

## Enclosed: your '79 Profile

Your copy of the new Corporate Profile is inserted in this issue.

It contains a brief overview of Hughes Airwest—activities, progress and financial and operational statistics—the type of information usually found in annual reports of publicly-held companies.

The Profile is designed primarily for external distribution to those requesting general information about the company.



Vol. 11, No. 2

Hughes Air Corp.

March/April 1979

## California satellites, Seattle-Phoenix, new nonstops highlight 'new emphasis'

We sharply boosted interstate service at California metropolitan satellite airports, increased fivefold the number of seats between Seattle and Phoenix and added several nonstop routes on March 15.

Nonstops linking Seattle with Oakland and San Jose were increased from one to three daily each in each direction. Frequency of nonstops between the two San Francisco Bay Area airports and Las Vegas and Phoenix also was improved.

In Southern California, we now offer 25 roundtrips daily linking Burbank, Orange County and Ontario with Phoenix and Las Vegas. (Hughes Airwest already had more flights linking more California airports with Arizona cities than any other airline.)

Major improvements include additional roundtrips linking Burbank with Salt Lake City and Denver (see related story below), coinciding with discontinuance of the interchange agreement with Frontier Airlines, and a third nonstop roundtrip between Ontario and Phoenix.

### New emphasis

The new schedule "essentially creates a whole new operating and marketing emphasis for us," said Russell V. Stephenson, president.

On March 15, we also discontinued nonstop service from Los Angeles International to Salt Lake City and Las Vegas.

"There has long been a need for more frequent and well-timed service between the California satellite airports and major cities in other states," Stephenson said.

"Airline deregulation has aided us in reallocating resources to better meet this demand. Many travelers will be able to shave hours from their total travel time by no longer being forced to use congested San Francisco or Los Angeles International Airports."

### Seattle-Phoenix

Ten flights a day in each direction are being offered between Seattle and Phoenix, including seven northbound and six southbound one-stop trips—the best and most frequent service available. Under the previous schedule we had only two one-stop flights in each direction.

Five flights in each direction are being flown with our 155-seat 727-200s via Oakland, San Jose or Salt Lake City. The increased frequency plus the larger aircraft boost the number of seats daily between Phoenix and Seattle to nearly 2,400 from 480.

The flagships also serve Tucson and Mazatlan beyond Phoenix and are being used on a Phoenix-Burbank-Las Vegas-Phoenix route. The schedule includes 727 service for the first time at Seattle, Salt Lake City, Burbank, Tucson and Mazatlan.

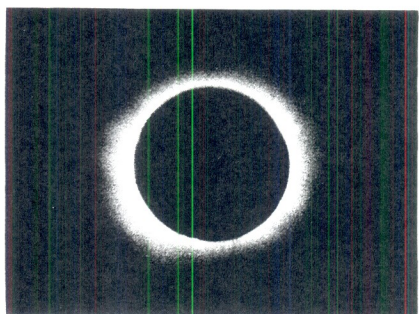
### New flights

New nonstops and direct service includes:

- Five nonstops daily in each direction between Denver

(Continued on back page, col. 2)

### Few saw it like this . . .



Eleven employees were treated to this spectacular view at 35,000 feet of the total solar eclipse on Feb. 26. They were on a Hughes Airwest flight over Montana chartered by the Utah Section of the American Institute of Aeronautics and Astronautics and Hansen Planetarium. Passengers included representatives of the media, including National Geographic Magazine. Salt Lake City photographer Borge Andersen, who shoots frequently for us, took this photo. Crew members for the flight were: flight attendants Jan Archambault, Phoenix; Kellie Clasky, Seattle; and Palma Jaia, Las Vegas; Gene Malm, staff vice president of flight operations, as captain; and Jack Kastien, director of flight administration, as first officer. Also on board were: flight attendant 1978 Award of Excellence recipients Susan Card, San Francisco; Brenda Lawson, Phoenix; Susan Matson, Las Vegas; and Bonnie Taylor, Seattle; and Edwin N. Altman, vice president of operations, and Larry Litchfield, director of public relations.

## Burbank-Denver nonstops started — satellite-to-hub flights

We inaugurated daily nonstop service between Burbank and Denver on April 10.

The flights are permitted under exemption authority granted by the Civil Aeronautics Board on March 30.

One-stop flights by Hughes Airwest (via Salt Lake City) and by Continental (via Ontario) previously was the best service available.

Our daily nonstop departs Burbank at 8 a.m. and arrives in Denver at 11:04 a.m. The westbound flight leaves Denver at 6:40 p.m. and arrives in Burbank at 8:07 p.m. The new service replaces Denver-Los Angeles nonstops which served Burbank one-stop.

We continue to operate two one-stop flights daily in each direction between Burbank and Denver, via Salt Lake City.

All flights between the two cities feature unrestricted 30 percent commuter discounts on all coach seats.

Burbank Airport is convenient to the San Fernando Valley and downtown Los Angeles. Denver is the commercial center for Rocky Mountain states and a major U.S. connecting hub.

## Three win marketing accolades for 1978

Outstanding sales contributions were saluted March 10 with three employees receiving departmental awards for 1978.

The presentations were in conjunction with the annual marketing and corporate planning meeting in Oakland.

The top award — the Dick Fouts Memorial Trophy—went to Rob Priest, Spokane district sales manager.

