

194 flight crewmembers to start Denver domicile

More than 200 employees will make Denver their new home in September as Hughes Airwest establishes its fifth flight crew domicile in the Mile High City.

Based there will be 40 captains, 39 first officers and 115 flight attendants. They will be supported by 10 administrative personnel, including a regional flight director, flight attendant manager, two assistant managers, a chief crew scheduler and three crew schedulers, plus clerical employees. (See related story inside.)

Establishment of a domicile at Stapleton International—the nation's seventh busiest airport in boardings—will facilitate improved flight planning and more efficient crew scheduling in light of changes in flight patterns over new routes inaugurated since December, according to Curt Haag, senior director of fleet planning and economic analysis.

Temporary offices and other facilities for the new domicile are under construction. Larger, permanent facilities, consolidating all operations in one area, are expected to be completed early next year.

We currently have 53 employees in Denver in stations, maintenance and sales.

The new domicile reflects the growing importance of Denver to our system, the eastwardly movement of system expansion and the possibility of further expansion of Denver markets later this year.

\$3 million earnings in first six months—down more than 40%

Net profit for the first six months of 1979 totaled \$3.09 million, down from net earnings of \$5.28 million in the same period of 1978.

A financial turnaround during the first half of this year resulted from a \$5.31 million profit in the second quarter which offset a \$2.22 million loss in the first three months.

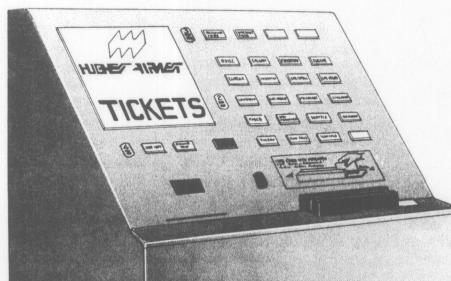
(See *Financial Results* inside and a message from Russell V. Stephenson, president, at right.)

During the first six months, operating expenses increased at a faster pace—23.8 percent—than operating revenues, at 20.8 percent. However, during the second quarter alone, a 29 percent boost in operating revenues offset a 26.6 percent increase in operating expenses, largely due to the United work stoppage.

Operating revenues in the first half totaled \$184.25 million compared with \$152.51 million in the first six months of 1978. Operating expenses rose to \$176.25 million from \$142.41 million.

In the second quarter, operating revenues were \$98.96 million, up from \$76.72 million. Operating expenses totaled \$91.32 million, compared with \$72.11 million.

Tickets in 15 seconds to help speed commuters on their way in 15 cities



Automatic self-ticketing machines will be installed in 15 cities next month.

Phoenix and Orange County will be the first to receive them. Others taking delivery (in approximate order) will be Burbank, Las Vegas, Denver, Salt Lake City, Seattle, Houston, Oakland, San Jose, Los Angeles, Ontario, San Francisco, Spokane and Tucson.

Each machine will feature up to 20 destinations. Ticketing from the time the passenger starts the process will take only about 15 seconds, according to Bud Donohoe, communications systems director and coordinator of the project.

"The machines are designed for commuters taking direct flights," said Eric Wilson, stations senior director. "They will relieve ticket counter lines, allowing agents to give even

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Vol. 11, No. 4

Hughes Air Corp.

July/August 1979

At airports in six cities

Houston seats go 'on sale'

Our innovative coach "seat clearance sale" has been expanded to all Houston markets following its continuing success on the Denver-Salt Lake City route.

One-way sale rates, started Aug. 5, are \$55 between Hobby Airport and Phoenix, Tucson and Las Vegas, and \$75 between Houston and Burbank or Orange County.

The promotion, thought to be the first and only of its kind in the industry, might be expanded to other markets in the near future.

The sale started in Denver and Salt Lake City on July 15. By the end of the month, it had been used by 1,689 passengers, paying \$20 one-way. On Aug. 2, all available seats (108) on the next day's flights were sold for the first time.

In the Houston markets, clearance tickets go on sale nightly at 7 p.m. at all six airports for the following day's flights—two each serving Phoenix, Tucson and Las Vegas nonstop, and three each serving Burbank and Orange County one-stop. The sale continues until 10 p.m. (9:30 p.m. in Las Vegas).

Tickets and reservations are available only at the airports,



for cash only.

The sale prices are the lowest unrestricted fares currently available, representing discounts of up to 60 percent from normal one-way coach fares of other airlines and up to 40 percent from our own discounted commuter fare.

