

Louisville, Nashville: we'll be there Dec. 1

Flights to Louisville and Nashville from Los Angeles will be inaugurated on Dec. 1 with two round trips a day.

One trip will serve San Francisco beyond Los Angeles and the other will serve San Diego. They will be operated with Boeing 727-100s to be leased by the company.

Start-up was announced Sept. 28 by Russell V. Stephenson, president, at a Louisville press conference.

He expressed gratitude to the Louisville-Jefferson County Air Board and the Louisville Area Chamber of Commerce for supporting our bid for the nonstop route to Los Angeles.

"We are honored to have been the airline selected by the community from the outset of the route case to fill a void in its air transportation network," he said.

Both round trips will serve Nashville beyond Louisville. Our authority will allow us to carry local passengers on the 154-mile segment between the two cities.

The Los Angeles-Louisville nonstop will be 1,842 miles, bringing us to within 600 miles of ocean-to-ocean nonstop service.

New gateways to Mexico, Canada

SF-Alberta this month

Establishment of new international gateways from the San Francisco Bay Area to Canada and Mexico highlight schedule changes accompanying the switch to daylight saving time.

Daily nonstop flights from San Francisco to Edmonton and Calgary will be inaugurated on Sunday, Oct. 29. On the following Saturday, Nov. 4, weekly flights to Manzanillo, our newest Mexico destination, will begin. These will originate in San Francisco and continue from Oakland nonstop to San Jose del Cabo (Cabo San Lucas) and on to Manzanillo.

San Francisco-Canada

The Alberta flights will complete start-up of new authority to link Los Angeles and San Francisco nonstop with Edmonton and Calgary. We inaugurated Los Angeles-Edmonton/Calgary nonstops on July 15.

The flights from San Francisco will compete with service by Air Canada. It currently offers one daily nonstop roundtrip between San Francisco and Edmonton and one linking San Francisco with Calgary.

The northbound Calgary flight will depart San Francisco at 10:35 a.m. and arrive at 1:48 p.m. The nonstop to Edmonton will leave at 5:50 p.m. and arrive at 9:17 p.m.

Southbound flights from Edmonton will depart at 7:30 a.m. and arrive in San Francisco at 9:23 a.m. The nonstop from Calgary will leave at 3:35 p.m. and arrive at 5:17 p.m.

The DC-9-30 flights are timed to connect in San Francisco with United Airlines' Hawaii service and compete with connections now scheduled through Vancouver and Los Angeles.

The new schedule will bring other improvements for our Alberta cities. A 727-200 nonstop linking Edmonton with Las Vegas (and Phoenix beyond) will be added and a second nonstop roundtrip will be flown between Calgary and Las Vegas.

Manzanillo

Start-up of weekly service to Manzanillo will mark the first new Mexico gateway and destination under the bilateral agreements approved earlier this year.

All 78 coach seats from the San Francisco Bay Area to Manzanillo have been blocked through April by Club Med for their guests traveling to nearby Playa Blanca.

These passengers have been flying on us to Puerto Vallarta and were bused to the resort. The Saturday-only service to Manzanillo will make more seats available on Puerto Vallarta flights during the peak season.

Business Coach seats will be available for direct sale from San Francisco and Oakland to Cabo San Lucas and

Manzanillo on the new flight.

The southbound flight will leave San Francisco at 7:30 a.m. and Oakland at 8:20 a.m. It will arrive in San Jose del Cabo at 12:06 p.m. and Manzanillo at 2:38 p.m.

The return will leave Manzanillo at 3:40 p.m. and San Jose del Cabo at 4:20 p.m., arriving in Oakland at 6:12 p.m. and San Francisco at 7:45 p.m.

An additional flight to San Jose del Cabo will be flown four days a week from San Francisco, Los Angeles and Tucson.

23 honored for quarter century



Stations (from top left)—Red Helle, sales & service manager, North Bend; Dick Manning, chief station agent, Portland; Tommy Thompson, station agent, Burbank; Hap Masoner, chief station agent, Twin Falls; Bob Haskin, chief station agent, Boise; Gene Martin, station manager, Sacramento; Gary Hoopes, chief station agent, Yakima; and Russ Fields, station services manager, San Mateo. (Unable to attend: Jack Wilson, station agent, Phoenix.)



