

# Fares - doing 'our own thing'

Simplicity is the idea behind sweeping changes in our fares, some of which will be implemented in June if approved by the Civil Aeronautics Board.

President Russell V. Stephenson led an officer team to Washington, D.C., Feb. 6 to outline the pricing proposal before the board. It was formally filed on Feb. 28.

The program includes three steps:

- Redesignation of all "S" fares to "Y" so that they are directly comparable with our competitors;
- Discounting of 30 per cent on "Y" fares in all U.S. and Canadian markets;
- Establishment of a special "business coach" section on all DC-9 jets (see story at right).

"The current hodgepodge of discounts, which perpetually recycles itself, is poorly understood, difficult to explain and confusing to the public," Stephenson said.

Terry Ashton, vice president of corporate planning and principal architect of the program, explained: "Over the years, we have simply tagged on to what the other airlines were offering. These pricing programs were not specifically designed for our system.

"Now we're going to do 'our own thing.' We're not linking on to the current 'super saver' fad, but proposing a program that's best for us, our markets and our passengers."

The first step will be to change all fare designators from "S" to "Y"—today's industry designator for "jet coach" service. This in itself will not alter the basic fare rate.

Since the early 1970s, regional airlines have used "S" to designate that only one class of service is offered.

Discounts, based on the "Y" fare, will be 30 per cent in all markets, simplified to only two types.

## Passengers inspire 'business coach'

A new "business coach" invented by our frequent travelers will be offered on all DC-9 flights starting this fall.

The partitioned sections of four rows of four-abreast seating are the result of extensive in-house and independent research dating back to 1973.

Our 50,000 "frequent flyers"—averaging more than 12 round-trips a year—represent only eight per cent of the company's individual customers, yet they generate nearly 45 per cent of passenger revenues.

Business coach will not attempt to match the traditional "first class" of other airlines. It is a composite of what these valued business travelers said in in-flight, focus group and telephone interviews conducted by the company

and independent researchers and in surveys by Boeing and the Airline Passenger Association.

More than anything else, they expressed a need for more space—sitting, leg and working room—in a quieter, calmer atmosphere than available in regular coach.

But elaborate meal service was not important on flights under three hours.

From those results, business coach was created:

- New, wider "first class size" seats with more elbow, leg and working room;
- A partition separating business coach, creating a quieter, calmer atmosphere;
- Same meal service as regular coach, en-

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### Off-peak

One discounted fare will be for all off-peak flights with no restrictions. It will not apply to Mexico flights initially.

We will introduce these fares in a limited number of markets (primarily California-Nevada). The program will be expanded to other markets later.

This discount is designed for "discretionary" travelers, those who do not have to fly at peak times of day but who now generate 55 per cent of our revenues.

As a result, densities are expected to improve on

off-peak flights because of the lower fare and seats on peak, commuter flights will be freed up for the "non-discretionary" business traveler.

### Leisure fare

The other discounted fare will be available initially in all markets except Mexico and within California and Nevada.

Up to 35 per cent of coach seats on selected flights will be offered at this fare with few restrictions:

(Continued on back page)

### Starting April 24

## Officers to visit 30 cities for review of '78 strategy

Presentations to employees updating plans for 1978 and beyond will be held throughout the system in late April.

Company officers will visit 30 cities for the sessions. Employees and family members from all Hughes Airwest cities are invited to the most convenient meeting.

Topics will include the proposed pricing program and business coach (see stories above), status of regulatory reform, preview of the new advertising campaign (including showing of commercials) and viewing of a new film on Hughes Airwest.

The first presentation will be in the San Francisco Bay Area on Monday evening, April 24.

Other evening sessions will be held on following days (days, times and locations to be announced) in Las Vegas, Phoenix, Los Angeles, Seattle, Salt Lake City, Portland, Eugene, Mazatlan and Calgary. Additional day-time meetings will be held in larger cities.

Following those, there will be pres-

(Continued inside)