This perpetual trophy is named after

the intermediate cities sales manager who died in 1976. Priest was selected as a result of evaluations by travel agents, his peers and regional marketing directors.

It was presented by Bud Stokes, Seattle district sales manager and last year's winner, and Bill Maloney, staff vice president of marketing and sales.

The President's Cup was won by Jean Caselli, Midwest regional mar-

PR, refunds awards, too

## Broadcast industry says our radio ads are 'world's best'

The broadcast industry has returned its loudest "Yes" to our current advertising campaign by dubbing Hughes Airwest's radio commercials the "World's Best."

That recognition came in the 19th annual International Broadcasting Awards competition sponsored by the Hollywood Radio and Television Society.

The contest included a record 4,000 entries from 50 countries. Only nine



radio awards were presented at the banquet March 6 in Los Angeles.

The entry which won the society's single top award was a series of three "Yes." commercials featuring our service, destinations and personnel.

It was presented to Foote, Cone & Belding/Honig, our advertising agency. Jan Soderstrom is director of advertising and staff sales.

### Other plaudits

Four other awards have been received for departmental efforts in 1978.

The public relations department won three in a competition of Northern California Chapters of the Public Relations Society of America (PRSA): first place in the internal and employee publications category for this publication; second place in the news release

(Continued on back page, col. 4)

Sales award recipients (from left): Priest, Caselli and Gerrard.



# TRANSITION

## WELCOME ABOARD

Wayne Anderson, avionics technician, Phoenix. Jagdish Chandra, cleaner, San Francisco. **Terrance Jackson**, maintenance technician, San Francisco. **Raoul Sergeant** and **Ronald Patton**, assistant dispatchers, San Mateo. **Betty Kilner**, Marija Mataja, Jacklyn Harrison, Betsy Fairchild, Penelope Burdick, Julie Bocek, Kim Gagley, Denise Yoa-kum, Margarette Curnutt, Naomi Faber, Brenda Burtle, Kathleen Chambers, Charlene Smith, Michael Ferrario, Angela Zymek, Sheila McNamara, Terry Waud, Phyllis Richardson, Darleen Molver, Jacalyn Cady, Sandra Sackett, Norma Mendez and Luanne Bededeard, telephone sales trainees, Seattle. **Dorothy Obrien**, telephone sales agent, Seattle. **Gary Butler**, Gale Petersen, Cindy Eckblad, Sandra Porter, Olivia Raya-Arabia, Debbie Hansen, Cynthia Coughlin, Valerie Santohl, Beverly Johnston, Gloria Gibson, Ann Panella, Valjean Adams, Odette Slavitz, Karen Junger, Sherree Andrews, Deborah Widmer, Jenny Stewart and Daisy Wong, telephone sales trainees, San Mateo. **Jeannie Stenger**, Evelyn Lewin, Deborah Cutter, Delores Kirby, Constance Woodburn, Anne Musante and **Heather Sauder**, telephone sales agents, San Mateo. **Carol Soetens**, Sherrel Newton, Janelle Kaye, Esther Brown, Tracy Boykin, Karen Rivas, Eva Wynne, Valerie Svendsen, Susan Barrille, Judith Clark, Karen Motoyoshi, Debra Elizalde, Pamela Hughes, Randall Nakaba, Valerie Sweeney, Caroline Wright, Luann Brooks, John Hamilton, Geana Douglas, David Wilcox, Debbie Francis, James Hansen, Samuel Goodman, Katherine Dunsteth, Victoria Thayer, John Bacon, Marlene Flanagan, Carole Cruz and Donna Schick, telephone sales trainees, Los Angeles. **Nuna Hackford**, Pamela Kempin, Michele Muse, Karen Smith, Patrice Angeloff, Emily Wines,

More than 113 years of service to the company were saluted Feb. 7 at an international headquarters luncheon for five recent retirees and their wives. Pictured standing, from left, are: Gertrude and Fred Middendorf, lead quality control technician, Phoenix; Doris and George Gragg, chief station agent, Las Vegas; and Marjorie and Fred Stanley, captain, Seattle. Seated, from left, are: Margaret and Charlie Illes, lead hangar maintenance technician, Phoenix; and Lona and Chuck Butler, engine shop technician, Phoenix.



# SERVICE ANNIVERSARIES

March & April

## TWENTY-FIVE YEARS

LEWISTON—David Tarola, station agent. KLAMATH FALLS—Jim Smith, sales & service manager.

## TWENTY YEARS

YAKIMA—Vernon Martin, station agent. LOS ANGELES—Ralph Sellars, station manager. SAN DIEGO—William Bullock, chief station agent. SAN FRANCISCO—William Brewer, captain. LAS VEGAS—James Martin and Bill Taylor, captains. James Kennedy, avionics technician. Millie Archuleta, secretary, field sales. SAUDI ARABIA—Paul Lorange, maintenance supervisor. PHOENIX—Lee Zambon, avionics technician. Robert Akey, engineer. Jerry Lader, accessory overhaul technician. John Flitton, aircraft planning manager. William Madsen and George Snyder, lead hangar maintenance technicians. BOISE—Ray Westfall, maintenance technician. SAN MATEO—Dick Al-lard, property services manager. Bill Gross, passenger service manager. James Wright, dispatcher. Dick Neal, overseas development director.