Operations (from left)—Kneeling: Joe Kupko, quality control supervisor, Phoenix; Lionel Leonard, captain, Las Vegas; and Duane Siggins, dispatcher, San Mateo. Back row: Bob Lindenberger, captain, San Francisco; Bob Manning, captain, Phoenix; Terry Fitzpatrick, lead component overhaul technician, Phoenix; Walt Mahoney, captain, Las Vegas; Sandy Sondgeroth, avionics maintenance supervisor, Phoenix; and Dick O'Leary and Keith Hansen, flight coordinators, San Mateo. (Unable to attend: Jim Hofmeister, maintenance technician, Seattle; John Horvat, stock clerk, Las Vegas; and Art Kittleman and Bob Theuer, captains, San Francisco.)

Twenty-three operations and stations employees who joined the company in 1953 were saluted at the annual 25-Year Employee Recognition Dinner Sept. 23 at the St. Francis Hotel in San Francisco. They represented more than 575 years of service. Pins and certificates were presented by Russell V. Stephenson, president; Edwin N. Altman, operations vice president; Bill Drechsler, maintenance & engineering staff vice president; Gene Malm, flight operations staff vice president; and Eric Wilson, stations senior director.

Orange County moves ahead on environmental noise issues

Orange County's board of supervisors has approved the environmental impact report for the county's airport—another important step in resolving noise and related controversies surrounding the facility.

Essentially, the vote means that the board agreed with the planning commission that the EIR is "complete and adequate." The supervisors did not adopt any of the commission's five alternatives for future levels of service, however they did set in motion procedures for renewing leases with the airlines.

We have been without a lease since 1972, making it impossible to expand or remodel facilities, increase service

or upgrade the type of aircraft serving the airport.

The board action specified that the new leases be "in line" with previous agreements, according to Mike Murphy, public affairs staff vice president.

"We are pleased with the board's approval and acceptance of the EIR in that it opens doors to resolve critical problems."

Russell V. Stephenson, president, testified at the Aug. 30 meeting that our overall load factor on flights departing Orange County had climbed to 70 percent, and as high as 77 percent in the first half of August.

"We are having difficulty providing

service to existing passengers because of such high load factors and the condition of the existing facility," he said in encouraging approval of the EIR.

The supervisors also instructed the county general services agency to prepare a plan-of-action within 60 days for development of a new master plan for the airport. As policy, the board said that the airport "shall provide only air passenger service within the short-haul (nonstop) range of approximately 500 miles."

Orange County is our most productive station. We have 96 departures a week—the maximum currently allowed—nonstop to Phoenix, Las Vegas and Salt Lake City.

Transcontinental routes sought —Baltimore from Phoenix, Las Vegas, Salt Lake City

We have asked the Civil Aeronautics Board to approve the first nonstop service linking Las Vegas, Phoenix and Salt Lake City with Baltimore/Washington International Airport (BWI).

The request was made jointly with the State of Maryland.

If granted, the routes would provide the first single-plane service to BWI from Burbank, Portland and Tucson.

BWI is one of three major airports serving Washington, D.C. and is the only one that conveniently serves the City of Baltimore and the densely populated surrounding region.

The Hughes Airwest-Maryland proposal would resolve "glaring deficiencies" in the air transportation pattern

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TRANSITION

WELCOME ABOARD

Dave Ramdorsingh, software programmer, Phoenix. **Jerald Crane**, **Terrence Sherwood**, **Carmen Finnigan** and **Robert Conner**, ground flight instructors, Phoenix. **Patricia Makarewicz**, industrial nurse, San Mateo. **Mary Hadding**, clerk typist, purchasing, San Mateo. **Ricardo Silberfaden** and **Nina Taira**, telephone sales agents, San Mateo. **Joanne Stenback**, junior general accounting clerk, San Mateo. **Sandra Halterman**, telephone sales agent, Seattle. **Francine Villegas**, telephone sales agent, Los Angeles. **Deirote McElroy**, **Wallie Cunningham**, **Jeffrey Bolton**, **Roberto Dominguez**, **Sandra Somers**, **Sharon Barnett-Yanon**, **Patricia Span** and **Patricia Masco**, telephone sales trainees, Los Angeles. **Lewis Sims**, station agent, San Francisco. **Randolf Scott**, station agent, Calgary. **Thomas Nichols**, **Michael Jesurun** and **James Bogle**, station agents, Burbank. **Francisco Miranda**, station agent, Yuma. **Timothy Creed**, station agent, Orange County. **Christine O'Connell**, station agent, Grand Canyon. **Michael Haley** and **Lester Walling**, station agents, Los Angeles. **Lois Starkey**, station agent, Des Moines. **Gary Williams**, ticket agent, Salt Lake City. **Melvin Maley** and **Robert Douglas**, hangar maintenance technicians, Phoenix. **Allen Darr**, component overhaul technician, Phoenix. **Ellen Kirk**, cleaner, Phoenix. **Guy Ziegler** and **James Emmons**, stock clerks, Phoenix. **John Pickard**, **Keneth Wells**, **Edward Connelly**, **Gerald Werner**, **Jerome Hammack**, **William Bolton**, **Ross Robb**, **Alan Bohrer**, **Samuel Fitzpatrick**, **Robert Colley** and **Wesley Osborn**, first officers, Phoenix. **Gary Crawford**, **Robert Wollow** and **Thomas Gully**, first officers, Las Vegas. **Wayne Siemer**, **Clay McCoy** and **Gregg Hess**, second officers, Las Vegas.