## Jill Arcos sales, service manager for Baja Sur cities - first woman to head station

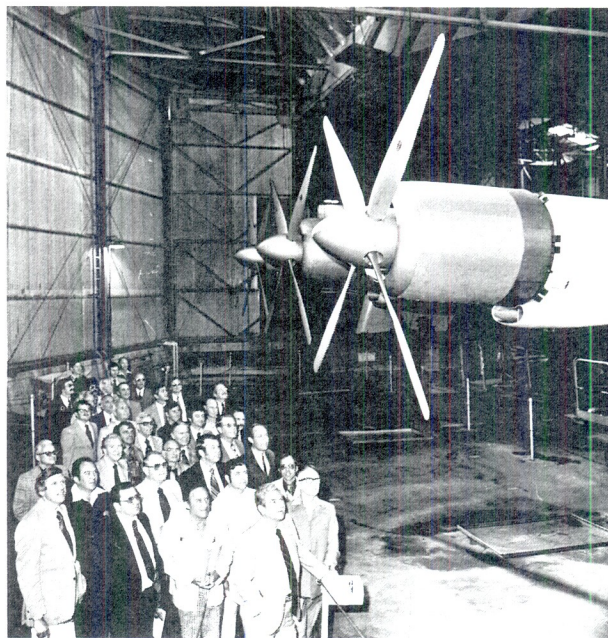
Jill Arcos has been promoted to sales and service manager for La Paz and San Jose del Cabo. She is the first woman to serve as a Hughes Airwest station manager.

She joined the company in 1974 as a passenger service agent in La Paz and has been supervisor since July 1976. Previously, she was a travel agent in Guadalajara.

Arcos attended American School in Guadalajara and earned a degree at Sweet Briar College in Virginia. She was raised in Argentina, Ecuador and Guadalajara.



Arcos



## First look at 'Flying Boat'

More than 150 employees and guests of the company were among the first visitors in 30 years to view Howard Hughes' Flying Boat in Long Beach. The special event was held March 7-8. The aircraft, larger in many respects than a 747, has been out of public view in a special hangar since Hughes flew it for the first and last time in 1947. The Flying Boat, considered a prototype of today's jumbo jets, is being donated by Summa Corporation to the Air Museum of the West for future public display near the Queen Mary in Long Beach. One of our 727s is named "Spirit of the Flying Boat."



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## Revenue gain pace leads U.S. airlines

Hughes Airwest showed the greatest rate of growth in operating revenue of any U.S. airline—trunk or regional—in 1977, according to preliminary figures received at presstime.

Our revenue jumped 25.7 per cent last year compared with an average of 17.2 per cent for the regionals and 13.7 per cent for the trunks.

Runnerup and the leading trunk was National with a 23.5 per cent rate. Texas International was third and the second highest regional at 20.2 per cent.

National reported a net profit of \$6.4 million and Texas International's was \$3.2 million compared with our record \$9.4 million.

(We previously reported a preliminary 1977 net profit of \$8.2 million, which has increased by \$1.2 million from delayed federal air mail reimbursements for 1977 and prior years. We earned \$3.6 million in 1976 and \$7.9 million in 1974, the previous record year.)

As reported earlier, Hughes Airwest showed the second highest rate of growth among U.S. carriers in revenue passenger miles at 23.1 per cent—only two tenths of a percentage point less than Texas International's.

## No phone calls, please

The company and Connecticut General have agreed that the insurance company's Phoenix claim office will no longer accept telephone calls, except from hospitals or doctors for verification of coverage.

This is to avoid potential problems and misunderstandings which might result from employe calls, according to Mary-Jean Hackwood, pension and group insurance manager.

Questions regarding coverage not answered in the Benefit Plans Handbook should be addressed to the CG claims office, 300 West Osborn Road, Phoenix 85013, or to the pensions and group insurance office in San Mateo.

Questions regarding a claim should first be directed to the CG claims office. If a response is not received or understood, a copy of the original inquiry, any response and additional questions or comments should be sent to the San Mateo office.

## HEIR FARE

To Janet and Gene Kranc, first officer, Seattle; a boy, Ryan Thomas, 7 lbs., 13 oz.; March 5.

To Sharon and Wayne Gales, station agent, Burbank; a girl, Christina Lynn; Feb. 5.

To the Weises, Lynette, Las Vegas flight attendant, and Craig, Orange County station agent; a boy, Aliya James, 7 lbs.; Jan. 13.



Twenty-two flight attendants were graduated March 8 at international headquarters ceremonies.

Edwin N. Altman, operations vice president, was guest speaker.

The graduates were pinned by their instructor, Joyce Schmidt, and received diplomas from the class coordinator, Natalie Loader. Both are San Francisco flight attendants. Also participating were Dottie Smith, flight attendant training director, and Carol Gagnard, training supervisor.

Sherry Chandler was class valedictorian. Evelyn Banks was pinned by her father, Jim, a retired Hughes Airwest captain. (See photo on back page)

The graduates are (kneeling, from left, with hometown): Pam Prouhet, Tempe, Ariz.; Evelyn Banks, Shara McNeil and Pam Sparks, Las Vegas; Patty Shiels, Kirkland, Wash.

Seated: Connie Taggares, Prosser, Wash.; Susan Vogel, Las Vegas; Marcia Foster, Milwaukie, Ore.; Jane Ewing, Mindy Chapman and Sherry Chandler, Las Vegas.