Message from the president

Skyrocketing fuel price dims outlook

We are pleased that the company's finances returned to the black sooner than expected. The outlook is not good, however, and there is great cause for concern.

Profits reported in the four months ended June 30 followed six consecutive months of losses totaling more than \$4.5 million. A substantial portion of the \$3.1 million profit for the first half of 1979 can be attributed to the United work stoppage in April and May. However, we are cautiously encouraged by the fact that the months immediately before and after the walkout—March and June—also were profitable.

The profits also reflect successful post-deregulation strategy. This started last Dec. 15 with the inauguration of service to Houston and Denver. The second phase included improvement of service at California satellite airports on March 15. Phase three, on July 1, resulted in major improvements in Houston and Denver service.

Denver already ranks twelfth in the system in total revenue, after only seven months. Houston's Hobby Airport also is expected to move into a more significant position as a result of tripling of flights in July.

We continue to believe that the opportunities presented by deregulation far outweigh the perils.

We expect to end the year in the black, but it won't be easy.

Second half profits were projected before the massive increases in the cost of fuel, now ranging from 50 cents to a dollar a gallon (compared with 12 cents in 1973). In June, fuel was 11 cents more per gallon than projected, or about \$1 million in unexpected expense for just that one month. For the year, we now expect our fuel bill to be about \$20 million more than budgeted. Fare increases, including those to come, will not keep pace with the cost of fuel. They are expected to contribute, at the most, approximately \$15 million in revenue, leaving a shortfall of \$5 million.

Passing through inflationary expenses directly to the consumer will dampen the forecast rate of growth during the second half of 1979 and traffic volume will be less. In the past few weeks, there have been signals of a recession that might have a substantial impact on air travel, and therefore the "bottom line," especially after the summer surge is over.

Although we are in the midst of the peak travel season, traffic is already be-

(Continued on back page, col. 2)

Four picked for 1979-80 scholarships—16 to share \$8,000

Four high school seniors have been selected to receive the company's 1979-80 scholarship awards worth up to \$2,000 each. They are:

- Bill Bullock, son of Bill Bullock, station agent, San Diego;
- Dena Peterson, daughter of Charlene Peterson, chief telephone sales agent, Los Angeles;
- Mary Sherwood, daughter of Bob Sherwood, research & development director, San Mateo; and
- Jacquie Weiss, daughter of Jackie Weiss, clerk typist, word processing, San Mateo.

Runners-up, who will receive scholarship support if the winners do not completely use the available funds, are:

- Dana Felton, son of Harris Felton, chief station agent, Portland; and
- Howard Lieberman, son of Dick Lieberman, captain, San Francisco.

This is the fifth year dependents of employees have been named for the awards. Twelve winners selected previously are currently attending universities and receiving the scholarships.

Some 30 dependents applied this year. Finalists were selected and interviewed by the scholarship committee comprised of Edwin N. Altman, vice president of operations; John G. Carlson, staff vice president and executive assistant to the president; and Glenn P. Smith, chancellor of the San Mateo County Community College District. Marilyn Luster, employee relations representative, coordinated the program.

The scholarships are awarded at a maximum rate of \$500 per year for up to four years, as long as the student qualifies. Up to \$8,000 is divided among the 16 students annually.

Final selection is based on the application, academic record, test scores, extra-curricular activities, recommendations, ability and the interview.

William Serr, son of Leon Serr.

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Twins dominated our July 12 flight attendant graduation as Vikki Denny (background right) receives her wings from twin sister Virginia, a flight attendant for two years, based in San Francisco. In the foreground, Carol Grams shows her new wings to her proud twin sons, Jesse and Justin.



Capt. Ron Freeman, Phoenix flight instructor, admired his daughter Karen's graduation certificate at the July 26 ceremony. At right are Gail DeRouche, who also graduated, and her cousin, Larry Cox, a flight attendant for two years, based in Phoenix.



Thirty-six flight attendants were graduated in July at international headquarters ceremonies.

Members of the July class (above) included (from top of stairs): Audrey Swanson, Debra Kollatz, Carol Grams, Mary Engel, Vikki Denny, Susan Parks, Lisa Ellis, Suzanne Mangin, Pam Lopez, Melinda Drew, Gloria Grills (valedictorian), Renee Bronk and Annitta Beasley.

In the front row (from left) are: Gloria Evans (instruction supervisor), Anthony Tyson, Doris Buske, Susan Silva, Maureen Murphy, Debra Huff, Cliff Snowman and Laurie Vogt (training-development supervisor).