Twenty-one flight attendants were graduated in ceremonies at international headquarters Aug. 31.

Guest speaker was Edwin N. Altman, operations vice president. Participating were Dottie Smith, flight attendant training director; Susan Schoenberger and Jeanne Koreltz, supervisors; and Kathie Stewart, coordinator. Susan Maloy was the class instructor.

Pictured are (from left, front row, with hometown): **Georgia Bolton** (class valedictorian), Scottsdale, Ariz.; **Marguerite Shapiro**, **Susan Brennan** and **June Williams** (sister of former flight attendant Valerie Gobble Robinson), Las Vegas; **Sharon Souhnein**, Tacoma, Wash.; **Mary Feeny**, Phoenix; and **Kathleen Russell**, Ventura, Calif., wife of Jim Russell, Los Angeles station agent.

Standing: **Sharon Hayes**, Redding (formerly with TWA); **Betsy Kostizak**, Rochester, N.Y.; **Jody Neyman**, Seattle; **Colleen Carroll**, Phoenix; **Sheri Blanchard**, Berkeley, Calif.; **Dennis Norwood**, Phoenix; **Walter King**, Pullman, Wash.; **Edith Perez**, Asuncion, Paraguay; **Lisa Converse**, Seattle; **Leslie Fujii**, Honolulu; **Judy Stallings**, Las Vegas; **Bettlann Naccarato**, Boise; **Joanna Kurtz**, Bellevue, Wash.; and **Jane Graves**, Las Vegas, daughter of a former Bonanza flight attendant.

Blanchard and Williams were assigned to the Las Vegas domicile; all others were assigned to Phoenix.

Heir Fare

To Ron and **Marlys Szabo**, secretary, flight operations, Seattle: a boy, Randy Jon, 7 lbs. 8 oz.; Aug. 24.

To Eugene and **Marie Okamoto**, flight attendant, San Francisco: a girl, Crystal Leiko, 8 lbs. 4 oz.; Aug. 18.

To Norma and **Richard Corbell**, dispatcher, San Mateo: a boy, David Ryan, 7 lbs. 15½ oz.; July 31.

PEOPLE POTPOURRI

A new *Who's Who in America* listing, in the 1978 edition, is **Harry W. Swenson**, finance vice president and treasurer.

* * *

Four headquarters-based employes are serving in industry positions:

- **Edwin N. Altman**, operations vice president, as vice chairman of the Air Transport Association's operations and technical council;

- **Bob Donahue**, cargo and military sales director, as second vice president of the San Francisco Air Cargo Association;

- **Dick Neal**, assistant to the sales and service vice president, as vice chairman of the Air Traffic Conference agency committee; and

- **Jim Price**, commuter and public affairs manager, as secretary of the Commuter Airline Association's associate members group.

SERVICE ANNIVERSARIES

THIRTY YEARS

PHOENIX—**Alfred Klein**, flight training director.

TWENTY-FIVE YEARS

PHOENIX—**Terence Fitzpatrick**, lead component overhaul technician, BURBANK—**Alcyd Thompson**, station agent, NORTH BEND—**Roger Hellie**, sales and service manager.

TWENTY YEARS

SAN FRANCISCO—**Peter Hendrickson**, captain. **Wilbert Schmidt**, maintenance technician. SEATTLE—**Kenneth Carpenter**, maintenance technician. **Janet Price**, chief

telephone sales agent. MONTEREY—**Donald Sager**, chief station agent. FRESNO—**Herbert Jones**, chief station agent. KLAMATH FALLS—**Frank Pedersen**, chief station agent. BAKERSFIELD—**Harold Peters**, station manager.