Standing: Trish Wells, new Seattle flight attendant manager, who also took the class; Natalie Loader; Michael Pick, San Jose; Val Lim, Seattle; Marjorie Hughes and Cindy Kishiyama, Phoenix; Mary Roper, Salt Lake City; Kathy Burson, San Jose; Susan O'Brien, Glendale, Ariz.; Dorothy Ugstad, St. Maries, Ida.; Annette Davis, Salt Lake City; Kathy Walth, Tacoma, Wash.; Dan Pope, Tempe, Ariz.; and Joyce Schmidt.

Hughes, Kishiyama, Lim, Pope, Prouhet and Roper were assigned to the Phoenix domicile; all others were assigned to Las Vegas.

## TRANSITION

### WELCOME ABOARD

Gary Tamielli, Russell Squelch, Jeffrey Rexine, Daniel Oram, Randall Bell, Peter Quinlan, Thomas Martin, Jeffrey Pierce and Randall Jacob, first officers, San Francisco. Louis Moore, Michael Meyer, Charles Price, Louis Viguera, Gary Hemann, James Henrich and John Sullivan, hangar maintenance technicians, Phoenix. Ronald Zerm, Jimmie Tidwell, Russell Thomas and Roger Pierce, component overhaul technicians, Phoenix. Paul Bernth, avionics technician, Tucson. Francisco Valenzuela, cleaner, Tucson. Kathy Pope, cleaner, Salt Lake City. Jeanine Shew, cleaner, Orange County. Robin Gower, program analyst, Phoenix. Louis Ingalls, software programmer, Phoenix. John Carnell, overseas maintenance representative, Saudi Arabia. Michelle Lawrence, ticket agent, Pasco. Amy Heger, Roger Lennon, Doris Baraff, Laurie Young, Wayne Osher, Barbara Busse and David Scholz, telephone sales agents, Los Angeles. Richard Klstrom, Florence Neal, Olympia Hooper and Melba Heide, telephone sales trainees, Los Angeles. Sharon Pashley and Mary Niles, telephone sales agents, Seattle. Randi Rosenberg, Donna Rhoads and Frances Heare, telephone sales agents, Phoenix. Susan Day and Pamela Higgins, junior revenue accounting clerks, San Mateo. Nichola Still, junior accounting clerk, aircraft crew management services, San Mateo. Martha Lage, driver, Phoenix. Sonja Tjepkes, switchboard operator, San Mateo. Sandra Knop, clerk typist, sales, Orange County. Richard Olivie, Roger Nielson, Gary Seiler, Stephen Bozec, Joel Miller and William Groeschel, second officers, Phoenix.

### PROMOTIONS

George Hobbs to maintenance supervisor, component overhaul, Phoenix. Theodore Ortiz to lead maintenance technician, Las Vegas. Paulette Grace to telephone sales agent, San Mateo. Patricia Sutton, Eddie Lundeen and Maria Geiger to telephone sales agents, Phoenix. Yvonne Passos to intermediate revenue accounting clerk, San Mateo. Leslie Bethany to station agent, Phoenix. Linda Haley to chief station agent, Los Angeles.

### RETIREMENTS

Dennis Smilanich, captain, Las Vegas, after 31½ years with the company. He joined Empire in Idaho in July 1946 and transferred from Seattle to Las Vegas as a 727 captain in 1976.

Arnold Carow, captain, San Francisco, after more than 31 years. He joined Southwest in San Francisco in Oct. 1946.

Joe Bon Smith, avionics and instruments manager, Phoenix, after more than 19 years. He joined Bonanza as instruments overhaul supervisor in Dec. 1958.

## Promotion for John Pascone —banking, investments mgr.

John G. Pascone has been promoted to banking and investments manager.

His responsibilities include coordination of corporate bank account activities, investment of short-term funds and development of cash management procedures.

He replaces Bob Brush, who has been named financial analysis manager.

Pascone, 31, joined the company in 1974 as an auditor and has been a buyer in purchasing since September 1975.

He attended the College of San Mateo and received a bachelors in business administration from the University of San Francisco. He is completing a masters in business administration at the University of Santa Clara.

He was an aircraft electrician in the U.S. Navy in 1967-70.

## Density hits record high — 58 passengers

Passenger density jumped to an all-time record of 58 passengers per mile in February, compared with 49.6 in the same 1977 month and a 51 average for all of 1977.

Load factor (percentage of seats filled) was at the fourth highest level

in our history at 60.8 per cent, but it was the highest since three record-setting months in 1974.

