

Mother Nature has tough time fooling us

Hughes Airwest is the world's first commercial airline to employ a super-accurate computerized meteorological system that "sees" the nation's weather as fast as Mother Nature creates it.

The sophisticated system—a Space Age spin-off—uses an eye-in-the-sky satellite to give us 24-hour instantaneous forecasts, each of which requires 10 billion high-speed calculations by the world's largest weather computer.

"The system has 30 years of historical weather information on all the regions we serve to back up current forecast data," said Edwin N. Altman, vice president of operations.

"It accurately and uncannily warns of such weather conditions as freezing rain, snow, fog, thunderstorms and tornadoes and such airport visibility problems as heavy blowing sand, dust or snow," he said.

"We should have fewer weather-caused flight delays by being able to foresee adverse conditions before taking off and avoiding enroute turbulence by pre-directing flights around it. The end result should prove to be safer, softer and more comfortable flights for our passengers and flight crews," Altman said.

The forecasts are being provided under a contract with Global Weather Dynamics, Inc. — a Monterey, Calif., group of scientists and meteorologists that claims its commercial weather forecasting system is the most advanced in the world.

Under the agreement, we get forecasts every eight hours covering our entire three-nation service region. Many flights encounter a wide range of weather conditions requiring accurate forecasting before initial departures.

In addition, we receive localized weather predictions for 15 major airports, many of which are prone to adverse weather. They are Boise, Calgary, Denver, Des Moines, Houston, Las Vegas, Los Angeles, Milwaukee, (Continued on back page, col. 1)

Excellence in service

"Top echelon" (from left): flight attendants Susan Card, Susan Matson, Brenda Lawson and Bonnie Taylor (Starr). See story.



Seattle-based Bonnie Taylor (Starr) is the first to receive the systemwide flight attendant Award of Excellence.

She was selected last month from four domicile winners, which also included: Susan Card, San Francisco; Brenda Lawson, Phoenix; and Susan Matson, Las Vegas.

Recipients were nominated in November by fellow flight attendants and inflight management. Final selection of the four was by flight attendant-management committees at each domicile.

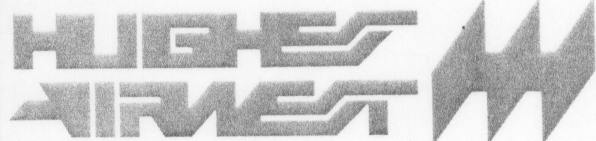
Purpose of the new program is to "recognize those flight attendants whose excellence in performance and service ranks them in the top echelon of Hughes Airwest." Considered were inflight service performance, attitude, appearance and specific contributions.

The systemwide winner was selected by a committee of three: Kay Peterson, Las Vegas flight attendant; Julie Holtry, senior director of inflight services; and Carol Gagnard, inflight services administration manager.

The winners received recognition at a special luncheon in San Francisco last month. Also attending were: Kip Wharton, vice president of customer services; flight attendant managers Phyllis Ahlswede, Las Vegas; Gloria Evans, San Francisco; Marti Henderson, Phoenix; and Trish Wills, Seattle; and Holtry, Gagnard and Peterson.

Domicile winners will receive framed certificates. Taylor's name also will be inscribed on a permanent plaque at international headquarters.

Taylor joined the company nearly 23 years ago, in August 1956. Lawson has been with us since 1963; Matson, 1964; and Card, 1966.



Vol. 11, No. 1

Hughes Air Corp.

Jan./Feb. 1979

Orange County, Burbank

Salt Lake City-Denver sought—first automatic market entry choice

We will begin flights between the capital cities of Denver and Salt Lake City on March 15—our first selection under the automatic market entry provision (AME) of the Airline Deregulation Act.

Final approval of the choice by the Civil Aeronautics Board is expected no later than early March. The route is currently served by United, Western, Frontier and Texas International.

The new nonstop route will enable us to operate our own, improved service linking Orange County and Burbank with Denver, via Salt Lake City.

Our aircraft currently operate between Salt Lake City and Denver, however this is under an interchange agreement with Frontier Airlines. That agreement will be discontinued as of April 1, pending CAB approval.

Under AME, each carrier can select one route a year. CAB approval is considered "automatic", thus its name.

The provision also allows each carrier to "protect" one route a year from automatic entry by other carriers. We protected Seattle-Salt Lake City.

We began service on 14 new nonstop routes (including to Houston and Denver) on Dec. 15, most of them dormant authorities held by other airlines.

In January, we began nonstop ser- (Continued on back page, col. 1)

Meeting competitive needs head-on



Marketing quartet: Ashton (standing) and (from left) Heap, Haag and Maloney.

A high-level executive marketing team has been formed to meet new competitive challenges created by a less regulated air transportation environment.

The team—which leads the airline's first comprehensive international marketing division—is headed by Terry R. Ashton, vice president of marketing and corporate planning and a member of our board of directors.

Others named by Ashton to the team and their new titles are: William A. Maloney, staff vice president of marketing and sales; Bradley J. Heap, staff vice president of marketing services; and Curt Haag, senior director of fleet planning.

The quartet has nearly 50 collective years experience in the air transportation industry in finance, data process- (Continued on back page, col. 3)

More seats, 'Yes for Less', scheduling, new routes make '78 banner traffic year

Nearly a million more people flew on Hughes Airwest last year than in 1977. Passenger boardings in twelve states, Mexico and Canada totaled 5,845,429, compared with 4,850,674 the previous year—a 20.5 percent increase. We set all-time records in every traffic category.

\$5.2 million

Rising costs, competition take toll in 7th profit year

Hughes Airwest has reported a preliminary net profit of \$5.2 million for 1978.

It was our seventh consecutive year in the black, but below 1977's record earnings of \$9.4 million.

Other preliminary figures show 1978 operating revenues at an all-time high—\$313.2 million, up 21.8 percent from \$257.2 million in 1977. Operating expenses were \$300.8 million, up 24.1 percent from \$242.4 million in 1977.

Russell V. Stephenson, president, attributed the reduced year-end earnings to escalating fuel and other costs; (Continued on back page, col. 3)

President Russell V. Stephenson attributed the record year to "increased capacity with the addition of five aircraft to the fleet during 1978, innovative fare discounts, schedule improvements, and new route authority."

Passengers flew 2,484,641,000 miles, compared with 2,036,762,000 in 1977—a 22 percent jump. Available seat miles were increased 11.3 percent to 4,183,858,000 from 3,758,506,000.

Load factor (the percentage of seats filled) rose to 59.4 percent from 54.2 and density (the number of passengers flying per mile) jumped 10.2 percent to 56.2 from 51.

The average length of passengers' trips was up 1.2 percent to 425.1 miles from 419.9.

All-time records were set in cargo, too. We boarded 28,802 tons compared with 23,477 in 1977, a 22.7 percent (Continued on back page, col. 2)

Competitive ten-buck flat fare for Business Coach

\$10 more than coach will be the fixed fare for Business Coach in most markets if approved by the Civil Aeronautics Board.

The new rate—which will start March 3 on all flights between U.S. cities except intra-California—is designed to build use of Business Coach in long-haul markets and make the new service more marketable.

A flat \$10 one way, including tax, will "be much more saleable—in advertising, promotions, through reservations and at the ticket counter," said Jan Soderstrom, director of advertising and staff sales.

The Business Coach fare also will ease calculations for telephone sales, ticket and travel agents. (Continued on third page, col. 1)

SERVICE ANNIVERSARIES

January & February

THIRTY YEARS

SAN FRANCISCO—Gordon Mawson, avionics technician. SAN MATEO—Gaylen Hill, properties & facilities director.