FIFTEEN YEARS

LAS VEGAS—**Edward Dickman**, first officer. SAN MATEO—**Eleanor Viri**, senior transcription operator. SAUDI ARABIA—**Sarn Brown**, maintenance manager. SEATTLE—**Jack Broom**, **Arthur Meyer**, **Nels Carlson** and **James Buzzell**, maintenance technicians. **Dean Hinkley**, lead maintenance technician. **Richard Christensen**, ticket agent. PHOENIX—**Norman Jewell**, lead avionics technician. **Robert Mast**, accessory overhaul technician. **Henry Trump**, engine technician. SAN FRANCISCO—**Reynolds Artolachipe**, maintenance assistant manager. SPOKANE—**Richard Dansereau**, maintenance techni-

cian. GREAT FALLS—**Donald Riedel**, maintenance technician. BOISE—**Melvin Fisher**, maintenance technician. **Thomas Guinard**, station agent. PALM SPRINGS—**William Sinclair**, chief station agent. STOCKTON—**John Lick**, station agent.

TEN YEARS

SEATTLE—**Barton Whalen**, cleaner. **Sarn Storey**, first officer. **Dale Hofman**, ticket agent. **Dewayne Wilkineen**, station agent. PHOENIX—**Monte Varah**, engineer. **Roland Griffin**, **Larry Brustad** and **Bobby Early**, component overhaul technicians. **David Crosby** and **Glenn Bender**, avionics technicians. **John Watkins**, maintenance control supervisor. **Roger Smith** and **Henry McGowan**, hangar maintenance supervisors. **William Newman**, **Mark Wyckoff**, **Neil Savage**, **Walter Ferdna**, **Robert Green**, **Thomas Hauck**, **William Hefty**, **Harold Mouser**, **Roy**

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PROMOTIONS

Cynthia Colin to pensions & group insurance representative, San Mateo. **Thomas Pace** to maintenance assistant manager, Saudi Arabia. **Denise Rollinson** to intermediate clerk, purchasing, San Mateo. **Joann Dubbert** to senior clerk, pensions & group insurance, San Mateo. **Judith Trettenero**, **Colette Palmer**, **Sylvia Leonhardt**, **Florence Miyakado** and **Helen Beckwith** to intermediate revenue accounting clerks, San Mateo. **Sandra Bettis** to chief telephone sales agent, Los Angeles. **James Kerns** to chief station agent, El Centro. **Melvin Ives** to chief station agent, Salt Lake City. **Dorothy Queenan** to chief telephone sales agent, San Mateo. **William Jones** to chief station agent, Milwaukee. **Carl Parker** to chief station agent, Los Angeles. **Arthur Smith** to chief station agent, Santa Maria. **James Walker** to lead maintenance technician, Las Vegas. **Alan Muir**, **Mitchell Griffin**, **Lawrence Bingham**, **John Maus** and **Donald Gilday** to check captains, Las Vegas. **Patrick Romero** to chief station agent, Seattle.

RETIREMENTS

Fred Middendorf, lead quality control technician, Phoenix, after 26 years with the company. He joined Empire/West Coast in 1952.

Charlie Illes, lead hangar maintenance technician, Phoenix, 15 years. He started with West Coast in 1963.

In Memoriam

Frances C. Fleming, junior clerk, maintenance, San Francisco, since 1966; Sept. 21. Mother of **Janice Sedlmeyer**, senior revenue accounting clerk, San Mateo. She was 57.

Clifford Knutson, father of **Nancy Strange**, telephone sales agent, San Mateo; Aug. 16. **Pauline Raytan**, mother of **Arlene Dye**, junior programmer, Phoenix; Aug. 31.

Edgar Israel, father of **Paul Israel**, mail clerk, San Mateo; Sept. 3.

George Ligsay, father of **Anita Yock**, intermediate revenue accounting clerk, San Mateo; Sept. 12.

Jennie Schneider, mother of **Michael Adams**, ticket agent, San Francisco; Sept. 14.

Della Horning, mother of **Gary Johnson**, quality control technician, Phoenix; Sept. 16.