Beasley, Grills, Lopez and Tyson were assigned to the Las Vegas domicile; the others were assigned to Phoenix.



The July 26 class included (front row, from left, with domicile): Dorian Holley and Renee Metoyer (LAS), Karen Freeman (PHX), Janice Sadler (validictorian), Laurie Rybaczyk and Shelia Shepherd (LAS), and Karen Otfelie (PHX).

Standing, from left, are: Geoff McKnight (training specialist), Stan Daugherty (PHX), Cindy Panelo and Suzanne Ornelas (LAS), Linda Hamilton, Gail DeRouche, Kathleen Canepa, Dorette Stone, Linda Barstow and Holley Swanner (PHX), Robert Borja (LAS) and Carol Gagnard (San Francisco flight attendant manager).

berman, captains. James Clough, chief station agent. Deanna Surbridge and Joan Prince, flight attendants. PHOENIX—George Goodman, engine technician. Fred Smith, maintenance control manager. Edward Adams, Wallace Brown, Raymond Simons and Virgil Harpham, captains. Kit Eastin, check captain. Leon Kaine, avionics maintenance supervisor. Charles Brodt, quality control technician. John Lowman, flight instructor. Harold Mussi, accessory overhaul technician. Christina Jensen, telephone sales agent. James Draves and William Kirk, station agents. LAS VEGAS—Harry Warren, Darrel Fowler and Donald Trevey, captains. Ralph Krohne, maintenance technician. Stephen Qualey, lead maintenance technician. Robert Hurd, wheel & brake technician. John Russell, chief ticket agent. Donald Brown and James

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TRANSITION

WELCOME ABOARD

Julaine Barnes, Clifton McCarra and Karen Hunter, station agents, Houston. Kathleen Bullock, clerk typist, maintenance, Los Angeles. Patricia Tate, clerk typist, supply, Phoenix. David Pohl, Byron LaCounte and Daniel Mason, cleaners, Burbank. Margaret Beal, clerk typist, station, Salt Lake City. David Dongell, draftsman, Phoenix. Peggy Brooks, telephone sales agent, San Mateo. David Hess, avionics technician, Phoenix. Paul Lowrey, cleaner, Seattle. Gregory Reasor, Nancy James and Marc Nolte, station agents, Denver. Mary Franco and Anna Gervasio, junior revenue accounting clerks, San Mateo. Gene Walling, Joan Garland, Jean Popovich, Phyllis Dyer and Gary Greene, telephone sales trainees, Seattle. Patricia Garrigan, station agent, San Diego. Robert Benson, station agent, Salt Lake City. Lorin Black, Mark Baumgardner, Mary Garcia and William Kleier, cleaners, Phoenix. Gary Floch, station agent, Burbank. Harry Swenson, station agent, Oakland. John Kenmonth, Judy Williamson, Lynn Yoshimoto, Mary Reyen, Susan Hauck, Mark Eiduson, Susan Burnhart, Felicia Dunbar, Noreen Moriarty, Kim Nozaki, Judith Moackler, Linda Troncoso, Linda Lovenduski and Donald Mann, telephone sales trainees, Los Angeles. Credit Union, Phoenix: Sandra Morris, teller/receptionist.

PROMOTIONS

Ronald Armstrong to chief station agent, Calgary. Susan Huffaker to secretary, flight training, Phoenix. Gerald Brown to lead maintenance technician, Burbank. Joyce Winningham to chief telephone sales agent, Seattle. John Walker to lead cleaner, Phoenix. James Gardner to assistant maintenance manager, Burbank. Laurie Vogt to flight attendant training-development supervisor, San Mateo. Sandra Knop to public affairs representative, Los Angeles. Clark Tillis to hangar maintenance supervisor, Phoenix. Edward Streichman to staffing/telephone systems analyst, Los Angeles. Marjorie Pyburn to flight training planning supervisor, Phoenix. Hiro Tsukimura to assistant maintenance manager, San Francisco. Louise Laughlin to telephone sales instructor, Phoenix.

RETIREMENTS

George Martin, captain, Las Vegas, after nearly 33 years with the company. Jack Cromer, captain, San Francisco, 32½ years. (He is serving as flight operations manager at San Francisco, a new position, following retirement as a captain.) C. E. "Johnny" Johnson, captain, Las Vegas, 23 years. Don Rasmussen, captain, Seattle, 20 years. Bart Whalen, ground serviceman, Seattle, 10½ years. Patsy Gilday, flight attendant, Las Vegas, 10½ years. Joan Bailey, flight attendant, San Francisco, 9½ years. Pat Walker, flight attendant, Las Vegas, 9 years. Bill Bond, avionics technician, Phoenix, 8½ years.