TWENTY-FIVE YEARS

SEATTLE — Herbert Matzdorf, captain. PHOENIX — Luther Chiberg, accessory overhaul lead technician. SPOKANE—Gale Briggs, maintenance technician.

TWENTY YEARS

PHOENIX—Arlyn Eckerd, captain. Arnold Peterson, accessory overhaul maintenance supervisor. SPOKANE — Donald Mackey, station agent. Jerald Dansereau, maintenance technician. SEATTLE—John Lievero, ticket agent. Joseph Horvitz, lead maintenance technician. SALT LAKE CITY—Hamer Williams, maintenance technician.

FIFTEEN YEARS

SAN FRANCISCO—Heddi Lindberg, flight attendant. Pepe Tuimavave, ground serviceman. TUCSON—Robert Justen, station agent. EDMONTON—Ruth Murphy, ticket agent. REDDING—Gene Manson, station agent. PORTLAND—Dolores Stanton, ticket agent. PHOENIX—Erwin Kernin, chief telephone sales agent. Arthur Holland, stock clerk. Raymond Nagata, hangar maintenance technician. Laurie Melanson, surplus sales coordinator. LOS ANGELES—Burton Gilman, chief telephone sales agent. Rudy Mago, maintenance technician. SEATTLE —Kathleen Jones, crew scheduler. LAS VEGAS—Dale Dunson, maintenance technician.

TEN YEARS

DES MOINES—James Johnson, station agent. IDAHO FALLS—Herbert McMichael, station agent. SALT LAKE CITY—Roger Land and Ralph Pizzello, station agents. SEATTLE—Linda Miller and Cheryl Gaddis, flight attendants. James Britt, chief station agent. Vicki Cook, telephone sales agent. Michael Collins, ticket agent. LAS VEGAS—Melodee Lazaruk and Gayle Namanny, flight attendants. Robert Hemphill and James Baker, maintenance technicians. Richard Smith, ground serviceman. PHOENIX—Linda Immerfall, Joann Harrison and Ida Rodriguez, flight attendants. Ernest Horton, chief station agent. Thomas Webster, station agent. Jean Emmons, telephone sales agent. Donald Mains and William Lomayeva, stock clerks. Leroy Neufeld, supply analyst. John Lindenfelsher, avionics technician. Ronald Hay, William Sheldon, Everett Blair and James Hill, hangar maintenance technicians. Carlo Ventitelli, supply analyst. Russell Matter, cleaner. SAN FRANCISCO—Natalie Loader, flight attendant. Agnes Denham, intermediate clerk, supply. CALGARY—Allen Selgensen, chief station agent. SAN MATEO—Erl Therrien, executive secretary, corporate security. Cheryl Armstrong and Ann Eastman, telephone sales agents. Jan Campbell, intermediate accounting clerk, treasury. Irene Uehara and Pat Keating, intermediate revenue accounting clerks. Alice Lewis, intermediate accounting clerk, aircraft crew management services. ORANGE COUNTY—Marvin Rountree, station agent. LOS ANGELES—Roger Grenier, Ronald Mikesell and David Bailey, station agents. MILWAUKEE—John Jones, chief station agent. SAN DIEGO—John Casteen, station agent. RENO—Michael Ferguson, station agent. BOISE—John Smith, cleaner.

FIVE YEARS

GUADALAJARA—Melida Valdes, passenger service agent. MAZATLAN—Juan Rosas and Enrique Pena, porters. Norma Somohano, passenger service agent. SALT LAKE CITY—LaRae Rudy, clerk typist, stations. REDMOND—Michael Ollenborger, station agent. SAN FRANCISCO—Linda Dorticco, ticket agent. Charles Meiers, press operator. A. SAN JOSE DEL CABO—Raul Caballo, porter. LAS VEGAS—Sharon Wheeler, ticket agent. ORANGE COUNTY—Lea



Twenty-six flight attendants were graduated Dec. 20 in ceremonies at international headquarters.

The class included the wife of a Hughes Airwest pilot, a former telephone sales agent and our first two graduates from Wisconsin since we began service to Milwaukee.

The group was addressed by Jeanne Koreltz, Las Vegas flight attendant and customer service flight attendant training supervisor. Graduates were pinned by Linda Giles, Las Vegas flight attendant and class instructor, and received their diplomas from Donna Tanfani of the training staff.

Barbara Detmer was class validatorian.

The graduates are (from top of stairs, with hometown): Rudy Reynosa, Orange County; Bobby T. Forch, Tacoma; Shari Mottley, Milwaukee; Barbara Detmer, Seattle; Tom Elleray, San Francisco.

Second row from top row (from left): Robert Applewhite, Garden Grove, Calif.; Donna Schwab, Manhattan Beach, Calif.; Jean Sievert, Seattle; Julie Peggs, Tempe, Ariz.; Sandra Ondatje (previously a Los Angeles telephone sales agent), West Covina, Calif.; Sherri Coppes, Columbus, Ohio; Holly Avery, Phoenix.

Second row from bottom: Lalonnie Wolf, Seattle; Christine Wilson, Green Bay, Wis.; Janet Starkey, Seattle; Kay Littleton-Martin, Las Vegas; Chuck Esterley, San Juan Capistrano, Calif.; Laura Haynes, Palos Verdes, Calif.

Front row: Jeanne Koreltz; Karen Lee, West Covina, Calif.; Alinda Sanford (who was pinned by her husband, Bill, Phoenix first officer), Phoenix; Therese Bevacqua-Luchene, Newport Beach, Calif.; Beverlee Shoemaker, Puyallup, Wash.; May Lee, San Francisco; Roland Calagos, San Jose; Kathryn O'Quinn, Las Vegas; Kevin Hawkins, Seattle; and Linda Giles.

Assigned to the Seattle domicile were Detmer, Forch, Haynes, Bevacqua-Luchene, O'Quinn, Peggs, Sievert, Starkey, Wilson and Wolf. The others were assigned to Las Vegas.

Love, station agent. MEXICO CITY—Gaspar Juarez, office boy. PHOENIX—Carol Indra, ticket agent. Jeannette Westley, Rocque Amaya and Florence Distasi, telephone sales agents. Charlsie Abernathy, junior clerk, supply. William Bates, hangar maintenance technician. Fritz Kuester, engine technician. Barbara Ansell, computer operator. Debra Lambert, junior programmer. Claudette Caldwell, transcription operator. SAN MATEO — Marilyn Trumper, Janice Wehe, Vivienne Keeney, Joann Rector, Karon Altman, Deanna Butler, Teri LaBelle and Susan Fleming, telephone sales agents. David Peckman and Dorothy Queenan, chief telephone sales agents. CHICO—William Moll, station agent. LOS ANGELES—John Dwight, telephone sales assistant manager. Susan Lujan, telephone sales agent. SEATTLE—John Belkiewicz, Stephanie Nausid, Theresa Ackley, Glen Hansen, Margaret Porter, Catherine Bondo, William Nelson and Richard Giles, telephone sales agents. GUAYMAS — Miguel Bocobachi, porter.

HEIR FARE

To Dick and Adelaide Fiala, senior transcription operator, Phoenix: a boy, Nathan Vincent, 8 lbs. 3 oz.; Jan. 4.

To Ralph and Sylvia Leonhardt, intermediate cargo accounting clerk, San Mateo: a girl, Valerie, 6 lbs. 9 oz.; Dec. 5. (Granddaughter of John Leonhardt, senior buyer, San Mateo.)

To Olivia and Raul Salgado, station agent, Tucson: a boy, Raul Francisco, 7 lbs. 9 oz.; Dec. 4.