TRAFFIC SCOREBOARD

FINANCIAL RESULTS			TRAFFIC SCOREBOARD			
	Aug. 78*	Aug. 77*	% Change	Aug. '78	Aug. '77	% Change
Operating revenue—passenger	\$ 25,720	\$ 20,623	+24.7	573,598	462,575	+24.0
—cargo	1,188	738	+61.0	236.7 mil.	189.0 mil.	+25.2
—charter	1,177	810	+45.3	365.0 mil.	323.5 mil.	+12.8
—other	1,253	1,512	-17.1	64.8%	58.4%	+10.5
Total	29,338	23,683	+23.9	62.4	55.0	+13.5
Operating expense	25,929	21,142	+22.6	412.6	408.6	+1.0
Operating earnings	3,409	2,541		62.4	55.0	+13.5
Non-operating earnings (loss)	(643)	(448)		412.6	408.6	+1.0
Provision for taxes	1,189	672		62.4	55.0	+13.5
Net earnings	1,577	1,421		412.6	408.6	+1.0
		Year-to-date*		1,167,599	903,795	+29.2
Operating revenue—passenger	\$182,270	\$143,836	+26.7	2,731	2,097	+30.2
—cargo	7,698	5,511	+39.7	84.6%	75.7%	+11.1
—charter	7,064	4,412	+60.1	16,301	11,878	+37.2
—other	11,554	11,138	+3.7	180,902	115,204	+57.0
Total	208,586	164,897	+26.5	4,899	4,256	+15.1
Operating expense	193,432	156,726	+23.4	3,931,381	3,150,178	+24.8
Operating earnings	15,154	8,171		1,658 bil.	1,323 bil.	+25.3
Non-operating earnings (loss)	(2,297)	(1,883)		2,730 bil.	2,454 bil.	+11.3
Provision for taxes	5,434	1,507		60.7%	53.9%	+12.8
Net earnings	7,423	4,781		58.1	50.3	+15.5
				421.6	420.1	+0.4
				7,862,195	6,543,937	+20.1
				18,688	15,038	+24.3
				85.3%	82.3%	+3.1
				107,710	93,194	+15.6
				1,192,497	709,244	+68.1

*All data in thousands (add 000).

year, the previous record.

Load factor (the percentage of seats filled) increased to a record 64.8 percent from 58.4 last year, while density (the number of passengers flying per mile) also hit an all-time high of 62.4 passengers, up 13.5 percent from 55.0. (The previous records were a load factor of 64.0 percent and density of 61.2 passengers, both set in March of this year.)

Cargo ton miles also set a record at 1,167,599, up 29.2 percent from 903,795 miles in August 1977. This broke the previous record of 1,107,630 set in June of this year and was only the fourth month in our history that cargo ton miles have exceeded the one million mark.

Tons of cargo boarded jumped 30.2 percent to 2,731 from 2,097 in August 1977.

(See Traffic Scoreboard and Financial Results for other performance statistics.)

AUG. YEAR-TO-DATE 727 PERFORMANCE

Scheduled service*	1978	1977
Passenger boardings	180,644	132,625
Load factor	55.4%	50.5%
Density	85.9	77.6
Average trip miles	YEG/66	816
*Presently PHX-LAS-YYC/YEG/OAK/SJC		
Charter service		
Passenger boardings	73,892	35,095
Charter miles flown	807,299	352,162
Average trip miles	1,503	1,197

Milwaukee Start-up for Midwest Service



Margaret Hance, mayor of Phoenix, and Joy Carter, vice mayor, cut the double ribbon celebrating start up of service to Milwaukee and Des Moines on Sept. 6. Looking on are (from left): Edwin N. Altman, operations vice president; Kip Wharton, sales and service vice president; and Jim White, Phoenix councilman. Earlier, in Orange County where the flight originated, the first three Milwaukee and Des Moines-bound passengers were presented bottles of champagne.



Flight attendants Sandy Bailey (left) and Joan Vrahas hold the commemorative ribbon in Milwaukee for the first westbound flight. Pictured (from left) are: Ron Larsen, city alderman; Jim Price, public affairs manager; Edwin N. Altman, operations vice president; Joseph Hutsteinen, county supervisor; Joe Sanek, airport director; and Ben E. Johnson, president of the Milwaukee common council. Milwaukee's gift to Phoenix was a beer stein (inset). Other inaugural flight crew members were: Kinny Kinamon, captain; Bill Conklin, first officer; and Vangie Casillas, flight attendant.