PEOPLE POTPOURRI

Jack Whitehill, Spokane station manager, and Cecilia Hart, wife of Redmond chief station agent Les Hart, have received the highest award in Boy Scouting—the Silver Beaver. Whitehill has been active in scouting for more than 15 years. Hart is only the fourth woman in nearly 40 years to receive the award.

Phyllis Nepa, San Mateo telephone sales agent, has been promoted to sergeant first class in the U.S. Army Reserve. She has taken basic combat training and is attached to the military law center at the Presidio of San Francisco.

Ralph Henn, communications & publications manager, was elected vice chairman of the Air Transport Association's Airline Editors Forum at its annual meeting recently in Atlanta. The post leads automatically to the chairmanship in 1980-81.

SERVICE ANNIVERSARIES

July & August

TWENTY-FIVE YEARS

SEATTLE—Lee Horne, avionics technician.

TWENTY YEARS

EUGENE—Robert Dunn, station agent. IDAHO FALLS—David Remily, chief station agent. PORTLAND—Gary Moore, Raymond Carstens and Carl Winterfeld, station agents. Jack Hanke, chief station agent. SEATTLE—Eldon Ferris, Lawrence Bailey, Ronald Bloom, William Cooke, Arlen Buchanan, Richard Dolezal and David Howard, captains. Vearl Greenwood, lead maintenance technician. Gerald Roelle, maintenance technician. Donald Kollatz, assistant telephone sales manager. Edythe Ray, chief telephone sales agent. Leo Wright, Walter Mayo and Charles Prather, station agents. Shirley Brady, Patricia Hanson and Cheryl Towey, flight attendants. SAN FRANCISCO—John Kennedy, Lawrence Marshall, Allan Kennedy, Tommy Tinker and Dick Lie-

HAIR FARE

To the Niswanders, Linda, telephone sales agent, Los Angeles, and Roger, station agent, Burbank: a boy, Benjamin Edward, 8 lbs. 9 oz.; June 20.

IN MEMORIAM

Robert E. ("Bob") Reinseth, captain, Las Vegas; July 25. He joined West Coast as a co-pilot in 1959. He was 44.

Boyd O. ("Bob") Baker, customer relations manager for West Coast, retired in 1961; May 22. He started with the company in 1946 and held station management positions in Astoria, Eugene and Seattle. He was 65.

Joseph Main, son of Dolores Main, transcription operator, San Mateo; June 30.

Jan Allen, wife of Gary Allen, ticket agent, Seattle; June 25.

Charles McNaughton, husband of Diane McNaughton, ticket agent, Salt Lake City; June 22.

(Due to space limitations, this column no longer includes parents of employees.)

TRAFFIC SCOREBOARD

FINANCIAL RESULTS

First Quarter	1979*	1978*	% Change
Operating revenue	\$ 85,290	\$ 75,786	+ 12.5
Operating expense	84,937	70,302	+ 20.8
Operating earnings	353	5,484	- 93.6
Net earnings (loss)	(2,224)	2,625	-184.7
Second Quarter			
Operating revenue	98,958	76,722	+ 29.0
Operating expense	91,315	72,105	+ 26.6
Operating earnings	7,643	4,617	+ 65.5
Net earnings	5,309	2,653	+100.1
SIX MONTHS			
Operating revenue	184,248	152,508	+ 20.8
Operating expense	176,252	142,407	+ 23.8
Operating earnings	7,996	10,101	- 20.8
Net earnings	3,085	5,278	- 41.5

*In thousands (add 000).

	June 1979	June 1978	% Change
Passengers	493,771	507,938	- 2.8
Revenue passenger miles	253.3 mil.	202.7 mil.	+ 25.0
Available seat miles	406.9 mil.	330.8 mil.	+ 23.0
Load factor	62.2%	61.3%	
Passenger density	59.4	58.2	+ 2.1
Average trip miles	512.9	399.0	+ 28.5
Cargo ton miles	1,033,575	1,107,630	- 6.7
Cargo tons boarded	2,092	2,670	- 21.6
On-time performance	85.4%	85.7%	
Charter passengers	9,977	5,117	+ 95.0
Charter miles flown	115,223	46,562	+147.5
Employees	5,207	4,722	+ 10.3
Six Months			
Passengers	2,966,195	2,838,499	+ 4.5
Revenue passenger miles	1,529 bil.	1,209 bil.	+ 26.5
Available seat miles	2,446 bil.	2,009 bil.	+ 21.8
Load factor	62.5%	60.2%	
Passenger density	59.5	57.2	+ 4.0
Average trip miles	515.5	425.8	+ 21.1
Cargo ton miles	6,876,703	5,709,000	+ 20.5
Cargo tons boarded	14,157	13,558	+ 4.4
On-time performance	74.6%	84.8%	
Charter passengers	105,147	65,365	+ 60.9
Charter miles flown	1,075,813	707,289	+ 52.1

