an all-time record in passenger boardings last month, Eureka, Las Vegas and Redding had their best November, Chico, Eureka and Redding also set new single-day boarding records, Las Vegas set new November air cargo and mail records.

NOVEMBER 727 PERFORMANCE

| | Nov. | Year to date |
|---------------------------|--------|--------------|
| Scheduled service* | | |
| Passenger boardings | 17,191 | 185,448 |
| Load factor | 45.9% | 48.8% |
| Density | 71.1 | 75.1 |
| Average trip miles | 765 | 783 |
| * YEG-YYC-LAS-LAX/PHX | | |
| Charter service | | |
| Passenger boardings | 4,645 | 51,725 |
| Charter miles flown | 52,698 | 555,933 |
| Average trip miles | 1,594 | 1,309 |



**Yuletide
celebrations**
*(From Employe Club regional
parties in Los Angeles,
Seattle, San Francisco,
Las Vegas and Phoenix)*



Editor's note: You've heard of procedural problems and delays related to route applications. The following story expresses a similar view by the Civil Aeronautics Board chairman. It's reprinted with permission from the Aviation Daily of November 11.

CAB Chairman Alfred E. Kahn says he is "terribly frustrated" by board procedural delays, but believes such delays cannot be avoided under current law.

New assignment for Reynolds: company's liaison with the FAA

Myron "Woddy" Reynolds has been appointed special assistant to the flight operations staff vice president starting Jan. 1. He will be based in Phoenix.

Reynolds will be the company's liaison with the Federal Aviation Administration, focusing on air traffic control problems.

"He will accelerate our activities with FAA's air traffic control centers and towers in order to, within the bounds of safety, obtain more efficient handling of fuel and improve our on-time performance," said Edwin N. Altman, operations vice president.

Reynolds currently is inflight services senior director, a position he has held since last January.

"During a transition period, he opened new lines of communications and was a calming influence to all parties," Russell V. Stephenson, president, said.

Prior to his current job, Reynolds retired from a 36-year career as a pilot and flight operations executive. Thirty of those years have been with Hughes Airwest and its predecessors.

In responding to a telephone call from Rep. Harold T. Johnson (Dem.-Calif.) on the status of the city of Oakland's request for new certificated service, Kahn said the board staff should have a recommendation by the end of the month with a CAB decision issued by early to mid-December.

However, Kahn told Johnson, who is Public Works Committee chairman, that even if the board took the favorable action of setting the case for hearing, it could mean a final decision would be "at least" 18 months away.

"If that seems to you a long time for a decision, you are right," Kahn said.

Kahn said that "I am persuaded that, under present law, which mandates an adversary, trial-like hearing in most contested matters, we cannot come close to eliminating regulatory lag."

This is why the board "so strongly supports legislation such as Rep. Anderson's bill . . . which would give us new procedural tools with which to speed up much of our work—for example, permitting us to develop new kinds of simplified, expedited non-hearing procedures."

Kahn apologized for answering Johnson's inquiry with "propaganda," adding he is "always embarrassed" when he tells consumers, legislators and carriers they "must wait two years for a simple yes or no."

New uniforms due Jan. 15

Flight attendants will be donning their new uniforms by Jan. 15. The previous pre-Christmas target could not be met due to delays in shipping from the manufacturer.

Because of these delays, we plan to show you the men's uniforms in next month's issue instead of this month's as previously intended.

ruined someone's Christmas.

Don't let it be you—during the Christmas holidays or any other time.

Whenever you make a reservation on an airline flight, and then fail to show up without canceling your reservation, *someone else could be deprived of a seat.*

"No shows" are always a problem for airlines—a problem that is particularly serious during holiday periods when travel needs are heaviest.

Some flights take off with 20 percent of their seats empty even though they were booked solid. The "no shows" prevent others from traveling on these flights. Obviously, people don't realize the consequences of failing to cancel reservations they aren't going to use.

Airline travel is setting new records this year—accounting for more than 80 percent of intercity public passenger miles.



More than 600,000 people fly on airlines every day, and the vast majority are considerate in canceling reservations. Their thoughtfulness is appreciated.

make sure you cancel any reservations you don't intend to use.

For the sake of someone else's happy holiday,

And have a nice flight.

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Air Transport Association of America, 1709 New York Avenue, N.W., Washington, D.C. 20006

This advertisement, prepared by the Air Transport Association, has been appearing in national publications and newspapers in major markets. It is the thirteenth in a series on airline industry concerns.