## FIFTEEN YEARS

PASCO—Betty Harris, ticket agent. SEATTLE—Gary Anderson, station agent. Pamela Page, flight attendant. James Hibbs, first officer. TWIN FALLS—Melvin Robinson, station agent. PORTLAND—Gay Lincoln, ticket agent. REDDING—Joseph Miller, station agent. SAN FRANCISCO—Melvin Hayes, chief station agent. PHOENIX—Jerrold Coates, station agent. Richard Cox and George Brinkop, captains. Jorge Mayor, international technical support manager. David Fowler, avionics technician. Clayton Lester, lead hangar maintenance technician. Alberta Saye, telephone sales agent. SUN VALLEY—John Dennis, chief station agent. ORANGE COUNTY—Roberto Valdez, lead maintenance technician. SAN MATEO—Judith Hedberg, telephone sales agent. Sammie Smith, senior general accounting clerk. Dorothy Green, senior revenue accounting clerk.

## TEN YEARS

LAS VEGAS—Paralie Kaats, junior clerk, station. Edward Mixon, ground serviceman. TUCSON—John Threlloff, station agent. MAZATLAN—Juan Garibay, passenger service agent. ORANGE COUNTY—Michael Brink, station agent. SAN DIEGO—Byron Smith, station agent. SAN MATEO—B. J. Neff, secretary, international operations administration. Ed Hall, taxes and insurance director. PHOENIX—Louis Bennett, hangar maintenance technician. Barbara Tabaka, data processing control clerk. William Sadler, crew scheduler. Thomas Andel, programmer analyst. John Destiche, surplus sales manager. LOS ANGELES—Narciso Fernandez, Ramon Pedraza and Jorge Plasencia, cleaners. SAN FRANCISCO—Carl Ogan, avionics technician.

(Continued on back page, col. 1)

## HEIR FARE

To Walt and Carol Raymond Rau, clerk typist, advertising & staff sales, San Mateo: a boy, Geoffrey Michael, 3 lbs. 6 oz.; March 21.

To the Courseys, Marcia, flight attendant, and Roger, captain, Phoenix: a boy, Jason Roy, 8 lbs., 9 oz.; Feb. 5.

To Tony and Cynthia Colin, personnel benefit representative, San Mateo: twins, a girl, Carrie Lynn Renee, 5 lbs. 13 oz., and a boy, Christopher David Curtis, 5 lbs. 2 oz.; Oct. 12.

## JANUARY 727 PERFORMANCE

	1979	1978
<b>Scheduled service*</b>		
Passenger boardings	36,460	23,167
Load factor	58.2%	62.8%
Density	90.2	97.3
Average trip miles	522	863
<b>Charter service</b>		
Passenger boardings	10,718	4,657
Charter miles flown	111,547	50,532
Average trip miles	1,474	1,572

## FEB. YEAR-TO-DATE 727 PERFORMANCE

	1979	1978
<b>Scheduled service*</b>		
Passenger boardings	69,532	46,087
Load factor	60.5%	66.1%
Density	93.7	102.4
Average trip miles	519	830
<b>Charter service</b>		
Passenger boardings	29,225	10,341
Charter miles flown	304,745	110,579
Average trip miles	1,472	1,476

\*Jan./Feb. '79: YEG-LAS-SNA

PHX-SNA/LAS-OAK-SJC

## 'Yes. Safety Comes First'—new company guide

All employees will be receiving a new booklet, *Yes. Safety Comes First*, in mid-April.

Purpose of the publication is to re-familiarize all employees with potential injury circumstances, according to Jim Swartz, safety manager.

The booklet was developed by the security and safety department, with aid and financing by the company's insurance broker, Marsh and McLennan.

The guide is tailored to our operations based on employe input. Chapters cover telephone sales, offices, computer rooms, hangars and shops, aircraft servicing, stations, in-flight, motor vehicles, material handling and emergency procedures.

Distribution is in conjunction with issuance of a new safety section for the master manual.

## Toth promoted to manager

Kenneth L. Toth has been promoted to systems development manager in management information services, Phoenix.

His responsibilities include development of computerized systems for the marketing and corporate planning division.

He joined the company as a programmer in 1973 and was promoted to senior programmer in 1976 and programmer analyst last year.

Previously, he was an information systems designer with Western Electric in Ohio and a computer specialist in the U.S. Army.

Toth, 30, earned a degree in mathematics at Ohio University and has done graduate work at Arizona State University.

## Non-rev dress codes

Following are dress requirements for non-revenue and reduced rate passengers traveling on Hughes Airwest (effective April 1):

### Coach

- Men age 16 and over—Suit; leisure suit; coordinated slacks and sport coat with turtleneck acceptable.

- Women age 16 and over—Dress; suit; pantsuit; leisure suit and dress jumpsuit acceptable.

### Business Coach

- Men age 16 and over—Suit or sport jacket and trousers with shirt and tie.

- Women age 16 and over—Dress; suit; pantsuit; coordinated blouse/skirt or sweater/skirt combination.

Travelers under age 16 must be well-groomed and suitable for travel.

Persons wearing shorts, ragged jeans or without suitable footwear will not be boarded in either class. Spouses, children and parents should be informed of these requirements in order to avoid disappointment and misunderstandings at check-in.