Cargo price slashed in eight markets

We will knock half off the price of on-line aircargo shipments in eight markets during September.

The special offer, designed to increase awareness of our Northwest-Southwest and San Francisco Bay Area satellite airport service, will be available in either direction between Seattle and Phoenix, Tucson, Oakland or San Jose and between Oakland or San Jose and Phoenix or Tucson.

The discount will apply to regular airfreight rates, Priority Air Express and our minimum charge.

We offered a similar 50 percent aircargo discount from Houston in July.

The cargo sales department has been reorganized in an effort to strengthen marketing, with major emphasis on Seattle-Bay Area-Phoenix service, according to Bob Donahue, cargo and international marketing director.

New cargo sales regional manager for the Northwest is Bud Stokes, based in Seattle where he was district sales manager.

Assigned to Phoenix is Craig Lehmann, former station procedures specialist in San Mateo. He will handle sales efforts for Houston, Milwaukee, Des Moines and Arizona and report to Bill Allen, cargo sales regional manager for the Southwest, based in Los Angeles.

John Klipfel, cargo account executive in San Jose, oversees sales for the San Francisco Bay Area, Sacramento and Reno. He reports to Stokes.

Michael Calvin is cargo sales administration manager, San Mateo.

'Top Banana' awards earned by another 47

Forty-seven employees soon will be receiving "Top Banana" trophies for mention in five complimentary letters from customers.

They are:

- Shane Isaacson, station agent, Sandy Knop, public affairs representative, and Carl Parker, chief station agent, Los Angeles; Ray Melcher, chief station agent, Phoenix.

- Seattle flight attendants Karyn Bouldin, Jeanette Darms-Totten, Rita Demme, Patti Hanson, Manioe Hendershot, Sue Hoffman, Mary Imboden, Rebecca Peters, Connie Stuart and Pat Vecki.

- Las Vegas flight attendants Mary Ann Addis, Betty Anderson, Kori Blaie, Melodee Lazaruk, Susan Manfredi, Linda Moore and Patti Rynes.

- Phoenix flight attendants Marie-laine Cappele, Vangie Casillas, Steve Clayton, Cindy Cook, Jolene Dickinson, Deanna Haggard, Pricilla Koury, Pam Logerquist, Chris Miller, Barbara Rhetta, Marilyn Whitney and Lynn Williams.

- San Francisco flight attendants Phillip Arcia, Karen Berryman, Susan Card, Marla Chang, June Farrell, Karen Galvin, Sherry Houston, Yvonne Luby, Lonnie Mark, Elizabeth Nulf, Barbara Sheperd, Karen Turner, Robert Valencia and Sandy Wong.

The trophy now has been won by 346 employees. The "Top Banana" pin for the first compliment has been earned by 1,870, or nearly 36 percent of the entire workforce.

Those recently becoming eligible for the pin are:

Steve Ashford, Rafael Alterio, Ron Armstrong, Scott Agenbroad, Ed Altman, Sandra Barrett, William Burr, Vicki Bollman, Dave Barnes, Kay Bergin, Barbara Burnell, Georgia Bolton, Naoma Britten, Jim Balkowitsch, Marva Brandon.

Colleen Carroll, Peggy Carter, Alejandro Cardenas, Carole Cruz, Lisa Converse, Rod Cox, Bo Corby, Jan Claridge, Sue Curtis, Charles Du Frain, Ron Demartini, Barbara

Soderstrom heads No. California sales

Jan Soderstrom has been named regional marketing director for Northern California with responsibility for marketing strategies from Fresno north, plus Reno.

She has been director of advertising & sales promotion in San Mateo since 1977. She was sales promotion manager in 1975-77 and market research manager starting in 1974, when she joined us.



Soderstrom

Previously she worked for Levi Strauss & Co. in San Francisco, Sunlist Growers, Inc. in Los Angeles and The Pillsbury Company in Minneapolis.