PEOPLE POTPOURRI

Russell V. Stephenson, president, has been elected to the board of directors of the Air Transport Association. Others assuming new ATA positions are: Edwin N. Altman, vice president of operations, as chairman of the Operations and Technical Council; Harry W. Swenson, vice president of finance and treasurer, as a member of the Economics and Finance Council; and Robert E. Hill, director of pricing and traffic administration, as first vice president of the Air Traffic Conference.

Jerry Griffith, Northern California regional marketing manager, has been named to the executive board of the San Francisco Convention and Visitors Bureau.

Seattle flight attendant Carol Cansdale, a certified flight instructor, was the subject of a recent photo feature in the *Seattle Times*. She is the daughter of Bob Cansdale, retired Hughes Airwest pilot.

(Continued on back page, col. 3)

To Glen and Jan Keltner, corporate records manager, San Mateo: a boy, Nathan Allen, 6 lbs. 2 oz.; Nov. 14.

To Vanessa and Adrian Lacy, telephone sales agent, San Mateo: a boy, Damien; Oct. 4.

To the Hjelts, Polly, San Francisco flight attendant, and Gary, assistant dispatcher, San Mateo: a boy, Aaron Keith, 6 lbs. 3 oz.; Sept. 15.

To the Walls, Susan, flight attendant, and Bill, captain, Phoenix: a girl, Anna Breckenridge, 8 lbs. 10 oz.; Sept. 4.

TRANSITIONS

WELCOME ABOARD

David Bartusiak, component overhaul technician, Phoenix. Margret Lawson, cleaner, San Francisco. Danilo Mariano and Mark Sutton, maintenance technicians, San Francisco. Thomas Schmitt, stock clerk, Phoenix. David Pallavicini, assistant dispatcher, San Mateo. Kristin Schrantz, telephone sales agent, Seattle. Cheryl Bloom, Claire Cooper, Marcy Fuller, Sallie Chen, Arden Spellman, Michael Lafayette, Bernard Balingier, Mary Tierney, Bruce Drury and Cassandra Mason, telephone sales trainees, Los Angeles. Michele Noguchi and Joanne Pleyer, junior revenue accounting clerks, San Mateo. Mark McRitchie, station agent, Calgary. Carolyn Lesnick, station agent, Des Moines. Marvin Marro, mail clerk, San Francisco. Maribeth Ryon and Audrey Kodger, station agents, Milwaukee.

PROMOTIONS

Edward Fridlund to quality control technician, Phoenix. Paul Dallas and James Barbosa to captains, San Francisco. Vernon Jones, Ray Nelson and Allan Youngblood to captains, Seattle. Wilburn Rathel and Rickey Martell to flight instructors, Phoenix. Arvid Herigstad to dispatcher, San Mateo. Rita Yatowit, Charlene Peterson, Margaret Deacon and George Kramer to chief telephone sales agents, Los Angeles. Laverne Martin, Lynn Smith, Monty Coleman and Pamela Nielsen to chief telephone sales agents, San Mateo. Harry Mealey and John Kile to chief telephone sales agents, Phoenix. Billie Hall and Judy Luchsinger to intermediate general accounting clerks, San Mateo. Sandra Knop to secretary, public affairs, Los Angeles. Leroy Neufeld to supply analyst, Phoenix. David Crosby to avionics maintenance supervisor, Phoenix. Phillip Hendrix to aircraft appearance supervisor, Phoenix. Carl Lauterbach to supply supervisor, San Francisco. Betty Petrone to transcription supervisor, San Mateo. Leslie Morrow to chief station agent, Chico. William Burr to chief station agent, Los Angeles.

RETIREMENTS

Ivan Dorey, check captain, Seattle, after nearly 32 years with the company. He joined West Coast in June 1947. Previously, he was a pilot in the U.S. Marine Corps and for Pan Am.

Dave Taylor, maintenance technician, Portland, 30½ years. He started with West Coast in August 1948 following employment with Douglas Aircraft and Western.

Don Hawley, captain, Seattle, 26½ years. He came to West Coast in August 1952. Previously, he was an airways inspector and controller with the CAA, a radio operator and pilot in the U.S. Air Force and a mechanic with Boeing.

Russ Magill, dispatcher, San Mateo, more than 24 years. He joined Bonanza in 1954. He worked previously for Pacific Northern Airlines and Boeing.

Herb Sturtevant, maintenance technician, San Francisco, 20½ years. He started with Pacific in August 1958.

IN MEMORIAM

Kaye Neilson, wife of Gary Neilson, station agent, Salt Lake City; Dec. 30.

Mrs. Keith Wechsel, mother of Otto Wechsel, lead avionics technician, Phoenix; Jan. 7.

Leslie B. Hunt, father of Esther Stranberg, office systems and services director, San Mateo; Jan. 2.

Martha Frances Garvin, mother of Jim Garvin, schedule productivity control manager, San Mateo; Dec. 30.

Stanley C. Vogt, father of Nan Vogt, regulatory affairs analyst, San Mateo; Dec. 29.

Miriam B. Greenberg, mother of Fran Scheinbaum, executive secretary, industrial relations, San Mateo; Dec. 22.

John Baker, father of James Baker, station agent, Orange County; Dec. 21.

Gertrude Reynolds, mother of Patti Reynolds, baggage & cargo services manager, San Mateo; Dec. 19.

Gertrude S. Hackwood, mother of Mary-Jean Hackwood, benefit administration manager, San Mateo; Dec. 12.

Theodore Morton, father of Ricardo Morton, flight attendant, Phoenix; Dec. 12.

Josephine Wilson, mother of Joseph Wilson, chief station agent, Los Angeles; Dec. 12.

Agnes Stec, mother of Leo Stec, station manager, Ontario; Dec. 10.

Grace Foote, mother of Jean Nuttal, telephone sales agent, Phoenix; Dec. 9.

Ingrid Simpson, mother of Merle Simpson, chief station agent, Eugene; Dec. 8.

Alban Barros, father of Joseph Barros, station agent, San Diego; Dec. 5.

TRAFFIC SCOREBOARD

	December		% Change	Year-End		% Change	YEAR-END 727 PERFORMANCE	
	1978	1977		1978	1977		1978	1977
Passengers	465,330	443,515	+ 4.9	5,845,429	4,850,674	+20.5		
Revenue pass. miles	217.8 mil.	197.8 mil.	+10.1	2,485 bil.	2,037 bil.	+22.0		
Available seat miles	387.3 mil.	339.9 mil.	+13.9	4,184 bil.	3,759 bil.	+11.3		
Load factor	56.2%	58.2%	- 7.7	59.4%	54.2%	+10.2		
Passenger density	51.9	56.2	+ 4.9	56.2	51.0	+ 1.2		
Average trip miles	468.1	446.1	+16.8	425.1	419.9	+20.9		
Cargo ton miles	1,237,690	1,060,051	+11.3	12,346 mil.	10,211 mil.	+22.7		
Cargo tons boarded	2,711	2,435	+7.2	28,802	23,477	+20.9		
On-time performance	69.8%	72.5%	+7.2	82.9%	82.9%	+25.2		
Charter passengers	11,885	6,821	+55.4	169,368	135,268	+61.3		
Charter miles flown	120,906	77,818	+55.4	1,873,156	1,161,451	+61.3		
Emploees/Year average	5,029	4,422	+13.7	4,770	4,246	+12.3		

*Presently YEG-LAS-SNA
PHX-SNA/LAS-SJC-OAK

Three-month revenues exceed forecast by 75 percent—727 installation planned

Business Coach traffic greatly exceeded expectations in its first three months of operation, October through December.

Boardings totaled 126,411. These passengers flew nearly 50 million miles. Both figures are about 60 percent better than forecasted when the new section was proposed a year ago.

Passenger revenues from Business Coach ticket sales exceeded forecast by nearly 75 percent.