Diane Brooks, Jodean Taylor, Barbara Righter, Susan Boyes, Bruce Kahl, Vora Williams, Cheryl Morrison, Leah Tubb, Bonita Funk, Michael Curcuro, Sally Gatchel, Kim Arace, Sue Willis, Joyce Hines, Gail Hopkins, Cheri Hendrickson, Janet Jarvis, Patsy Hogg, Marilyn McFarland, William Roessner, telephone sales trainees, Phoenix. Luana Clymer, station agent, Des Moines. Virginia Howe and Barbara Bibbs, transcription operators, San Mateo. Norma Ceniza, clerk typist, general accounting, San Mateo. Patricia Dawn, clerk typist, in-flight service, Seattle. Roberta Blough, crew scheduler, San Francisco. Albina Franchini and Margaret Drew, junior revenue accounting clerks, San Mateo. Linda Benton, clerk typist, maintenance specifications, Phoenix. Credit Union, Phoenix: Alletta Funderburg, teller/receptionist.

## PROMOTIONS

John Kendall to captain, Las Vegas. Arthur Byrne to check second officer, Las Vegas. John Hassler and Giles O'Keefe to reserve dispatchers, San Mateo. Richard Corbell, Dennis Rose and Gary Hjelto to dispatchers, San Mateo. Jay Papworth and Rodney Medeiros to flight coordinators, San Mateo. Dyane Rigas to account executive, Los Angeles. Riqui Sedoris to account executive, Orange County. Donald Shirie to avionics maintenance supervisor, Phoenix. Frank Jauregui to hangar maintenance supervisor, Phoenix. Craig Lehmann to station procedure specialist, San Mateo. Karl Dring to schedule productivity analyst, San Mateo. Jane Ewing to flight attendant assistant manager, Las Vegas. Richard Masters to chief crew scheduler, San Mateo. Joyce Corrigan and Marilyn Fenneman to intermediate revenue accounting clerks, San Mateo. Thomas Lewis to chief station agent, Milwaukee. Paul Drew to chief station agent, Las Vegas. Lynn Kirby, to word processing supervisor, San Mateo. James Dean to chief station agent, Denver. Ralph Henn to communications & publications manager, San Mateo. Anett Croeni to senior revenue accounting clerk, San Mateo.

## RETIREMENTS

Walt Vane, dispatcher, San Mateo, after 32½ years with the company. Bill Hall, flight coordinator, San Mateo, 32 years. Don Welch, dispatcher, San Mateo, 32 years. Margaret Coleman, telephone sales agent, Seattle, 16½ years. Bob Andre, senior supply analyst, Phoenix, 13½ years. Sandy Lambert, clerk typist, station, Los Angeles, 9½ years.

# TRAFFIC SCOREBOARD

	January		% Change	February		% Change	Year-to-date		% Change
	1979	1978		1979	1978		1979	1978	
	Passengers	460,511		454,273	+ 1.4		434,678	428,657	
Revenue pass. miles	225.6 mil.	200.4 mil.	+12.6	213.6 mil.	187.8 mil.	+13.8	439.2 mil.	388.2 mil.	+13.2
Available seat miles	403.0 mil.	342.9 mil.	+17.5	365.6 mil.	308.9 mil.	+18.3	768.6 mil.	651.8 mil.	+17.9
Load factor	56.0%	58.4%	- 2.4	58.4%	60.8%	- 2.4	57.2%	59.6%	- 2.4
Passenger density	51.8	56.1	- 7.7	54.1	58.0	- 6.7	52.9	57.0	- 7.2
Average trip miles	489.9	441.1	+11.1	491.4	438.1	+12.2	490.6	439.6	+11.6
Cargo ton miles	976,952	815,307	+19.8	1,004,990	863,649	+16.4	1,981,942	1,678,956	+18.1
Cargo tons boarded	2,128	1,931	+10.2	2,097	2,021	+ 3.8	4,225	4,396	+ 6.9
On-time performance	72.2%	78.7%	- 6.5	72.5%	77.0%	- 4.5	72.3%	77.7%	- 5.4
Charter passengers	13,382	9,654	+38.6	21,326	12,715	+67.7	34,708	22,369	+55.2
Charter miles flown	140,304	107,472	+30.5	221,338	140,764	+57.2	361,642	248,236	+45.7
Employs	5,133	4,458	+15.1	5,122	4,472	+14.5			

## Trophies earned faster than they can be made

Seventy-five employees soon will receive "Top Banana" trophies for being named in five complimentary letters from customers.

(Supply of the award has been depleted. Trophies will be forwarded to recipients when received from the manufacturer.)

They are:

- Ticket agents Betty Harris and Joan Mosbrucker, Pasco, Richard Christensen, Seattle, and Thalia Wilcox, Las Vegas; ground hostess LaRue Lulist, Salt Lake City.

## Steve Templeton heads reservations services

Stephen C. Templeton has been promoted to director of reservation services.

His responsibilities include directing administration and operation of our four telephone sales offices — in Los Angeles, Seattle, Phoenix and San Francisco — where 600 agents are employed.

He joined the company as a station agent in 1965 in his hometown, Spokane. He became a telephone sales agent in Seattle a year later, chief agent in 1967, assistant manager in Phoenix in 1972, telephone sales manager in Phoenix in 1973 and in San Francisco in 1976.

Last year, he was named capacity booking manager and later reservation services manager.

Templeton, 34, attended Spokane Community College.



Templeton

- Station agent H. G. Ogle, Burbank; chief station agents Ryan Johnson, Las Vegas, and Bud Moss, Great Falls; station manager Ray Vaughn, Tucson.