Soderstrom, 32, earned a bachelor's and a master's degree in consumer research at Arizona State University.

She is on the board of directors of the San Francisco Advertising Club and a member of the American Marketing and Travel Research Associations.

Jack Furrer, Marilyn Schneider to direct pilots and flight attendants in Mile High City



Furrer



Schneider

L. J. "Jack" Furrer and Marilyn A. Schneider will head the 194 flight crewmembers based at our new domicile in Denver (see story on front page).

Furrer, a San Francisco-based captain, will be regional director of flight operations, and Schneider, assistant flight attendant manager in Phoenix, will be manager of flight attendants.

Furrer started with the company (Southwest) in 1948 as a flight attendant (then called "pursers"). He served in the U.S. Air Force in 1950-54 and became a pilot with us in 1955.

He was assistant flight manager in 1968-70 and flight manager in 1970-73 in San Francisco. He served as general manager of Air Liberia in 1974 and a chief pilot with Ghana Airways in 1976, both as part of our overseas technical assistance programs.

Furrer, 50, attended the College of San Mateo.

Schneider joined us in 1967 as a revenue accounting clerk in Phoenix. She became a clerk typist in customer services there in 1972 and assistant flight attendant manager in 1973.

Schneider, 41, attended the University of Connecticut and Phoenix College.

We started as Zimmerly

Idaho Falls, Pocatello honor us for 35 years

Thirty-five years of service by Hughes Airwest and its predecessors were saluted in Idaho Falls and Pocatello on July 25.

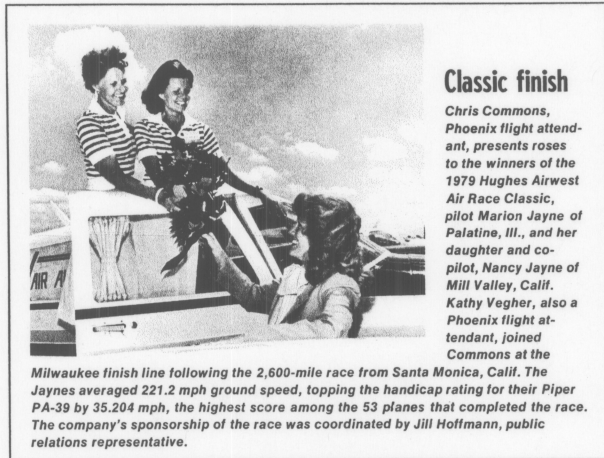
At a civic luncheon in Idaho Falls, Rich Slavik, station manager, presented a commemorative plaque and DC-9 model to Jim Chadbond, president-elect of the Chamber of Commerce.

Also attending were: Tom Campbell, mayor; William O'Bryant, former mayor; Tom Miller, aviation director; and Kent Just, chamber manager and master-of-ceremonies for the event.

At an airport ceremony in Pocatello, Bill Lane, station manager, presented a plaque and model to Rich Garvin, chamber president. Also attending were: Ione Horrocks, mayor; Charles Moss, city manager; and Chesley Schart, chamber manager.

Civic officials, business leaders, representatives of other airlines and newsmen attended each event.

Attending both were: Don Cooper, Idaho district sales manager; Tom Croson, co-founder of Zimmerly Air Transport, our earliest forerunner and pioneer air carrier in the Gem State; George Cooke, retired captain who flew for Zimmerly, and his wife; and Jill Hoffmann, public relations representative, San Mateo.



Classic finish

Chris Commons, Phoenix flight attendant, presents roses to the winners of the 1979 Hughes Airwest Air Race Classic, pilot Marion Jayne of Palatine, Ill., and her daughter and co-pilot, Nancy Jayne of Mill Valley, Calif. Kathy Vegher, also a Phoenix flight attendant, joined Commons at the

Milwaukee finish line following the 2,600-mile race from Santa Monica, Calif. The Jaynes averaged 221.2 mph ground speed, topping the handicap rating for their Piper PA-39 by 35.204 mph, the highest score among the 53 planes that completed the race. The company's sponsorship of the race was coordinated by Jill Hoffmann, public relations representative.

Detmer, Debra Dykes, Diane Doyle, Caterina DeMartin.

James Edixon, Bobby Forch, Edwin Friend, Carolyn Farley, Fernando Fernandez, Wayne Gales, Jerry Griffith, Jane Graves, Jim Hansen, Olympia Hooper, Ken Hughes, Laura Haynes, Beverly Howard, Patsy Hogg, Lance Harman, Fran Hoehner.

