

Two flights a day to link Des Moines, Milwaukee with West

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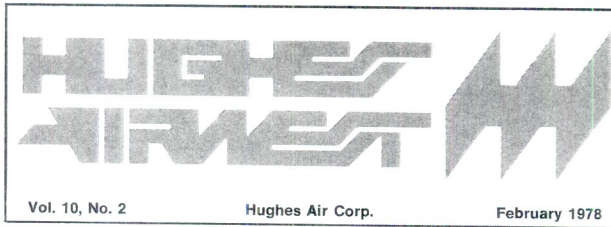
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Advertising and sales activities in these areas will promote North Central/Hughes Airwest connections in Milwaukee as an alternative to Chicago's busy O'Hare airport.

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AT PRESSTIME...

... it was learned that the Civil Aeronautics Board has voted 4 to 1 to award us nonstop authority to link San Francisco and Los Angeles with Calgary and Edmonton.

That vote, on Feb. 23, is subject to further consideration after the CAB staff prepares the order for final board review.

(Continued on back page)

The dashing Dash 15 — loaded with 'oomph'

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They are the result of more than three years of study on ways to improve the range and payload capability of the fleet, according to Edwin N. Altman, operations vice president. They are:

- Auxiliary "snap in" fuel tanks for the 727-200s, extending their range to 2,750 statute miles; and

- Retrofit of DC-9-30 engines, adding thrust in order to increase full-load range from high altitude, hot weather airports to 1,200 miles or farther.

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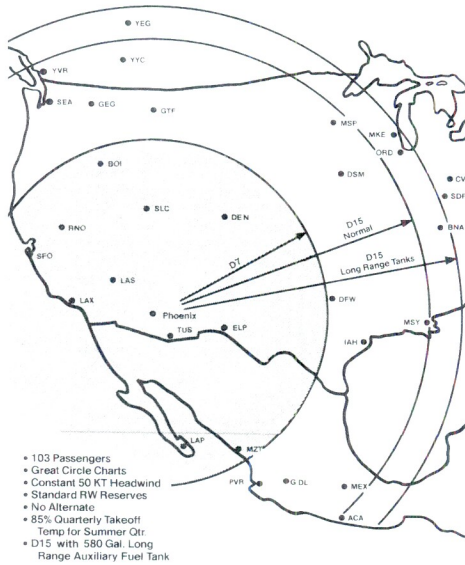
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Circles show the 103-passenger load range from Phoenix of a DC-9-30 under the "worst" departure conditions—hot weather from high altitude. Shaded area is range with D-7 engines. The other two arrows indicate range with D-15 engines and normal fuel capacity and with special long-range snap-in fuel tank which is being considered.

Los Angeles-Louisville-Nashville authority backed by CAB administrative law judge

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We received support from the Louisville civic parties for authority to offer nonstop Los Angeles service. TWA, Allegheny and American also applied.

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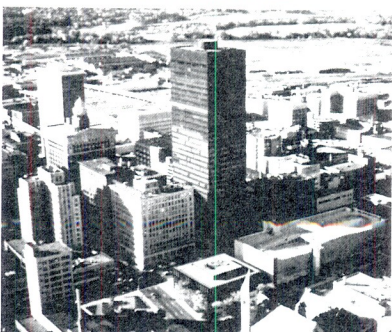
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Paying a 'visit' to our new Midwest cities

Des Moines



This article is the first about our newest destinations—Milwaukee, Wisconsin, and Des Moines, Iowa. This installment, compiled from several sources, discusses general statistical aspects, compared with cities presently on our system. We'll cover other topics, such as what to do and see, in the future.

Milwaukee

Population—664,000 (18th largest city in the U.S.), between San Francisco and San Jose in population.

Its four-county metropolitan area has more than 1.4 million (24th in the U.S.), about the size of the Seattle and Denver areas. The city, the Milwaukee County seat, is the primary retail shopping point for an estimated 2.1 million people.

Location—On Lake Michigan, 86 highway miles north of Chicago. The westernmost Great Lakes port

(Continued on back page)

Milwaukee





David Clasby, Seattle flight attendant, celebrated his first anniversary with the company by pinning his wife, Kellie.



Ceremonies were held Jan. 25 for the first class of new flight attendants to be graduated in 1978.