Passenger boardings and revenue passenger miles also were at the fourth highest level in history, exceeded only by January of this year and August and December of 1977.

Feb. 17 was the second day in our history that boardings have exceeded 20,000. We flew 20,631 passengers that day. The all-time record is 20,771 set on Nov. 27, 1977.

In terms of rate of growth, November was the only month in 1977 in which boardings and RPMs grew faster than February's, compared with the same months the previous years.

(See Traffic Scoreboard for other performance statistics.)

### FEB. YEAR-TO-DATE 727 PERFORMANCE

Scheduled service*	1978	1977
Passenger boardings	46,087	**29,877
Load factor	66.1%	63.9%
Density	102.4	99.0
Average trip miles	830	949
*Presently YEG-YYC-LAS-LAX/PHX		
**1/15-2/28/77 only		
Charter service		
Passenger boardings	10,341	9,657
Charter miles flown	110,579	96,302
Average trip miles	1,476	1,137

## SERVICE ANNIVERSARIES

### THIRTY YEARS

SAN FRANCISCO—John Geich, maintenance technician.

### TWENTY-FIVE YEARS

YAKIMA—Gary Hoopes, chief station agent. BOISE—Robert Haskin, chief station agent. SAN MATEO—Duane Siggins, dispatcher. LAS VEGAS—John Horvat, stock clerk.

### TWENTY YEARS

PHOENIX—Roy Lecker, avionics maintenance director. Raymond Sellwood, captain. SAN FRANCISCO—Brian Maim, captain. LAS VEGAS—John Hall, captain. SAN MATEO—Ann Opperman, telephone sales agent. SEATTLE—Ron Gilmore, assistant station manager. ONTARIO—Darward Hiler, chief station agent.

### FIFTEEN YEARS

PASCO—William Hoffman, station agent. Winn Olson, maintenance technician. CHICO—Donald Vaughan, chief station agent. Leslie Morrow, station agent. NORTH

## IN MEMORIAM

Shirley Brinnon, wife of Joe Brinnon, captain, Phoenix; Feb. 15.

Chet Langslet, stepfather of Ken Libby, current schedules & crew planning manager, San Mateo; Feb. 16.

Pasquale DiPippa, father of Gabe DiPippa, supply supervisor, Phoenix; Feb. 21.

Della O'Dell, mother of Jack O'Dell, quality control director, Phoenix; March 7.

Charles Tallant, Sr., father of Charles Tallant, dispatcher, San Mateo.

John McManmon, father of Jim McManmon, overseas operations director, Phoenix.

BEND—James Dean, station agent. PHOENIX—Gilbert Lopez, flight instructor. PORTLAND—Ralph Masters and Hubert Meggs, station agents. SPOKANE—Edwin Evans, station agent. LAS VEGAS—Jesse Harris, ground serviceman. Melvin Mason, lead maintenance technician. SEATTLE—Elior Sherman, maintenance technician.

### TEN YEARS

PHOENIX—Terry Mangold, hangar maintenance technician. John Cano, avionics technician. Brenda Lawson, flight attendant. Robert Morando, ticket agent. Gary Giese, Thomas Johnson, Richard Jones, Charles Mann and Marshall Reed, first officers. Ken Owens, surplus sales manager. George Willison, stock clerk. John Padgett, driver. LAS VEGAS—Donald Beard, Robert Mustic and Robert Taylor, first officers. John Guesman, ticket agent. Richard Henrie and Mark Strussenberg, station agents. Colleen Shrum, ground hostess. KLAMATH FALLS—Lee Bogle, station agent. SAN FRANCISCO—Sharon Sirmarco, flight attendant. SAN MATEO—Linda Teldeschi, intermediate accounting clerk, aircraft crew management services. Mozelle Wood, telephone sales agent. MEXICO CITY—Jaime Torres, accounting manager. Roberto Padilla, sales & service regional director. TUCSON—Arnold Sheffield, station agent.

### FIVE YEARS

SEATTLE—Debra Regello, flight attendant. LAS VEGAS—Narda Walters, cleaner. PHOENIX—Tom Cvelich, data services director. SAN MATEO—Eugenia Towns, junior revenue accounting clerk.