Holly Jones, Dennis Kleingartner, Jack Kastien, Darryl Knox, Janelle Kaye, Jack Krauchi, Pat Linn, Kathy Layton, Karen Lee, Rhonda Lachmann, Larry Litchfield, Leslie Langbein, Tom Lehman.

Margaret Morton, Stephanie Miller, Janice Maus, Rick Merrell, Bill Maloney, Peter Merrell, Don McClure, Maura McCarthy, Dick McKelvey, Gary Merrill, Ida Mendoza, Gene Malm, Howard Marotto, Kay Martinet, Carmen Morrissey, Herb McMichael, Tom Meyer, Alison Maus, Dennis Marks, Robert Montes, Kelly McDonnell.

Randy Nakaba, Ruth Nielsen, Jody Neyman, Lajana Napier, Sue Ogle, Pam Pawluk, Hank Puryear, Jim Peters, Sandy Porter, Lyle Peterson, Dick Porter, LaRae Rudy, David Robertson, Kathi Russell, Ray Reynosa, Victoria Rohlf, Dave Remily, Shannon Richmond.

Patty Shiels, Rebecca Sanford, Arden Spellman, Gillian Smyth, Paul Snellings, Barbara Sirvatka, Andy Soto, Amadeo Saiz, Janet Starkey, Sherry Scott, Susan Spencer, Judy Stallings, Becky Steffen, Mike Snider, Sharon Sounhein, Deanna Surbridge, Alinda Sanford, Robert L. Smith, Sandy Somers.

Joe Trusewicz, Cynthia Turkail, John Threlloff, Steve Templeton, Dolores Turner, Fred Wood, Janice Wehe, George Wigen, Patti Wilson, Bob Weleba, Janet Wierman, Al Youngblood, Sharon Young, Kent Zimmerman, Vicki Zamberlin.

Sun Valley to host three-airline tennis meet

Little America Hotels & Resorts is sponsoring an Airline Tennis Classic at Sun Valley for all full-time Hughes Airwest, Gem State and Mountain West employees and spouses (non-professional only), Oct. 4-7.

Cost is \$99/single and \$131.40/double, including accommodations, cookout, awards dinner, two breakfasts, tennis, cocktail party, etc.; golf, fishing, swimming, boating and horseback riding available.

Transportation will be provided by Gem State and Mountain West Airlines (from BOI, SLC, TWF and IDA).

Registration deadline is Sept. 15. Contact our pass bureau (San Mateo ext. 4063) for brochure or call Sun Valley toll-free (800) 635-8261.

Alice Herdman, San Francisco flight attendant, is a tournament official and coordinator for the event.

Other sports

Randy Anderson, Edmonton station agent, edged out Rich Anderson, Las Vegas first officer, on a sudden death play-off hole in the Canadian Rockies Classic in Banff in June.

Willie Griffith, Edmonton ticket agent, won low net honors, and Gary Asti, Las Vegas flight attendant, was runner-up.

The 36-hole event was sponsored by Canadian employees and open to all company personnel. It was attended by 23 golfers and their guests.

Bolivar named SF telephone sales manager



Bolivar

Clarence J. Bolivar has joined the company as San Francisco telephone sales manager.

He had been with Pan Am for 11 years, most recently as sales account manager in the San Francisco region. Previously, he was assistant reservations manager for more than four years.

He joined Pan Am as a cargo service agent and later was a passenger service agent and Bay Area ticket offices manager.

Bolivar, 32, attended Prairie View A&M University and Texas Southern University, both in Houston, and served in the U.S. Marine Corps in Vietnam.

AUTOMATIC TICKETING . . . (Continued from front page)

better service to passengers with more complicated, connecting and interline itineraries."

The machines will accept Universal Air Travel Plan, MasterCharge, American Express, Carte Blanche and Diners Club cards. Negotiations were continuing at presstime to also include Visa.

Use of the machines will include four steps, indicated by lighted buttons:

- The credit card will be passed through a reader which will read magnetic tape on the back of the card. The information will be transmitted to our reservations computer in Miami for credit check.
- Passenger selects the destination which illuminates buttons for applicable fares.
- Button is depressed for fare — coach, Business Coach or commuter discount.

- Passenger selects one-way or roundtrip ticketing.
- When all steps are completed, the machine will either dispense the ticket or a light will indicate "see agent"—if, for example, the credit card is not valid.