TRAVEL BARGAINS

New Horizons Unlimited offers extensive interline programs worldwide with American Express, Avianca, El Al, TIA and TWA. Positive space. 34 destinations for employees & families, inc. 24 for parents, retirees. Also positive packages on charter flights. For quarterly magazine, *Travel Times*, send \$5 to P.O. Box 747, New York 10010.

Lufthansa's 5-day Interline Weekends in **Germany & Austria**: "Bavarian Holidays", 2/15-29, 4/12-16; "Swinging Hamburg", 3/29-4/2; "Enchanting Rhine", 3/1-5; \$200-\$220 inc. hotels, most meals, many extras. Vienna add-on avail. Employees/spouses. From JFK. Brochure: Interline Dept., 1640 Hempstead Turnpike, East Meadow, L.I., N.Y. 11554; (516) 794-2020.

Monarch Sun 7-day **cruise** from Miami to Cap Haitien, San Juan, St. Thomas and Puerto Plata: confirmed space for best avail. cabin at sailing for \$235 per person (reg. \$495-\$850). Departs Sundays. Employee/spouse/children & retirees/spouses. Brochure: Travel Industry Services, 200 S.E. 1st St., #607, Miami 33131.

For interline safaris to **Ethiopia/Egypt/Kenya/Tanzania** or **Senegal/Gambia/Zambia**, write: East African Travel Consultants, 33 Bloor St. E., #206, Toronto, Ont. M4W3H1.

Ground packages in **Europe, Mexico, Central America, So. America, Caribbean, Orient, So. Pacific, Far East, Africa, U.S.** (NYC, WDC, SF) and tours inc. air fare to **Casablanca/Marrakech/Fes, Shannon/Killarney/Wexford/Dublin** or **Moscow/Kiev/Leningrad** for employees, spouses, dependents, parents, retirees: Airline Employee Tours, toll-free 800-223-6722 for brochure.

Avion Club is offering a five-day golf package for \$99 per person at Marbella, **Spain**. Includes hotel (6 nights), car, green fees at three courses. Thru 6/78. Also packages to Costa del Sol, Majorca, Canary Islands, Madrid, Seville, Granada, Andalucia, Morocco, and various combinations. Available in conjunction with Iberia Fanfare, TWA Eurofare or any interline fare or pass. Active/retired employees, families. For details: J. E. Alvarez, Convenco of Spain, Edificio El Cisne #11, Calvario, 6, Marbella, Malaga, Spain.

ITR Interline has published a 48-page 1978 tour planning guide listing discounts for 572 **cruises** and for tours of **Britain, Portugal, France, Monaco, Spain, Italy and Holy Land, Hawaii, Tahiti, Micronesia, Australia and New Zealand, North Africa, Central and South America** and **ski tours** in the Swiss, Austrian, Italian and French Alps. Employees, families, retirees, parents. Write 9800 So. Sepulveda Blvd., Los Angeles 90045, or call toll-free 800-223-9815.

Jack Long's Rally Scene, 243 So. Ellsworth, San Mateo, is offering a 10% discount on **tennis** lessons, ball machine practice, stringing and pro shop items not already on sale.

Pass coupons on their way

Hughes Airwest service charge exemption coupons will be mailed to employees before the end of the year.

Employees will receive two coupons for themselves and each eligible family member.

They are not sent for those employees and dependents whose travel classifications do not require a service charge (PS-1, PS-2 and SA-1).



Four retirees saluted

Four recent retirees and their wives were honored Nov. 30 at an international headquarters luncheon. Shown seated are **Andy Peterson (left), Las Vegas captain, and Willie Bonds, Phoenix maintenance manager.** Standing are **Fred Merha (left) and Don McCraven, Phoenix captains.** Combined they have about 104 years with the company.

ATA group elects Hill

Robert E. Hill, pricing and traffic administration director, has been elected second vice president of the Air Traffic Conference for 1978.

ATC, a division of the Air Transport Association, brings together specialists in all phases of airline passenger and cargo traffic to develop industry-wide programs for improved service to passengers and shippers.

It develops procedures on matters ranging from issuing tickets and handling baggage to developing air cargo standards.

Hill has represented the company and its predecessors (including West Coast and later Bonanza) on the ATC since 1953.



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