TRANSITION

WELCOME ABOARD

Michael Rutigliano, hangar maintenance analyst, Phoenix. **Brent Choate**, station agent, Yuma. **Riqui Sedoris**, sales representative, Burbank. **Peggy Rader**, senior programmer, Phoenix. **Kurt Osterholm**, **Robert Straubinger** and **Milo Beck**, ground flight instructors, Phoenix. **Jeannette Dreyer**, **Judy Luchsinger** and **Evelyn Ohira**, junior revenue accounting clerks, San Mateo. **Douglas Cook**, binderyman, South San Francisco. **Suzanne Frohna**, clerk typist, maintenance, Las Vegas. **Joke Nelson**, telephone sales agent, Seattle. **Lorene Firman**, clerk typist, pensions & group insurance, San Mateo. **Terry Woodward** and **Frank Haney**, cleaners, Las Vegas. **Willie Booth**, cleaner, San Francisco. **Carlos Rosas**, Lematto Harper, **Richard McBride**, **Larry Carlisle** and **Gary Languth**, hangar maintenance technicians, Phoenix. **Edvent Grinnell**, station agent, Los Angeles. **Mickey Davey**, **Thomas McGrain**, **John Davies**, **James Noelle**, **John Merrell** and **Eugene McClure**, second officers, Phoenix. **Carol Poncini**, crew scheduler, Las Vegas.

PROMOTIONS

Pat Garrett to intermediate clerk, pensions & group insurance, San Mateo. **Charles Fields** to chief station agent, Los Angeles. **Ross Smith** to chief station agent, Boise. **Keith Luttenbacher** to chief telephone sales agent, San Mateo. **John Richardson** to pilot, Saudi Arabia. **Kenneth Toth** to programmer analyst, Phoenix. **Frank DeLach** to senior buyer, San Mateo. **Paul Sowa** to telephone sales instructor, San Mateo. **Joyce Soldano** to intermediate revenue accounting clerk, San Mateo. **Denise Rollinson** to intermediate clerk, purchasing, San Mateo.

RETIREMENTS

Don Burkhard, captain, Seattle, after more than 30½ years with the company. He joined West Coast in June 1947 and served as chief pilot in 1955-59. **Bobby Moulding**, captain, Phoenix, after more than 22 years. He joined Bonanza in Las Vegas in October 1955 and transferred to Phoenix in 1965. **Walter Lundblad**, instruments & avionics services technician, Phoenix, after 12 years. He joined the company (Bonanza) in 1965.

Jenny Underwood promoted to technical support manager

Jenny Underwood has been promoted to technical support manager in management information services (MIS), Phoenix.

She has been a software programmer since joining the company in April of last year.

In her new position, she will provide technical and administrative direction to the systems programming staff.

Underwood received a degree in mathematics from the University of Missouri. Before coming to Hughes Airwest, she worked for American Express in Phoenix and McDonnell Douglas Automation in Long Beach, Calif.

Nicholas Bredimus, MIS advanced systems planning director, Phoenix

Nicholas Bredimus has joined Hughes Airwest as director of advanced systems planning in management information services (MIS).

His responsibilities at the Phoenix data center include planning for new technologies in the data base and communication system and long-range planning of data processing systems.

Most recently, he was data processing manager with Allegheny Airlines in Washington, D.C. Before that, he was project manager with TWA in New York and Kansas City.

Bredimus, 28, studied data processing at the New York University International Institute.



Bredimus

Heir Fare

To the **Kennedys**, **Mary**, chief station agent, and **Ken**, station agent, Salt Lake City; a girl, **Erica Leigh**, 5 lbs., 13 oz.; Feb. 5.

To **Nancy** and **John Richardson**, co-pilot, Saudi Arabia; a girl, **Shannon Nicole**, 8 lbs., 10 oz.; Jan. 6.

In Memoriam

Frank Cozart, maintenance technician, Seattle, Feb. 9 following a heart attack. He joined West Coast in 1963 after 11 years with Northwest. He was 52 and is survived by his wife, **Alva Lee**, and five children.

Harry Hutchinson, father of **Marie Ambler**, crew scheduling administration manager, San Mateo; Feb. 6.

Loise Johnson, mother of **Bobby Johnson**, supply supervisor, South San Francisco; Feb. 8.

151 employees in Las Vegas, San Francisco donate the 'United Way'—\$4700

More than \$4700 is being contributed to the United Way in Las Vegas and the San Francisco Bay Area.

Fifty-eight employees from various Las Vegas departments pledged \$1924 during the recent campaign, more than double their 1976 commitment, according to coordinator **Gene Empey**, assistant station manager.

In the Bay Area, 93 employees contributed \$2793, said **Richard Camargo**, personnel services and EEO manager. (The company did not conduct a formal campaign in the Bay Area in 1976.)