The mayor of Des Moines, Richard E. Olson (left), and Kip Wharton, sales and service vice president, exchange civic gifts marking the first flight. Des Moines sent Phoenix a plaque commemorating the event and Phoenix sent a Kachina doll.

The West in the Midwest

Station agents in the Midwest truly represent the West. They transferred there from 11 different cities in five states.

Our team in Milwaukee includes: Bill Jones, chief (promoted from station agent, Portland); John Jones, chief (from Los Angeles); Lee Cantrell (Ontario); Dave Clapp (Orange County); George Connelly (Lewiston); Mike Koch (Las Vegas); and Tom Lewis (Grand Canyon).

In Des Moines are: Jason Carr, chief (Santa Maria); Greg Herrick, chief (Reno); Kirk Graham (previously a Seattle flight attendant); Jay Hinnenkamp (Phoenix); and Jim Johnson (Seattle); plus two new employees—Connie Comford and Lois Starkey, both from Des Moines.

Iowa district sales managed by W. C. Phillips

Warren C. Phillips has joined the company as district sales manager in Des Moines.

He had been with Northwest Airlines in Chicago since 1972, first as a sales representative and later as agency sales manager.

Phillips, 32, earned a bachelor's degree at Elmhurst College in Illinois and a master's from Northern Illinois University.

He was a junior high school teacher and coach before coming to the airline industry.

visor since 1976.

McNary, 34, received a degree in business administration from Menlo College in Menlo Park, Calif.

Odom

Gordon Odom came to Hughes Airwest as a press operator in 1973 and has been cameraman since 1974.

Previously he was a graphic artist, press operator and printing firm manager for ten years in Iowa.

Odom, 35, served in the Marine Corps in Vietnam and the Cuban Crisis.

Managers: Destiche, Haden, Hughes, Keltner, Le Rette, McNary, Odom

Seven employees have been named to manager positions—

- John W. Destiche, surplus sales;
- L. Arnall Haden, schedule administration;

Bud Stokes, NW marketing manager

Howard A. "Bud" Stokes has been promoted to regional marketing manager for the Northwest, based in Seattle.

He is responsible for marketing planning and implementation of sales activities in the Portland, Spokane, Boise and Seattle districts.

Stokes had been Seattle district sales manager since 1974 and was DSM in San Jose in 1969-74.

He joined the company as a station agent in Phoenix in 1960 and was a SATO agent at Norton Air Force Base in 1966-69.

Stokes, 38, attended Weber State College in Utah and Edmonds (Wash.) Community College.

He is a member of the Seattle Convention and Visitors Bureau promotion committee, SKAL Club and World Trade Association.



Stokes

- Hedy Hughes, consumer affairs;
- Janet A. Keltner, corporate records;
- Jon M. Le Rette, sales administration;

- Jack F. McNary, current schedules and crew planning; and
- Gordon L. Odom, printing services.

Destiche is based in Phoenix and Odom oversees the print shop in South San Francisco; the others are based in San Mateo.

Destiche

John Destiche, 46, joined the company in 1969 as a warranty analyst and most recently was inventory control supervisor.

Previously he worked as an inventory supervisor and office manager for firms in Wisconsin.

Destiche studied economics at St. Norbert College and the University of Wisconsin in Milwaukee and served in the U.S. Army.

Haden

Arnall Haden, 38, joined us in August.

Previously he held management and supervisory positions with Frontier and Piedmont Airlines in station operations, reservations, ticketing and scheduling.

Responsibilities of his new position include overseeing display of schedules in our reservations system, coordination with other airlines' systems and schedule publications.

Hughes

Hedy Hughes most recently was secretary to the president. She came to Hughes Airwest in 1971 as executive

secretary to the marketing vice president.

Previously she worked for Mohawk Airlines in New York and for Boeing Company in Seattle.

Hughes, 40, received a degree from Rider College in New Jersey.

Keltner

Jan Keltner joined the company as a secretary in regulatory affairs in 1974. She had been records administrator in corporate security since 1975.

Previously she worked for a law firm in San Jose for 13 years.

Keltner, 37, attended Multnomah College in Portland and is continuing studies at the College of San Mateo.

Le Rette

Jon Le Rette has been a district sales manager in the San Francisco Bay Area since coming to the company in 1975.

Previously he was cargo sales manager in San Francisco for Northwest Airlines and assistant manager of resource planning for McDonnell Douglas in Long Beach.

Le Rette, 34, received a B.S. and did graduate study in marketing at the University of Southern California.