## TRAFFIC SCOREBOARD

### FINANCIAL RESULTS

	Feb. '78*	Feb. '77*	% Change
Operating revenue—scheduled	\$22,862	\$17,875	+27.9
—charter	744	675	+10.2
Operating expense—scheduled	21,236	17,560	+20.9
—charter	725	616	+17.7
Operating earnings	1,645	374	
Non-operating earnings (loss)	(403)	(271)	
Provision for taxes	518	—	
Net earnings	724	103	
Year-to-date*			
Operating revenue—scheduled	\$46,961	\$36,436	+28.9
—charter	1,388	1,163	+19.3
Operating expense—scheduled	44,070	35,938	+22.6
—charter	1,341	1,125	+19.2
Operating earnings	2,938	536	
Non-operating earnings (loss)	(617)	(635)	
Provision for taxes	900	—	
Net earnings (loss)	1,421	(99)	

\*All data in thousands (add 000).

	Feb. '78	Feb. '77	% Change
Passengers	428,657	338,945	+26.5
Revenue passenger miles	187.8 mil.	145.4 mil.	+29.1
Available seat miles	308.9 mil.	272.2 mil.	+13.5
Load factor	60.8%	53.4%	
Passenger density	58.0	49.6	+16.9
Average trip miles	438.1	429.1	+2.1
Cargo ton miles	863,649	747,674	+15.5
Cargo tons boarded	2,021	1,725	+17.2
On-time performance	77.0%	81.5%	
Charter passengers	12,715	15,008	-15.3
Charter miles flown	140,764	123,337	+14.1
Year-to-date			
Passengers	882,930	700,146	+26.1
Revenue passenger miles	388.2 mil.	302.0 mil.	+28.5
Available seat miles	651.8 mil.	570.4 mil.	+14.3
Load factor	59.6%	52.9%	
Passenger density	57.0	49.0	+16.3
Average trip miles	439.6	431.3	+1.9
Cargo ton miles	1,678,956	1,461,586	+14.9
Cargo tons boarded	3,952	3,392	+16.5
On-time performance	77.7%	78.3%	
Charter passengers	22,369	27,978	-20.0
Charter miles flown	248,236	211,036	+17.6

## Roberto Padilla named Mexico regional director

Roberto Padilla has been promoted to regional director of sales and service for Mexico, a new position.

He is based in Mexico City where he is responsible for developing and implementing sales programs throughout Mexico, with emphasis on passenger and cargo sales, advertising and promotions.

Padilla also will supervise operation of the Mexico stations.



Padilla

He reports to Eric Wilson, stations senior director, and Bill Maloney, sales senior director, San Mateo.

Padilla, 39, joined the company in 1968 as sales and service manager in La Paz and since 1973 has been regional manager of Mexico stations.

Before his airline career he was associated with several hotels in Mexico City, including Canadian Pacific and Hilton.

He was educated in Mexico City. Padilla is one of three members of the executive commission of the Council for Promotion of Tourism to the State of Baja California Sur.

In La Paz, he served as vice president of the Junior Chamber International, president of the Executives of Transports, Hotels and Travel Agencies State Club, and chairman of the board of the Boys and Girls Town Orphanage.



Sales department award winners (from left): Michael Calvin and Bob Donahue, San Mateo; Carol Burgess, Nevada; Bud Stokes, Seattle; Joe Journiette, Orange County; Mike Conroy, Seattle; Ruth Murphy, Edmonton; Bill Allen, Los Angeles; and Dan Donnelly, Portland.

Outstanding sales efforts were highlighted March 11 when nine employees received departmental awards for 1977.

The presentations were in conjunction with the annual sales and service meeting in San Jose. Telephone sales and inflight employees also attended.

The awards and their winners were:

- Dick Fouts Memorial Trophy—Bud Stokes, district sales manager, Seattle.

This perpetual trophy is named after the intermediate cities sales manager who died in 1976. It was presented by his wife, Helen.

Stokes was selected as a result of evaluations by travel agents, his peers and regional marketing managers and for performance during the recent group sales campaign.

- President's Cup—Carol Burgess, district sales manager, Nevada, for the highest revenue contribution, presented by Russell V. Stephenson.
- Sales and Service Vice President's

Trophy—Mike Conroy, regional marketing manager, Seattle, for the most initiative in a region and for outstanding contribution to sales management, presented by Kip Wharton.

- Most Valuable Salesperson Award—Joe Journiette, district sales manager, Orange County, voted by his peers as being most representative of the ideal Hughes Airwest salesman (for the second year in a row), presented by Wharton.

- City Ticket Office Award—Edmonton, accepted by Ruth Murphy, ticket agent, for the CTO which had the lowest expense as a per cent of revenues, presented by Wharton.

Four special awards were presented for the first time to charter and cargo sales employees by Bill Maloney, sales senior director:

- For outstanding contributions to charter services—Michael Calvin, char-

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## 30 CITIES . . .