- Telephone sales agents Patricia Nelson, Phoenix, and Susan Lujan and Barbara Warner, Los Angeles.

- Marian Wilson, secretary, field sales, Seattle.

- Jorge Guzman, senior passenger service agent, Puerto Vallarta.

- Seattle flight attendants Robyn Miller, Steve Merkle, Frances Nealey, Linda Andersen, Rhonda Meridith, Robin Van Autreve, Diana Henson, Sandra Furness, Dorothy Straw, Kathleen Cutler, Jeanette Darms Totten, Martha Guffin, Debbie Wilson, Bruce Bridwell and Colette Sanford.

- San Francisco flight attendants Renee Folks, Casino Buno, Patricia Garey, Dana Anderson, Audrey Anderson, Marilyn Petersen, Liz Bower, Janis Joines, Dana Hartman and Michelle Danton.

- Las Vegas flight attendants Janie Lujan, Palma Jaia, Marie Marx, Caren Tichenor, Dan Kilgour, Amy Cowger, Carol Westgate, Kathleen Burke, Connie Wheeler, Linda Jones, Christy Rogers, Elizabeth Whitney, Maureen Geyman, Rosemary Hernandez, Tim Bryant, Teresa Baskerville and Maria Ramirez.

- Phoenix flight attendants Kristine Pustina, Tina Bovine, Carmen Miller, Catherine Niece, Roxanne Sissell, Graciela Gallegos, Linda Hughling, Kent Whitney, Mark Buell, Michele Pozgay, Scott Underwood, Deborah Patchett, Sandra Balcastro, Carol Roth, Wanda Hanson, Jolene Dickinson, Julia Schuster, Cynthia Suiters and Peggy Garrison.

The trophy has now been won by



Among competitors 50 years ago in the first women's transcontinental air race was Bobbi Trout. She was back in Santa Monica March 10 to pick names for the order of take-off for the golden anniversary flight on June 16 — the 1979 Hughes Airwest Air Race Classic. She was assisted as contestants looked on by Velda King Mapelli (left), president of the nationwide group that has carried on the annual race since it was discontinued as the Powder Puff Derby three years ago, and Donna Swink, mayor of Santa Monica. More than 60 planes are expected to compete this year over a 2,565-mile course from Santa Monica to Milwaukee, via Sacramento, Klamath Falls, Walla Walla, Wash., Great Falls, Sheridan, Wyo., Bismarck, No. Dak. and Minneapolis.

299 employees. The "Top Banana" pin for the first compliment has been received by 1,740. The latest recipients are:

Marlonne Acinelli, Gary Allen, Mary Ament, Sue Aigner, Bill Attaway, Rob Ames, Susan Adams, Christel Anderson, Mary Addis, Orlando Ahtual, Haruko Bolos, John Brunton, Terry Bevacqua, Larry Bradshaw, Phil Brignall, Shirley Bergreen, Donna Boyd, Mike Brand, Rita Brown, Dan Buskirk, Korinn Blaire, John Boyle, Debra Blakley, Frank Constantino, Ron Caldas, Kelly Cuthbert, Ardean Cottingham, John Cosgrave.

Michele Daniel, Johnnie Dew, David Dyas, Ray Dahl, Eileen Eisen, Jean Emmons, Kay Edwards, Cheryl Fenske-Belote, Ingrid Fisher, Ken Finch, Alan Forbes, Kandice Grosenick, Trudy Gibbs, Sue Ann Hoffman, Jack Hanke, Kathy Houston, Tom Hessler, Manioe Hendershot, Sheree Hilderbrandt, James Holmdahl, Gayle Herwick, Van Heywood, Patti Halvorson, Marlene Hulst, Diane Hoffman.

Vickie Johnson, Darrell Jarrett, Jim Jones, Walter King, Donna Kessick, Marvin Kelley, Mary Kennedy, Iris Kohn, Keith Luttenbacher, Roger Langelier, Rhonda Lack-

mann, Madeline Lane, Sergio Lopez, Sandra Lindvig, Lynn Lien, Adrian Lacy.

Carlos Monghia, Pat McGinnis, Craig Marion, Gloria McKinley, Elda Metia, Joan Mazur, Laverne Martin, Andres Morales, Alnita McCarthy, Richard Merkle, Peggy Mellor, Jack Murphy, Dee McElroy, Carol Mikles, Joan Mazur, Marcia McGallian, Dean Normoyle, Louis Nilsen, Pat O'Brien, Pamela Prouhet, Daniel Perry, Annette Parker.

Alex Reyes, Sue Roesch, Terry Russell, Carie Relyea, Joann Rector, Norma Reyes, Mary Russell, Jerry Rosenberg, Patty Ryne, Deana Ruddach, James Stephens, Bev Shoemaker, Jay Smith, Lynn Smith, Vanna Smith, Pamela Sparks, Don Singleton, Shirley Spinnell, Harold Swain, Earl Spencer, Laura Brooke Smith, Ed Streichman, Brian Sutnick.

Mary Thornton, Rita Tyler, Marilyn Trumper, William Thompson, John Tedford, Ella Utz, Susan Van Brunt, Pamela Williams, Bonita Williamson, Grace Wilber, Patsy Wu, Bunch Whittaker, Leslie Wolfson, Chris Wilson, Gayle Walker, Harry Warren, Greg Warfield, Candy White-Gabel, Laurie Young, Dick Zdunich.