Figures are not readily available for other cities where pledge material was distributed and contributions were made directly to the local United Way.

We kick off the year with new all-time RPM record—up 28 per cent

Our passengers flew farther in January than in any previous month.

Revenue passenger miles (RPMs) increased 28 per cent to a record 200,368,700 from 156,552,800 in January 1977 and exceeding the previous record set in December.

Boardings at the 55 airports jumped 25.8 per cent to 454,273 from 361,201, the second highest monthly number topped only by August's boardings.

Density (the average number of passengers flying per mile) gained 15.7 per cent to 56.1 from 48.5, while the average load factor (the percentage of seats filled) rose to 58.4 per cent from 52.5. Density neared the 56.2 all-time record set in December.

Available seat miles (ASMs) were increased 15 per cent to 342,878,200 from 298,181,400.

Cargo ton miles increased 14.2 per

SERVICE ANNIVERSARIES

THIRTY YEARS

SEATTLE—**Martin Doyle**, stock clerk.

TWENTY-FIVE YEARS

SAN FRANCISCO—**Robert Theuer**, captain.

TWENTY YEARS

LAS VEGAS—**Paul Drew**, station agent. **Harold Taylor**, assistant maintenance manager. SANTA BARBARA—**Corliss Wilson**, station agent. PHOENIX—**Creg Hauswirth**, avionics technician.

FIFTEEN YEARS

RENO—**Max Davis**, station agent. SEATTLE—**Milton Vogel**, maintenance technician. LAS VEGAS—**Chuck Ward**, assistant station manager. **John Bartlett**, station agent. **Ray Dahl**, first officer. PHOENIX—**Gladys Wyborne**, telephone sales agent. **Paul Good**, flight engineer training supervisor.

TEN YEARS

SAN MATEO—**Pamela Stull**, intermediate revenue accounting clerk. SEATTLE—**Alex Busch**, **Ladd Lindholm**, **Robert Meany** and **Donald Tomlinson**, first officers. **Gary Allen**, ticket agent. **Jerry Gregory**, station agent. SALT LAKE CITY—**Robert Jensen**, station agent. BURBANK—**Dale Hogan**, station manager. SAN FRANCISCO—**Richard Ayres**, station agent. EUREKA—**Kent Monroe**, station agent. PHOENIX—**Donald Sherron** and **Phillip Jones**, supply expeditors.

FIVE YEARS

SAN FRANCISCO—**Clara Alcazar**, **Susan Blumenthal**, **Stephen Lakatos** and **Ruth Medina**, flight attendants. PHOENIX—**Tina Bovine**, flight attendant. **Gill Greenwood**, ground flight instructor. **Bary Landon**, systems development manager. SEATTLE—**James Bremner** and **Linda Gigstad**, flight attendants. PUERTO VALLARTA—**Fernando Quintero**, sales and service manager. SAN MATEO—**Bob Sherwood**, research and development director.

'Trish' Wells to assume Seattle flight attendant manager title in March

Patricia Anne "Trish" Wells, formerly of TWA, has joined the company and will assume duties as flight attendant manager in Seattle in late March.

Most recently she was inflight services supervisor for TWA in Los Angeles. Previously, she was an on-board inflight supervisor and a flight attendant in 1961-67 and 1970-76.

In 1967-70, she held a variety of part-time positions, including grooming

instructor, consultant dealing primarily in women in management, flight attendant on a Walt Disney Productions corporate airplane, a partner in Executive Hospitality Service, Los Angeles, and tour coordinator for military families in Germany.

Wells attended the University of California in Los Angeles and El Camino (Calif.) College.



Wells

TRAFFIC SCOREBOARD

FINANCIAL RESULTS

	Jan. '78*	Jan. '77*	% Change
Operating revenue—scheduled	\$24,099	\$18,561	+29.8
—charter	644	488	+32.0
Operating expense—scheduled	22,852	18,378	+24.3
—charter	598	509	+17.5
Operating earnings	1,293	162	
Non-operating earnings (loss)	(214)	(364)	
Provision for taxes	382	—	
Net earnings (loss)	697	(202)	

*All data in thousands (add 000).