(Continued from front page)

entations in 20 more cities—Reno, Tucson, Burbank, Ontario, Orange County, San Diego, San Jose, Sacramento, Spokane, Pasco, Yakima, Twin Falls, Boise, Lewiston, Eureka, Redding, Guadalajara, Puerto Vallarta, La Paz and Edmonton.

Among officers and other senior management employees conducting the shows will be: Russell V. Stephenson, president; vice presidents Ed Altman, operations; Art Taylor, legal; Harry Swenson, finance; Terry Ashton, corporate planning; Kip Wharton, sales and service; George Scotch, controller; Arch Miller, sales and service administration staff vice president; Raul Fernandez, Mexico staff vice president; Roberto Padilla, Mexico sales and service regional director; and Bill Maloney, sales senior director.

# 'Who's who' in employe organizations

Following are elected and appointed officers, directors and committee members of Hughes Airwest employe organizations for 1978, as reported by the groups.

### Employe Clubs

#### Las Vegas Region

President: John Otero, chief station agent  
Vice President: Marvin Kelley, ground host  
Secretary: Fred Franke, station agent  
Treasurer: Ben Lewis, station agent

#### Los Angeles Region

President: Linda Turnbull, telephone sales agent  
Vice President: Jerry Brown, maintenance technician  
Secretary: Cheryl Pusey, telephone sales agent  
Treasurer: Leonard Arguelles, telephone sales agent

#### Phoenix Region

President: Gary Johnson, quality control technician  
Vice President: Jim Baker, mail clerk  
Secretary: Carol May, clerk typist, computer operations  
Treasurer: Guy Simpson, production control analyst  
Social Committee: Nanette Smith, chief telephone sales agent; Susan Huffaker, secretary, inventory control; Bobbie MacKenzie, secretary, supply  
Ways & Means Committee: Paul Wheatley, supply analyst  
Sports Committee: Herb Gonsalves, ground equipment technician; Jim Baker, mail clerk  
Retirement Committee: Wilbur Bonds  
Publicity Committee: Doris Medici, executive secretary, maintenance & engineering administration

#### San Francisco Region

President: Angela Jurgensen, intermediate cargo accounting clerk  
Vice President: Irene Hood, intermediate clerk, flight administration  
Secretary: Mary Koslosky, secretary, purchasing  
Treasurer: Louise Ragan, junior revenue accounting clerk  
Editor/Publicity: Linda King, compositor, printing & office services  
Directors: Joan Drayton, executive secretary, flight administration

Judi Lozada, intermediate accounting clerk, treasury  
Jim McGill, telephone sales agent  
Rich Walbridge, chief station agent, Oakland

Committee Chairpersons: Children's events, Judi Lozada; Discounts, Jim McGill; Tournaments, Rich Walbridge; Raffles, Mary Koslosky; Christmas party and club items, Irene Hood; Picnic, Angela Jurgensen

#### Seattle Region

President: Julene Hayett, clerk typist, maintenance  
Vice President: Sam Brose, captain

Secretary: Pam Olson, telephone sales agent  
Treasurer: Bob McDonald, station agent

Committee Chairpersons: Christmas party, Don Ballew, captain; Ways & Means and club items, Tom Israelian, station agent; Picnic and children's Christmas party, to be selected

#### Systemwide Executive Board

President: Paul Wheatley, Phoenix  
Vice President: Linda Turnbull, Los Angeles  
Secretary: Irene Hood, San Francisco  
Treasurer: Guy Simpson, Phoenix  
Members: Leonard Arguelles, Los Angeles  
Julene Hayett, Seattle  
Gary Johnson, Phoenix  
Angela Jurgensen, San Francisco  
Ben Lewis, Las Vegas  
Bob McDonald, Seattle  
John Otero, Las Vegas  
Louise Ragan, San Francisco

#### Management Club

President: Al Cuneo, budgets & cost analysis director, San Mateo  
Vice President & Secretary: Stan Anderson, maintenance manager, Los Angeles  
Vice President & Treasurer: Ken Hobby, base overhaul manager, Phoenix  
Directors: Bev Boyle, central reservations services manager, San Mateo  
Gene Empey, assistant station manager, Las Vegas  
Jim Garvin, interline & market development manager, San Mateo  
Bob Hayes, Southwest regional public affairs director, Phoenix  
Brad Heap, management information services senior director, San Mateo  
Lynne Manning, customer service assistant station manager, Phoenix

#### Retired Employes Association

President: Bill Levings  
Vice President: Harold Wallis  
Secretary-Treasurer: Fran Gray  
Director-Northern Region: John Bridwell  
-Central Region: Richard Kastlic  
-Southern Region: Robert Landry