## 'Who's who' in employe organizations

Following are elected and appointed officers, directors and committee members of Hughes Airwest employe organizations for 1979, as reported by the groups.

### Employee Clubs

#### Systemwide Executive Board

**President:** Paul Wheelley, supply analyst, Phoenix  
**Vice President:** Linda Turnbull, station agent, San Diego  
**Secretary:** Irene Hood, intermediate clerk, flight administration, San Mateo  
**Treasurer:** Guy Simpson, production control analyst, Phoenix  
**Members:** Rose Anderson, telephone sales agent, Seattle  
 Kelly Cuthbert, telephone sales agent, Los Angeles  
 Opal Gilmore, telephone sales agent, Seattle  
 Gary Johnson, quality control technician, Phoenix  
 Ben Lewis, station agent, Las Vegas  
 John Otero, chief station agent, Las Vegas  
 Tammy Peterson, station agent, Los Angeles  
 Louise Ragan, intermediate revenue accounting clerk, San Mateo.

#### Las Vegas Region

**President:** John Otero, chief station agent  
**Vice President:** Marvin Kelley, ground host  
**Secretary:** Don Welch, station agent  
**Treasurer:** Ben Lewis, station agent

#### Los Angeles Region

**President:** Tammy Peterson, station agent  
**Vice President:** Elena Paez, telephone sales agent  
**Secretary:** Irene Davila, telephone sales agent  
**Treasurer:** Kelly Cuthbert, telephone sales agent

#### Phoenix Region

**President:** Gary Johnson, quality control technician  
**Vice President:** Carmon Rowen, avionics technician  
**Secretary:** Linda Stephens, word processing supervisor  
**Treasurer:** Guy Simpson, production control analyst  
**Social Committee:** Nanette Smith, chief telephone sales agent  
**Ways & Means Committee:** Laura Sturdevant, telephone sales agent

**Sports Committee:** Herb Gonsalves, upholstery technician  
**Retirement Committee:** Wilbur Bonds

**Publicity Committee:** Doris Medici, executive secretary, maintenance & engineering administration

#### San Francisco Region

**President:** Irene Hood, intermediate clerk, flight administration  
**Vice President:** Linda King, compositor, advertising & staff sales

**Secretary:** Mary Koslosky, secretary, purchasing  
**Treasurer:** Louise Ragan, intermediate revenue accounting clerk

**Directors:** Doug Cook, binderyman, print shop  
 Josephina McGee, secretary, consumer affairs  
 Jim McGill, telephone sales agent  
 Ede Pereda, intermediate revenue accounting clerk  
 Debi Smith, intermediate revenue accounting clerk  
**Editor/Publicity:** Linda King, **Committee Chairpersons:** Children's events, Doug Cook; Discounts, Jim McGill; Tournaments, Mary Koslosky; Raffles, Ede Pereda; Club items & picnic, Irene Hood; Christmas party, Ede Pereda, Louise Ragan and Debi Smith.

#### Seattle Region

**President:** Opal Gilmore, telephone sales agent  
**Vice President:** Jo Whitney, telephone sales agent  
**Secretary:** Kristi Beckley, ground hostess  
**Treasurer:** Rose Anderson, telephone sales agent  
**Committee Chairpersons:** Easter egg hunt & Christmas party, Kristi Beckley; Picnic, Frank Lynch, telephone sales agent; Puget Sound boat ride & roller skating party, Opal Gilmore; Girls softball team, Pam Olson, telephone sales agent; Golf tournament, Ron Gilmore, assistant station manager; Bowling team, Rose Anderson; Club items, Tom Israillian, station agent; Ways & means, Mark Lookabaugh, telephone sales agent.

### Management Club

**President:** Al Cuneo, budgets & cost analysis director, San Mateo  
**Vice President & Secretary:** Lynne Manning, customer service assistant station manager, Phoenix.  
**Vice President & Treasurer:** Bob Hayes, Southwest regional marketing director, Phoenix.  
**Directors:** Stan Anderson, maintenance manager, Los Angeles  
 Dave Buskirk, district sales manager, Phoenix  
 Gene Empey, station manager, Las Vegas  
 Brad Heap, marketing services staff vice president, San Mateo  
 Gary Hess, material director, Phoenix  
 Hedy Hughes, consumer affairs manager, San Mateo

### Retired Employees

**President:** Dick Kastelic  
**Vice President:** Harold Wallis  
**Secretary-Treasurer:** Bernie Hallock  
**Director-Northern Region:** John Bridwell  
**Director-Southern Region:** Willie Bonds

### Retired Pilots

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

### Credit Unions

#### Phoenix

**President:** Susan Huffaker, secretary, word processing  
**Vice President:** Levi Thornhill, engineer  
**Treasurer:** Frank Akers, captain  
**Secretary:** Jack Rinkenberger, captain  
**Directors:** Ted Sutphen, retired  
 Jerry Bevins, first officer  
 Larry Laughlin, husband of Louise Laughlin, telephone sales agent

**Supervisory Committee:** Chuck Howard (chairman), analyst, production control; Betty McGuire (secretary), senior clerk, production control; Pete Jackalus, engineer; Norma Gibbons, secretary, engineering; Dave Donahue, ground flight instructor.