	Jan. '78	Jan. '77	% Change
Passengers	454,273	361,201	+25.8
Revenue passenger miles	200.4 mil.	156.6 mil.	+28.0
Available seat miles	342.9 mil.	298.2 mil.	+15.0
Load factor	58.4%	52.5%	
Passenger density	56.1	48.5	+15.7
Average trip miles	441.1	433.4	+1.8
Cargo ton miles	815,307	713,912	+14.2
Cargo tons boarded	1,931	1,667	+15.8
On-time performance	78.7%	75.3%	
Charter passengers	9,654	12,970	-25.6
Charter miles flown	107,472	87,699	+22.5

JANUARY 727 PERFORMANCE

Scheduled service*	
Passenger boardings	23,167
Load factor	62.8%
Density	97.3
Average trip miles	863
*YEG-YXC-LAS-LAX/PHX	
Charter service	
Passenger boardings	4,657
Charter miles flown	50,532
Average trip miles	1,572

Julie Holly named senior director of inflight services

Julie B. Holly has been promoted to senior director of inflight services, based at international headquarters.

She had been flight attendant manager in San Francisco since joining the company in April of last year.



Holly

In her new position, she will oversee flight attendant administration and training and base offices in Las Vegas, Phoenix, San Francisco and Seattle.

Before joining us, Holly was inflight services supervisor for TWA in Los Angeles.

She started with TWA in 1970 as a flight attendant and later was a market coordinator in Chicago and London.

Holly studied Spanish and psychology at the University of Southern California and received a B.S. degree in fashion promotion and merchandising from the University of Arizona.



Eleven employees located throughout headquarters facilities recently received training in cardiopulmonary resuscitation (CPR), a method to revive the heart and lungs in emergencies. Instruction was by Lynn Shanks, industrial nurse. Pictured are (from left): Bob Brandt, guard captain; Jan Keltner, records administrator; Marlene McLachlan (with baby), aircraft router; Shanks; Beverly Arrighi, executive secretary, legal; Mary Ames, clerk-typist, flight control; Frank DeLach, senior buyer, and Susan Ogle, reservations inventory control assistant manager, giving resuscitation; Sheila Wolcott and Judy Lozada, intermediate revenue accounting clerks; Steve Gabel, chief crew scheduler; and Jim Rylander, charter administration manager. The group received Red Cross certificates following written and practical exams. Another 10 employees have since taken the nine-hour class on their own time. Shanks will conduct a third class on Saturday, March 25.

-route authority now in hands of CAB

The U.S.-Mexico bilateral agreements were signed by Vice President Walter Mondale Jan. 20 in Mexico City.

The signing completed all inter-government formalities. The Civil Aeronautics Board still must approve new authorities for U.S. airlines.

The company has applied to the board for authority from Phoenix, Tucson, Oakland and San Jose to eleven cities in Mexico, including improvements in current routes. These are expected to be approved by mid-1978 under relatively simple show cause procedures.

Authority for new routes from Los Angeles and San Diego to Mexico must be determined by the board under formal competitive due process procedures. We will file for those in the near future.

Signing of the agreement also included an exchange of letters agreeing to encourage innovative reduced fares for scheduled service and outlining "understandings" regarding charters.

14 win 'Top Banana'; 35 more 'pinned'

Fourteen more employees have received the "Top Banana" trophy for mention in five complimentary letters from customers.

They are:

- Bud Stokes, district sales manager, Seattle—the first sales department recipient;
- Marie Okamoto, flight attendant, San Francisco;
- Judy Bergh, Carol Cansdale, Mary Delaney and Tom Lillard, flight attendants, Seattle;
- Gail Deason, Holly East, Monty Jones and Marilyn King, flight attendants, Las Vegas; and
- Toni Brown, Karen Grissom, Jeff Lachapelle and Linda Smith, flight attendants, Phoenix.

The trophy has been received by 89 employees in the past year.

The "Top Banana" pin—for the first mention—has been earned by 1,107. The latest 35 recipients are:

Robert Brown, Bob Checca, Dick Christensen, Jo Anne Daniel, Jeanette Darms, Virginia Denny, Charlie Falco, Dave Ferguson, Jack Fordyce, Marcia Goddard, Doris Graves.

Jose Luis Hernandez, Mary Jo Knapp, Charlene Mai, Bill McCrady, Jeff Mueller, George Moate, Jean Nuttal, Jack Olivier, Hilma Olszewski, Jeff Ottewell.

Gary Pastore, Rebecca Peters, Janet Price, Anita Reedy, Phillip Riley, Vern Roenfeldt, Peter Ruskin, Roger Schryer, Rita Smith, Roger Solt, Terry Tidrick, Sue Vanheuveil, Bonita Williamson, Sandy Wong.

Retired . . .