These figures do not include involuntary upgrades from coach or non-revenue passengers. The forecasts were made before other airlines lowered their First Class fares. Therefore, the over-forecast figures were achieved even without the competitive pricing edge that was expected when the new section was proposed.

Because of its success in DC-9s, Business Coach sections will be installed in our 727s by June 1. Five rows (20 seats) are planned. The DC-9s have four rows (16 seats).

\$10 . . . (Continued from front page)

Business Coach was set at 25 percent more than coach in October when we started the new service. It was lowered to 15 percent Dec. 1 in order to compete with lowering of First Class fares by other airlines.

"With the flat \$10, we'll be able to compete even more effectively," Soderstrom said.

International and intra-California flights will remain at 25 percent more than coach.

The fixed amount will result in slight fare increases in short-haul markets and decreases in long-haul.

For example, based on current fares, the Business Coach rate for Seattle-Spokane will increase \$4 (to 23 percent more than coach), but in a long-haul market such as Seattle-Phoenix the new fare will reflect a decrease of \$8 (to 12 percent above coach). In one of our longest markets, Orange County-Milwaukee, the fare will decrease \$16 (to 6 percent more than coach).

Overall, an increase in revenue is expected since the new rate will encourage use of Business Coach in long-haul markets, with fares lower than our competitors' First Class in most cases.

A decision by the CAB is expected by mid-February.

Nearly 1,600 pinned

22 employees earn 'Top Banana' trophy

Twenty-two employees have received the "Top Banana" trophy for mention in complimentary letters from customers. They are:

- Willie Griffith, ticket agent, Edmonton;
- Harree Martz, telephone sales agent, Los Angeles;
- Casino Bruno, Catherine Cunningham and Sharon Lind, flight attendants, San Francisco;
- Matt Thomas, account executive, and Barbara Cowger and Bonnie Overton, flight attendants, Seattle;
- Gary Asti, Kathleen Collins, Pamela Grier, Christy Hallett, Rosemary Hernandez and Randy Oaks, flight attendants, Las Vegas;
- Janet Archambault, Cheryl Blum, Del Brown, Lynn Immerfall, Marreen Kane, Susan Ludwig, Karen Vercellino and Johni Wright, flight attendants, Phoenix.

The trophy has now been won by 224 employees. The "Top Banana" pin for the first compliment has been received by 1,606. Latest recipients are:

Jack Acord, Mary Addis, Gordon Brown, Patty Borden, Bob Bernier, Kay Bassett, Linda Clarke, Linda Cramp, Colleen Carroll, Cindy Cook, Christopher Cox, Kellie Clasby.

Richard Archuleta, Rich Adams, Sylvia Aguilar, Darlene Burch, Larry Bradley, Jim Byrd, Laura Brennan, Judy Brandt, Mindy Chapman, Bonnie Call.

Tom Daley, Colleen Durgan, Beverly Dunbar, William Feringer, Sann Froula, Lester Ferguson, Steve Fong, Janice Fawcett, Carolyn Gullledge, Gary Granere, Ward Gross.

Mary Feeney, Karen Hallagan, Don Hawley, Bill Jones, Mark Kiehl, Donna Kissick.

Customers of new front section laud employe attitude, friendliness

Passengers like Business Coach.

This response, reflected in higher-than-expected load factors, is confirmed in results of the first Business Coach in-flight survey.

Passenger agents and flight attendants got the top marks in specific responses to the service. More than three-fourths of the passengers rated employe attitude and friendliness "excellent" or "above average."

Nearly 85 percent of the first-time Business Coach passengers said they would fly it again.

And the new section is appealing to the people for whom it was created. More than two-thirds of those polled were on a business-related trip. More than half flew 12 or more round-trips on a commercial airline in the past twelve months, with a third flying 24 or more trips and a fifth making 40 or more trips a year.

Following are a few more results of the survey:

- More than 90 percent had an "excellent" or "above average" impression of the new service overall (from curbside service to baggage claim).
- About 80 percent said work space, seat comfort, legroom and the quiet atmosphere were "excellent" or "above average."
- Nearly three-fourths enjoyed complimentary cocktails and 62 percent said they were an important part of the service. While only one-fourth used the Official Airline Guide available in flight, more than half said it was important. Moist towels were used and considered important by more than half.
- A majority of the Business Coach passengers were between 22 and 49 years old, married, male, business or professionally employed and traveling alone for less than three days.
- More than half selected Business Coach themselves (versus a travel agent or secretary), supporting the company's strategy of promoting the service directly (such as mailings to frequent travelers and businessmen) and planned advertising in business publications, such as the *Wall Street Journal*.
- The percentage that fly at least once a month (slightly more than half) is double the percentage of coach passengers flying that frequently, also indicating that Business Coach appeals to frequent travelers.

Field and top management linked by new telephone communications system

The company's first telephone "Hot Line" has been plugged in at San Mateo and Phoenix to link offices throughout our system with top management for timely answers to employees' questions.

It is an experiment to further improve the flow of information to the field.

- The numbers are:
- San Mateo extension 4300.
- Phoenix extension 330.

Employees are encouraged to telephone either number 24 hours a day. Anonymity will be respected.

Employees outside the range of San Mateo or Phoenix local extensions are requested to use toll-free tie lines instead of direct dialing long distance.

If the question is of interest to only one individual, leave name and extension so an answer may be telephoned directly.

If the question is of interest to a particular field office or station, give location and the answer will be telephoned only to that city.

If the question holds potential interest for a large number of employees throughout the system, the response will be distributed by Teleflash.

Attempts will be made to answer all queries as promptly as possible.

The new Hot Line has been established for use by all employees and also is intended to quash rumors quickly before they become too rampant.

Houston Hobby inaugural



Phoenix flight attendants Linda Tiboni (left) and Leticia Rinsem stretch the ribbon commemorating start-up of service at Houston's Hobby Airport on Dec. 15. Cutting it are Leonard Patillo (second from left), Houston Chamber of Commerce vice president, and Jim Westmoreland, Houston city councilman at large. Looking on are Bill Maloney (right), staff vice president of marketing and sales, and two of the passengers who had just arrived on our first flight from Orange County and Tucson. We also began flights to Denver, nonstop from Great Falls, Pocatello and Idaho Falls on that day.

14 airlines contract for ground services

Our growing ground services for other airlines are expected to contribute \$800,000 in net profit this year.

We are providing the carriers one or more of the station services—ground handling, air freight, city ticket office or gate room.

Contracts providing these services more fully utilize station personnel during slack periods of the day and thereby help assure greater overall job security for employes.

Cities where we currently provide such services include Las Vegas (for Frontier and Texas International), Milwaukee (Braniff and Mississippi Valley), Des Moines (Mississippi Valley), Burbank (Sierra Pacific), Ontario (TWA), Orange County and Edmonton (Northwest), Portland and Salt Lake

City (Eastern), San Diego (Continental), San Francisco (American), San Jose (National), Tucson (North Central) and El Centro (Cochise, until March 15).

Similar services are beginning in February for Sierra Pacific in San Diego and in March for TWA in Reno and Patco in Milwaukee.

Contracts with airlines are being negotiated for Denver, Houston, Los Angeles, Phoenix, Seattle, Portland, Las Vegas and San Diego. Airlines (other than those already listed) include Mexicana, Ozark, Allegheny and Alaska.

Demand for ground services has increased under airline deregulation since many airlines lack the resources to quickly set up complete station operations in new cities.

1978 REVIEW

New routes and fleet innovations highlighted many newsworthy events for Hughes Airwest in 1978.

We added the first new U.S. cities since 1968 to our system—Milwaukee and Des Moines in September and Houston and Denver in December.