#### Retired Pilots

President: Oscar Cleal  
Secretary: Russ Bath  
Treasurer: Clancy Hall

### Credit Unions

#### Phoenix\*

Directors: Frank Akers, captain  
Marty Greenwold, industrial nurse  
Louise Laughlin, telephone sales agent  
James Mara, captain  
Ken Owens, surplus sales manager  
Ted Sutphen, engine shop maintenance supervisor  
Levi Thornhill, engineer  
(Officer elections not held yet at presstime)

Credit Committee: Carol Barton, clerk typist, production control; Rica Hazzard, junior clerk, engineering; Jan Buford, telephone sales agent; Jim Baker, mail clerk; Ted Sutphen, Jr., component overhaul technician

Supervisory Committee: Larry Bessette, avionics maintenance supervisor; Richard Fiala, ground flight instructor; Charles Howard, production control analyst; Dave Knutsen, systems design & programming director; Joe Bon Smith, retired.

Education Committee: Eddie Lundeen, clerk typist, maintenance specifications; Rod Cox, telephone sales manager; Norma Gibbins, secretary, engineering  
\*All employes Phoenix-based

#### San Francisco

President: John Malloy, regional stations manager, San Mateo  
Vice President: Bill Gerrard, Southern California regional marketing manager, Los Angeles  
Treasurer: Jan Ellison, personnel records & salary administration manager, San Mateo  
Secretary: Bob Bauter, corporate security & safety senior director, San Mateo  
Directors: Mary Ames, clerk typist, flight control, San Mateo  
Jack Cromer, captain, San Francisco  
Pete Conley, general accounting director, San Mateo  
Robert McCoy, first officer, Seattle  
Harry Spear, captain, San Francisco

Supervisory Committee: John Pascone (secretary), banking & investments manager; Nancy Williams (secretary), word processing supervisor; Bill Maloney, sales senior director (all San Mateo-based)

Credit Committee: Rob Dirks (chairman), budgets & cost accounting manager; Elinor Keating (secretary), flight attendant administration coordinator; Al Cuneo, budgets and cost analysis director; Bill Gross, passenger service manager; Marie Ambler, crew scheduling administration manager; Peter Suszynsky, budget analyst; Richard Camargo, personnel services & EEO manager; Sonja Murray, intermediate accounting clerk, treasury (all San Mateo)

ized attention when requested, without increasing work loads. This will give the business traveler more time to do what he wants—work or rest. Complimentary cocktails will be available.

Will business travelers try such a service and be willing to pay a little more for it? "Yes," eighty-two per cent said—they could justify some additional expense since their flight time would be more productive.

Cost of a business coach seat, pending Civil Aeronautics Board approval, will be 25 per cent more than full, regular coach fare.

On other airlines, a first class seat is priced up to 63 per cent more than coach. Many business flyers said they cannot justify that much additional expense for the space and quiet they need plus elaborate meal service and frills they don't want anyway.

"The key to business coach's success will be our ability to give the frequent flyer what

sell v. Stephenson, president, said. Business coach will include other benefits:

- More space for carry-on luggage in overhead storage compartments being installed throughout all DC-9-30s.
- Better chance of being able to confirm reservations at the last minute since demand will be less for business coach seats than for regular coach;
- Ability to deplane quickly since the section will be in the front of the aircraft.

Leg room will be up to four inches greater than the average current pitch. The new configuration will include 96 seats on the DC-9-30s and 71 on the -10s and -15s.

"As competition increases, we must find more and more ways to increase passengers' preference for Hughes Airwest," Stephenson said. "Business coach is designed to do just that by giving these important customers what they need and want at an acceptable price."

- Seven-day advance purchase of a roundtrip ticket.
- Return within 30 days with at least one Saturday night included in the stay; and
- No stopovers.

There will be no penalty for cancellation. Ashton said the pricing and business coach proposals are the results of more than three years of study and market research.

At the CAB presentation, the officers also presented an overview of our successful operations since 1970. Other vice presidents in the group included: Ed Altman, operations; Harry Swenson, finance; Art Taylor, legal; George Scotch, controller; and Kip Wharton, sales and service.

In early March, Stephenson and Ashton made similar presentations at the White House, Department of Transportation and Office of Management and Budget and to senators, representatives and their staffs from the eight western states, Iowa and Wisconsin.

Earlier it was presented to 17 bankers from nine financial institutions across the country which have participated in our growth.

## Gloria Evans named San Francisco manager of flight attendants

Gloria Evans, who has 10 years experience in inflight services, has been promoted to flight attendant manager in San Francisco.

She had been assistant flight attendant manager since November.

Evans started her career in 1967 as a flight attendant with Pan Am and later was an instructor and a supervisor, based in Washington, D.C., Miami, Los Angeles and Chicago.