In addition to sales administration responsibilities, he will oversee the Mexico marketing programs in the U.S.

McNary

Jack McNary joined the company as a station agent in 1966.

Later he was a crew scheduler, assistant dispatcher and aircraft router. He has been schedule analysis super-

Our 'Yes for less' ski season

There are 51 different vacation packages to 22 popular resort areas in eight states and Canada in our "Ski Jumps" program this winter.

Calgary

Featured this season are eight packages to resorts in the Canadian Rockies, via the gateway city of Calgary.

One, effective Nov. 1, is to Banff, where skiers have a choice of a cross-country package or one with interchangeable lift tickets for slopes at Lake Louise, Mount Norquay and Sunshine Village. Rates, which vary with the time of season, begin at \$104 a person (double occupancy) for seven nights.

Another Canadian tour is to Bavarian-like Kimberley—Canada's highest city near Cranbrook—and accommodations at Purcell Condominium Hotel. Rates begin at \$61 a person (double occupancy) for two nights and two lift tickets, effective Nov. 22.

Salt Lake City

Salt Lake City, which claims "the greatest snow on earth" at five nearby resorts, also is being emphasized this season as a prime ski destination.

Most of the 17 packages available to Utah's famous slopes at Alta, Snowbird, Brighton, Park West and Park City offer interchangeable lift tickets.

One package is for three nights with two interchangeable lift tickets. Rates begin at \$57.75 a person (double occupancy), effective Nov. 17.

Sun Valley

Seven packages, each featuring seven nights and six lift tickets, are available in the Sun Valley area, served through the Twin Falls gateway.

One offers accommodations in Sun Valley at the Lodge & Inn, beginning at \$252 a person (double occupancy), effective Jan. 6. Hotels in the other packages are in nearby Elkhorn, Ketchum or Warm Springs.

Ski Ambassadors

As in past years, Ski Ambassadors—the airline's ski-minded employees—will be aboard special Sun Valley Ski Jets on Saturdays, beginning Jan. 6, from Los Angeles and San Francisco. They will answer passengers' questions regarding destinations and travel itineraries.

The volunteer ambassadors will consult detailed

check lists to assure all travel arrangements have been made.

Other ski resorts

Other ski resorts featured this season (listed by gateway city) are:

Reno, Nev. (Lake Tahoe area)—Alpine Meadows, Heavenly Valley, Kirkwood, Northstar, Ski Incline and Squaw Valley (in California).

Kalispell, Mont.—Big Mountain.

Denver, Colo.—Vail.

Boise, Ida.—Bogus Basin.

Idaho Falls, Ida., or Salt Lake City—Targhee (in Wyoming).

Redmond/Bend, Ore.—Mt. Bachelor.

Snow Phone

Our exclusive Snow Phone will be plugged in Nov. 15 to provide detailed reports on snow conditions at major ski areas. It will operate until the end of March.

Skiers may call a reservations office Tuesdays through Saturdays for such information as snow depth and type, the number of lifts operating and the general condition of the slopes.

planning, economic analysis sr. director

Curt Haag has been promoted to senior director of fleet planning and economic analysis.

His responsibilities include fleet planning, traffic research and forecasting, schedule development, traffic and economic analysis, and system route development. He reports to the corporate planning vice president. He joined the company in 1972 as senior financial analyst. He was named economic control manager in 1973 and fleet planning manager in 1974. He had been director of fleet planning and economic analysis since May 1977.

Haag, 37, received a B.S. degree in technology from Union College in New Jersey and M.S. degrees in aeronautical engineering and finance at Massachusetts Institute of Technology's Sloan School.

He served in the Air Force and worked in 1970-71 for Grumman Aerospace Corp. in New York.



Haag

events in brief

A travel industry arts and crafts sale will be held in San Diego's Balboa Park on Oct. 28 to help raise money to rebuild the Aerospace Museum which was destroyed by fire early this year.

Jack Stoops, district sales manager, is heading the drive. Anyone wishing to contribute items they have created should contact him. Free pick-up or shipment to San Diego is available.

The sixth annual Hughes Airwest/Orange County Invitational Golf Tournament will be Wednesday, Oct. 25 at the Los Serranos Golf Course-South.

Fee is \$20, including electric golf cart, food and prizes. The event is limited to 80 players. The first foursome will tee off at 9 a.m.

Contact Tom Chandler, Orange County station manager, for details and registration. Entry deadline is Oct. 19.