We started nonstop service from Los Angeles and San Francisco to Alberta and added Manzanillo as a new Mexico resort destination.

In mid-December, we started 14 new nonstop routes—most of them the first major result of regulatory reform.

We added five DC-9-30s to the fleet last year (for a total of 31), plus one 727-200 (for a total of five, including one leased out which will be returned this June.) We continue to operate 10 DC-9-10 and -15 jets and four F-27s.

Another eight 727-200s are on order. Four will be delivered this year and four in 1980.

The company also placed a refundable deposit on 1980-81 delivery positions for six DC-9-80s, pending full economic evaluation.

Business Coach—the front-end section proving more successful than expected—was introduced Oct. 1. It will be added to our 727s on June 1.

Enclosed overhead compartments and new interior decor were installed in 18 DC-9-30s with all -30s expected to be equipped by this August. They also will be added to Business Coach sections on DC-9-10s and -15s.

Dash 15 engines, coupled with snap-in fuel tanks, increased range and payload of our DC-

9-30s. The engines were installed on 12 aircraft with another scheduled for completion this month.

Other highlights of 1978—

- Flight attendants donned new uniforms—"couture look" for the women and "continental" for the men.

- We introduced greatly simplified discount fares in U.S. markets on June 1. These were promoted with our new "Yes" and "Yes for Less" advertising and promotions campaigns.

- Our maverick support of regulatory reform continued. It became law toward the end of the year.

- Overseas aviation assistance programs continued or were begun with seven countries—Saudi Arabia, Mauritania, Nepal, Iran, Argentina, The Philippines and Ivory Coast.

- We sponsored the transcontinental Hughes Airwest Air Race Classic, successor of the famed Powder Puff Derby.

- Our on-time average frequently led the airline industry (year-end comparisons are not yet available).

- Ticket counter back walls were bedecked with lush and colorful carpeting incorporating our corporate mark.

- A regional headquarters—housing Los Angeles telephone sales and other regional offices—was opened in El Segundo.

- Employee ranks grew by 13.7 percent to more than 5,000 for the first time. There were 4,422 employees at the end of 1977 and 5,029 at the close of last year.

Stations, flight, MIS

Nick, Sellwood, Waite directors

Three employees have been promoted to director positions:

- Nickie Nick, regional director of stations;
- Raymond W. Sellwood, regional director of flight operations, Phoenix; and
- Darrel D. Waite, director of data services.

Nick, 50, joined the company (Pacific) as an agent in Sacramento in 1951 and was promoted to station manager there in 1956. He has been regional stations manager for the U.S., based in San Mateo, since 1970.

He studied business at Sacramento City College and served in the U.S. Coast Guard.



Nick

Sellwood came to the company (Bonanza) from TWA in 1958. He was based in Las Vegas and Phoenix as a captain and served as a check captain and senior check captain.

He earned a bachelor's degree in sociology at Westminster College in Salt Lake City.

Sellwood, 50, achieved the rank of captain in the U.S. Air Force and served as an aircraft commander in the Military Transport Service.



Sellwood

Waite, 38, joined the company as a computer operator in 1970. He was promoted to computer programmer later that year, senior programmer in 1971, programmer/analyst and programming manager in 1972 and data base administration manager in 1973.

He was project manager for design and relocation of the management information services facility in Phoenix in 1976-77.

Before Hughes Airwest, Waite worked for Western Electric for 10 years. He attended Phoenix College and Arizona State University.



Waite

Managers

Fenyes, Gannon, O'Leary, Smith, Stewart promoted

Promotions to manager positions have been received by five employees:

- John T. Fenyes, capacity control;
- AnnaMary Gannon, labor relations;
- Richard K. O'Leary, flight control co-manager;
- Roger P. Smith, hangar maintenance; and
- William H. Stewart, data base administration.

Fenyes, 31, most recently was schedule production analyst.

He joined the company as a station agent in Oakland in 1972 and became a telephone sales agent in 1974 and a chief agent in 1976.

Gannon, 28, has been labor relations representative since coming to Hughes Airwest in 1977.

She earned her BA and a law degree at Arizona State University and an MA from the University of Oregon.

O'Leary, 48, joined the company (Bonanza) as a station agent in 1953.

He was assistant station manager in Las Vegas in 1955-56 and most recently was a dispatcher.

Smith, 36, has been a hangar maintenance supervisor in Phoenix since March of last year.

He joined us in 1968 as a check crew technician and was a sheet metal technician in 1973-77. He served in the U.S. Air Force in 1960-64.

Stewart, 36, has been data base administrator since joining the company in April of last year. He worked previously for Motorola in Phoenix.

He attended Arizona State University, Phoenix College and Mesa Community College and served in the U.S. Army.

Company teams up with Los Angeles Lakers and Kings

The Los Angeles Lakers basketball and Kings hockey teams have designated Hughes Airwest as their Official Airline.

We are one of their primary commercial sponsors for radio and television broadcasts of games in California, Nevada, Utah and Hawaii.

Russell V. Stephenson, president, announced the new relationship on Dec. 16 in a broadcast interview by sportscaster Chick Hearn during half-time of a Lakers-Phoenix Suns game.

The teams also will sponsor Hughes Airwest travel agent nights and receptions at home games and receptions in Denver, San Francisco, Milwaukee, Seattle and Phoenix—

cities where they play "away" games.

Lakers and Kings games are televised on KHJ-Los Angeles, KAIL-Fresno and KVVU-Las Vegas. Lakers games also can be seen on KSTU-Salt Lake City.

Kings games are broadcast on radio in Los Angeles (KRLA) and Ventura, Calif. (KVEN). Lakers games are on KLAC-Los Angeles and nine other California radio stations from Monterey to Escondido, plus Honolulu and Las Vegas (KLAV).

The Lakers, Kings and the Forum—the Inglewood arena where they play home games—and the owner of all three, Jack Kent Cooke, will be subjects of articles in our March *Sundancer* inflight magazine.

Interline Clubs develop do's-and-don'ts

for airline employe travel

The North American Interline Clubs Conference has created a code of conduct—do's and don'ts—for airline employes utilizing travel benefits—

Do:

- Identify yourself immediately as a non-revenue passenger when listing;
- Adhere to the airlines' dress code and not travel in jeans or "T" shirts;
- Be appreciative of receiving a seat regardless of class;
- Educate your family members in the rules of non-revenue travel.

Don't:

- Make a scene at the counter;
- Complain if a meal is not available;
- Discuss travel benefits in the presence of revenue passengers;
- Obstruct the aisles or monopolize the flight crew's time;
- Become inebriated or obnoxious while traveling;
- Jeopardize travel benefits by condoning misconduct;
- Forget to express thanks;
- Forget that travel benefits are a privilege, not a right.

Hughes Airwest Air Race Classic to recall first women's derby with four on-line stops

The second annual Hughes Airwest Air Race Classic, the nation's premier aviation event for women, will be flagged off from Santa Monica on June 16. It will mark the 50th anniversary of women's air racing.

The Southern California start commemorates the site where, 50 years ago, the first women's air derby took off on a 2,700-mile, cross-country speed race that ended nine days later in Cleveland, Ohio.

Famed aviatrix Amelia Earhart took third place in this first race. It became transcontinental in 1947 under the auspices of the Powder Puff Derby.

More than 200 pilots and co-pilots in 110 stock model aircraft, 145 to 520 horsepower, from throughout the country are expected to compete for over \$20,000 in prize money this year.

Contestants will have four days to complete the 2,565-mile race. First stop will be Sacramento. The fixed route winds through: Klamath Falls; Walla Walla, Wash.; Great Falls; Sheridan, Wyo.; Bismark, So. Dak.; and Minneapolis. The racers must be at the

finish line in Milwaukee by June 19.