She joined United in 1973 as a 747 and DC-10 inflight supervisor based in Chicago. In 1975, she went to American in customer service in San Francisco.

Evans joined Hughes Airwest as a flight attendant in 1976 and later served as an instructor.



Evans

### Four awards—the most

## Company big winner in public relations contest

The company's Orange County 25th anniversary celebration won first place in the Northern California Public Relations Awards Competition for 1977.

Hughes Airwest won four awards in the contest—more than any other company. There were 200 entries.

The Orange County award was in the special/press event category.

Another first place was won for the best publicity photo. The entry was of Mary Bush, our first woman pilot, and her husband, John Lowman, a Hughes Airwest captain and flight instructor.

Two honorable achievements, the second highest award, were won: in the market-support public relations program category for the Cabo San Lucas press inaugural; and in the feature news release category for the story about Kachina, the hawk we assisted on its flight to freedom from San Francisco to Tucson.

The contest is sponsored by chapters of the Public Relations Society of

America. Awards were presented at an annual banquet.

The plaques were accepted for the public relations department and the company by Larry Litchfield, public relations manager and PRSA member.

## SALES AWARDS . . .

(Continued from inside)

ter specialist.

- For outstanding achievement in leading the regional airlines in total air cargo growth—Bob Donahue, cargo and military sales director.
- For the greatest air cargo revenue contribution—Bill Allen, Southwest regional cargo manager.
- For excellence in air cargo sales programs—Dan Donnelly, Northwest regional cargo manager.

Keynote speaker at the awards banquet was J. Willard Marriott, Jr., president of the Marriott Corporation. J. Willard Marriott, Sr., chairman of the board, also attended.

Other guests included Frank W. Gay, chairman of our board of directors, who addressed the group the previous day.

Workshops during the four-day meeting were on such topics as group and commercial account selling, revenue statistics and schedule planning, the current advertising and promotion approach and Des Moines and Milwaukee.

Each of the vice presidents made a presentation to the group updating major developments in their division.

Dr. Jess Lair, psychologist, author and a professor at the University of Montana, spoke on "How to find out what we are meant to be and be it."

## Proud father



Evelyn Banks received her flight attendant wings from her father, Jim, a retired Hughes Airwest captain, at a recent graduation. (See Transition photo inside.)

## Seven in Las Vegas, Seattle, Phoenix, San Francisco make mark for 'Top Banana' award

The "Top Banana" trophy has been earned by seven employees mentioned in five complimentary letters from customers.

- They are:
- Diana Dahart, ticket agent, and Miguel Fonseca, flight attendant, Las Vegas;
  - Ricardo Quesada, flight attendant, Phoenix;
  - Sylvia Murillo, telephone sales agent, and Teresa Bohlander and Carol Fordyce, flight attendants, Seattle; and
  - Joan Gonsalves, flight attendant, San Francisco.

The trophy has been received by 96 employees since the program was begun early last year.

The "Top Banana" pin for the first mention has been earned by 1,158. The latest 51 recipients are:

Mary Addis, Vernon Alg. Callae Bugbee, Ernest Burks. Harold Carpenter, Cheryl Ching, Terri Ciongoli, John Coe, Marina Cruz, Claudia Dixon, Margaret Facio, Charles Fields, Kay Franz, Patti Garey, Rosa Garza, Margie Gostyla, Steve Graupensberger, Tex Hansen, Harold Hardy, Elmer Hillstrom.

Mike Jewitt, Lorraine Kole, Steve Lakatos, Jim Larson, Marie Marx, Peggy McDonald, Chuck Meiers, Marie Miller, Mary Moriarty.

Theresa Nardello, Patty Nelson, Elaine Ness, Jean O'Leary, John Overbaugh, Bob Palmer, Grover Payton, Brenda Petree, Ken Pheifle.

Lorraine Rees, Velia Rios, Madelyn Rodriguez, Leroy Scott, Pat Seawell, Vickie Synder, Dick Stevens.

Vern Thomas, Mitch Underwood, Colleen Warnshuis, Kathy Webber, Ron Weinert, Debbie Wilson.



## 'Top Banana' in Washington

President Russell V. Stephenson delighted Senator Howard Cannon of Nevada by presenting him with the company's "Top Banana" trophy for his "outstanding leadership in the field of regulatory reform." The surprise award followed Stephenson's address at the Greater Reno Chamber of Commerce Air Services Luncheon Feb. 14. Cannon is co-author of the Cannon-Kennedy bill on regulatory reform and was recently elevated to chairmanship of the Senate committee on commerce, science and transportation.

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