**Credit Committee:** Bob Andre (chairman), retired; Marietta Adelman (secretary), telephone sales agent; Linda Stephens, supervisor, word processing; Gary Landon, systems development manager; Bob Tarr, engine technician.

#### San Francisco

**President:** Bob Bauter, corporate security & safety senior director  
**Vice President:** Jan Ellison, compensation & personnel records manager  
**Treasurer:** Pete Conley, general accounting director

**Secretary:** Brad Heap, marketing services staff vice president  
**Directors:** John Malloy, executive assistant to the customer services vice president  
 Bill Gerrard, Southern California regional marketing director

Tony McMahon, flight attendant  
 Gene McGraw, senior auditor  
 Juan Sparhawk, Northwest regional public affairs director  
**Supervisory Committee:** John Pascone (chairman), banking & investment manager; Pat Moreland (secretary), accountant; Peter Suszynsky, budgets senior analyst; Tony Taurosa, junior revenue accounting clerk; Charlotte Peters, telephone sales administration manager

**Credit Committee:** Bill Gross (chairman), passenger services manager; Sonja Murray (secretary), intermediate accounting clerk, treasury; Elinor Keating, flight attendant administration coordinator; Al Cuneo, budgets & cost analysis director; Marie Felts, flight records administration manager; Rob Dirks, executive assistant to the operations vice president.

The mayor of Phoenix, Margaret T. Hance (second from right), is joined in breaking ground on Valentine's Day for the \$9 million expansion of our maintenance and engineering facility by councilwoman Joy Carter, Russell V. Stephenson (right), president, and William G. Drechsler, staff vice president.

About 100 civic, government, business and aviation representatives, neighbors and construction officials attended.

Timely theme for the event was "Our heart's in Phoenix."



Published for employees and families by the Public Relations Department (415) 573-4747 (SMT)  
Editor: Ralph W. Henn, Manager  
Communications & Publications

## Upcoming events: golf, tennis, more golf, discovering, canoeing

Edmonton and Calgary employees will host a systems-wide golf meet June 19-20 at Banff

mountain resort, nestled in the Rockies. Includes two nights accommodations, two rounds/golf, electric cart, transportation from/to Calgary; \$130/golfer, \$90/non-golfer, based on double occ. Details: Randy Anderson, Edmonton. Deadline: June 5.

An open tennis tournament for women flight attendants will be held June 20 at the Sands Hotel in Las Vegas. Top five players will represent Hughes Airwest at International Stewardess Tournament in Sept. Send name address and \$3 entry fee to Alice Herdman, 525 Almer Rd., Burlingame, Calif. 94010; (415) 344-1259. Deadline: June 1.

The San Francisco Employees Club golf tournament will be May 26 at Santa Teresa Golf & Country Club, San Jose. Watch for details.

The Seattle Interline Club will have its Queen City Discovery III July 19-22. Free/discounted events/activities/accommodations. Brochure: S.I.C., P.O. Box 88773, Seattle 98188.

The 11th annual Russian River Canoe Trip, sponsored by the San Francisco Interline Club, will be June 1-3. Details: S.F.I.C., P.O. Box 3503, SF 94119, with stamped return envelope; (415) 876-6041.

## 'Dinosaur' demise seen a prelude to 'superagency' era

Like the dinosaur, today's ponderous travel industry is doomed to extinction.

Its demise, by the end of the 1980s, will be brought about by high-speed automated technology and airline deregulation that will act as catalysts in creating "super-agencies" with 21st Century capabilities for their clients.

That was the provocative prediction of Bill Maloney, staff vice president of marketing and sales, to members of the Association of Retail Travel Agents at its recent annual meeting in La Paz.

"Agencies existing then will be of two types," he said.

"One will be large independent franchises with branches in many locations specializing in large-volume vacations and leisure travel.

"The other type will be private concerns under contract to a few airlines—much like today's automobile dealerships. These agencies will have written agreements with their carrier partners to cover costs, marketing, advertising, training and commission rates," he said.

Maloney also sees an end to tariffs and to the familiar

Official Airline Guide that has long served as the schedule and fare "bible."

"Like any other commercial business," he said, "there will be a suggested retail price for an airplane ticket plus 'White Sales,' 4th of July Sales, and 'specials' that will change monthly, weekly and even daily."

He predicted that the day will come when consumers will have access to a computerized data bank through a keyboard console attached to the living room television set to display current airline schedules and ticket prices.

"The passenger will make reservations, order tickets and pick them up at the corner grocery store at an automated ticket dispensing machine," Maloney said.

"There will be a smaller selection of flights on fewer airlines, which, because of deregulation, will be changing more in the next year than in the last 10."

How should agencies prepare for Maloney's prediction?

"Anticipate it and make it work for you," he said. "Don't waste efforts trying to protect the system of the past. Change is inevitable."