Members of the Ninety Nines, an international organization for women pilots, and their friends will assist along the route, timing planes between points and arranging overnight accommodations for their crews.

All contestants will have an equal chance regardless of airplane size or power. Each aircraft type is assigned a speed based on its performance capabilities, which becomes its handicap.

Victory goes to the pilot who exceeds the handicap by the widest margin over the transcontinental course. Ability to apply knowledge of plane, wind and weather will determine how cash awards and trophies are shared.

The official organization, Air Race Classic, Ltd., was formed after the Powder Puff Derby ended its sponsorship of the race in 1976. The new group is comprised of 400 licensed pilots from throughout the country. The race was renamed the Hughes Airwest Race Classic when we took over sponsorship early last year.

Employees to receive 1978-79 departmental summary and review

Company management personnel will visit eight cities in late February to summarize 1978 results and review the March 15 schedule change and overall 1979 plans with employees.

The cities and tentative dates are Los Angeles (2/20), Las Vegas (2/21), Phoenix (2/22), San Francisco (2/23), Seattle (2/26), Boise (2/27), Salt Lake City (2/28) and Eugene (3/1).

Final times and locations will be announced.

Employees at nearby cities are encouraged to attend at a convenient location and time.

Meetings will be held by department in order to encourage topical feedback and questions. Employees are invited to attend the most convenient briefing, even if for another department.

Among those leading the meetings will be Russell V. Stephenson, presi-

dent; vice presidents Edwin N. Altman, operations; Harry W. Swenson, finance; Terry R. Ashton, marketing & corporate planning; and C. S. "Kip" Wharton, customer services; Bradley J. Heap, staff vice president of marketing services; Eric Wilson, senior director of stations; Nick Bredimus, management information services director; and Steve Templeton, reservations services acting manager.

Regulatory law

David B. Armstrong to senior director

David B. Armstrong has been promoted to senior director of regulatory law. He had been regulatory law director since joining the company in 1977 and was named assistant secretary of the corporation last year.



Armstrong

Previously, he was senior attorney of regulatory law for Allegheny Airlines. He started with Allegheny in 1965.

Armstrong, 38, received a bachelor's degree in economics from Dartmouth College in 1962 and a bachelor of laws degree from Georgetown University Law Center in 1965.

He has been admitted to the U.S. District Court and U.S. Court of Appeals for the District of Columbia.

No, Yes, Yes, Yes, Yes.

Following is a column which appeared in the Milwaukee Journal. It was written by Steve Byers, assistant business editor and entitled "No, Yes, Yes, Yes, Yes".

* * *

Sometimes you have to give in to your impulses. When a friend suggested that it would be interesting to see if Hughes Airwest employees were bothered by the airline's advertising campaign that portrays the employees answering yes to all sorts of dumb questions, it proved irresistible.

Yes, it is possible to get Hughes employees to say "no". In fact it's easy. All you have to do is ask if the ad campaign has caused them any trouble or if they don't like it. Despite being promised their names wouldn't be used, it was impossible to find anyone working for the company that had any problem with the campaign.

The first approached was a young woman at the Mitchell Field counter. She looked me straight in the eye and quietly answered: "No, I have no problems with it."

The young man to whom she referred me repeated "no" just as quickly and just as seriously. "The ads are aimed at us, the employees. They make us think in a positive manner," he said.

"For example," he continued, "if someone asks for a seat on a flight that is full, instead of just saying 'there's nothing available,' I point out the alternative flights to him."

Yes, but you've never been bothered at all?

"There are some smart aleck questions," he continued. "Like someone asks for a free ticket. I answer 'yes, the tickets are free for \$289.' Or if I'd give them \$100. I answer 'yes, I'd loan you the money if you have the proper collateral.'"

Obviously the counter people were fully imbued with company spirit and weren't going to let any reporter trick them into expressing any irritation with the ad campaign.

* * *

Ah, but the flight attendants, those flying young people of

a million stories . . . Surely someone had given them a tough time.

Alas, even the flight attendants wouldn't say a bad word for the campaign.

"There are a lot of ways to avoid saying no," a dark haired lass replied. "Of course, some of the passengers try, in a friendly way, to push the point a bit. But a smile covers every situation."

Her friend agreed with a laugh. "I'd say I get at least one questionable question each trip. But long ago I learned how to say no without offending people. That's part of our training."

The first woman chimed in: "Once there was a guy really coming strong like you see in the movies, you know, with all the innuendo and stuff. Well, he kept pushing the point and I kept trying to smile when this other passenger across the aisle, a big guy like a football player, said 'It seems to me that the young lady is trying to say no. Why don't you forget it?' And that was that."

* * *

What's the point of even asking the Hughes people whether they were offended by the advertising, you might well ask. It's not merely trying to create synthetic conflicts between employers and employees. When businesses create advertising campaigns, they seldom think of their employees who must live with the campaigns.

This has had disastrous effects in the past. Remember the "We really move our tail for you" campaign that another airline came up with a few years ago?

In today's world, oftentimes a company is known by its advertising. That's the whole point of advertising: to create an image that will enhance the company and sales of its product.

Sometimes in creating that image, a company's employees are forgotten. An advertising campaign such as Hughes Airwest's puts the employees on the spot with the public. They face all sorts of embarrassment from obnoxious people, many of whom seem to fly on airplanes.

It doesn't seem that way in this case. Yes, some people make fools of themselves with smart aleck questions, but the Hughes people seem to handle them well. And yes, you can get them to say no—but smiling all the time.

Disney Family Fun Party, Phoenix Interline Wahoo

The third annual Airline Family Fun Party at Disneyland will be Sunday, April 1, 4 p.m. to midnight. \$6 per person includes admission, unlimited use of attractions, parking, etc.; children under 2 free. Contact Susan Moore, Orange County station, Los Angeles ext. 2234 (or 714-545-5971).

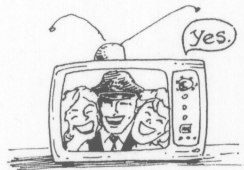
* * *

The Phoenix Interline Wahoo '79 will be May 17-20. Includes hotel discount, parties, Rawhide cookout, Mexican Fiesta, dancing and more. Write: Phoenix Interline Wahoo, 6421 W. Windsor Blvd., Glendale, Ariz. 85301; (602) 846-8077.



Beginning March 5, you'll be seeing and hearing more "Yes" advertising in support of the March 15 schedule change.

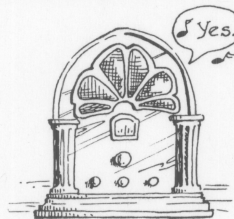
What's the medium for the message?



Television. Yes.

The average American watches television 3 hours and 48 minutes a day. We're buying time in the following expansion markets:

Denver	San Francisco Area
Houston	Seattle
Los Angeles Area	



Radio. Yes.

There are almost two radios for every person in the U.S. and here's a list of cities where you'll be hearing our ads:

Boise	Houston	Salt Lake City
Calgary	Las Vegas	San Francisco Area
Denver	Los Angeles Area	Seattle
Des Moines	Milwaukee	Spokane
Edmonton	Pasco	Tucson
Eugene	Phoenix	



Newspapers. Yes.

All shapes and sizes of ads will be appearing in local newspapers throughout our system.

And of course, there's our usual smattering of bill boards and several magazines.

SERVICE ANNIVERSARIES

January & February

THIRTY YEARS

SAN FRANCISCO—Gordon Mawson, avionics technician, SAN MATEO—Gaylen Hill, properties & facilities director.