The Hughes Airwest Retired Employes Club will hold its annual meeting Dec. 5 at the Frontier Hotel in Las Vegas.

to director—sales, scheduling, public relations

Four managers have been promoted to director—

- Micheal F. Conroy, field sales;
 - Norman V. Hansen, interline, group and tour sales;
 - Kenneth Libby, scheduling; and
 - Lawrence H. Litchfield, public relations.
- All are based at international headquarters.

Conroy

Mike Conroy has been Northwest regional marketing manager based in Seattle since February 1977.

He joined the company in 1965 as a reservations agent in Seattle. Following service in the Marine Corps in Vietnam in 1966-68, he returned as a ticket agent in Seattle.

He became Portland sales representative in 1969 and later was district sales manager in Spokane, Ontario, Las Vegas and San Jose.

Conroy, 32, received a degree from Chaffey College in Ontario and is completing studies at the University of Puget Sound in Seattle.

Responsibilities of his new position include implementation of corporate programs at the field sales level and staffing, training and directing the company's sales personnel.

Hansen

Norm Hansen joined the company as a Los Angeles station agent in 1963. Following service in the Marine Corps in Vietnam in 1965-66, he was district sales manager in Orange County and Utah, and Southwest district marketing manager.

He had been group and tour sales system manager since 1972.

Hansen, 34, served on the Utah governor's transportation committee in 1970-72 and was president of the Salt Lake City SKAL club in 1972.

Libby

Ken Libby had been current schedules and crew planning manager since 1973.

He joined the company as a Redding station agent in 1966 and was regional station instructor in Phoenix in 1970-73.

Libby, 33, studied business administration at Shasta Junior College in Redding and served in the U.S. Army.

His responsibilities include development and implementation of schedules for our flights.

Litchfield

Larry Litchfield has been with the company since 1970, initially as a public relations representative. He was promoted to public relations manager in 1975.

Previously he was associated with Carl Byoir & Associates, a public relations firm, where his assignments included Hughes Tool Co. aircraft division and Hughes Aircraft Co.

Before that, Litchfield, 43, worked for six years with the Copley news organization in various editorial positions in San Diego, Los Angeles and Sacramento.

He received a bachelor's degree in journalism from California Polytechnic State University in 1958. He is an accredited member and chapter director of the Public Relations Society of America, a member of the Aviation/Space Writers Association and currently serving as vice president of the San Francisco Peninsula Press Club.



Conroy



Hansen



Libby



Litchfield

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SERVICE ANNIVERSARIES . . . (Continued from inside)

Turner, William Wilson and William Yanez, hangar maintenance technicians. John Montalvo, engine technician. Nick Newman, assistant station manager. Herbert Shingler, ticket agent. ORANGE COUNTY—Donald Zeller, lead maintenance technician. Ernest Oakeley, station agent. LAS VEGAS—Dwight Braunberger, avionics technician. Robert Ragam, maintenance assistant manager. Rochelle Carter, ground serviceman. James Quistoff and Gary Gabbard, first officers. Pete Saavedra, ticket agent. SALT LAKE CITY—Glen Smith, maintenance technician. Lester Brown, station agent. Larry Smith, ticket agent. SAN MATEO—Ann

Watson, intermediate general accounting clerk. Anne Lee, intermediate revenue accounting clerk. Judy Allen, telephone sales agent. CHICO—Donald Alexander and Louie Rego, station agents. SAN FRANCISCO—Vicki Ludlow, ticket agent. PORTLAND—John Coe, station agent. SAN DIEGO—Andrew Lewis, station agent.

FIVE YEARS

PHOENIX—Ronald Chapin, senior programmer. Donnie Wilson, avionics technician. Fred Mangone, ground flight instructor. Ivan Sordo, Ricardo Quesada, Mary Dugan, Ulda Taveras and Suzanne Branch, flight attendants. LOS ANGELES—Roberto Soberon, cleaner. SAN MATEO—Sunny Steinmetz, clerk typist, public relations. Thomas Clements, budget analyst. LAS VEGAS—Ana Solorzano, Sandra Elliott, Norman Garcia and Arleen Coria, flight attendants. SEATTLE—Doris Bergsma and Carolyn Hallock, flight attendants. SAN FRANCISCO—Robert Valencia, Alejandra Ramos, Sergio Lopez and Janie Lujan, flight attendants. SAN JOSE—Anita Waters, ticket agent.

BALTIMORE . . .

(Continued from front page)

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