## SERVICE ANNIVERSARIES . . . (Continued from inside)

### FIVE YEARS

LOS ANGELES—Linda Haley, chief station agent. Terence Lipke and Jose Padilla, cleaners. Leonard Arguelles, Lynda Burton and Therese Shaydak, telephone sales agents. Patrick Boor, station agent. LAS VEGAS—Kathy Wilson, Marilyn Frangadakis, Andrea Crews, Jamie Serino and Linda Creciat, flight attendants. Sachiko Kurashige, Ann Hedlund, Philip Nault, Valerie Jackson and Steven Nylan, ticket agents. CALGARY—Raymond Legge, Gary Beiswanger and Jack Cummings, station agents. Neil MacLean, ticket agent. DES MOINES—Kirk Graham, station agent. PHOENIX—Jane Quan and Steven Underwood, flight attendants. Gary Keller and Larry Smith, ticket agents. Martin Olson, Billy Wilford, Richard Sanford, Richard Halcomb and Donald Jones, station agents. FLOYD CLOWER, security investigator. Thomas Miller, Gerald Harvey, David Allen and Michael Simpson, hangar maintenance technicians. Richard Chesley, stock clerk. Gary Egeland and Lawrence Cattuzzo, avionics technicians. Joan Horner, Judith DuFrain and Glenda Spellman, telephone sales agents. Jeanne Lester and Marilyn Cajthami, data processing control clerks. Kenneth Woodward, maintenance manager. Richard Molt, first officer. SEATTLE—Joe Wood, Karyn Bouldin, Susan Fischer, Robyn Miller, Rhonda Meridith, Louise Navarro and Ihrke Raymond, flight attendants. Rita Tyler, telephone sales agent. SAN FRANCISCO—Lynn Yonemoto and Deborah Hankins, flight attendants. Kenneth Meier, Terry Barker, William Cummings, Ron Angert, Larry Nunan and Tyrus Yasukawa, station agents. Constance Suzuki, sales representative. Dean Potter, stock clerk. ORANGE COUNTY—Michael DiConza and James Baker, station agents. BURBANK—Harold Ogle, chief station agent. SAUDI ARABIA—Michael Clark, maintenance representative. SAN MATEO—James Carl and Noel Castagnola, telephone sales agents. Keith Luttenbacher, chief telephone sales agent. Amy Kawamoto, intermediate revenue accounting clerk. Elsie Ehrlich, clerk typist, planning. Joan Brown, assistant to marketing and corporate planning vice president. OAKLAND—Norman Schmitz, station agent.

POCATELLO—Alton Haberman, station agent. SAN DIEGO—Peter Cristiano, station agent. SALT LAKE CITY—Robert Hosking, ticket agent. TUCSON—Raoul San-

chez, ticket agent. Norman Cummings, station agent. EDMONTON—Ronald Row and Richard Lovell, chief station agents. Larry Lebid and Wayne Carter, station agents.

## Colorado, Texas sales managers

District sales managers have been assigned to our two newest cities. Joining the company are:

- Robert D. Andrews in Denver; and
- Larry R. Martin in Houston.

Andrews most recently was agency and interline sales manager for Northwest Orient Airlines in Minneapolis.

He began his airline career in New York City in 1971 as a passenger service agent for United. He joined Northwest in 1971 as a sales representative assigned to New York and New Jersey.

Andrews, 31, attended City University of New York and the University of Minnesota and served in the U.S. Army as a transportation specialist.

Martin also comes from Northwest which he joined in 1972. He was assistant reservation manager, sales representative and tour sales manager based in Chicago and Minneapolis.

Martin, 30, earned a bachelor's degree in business administration/aviation administration at the University of North Dakota.

## 'NEW EMPHASIS' . . .

(Continued from front page)

and Salt Lake City, the route we selected under the automatic entry provision of the Airline Deregulation Act. This allows us to operate our own Denver-Burbank one-stop service, a route previously operated by Frontier under the interchange agreement.

- New nonstop service between Spokane and Reno, Phoenix and Sacramento and between Phoenix and Reno—the only nonstop flights available between these cities.

- The only direct service linking Calgary and Edmonton with Reno, via Spokane.

- Additional nonstops between Spokane and Los Angeles and between Eugene and Seattle.

- Direct flights from Seattle to Mazatlan and Puerto Vallarta with only two stops.

The boosts in service mean fewer stops, a greater number of seats, or both, between many other pairs of cities.



Andrews



Martin

## PLAUDITS . . .

(Continued from front page)

category (for a series on our Dec. 15 schedule change, including new service to Houston and Denver); and second place in the overall program category (for public relations support of start-up of service to Milwaukee and Des Moines).

The contest was judged by Southern California Chapters of PRSA. The awards were received by member Larry Litchfield, director of public relations, at an annual awards banquet March 30 in San Francisco, and by Ralph Henn, communications and publications manager.

### Accounting

A special revenue accounting return envelope designed by Al Erickson, manager of refunds, agency and government audit, won the highest award of the Envelope Institute of America.

The duplicate-copy mailer is for use by passengers wishing to obtain a refund for a change in class of service or for interruption of a flight.

The competition was judged by the Direct Mail Research Institute.

Unrestricted 50 percent roundtrip discounts are being offered on all coach seats linking Seattle with San Jose and Oakland through May 15.

The half-off fares have been extended through June 30 on all coach seats between Houston and Tucson, Orange County and Las Vegas, and between Denver and Boise, Spokane and Seattle.

In other markets, "Yes for Less" unrestricted 30 percent selected-flight commuter discounts and 30 percent discounts with few restrictions are offered.

March also marked the end of service at seven cities—Medford, Bakersfield, Santa Maria, El Centro, Yuma, Guadalupe and Guaymas. We now serve 48 cities in the U.S., Mexico and Canada.

We have applied to end service at North Bend/Coos Bay and Crescent City on May 31—the last two cities on our system served by F-27 propjets—and Chico and Great Falls on June 30.