TWENTY-FIVE YEARS

SEATTLE—Herbert Matzdorf, captain, PHOENIX—Luther Chiberg, accessory overhaul lead technician, SPOKANE—Gale Briggs, maintenance technician.

TWENTY YEARS

PHOENIX—Arlyn Ecker, captain, Arnold Peterson, accessory overhaul maintenance supervisor, SPOKANE—Donald Mackey, station agent, Jerald Dansereau, maintenance technician, SEATTLE—John Lievero, ticket agent, Joseph Horvitz, lead maintenance technician, SALT LAKE CITY—Hamer Williams, maintenance technician.

FIFTEEN YEARS

SAN FRANCISCO—Heddi Lindberg, flight attendant, Pepe Tuimavave, ground serviceman, TUCSON—Robert Justen, station agent, EDMONTON—Ruth Murphy, ticket agent, REDDING—Gene Manson, station agent, PORTLAND—Dolores Stanton, ticket agent, PHOENIX—Erwin Kernin, chief telephone sales agent, Arthur Holland, stock clerk, Raymond Nagata, hangar maintenance technician, Laurie Melanson, surplus sales coordinator, LOS ANGELES—Burton Gilman, chief telephone sales agent, Rudy Mago, maintenance technician, SEATTLE—Kathleen Jones, crew scheduler, LAS VEGAS—Dale Dunson, maintenance technician.

TEN YEARS

DES MOINES—James Johnson, station agent, IDAHO FALLS—Herbert McMichael, station agent, SALT LAKE CITY—Roger Land and Ralph Pizzello, station agents, SEATTLE—Linda Miller and Cheryl Gaddis, flight attendants, James Britt, chief station agent, Vicki Cook, telephone sales agent, Michael Collins, ticket agent, LAS VEGAS—Melodee Lazaruk and Gayle Namanny, flight attendants, Robert Hemphill and James Baker, maintenance technicians, Richard Smith, ground serviceman, PHOENIX—Linda Immerfall, Joann Harrison and Ida Rodriguez, flight attendants, Ernest Horton, chief station agent, Thomas Webster, station agent, Jean Emmons, telephone sales agent, Donald Mains and William Lomayeva, stock clerks, Leroy Neufeld, supply analyst, John Lindenfelser, avionics technician, Ronald Hay, William Sheldon, Everett Blair and James Hill, hangar maintenance technicians, Carlo Ventitelli, supply analyst, Russell Matter, cleaner, SAN FRANCISCO—Natalie Loader, flight attendant, Agnes Denham, intermediate clerk, supply, CALGARY—Allen Selgensen, chief station agent, SAN MATEO—Erl Therrien, executive secretary, corporate security, Cheryl Armstrong and Ann Eastman, telephone sales agents, Jan Campbell, intermediate accounting clerk, treasury, Irene Uehara and Pat Keating, intermediate revenue accounting clerks, Alice Lewis, intermediate accounting clerk, aircraft crew management services, ORANGE COUNTY—Marvin Rountree, station agent, LOS ANGELES—Roger Grenier, Ronald Mikesell and David Bailey, station agents, MILWAUKEE—John Jones, chief station agent, SAN DIEGO—John Casteen, station agent, RENO—Michael Ferguson, station agent, BOISE—John Smith, cleaner.

FIVE YEARS

GUADALAJARA—Melida Valdes, passenger service agent, MAZATLAN—Juan Rosas and Enrique Pena, porters, Norma Somohano, passenger service agent, SALT LAKE CITY—LaRae Rudy, clerk typist, stations, REDMOND—Michael Ollenborger, station agent, SAN FRANCISCO—Linda Dorticco, ticket agent, Charles Meiers, press operator A, SAN JOSE DEL CABO—Raul Caballo, porter, LAS VEGAS—Sharon Wheeler, ticket agent, ORANGE COUNTY—Lea



Twenty-six flight attendants were graduated Dec. 20 in ceremonies at international headquarters.

The class included the wife of a Hughes Airwest pilot, a former telephone sales agent and our first two graduates from Wisconsin since we began service to Milwaukee.

The group was addressed by Jeanne Koreltz, Las Vegas flight attendant and customer service flight attendant training supervisor. Graduates were pinned by Linda Giles, Las Vegas flight attendant and class instructor, and received their diplomas from Donna Tanfani of the training staff.

Barbara Detmer was class valedictorian.

The graduates are (from top of stairs, with hometown): Rudy Reynosa, Orange County; Bobby T. Forch, Tacoma; Shari Mottley, Milwaukee; Barbara Detmer, Seattle; Tom Elleray, San Francisco.

Second from top row (from left): Robert Applewhite, Garden Grove, Calif.; Donna Schwab, Manhattan Beach, Calif.; Jean Sievert, Seattle; Julie Peggs, Tempe, Ariz.; Sandra Ondatje (previously a Los Angeles telephone sales agent), West Covina, Calif.; Sherri Coppes, Columbus, Ohio; Holly Avery, Phoenix.

Second row from bottom: Lalonnie Wolf, Seattle; Christine Wilson, Green Bay, Wisc.; Janet Starkey, Seattle; Kay Littleton-Martin, Las Vegas; Chuck Esterley, San Juan Capistrano, Calif.; Laura Haynes, Palos Verdes, Calif.

Front row: Jeanne Koreltz; Karen Lee, West Covina, Calif.; Alinda Sanford (who was pinned by her husband, Bill, Phoenix first officer), Phoenix; Therese Bevacqua-Luchene, Newport Beach, Calif.; Beverlee Shoemaker, Puyallup, Wash.; Will Lee, San Francisco; Roland Calagos, San Jose; Kathryn O'Quinn, Las Vegas; Kevin Hawkins, Seattle; and Linda Giles.

Assigned to the Seattle domicile were Detmer, Forch, Haynes, Bevacqua-Luchene, O'Quinn, Peggs, Sievert, Starkey, Wilson and Wolf. The others were assigned to Las Vegas.

Love, station agent, MEXICO CITY—Gaspar Juarez, office boy, PHOENIX—Carol Indra, ticket agent, Jeannette Westley, Rocque Amaya and Florence Distasi, telephone sales agents, Charisie Abernathy, junior clerk, supply, William Bates, hangar maintenance technician, Fritz Kuester, engine technician, Barbara Ansell, computer operator, Debra Lambert, junior programmer, Claudette Caldwell, transcription operator, SAN MATEO—Marilyn Trumper, Janice Wehe, Vivienne Keeney, Joann Rector, Karon Altman, Deanna Butler, Teri LaBelle and Susan Fleming, telephone sales agents, David Peckman and Dorothy Queenan, chief telephone sales agents, CHICO—William Moll, station agent, LOS ANGELES—John Dwight, telephone sales assistant manager, Susan Lujan, telephone sales agent, SEATTLE—John Belkiewicz, Stephanie Nausid, Theresa Ackley, Glen Hansen, Margaret Porter, Catherine Bondo, William Nelson and Richard Giles, telephone sales agents, GUAYMAS—Miguel Bocabachi, porter.

HEIR FARE

To Dick and Adelaide Fiala, senior transcription operator, Phoenix: a boy, Nathan Vincent, 8 lbs, 3 oz.; Jan. 4.

To Ralph and Sylvia Leonhardt, intermediate cargo accounting clerk, San Mateo: a girl, Valerie, 6 lbs, 9 oz.; Dec. 5. (Granddaughter of John Leonhardt, senior buyer, San Mateo.)

To Olivia and Raul Salgado, station agent, Tucson: a boy, Raul Francisco, 7 lbs, 9 oz.; Dec. 4.