Six recent retirees—all captains, representing 168 years with the company—were honored Jan. 31 at an international headquarters luncheon. From left are: Rudy Couk, Las Vegas; Gerry Rutherford, Seattle; Wayne Taylor, Las Vegas; Charlie Holman, San Francisco; Chuck Long, Seattle; and Charlie Craig, San Francisco. Joining them were their wives (from left) Eldra Rutherford, Margit Taylor, Vivienne Holman, Frankie Long and Camille Craig.

26,000 applicants, 600 hired

Employment: choosing 'the best available'

Deluges of people seeking airline careers indicate that Hughes Airwest employees are among "the chosen few."

Last year, more than 26,000 hopefuls applied through personnel offices in San Mateo and Phoenix for a spot in our ranks. Many others filed applications at field locations in one of our 55 cities.

But fewer than 600 of them were hired.

"This situation puts us in the enviable position of being able to choose the best people available in the

labor market for a relatively few openings," said Tom Hall, personnel director.

There are many phone queries from people seeking job information, too. Shirley Ward, employment manager, said that her office received more than 40,000 last year. The Phoenix office had more than 20,000, according to Jeff Relth, personnel manager there.

These were in addition to those who called recorded message lines which give current openings and qualifications (573-4047 in San Francisco and

273-9355 in Phoenix).

About 75 per cent of the applications received in San Mateo and Phoenix are for flight attendant and pilot slots.

Last year, employment processed more than 12,000 flight attendant applications for fewer than 200 openings (that's 60 applications for every hopeful hired).

About 7,000 pilot applications were received for 42 positions—one new hire for every 160 applications.

For all positions, employment interviewed more than 3,500 people.

An unknown number applied directly to a field location, such as a station, telephone sales or maintenance office. (Las Vegas, our busiest city, reports receiving "at least" 20 applications a day.) Managers in the field keep the applications on file and interview candidates when there is a local opening. Final interviews are conducted in the San Mateo or Phoenix personnel offices.

"Our 'local-hire' policy is an attempt to stabilize the workforce and avoid unnecessary and undesired employee moves," Hall explained. "We prefer to hire employees in areas where they have their homes and families when they join the company. Managers in the field are encouraged to consider applicants they have interviewed locally."

He added that this enhances the company's image in the cities we serve, too. Hughes Airwest becomes a local employer instead of a "San Francisco employer" that assigns employees throughout the system.

There also are advantages to having "locally-bred" employees in public contact positions, especially in stations. An employee who knows the community and has been active in it can better serve customers.

Personnel staff exhibit applications and related mail received at San Mateo headquarters during a two-week period. From left, seated, are: Martha Kling, secretary; Judy Johnson, clerk-typist; and Liz Wolfe, intermediate clerk. Standing are: Jeff Relth, personnel manager, Phoenix; Shirley Ward, employment manager; and Tom Hall, personnel director.



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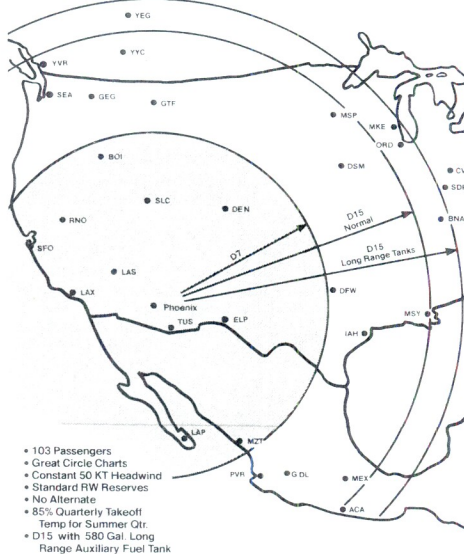
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- 103 Passengers
- Great Circle Charts
- Constant 50 KT Headwind
- Standard RW Reserves
- No Alternate
- 85% Quarterly Takeoff Temp for Summer Qtr.
- D15 with 580 Gal. Long Range Auxiliary Fuel Tank

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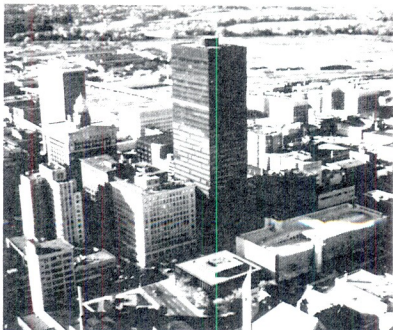
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Location—On Lake Michigan, 86 highway miles north of Chicago. The westernmost Great Lakes port

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Milwaukee