PEOPLE POTPOURRI

Russell V. Stephenson, has been elected to the board of directors of the Air Transport Association. Others assuming new ATA positions are: Edwin N. Altman, vice president of operations, as chairman of the Operations and Technical Council; Harry W. Swenson, vice president of finance and treasurer, as a member of the Economics and Finance Council; and Robert E. Hill, director of pricing and traffic administration, as first vice president of the Air Traffic Conference.

Jerry Griffith, Northern California regional marketing manager, has been named to the executive board of the San Francisco Convention and Visitors Bureau.

Seattle flight attendant Carol Cansdale, a certified flight instructor, was the subject of a recent photo feature in the *Seattle Times*. She is the daughter of Bob Cansdale, retired Hughes Airwest pilot.

(Continued on back page, col. 3)

To Glen and Jan Keltner, corporate records manager, San Mateo: a boy, Nathan Allen, 6 lbs, 2 oz.; Nov. 14.

To Vanessa and Adrian Lacy, telephone sales agent, San Mateo: a boy, Damien; Oct. 4.

To the Hjelts, Polly, San Francisco flight attendant, and Gary, assistant dispatcher, San Mateo: a boy, Aaron Keith, 6 lbs, 3 oz.; Sept. 15.

To the Walls, Susan, flight attendant, and Bill, captain, Phoenix: a girl, Anna Breckenridge, 8 lbs, 10 oz.; Sept. 4.

TRANSITIONS

WELCOME ABOARD

David Bartusiak, component overhaul technician, Phoenix, Margaret Lawson, cleaner, San Francisco, Danilo Mariano and Mark Sutton, maintenance technicians, San Francisco, Thomas Schmitt, stock clerk, Phoenix, David Pallavicini, assistant dispatcher, San Mateo, Kristin Schrantz, telephone sales agent, Seattle, Cheryl Bloom, Claire Cooper, Marcy Fuller, Sallie Chen, Arden Spellman, Michael Lafayette, Bernard Balinger, Mary Tierney, Bruce Drury and Cassandra Mason, telephone sales trainees, Los Angeles, Michele Noguchi and Joanne Plyer, junior revenue accounting clerks, San Mateo, Mark McRitchie, station agent, Calgary, Carolyn Lesnick, station agent, Des Moines, Marvin Marro, mail clerk, San Francisco, Maribeth Ryon and Audrey Kodger, station agents, Milwaukee.

PROMOTIONS

Edward Fridlund to quality control technician, Phoenix, Paul Dallas and James Barbosa to captains, San Francisco, Vernon Jones, Ray Nelson and Allan Youngblood to captains, Seattle, Wilburn Rathel and Rickey Martell to flight instructors, Phoenix, Arvid Herigstad to dispatcher, San Mateo, Rita Yatowt, Charlene Peterson, Margaret Deacon and George Kramer to chief telephone sales agents, Los Angeles, Laverne Martin, Lynn Smith, Monty Coleman and Pamela Nielsen to chief telephone sales agents, San Mateo, Harry Mealey and John Kile to chief telephone sales agents, Phoenix, Billie Hill and Judy Luchsinger to intermediate general accounting clerks, San Mateo, Sandra Knop to secretary, public affairs, Los Angeles, Leroy Neufeld to supply analyst, Phoenix, David Crosby to avionics maintenance supervisor, Phoenix, Phillip Hendrix to aircraft appearance supervisor, Phoenix, Carl Lauterbach to supply supervisor, San Francisco, Betty Petrone to transcription supervisor, San Mateo, Leslie Morrow to chief station agent, Chico, William Burr to chief station agent, Los Angeles.

RETIREMENTS

Ivan Dorey, check captain, Seattle, after nearly 32 years with the company. He joined West Coast in June 1947. Previously, he was a pilot in the U.S. Marine Corps and for Pan Am.

Dave Taylor, maintenance technician, Portland, 30½ years. He started with West Coast in August 1948 following employment with Douglas Aircraft and Western.

Don Hawley, captain, Seattle, 26½ years. He came to West Coast in August 1952. Previously, he was an airways inspector and controller with the CAA, a radio operator and pilot in the U.S. Air Force and a mechanic with Boeing.

Russ Magill, dispatcher, San Mateo, more than 24 years. He joined Bonanza in 1954. He worked previously for Pacific Northern Airlines and Boeing.

Herb Sturtevant, maintenance technician, San Francisco, 20½ years. He started with Pacific in August 1958.

IN MEMORIAM

Kaye Neilson, wife of Gary Neilson, station agent, Salt Lake City; Dec. 30.

Mrs. Keith Wechsel, mother of Otto Wechsel, lead avionics technician, Phoenix; Jan. 7.

Leslie B. Hunt, father of Esther Stranberg, office systems and services director, San Mateo; Jan. 2.

Martha Frances Garvin, mother of Jim Garvin, schedule productivity control manager, San Mateo; Dec. 30.

Stanley C. Vogt, father of Nan Vogt, regulatory affairs analyst, San Mateo; Dec. 29.

Miriam B. Greenberg, mother of Fran Scheinbaum, executive secretary, industrial relations, San Mateo; Dec. 22.

John Baker, father of James Baker, station agent, Orange County; Dec. 21.

Gertrude Reynolds, mother of Patti Reynolds, baggage & cargo services manager, San Mateo; Dec. 19.

Gertrude S. Hackwood, mother of Mary-Jean Hackwood, benefit administration manager, San Mateo; Dec. 12.

Theodore Morton, father of Ricardo Morton, flight attendant, Phoenix; Dec. 12.

Josephine Wilson, mother of Joseph Wilson, chief station agent, Los Angeles; Dec. 12.

Agnes Stec, mother of Leo Stec, station manager, Ontario; Dec. 10.

Grace Foote, mother of Jean Nuttal, telephone sales agent, Phoenix; Dec. 9.

Ingrid Simpson, mother of Merle Simpson, chief station agent, Eugene; Dec. 8.

Alban Barros, father of Joseph Barros, station agent, San Diego; Dec. 5.

TRAFFIC SCOREBOARD

	December		% Change	Year-End		% Change	YEAR-END 727 PERFORMANCE	
	1978	1977		1978	1977		1978	1977
Passengers	465,330	443,515	+ 4.9	5,845,429	4,850,674	+20.5		
Revenue pass. miles	217.8 mil.	197.8 mil.	+10.1	2,485 bil.	2,037 bil.	+22.0		
Available seat miles	387.3 mil.	339.9 mil.	+13.9	4,184 bil.	3,759 bil.	+11.3		
Load factor	56.2%	58.2%	- 7.7	59.4%	54.2%	+10.2		
Passenger density	51.9	56.2	- 4.9	56.2	51.0	+1.2		
Average trip miles	468.1	446.1	+16.8	425.1	419.9	+20.9		
Cargo ton miles	1,237,690	1,060,051	+11.3	12,346 mil.	10,211 mil.	+22.7		
Cargo tons boarded	2,711	2,435	+11.3	28,802	23,477	+22.7		
On-time performance	69.8%	72.5%	-7.2	82.9%	82.9%	+25.2		
Charter passengers	11,885	6,821	+55.4	1,873,156	1,161,451	+61.3		
Charter miles flown	120,906	77,818	+55.4	1,873,156	1,161,451	+61.3		
Employees/Year average	5,029	4,422	+13.7	4,770	4,246	+12.3		

YEAR-END 727 PERFORMANCE

	1978	1977
Scheduled service*		
Passenger boardings	280,776	204,199
Load factor	53.5%	48.8%
Density	82.9	75.1
Average trip miles	629	795
*Presently YEG-LAS-SNA		
PHX-SNA/LAS-SJC-OAK		
Charter service		
Passenger boardings	128,214	54,196
Charter miles flown	1,398,491	577,938
Average trip miles	1,516	1,301