Unlike similar machines used by other airlines, ours will print tickets on three-coupon IATA stock. They will therefore be valid on other airlines flying the same route at the same fare if, for example, an unconfirmed passenger finds our flight full.

Station personnel will be able to change the destination and fare information easily when there are schedule and fare adjustments. All ticket transactions are recorded on cassettes which can be replaced in less than 30 seconds.

The machines are built by Cubic Western Data of San Diego. We have an option to buy an additional 15 units.

SCHOLARSHIPS . . .

(Continued from front page)

Orange County station agent, and scholarship winner in 1975 when the program was started, recently received a bachelor's degree in accounting from California State University at Fullerton and wrote to the company:

"... The financial assistance provided by the scholarship proved to be of great value in my quest for the college degree. . . . I hope my 3.66 grade point average has shown me to be a worthy recipient. My studies have already paid off by earning me a position with a big-eight accounting firm. Thanks again for allowing me such an opportunity to reach my goals . . ."

Gagnard new SF flight attendant mgr.



Gagnard

Carol A. Gagnard has been named manager of flight attendants for the San Francisco domicile.

She had been in-flight services administration manager since April 1978.

She joined the company as customer service flight attendant training instructor in 1976 and later was promoted to supervisor.

Gagnard, 32, attended the College of San Mateo and San Francisco State University.

SERVICE ANNIVERSARIES . . .

(Continued from inside)

Mikkelsen, station agents. TUCSON—George Grindahl, lead maintenance technician. James Byrd and Robert Scott, station agents. Harold Carpenter, chief station agent. BOISE—Leon Benson, lead maintenance technician. Ross Smith, chief station agent. SPOKANE—Maurice Kammer, maintenance technician. Charles Mullikin, Zane Patterson and Ronald Roberts, station agents. Milton Morgenstern, chief station agent. CRESCENT CITY—Richard Randall, station manager. ONTARIO—Jack Mills, station agent. SALT LAKE CITY—Michael Packer and Gary Merrill, station agents. Irvin Rubbelke, chief station agent. TWIN FALLS—Mark Watts, station agent. Max Hatch, chief station agent. YAKIMA—Jack Fordyce, station agent. PASCO—Max Andrus, sales & service manager. Ellis Boyd, chief station agent. SAN DIEGO—John Crowley, chief station agent.

FIFTEEN YEARS

SEATTLE—Jack Stevens, captain, LOS ANGELES—Gordon Derscheid, chief telephone sales agent. Peter Cervi, maintenance technician. PHOENIX—June Howe, secretary, quality control. Kent Lamb, station agent. SAN MATEO—Tom Joyce, station training manager. SAN JOSE—Terry Needham, station agent. EUGENE—Gary

Timms, station agent. SAN FRANCISCO—Leona Schwab and Sarah Nelson, flight attendants.

TEN YEARS

PHOENIX—Sharon Jewell, telephone sales agent. Dianne Doyle, receptionist. Jerry Renfrow, hangar maintenance technician. Paul Wheelley, supply analyst. Lloyd Wilson, reliability control manager. Norman Wood, engine maintenance supervisor. Deborah Patchett and Susan Roesch, flight attendants. Thomas Lehman, ticket agent. Kazushige Morishita, computer operator. SAN MATEO—Judy Webster, Evelyn Sleppey, Susan Poraczky and Judy Nelson, telephone sales agents. Shana Jarrett, chief telephone sales agent. Pat Seawell, mail clerk. Lucille Gaughan, intermediate revenue accounting clerk. Peggy Kirkpatrick, junior general accounting clerk. LOS ANGELES—Don Kim, maintenance technician. DENVER—Gordon Lolshult, avionics technician. LAS VEGAS—Ray Cordrey, cleaner. Joseph Campo, groundserviceman. Charlotte Oden, Susan Hoskins, Virginia Yahner and Carol Westgate, flight attendants. Donald Welch, station agent. SEATTLE—Glenna Beckley, ground hostess. Ruth Parker, Patricia Holt, Teresa Bohlender and Sue Ann Hoffman, flight attendants. Wil-

HUGHES AIRWEST

International Airport
San Francisco, Calif. 94128

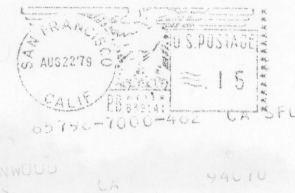
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Communications & Publications

Maintenance, accounting, sales

Kasper, Moreland, Sedoris, Smith promoted

Four employees have been promoted to manager. They are:

- Francis M. Kasper, hangar maintenance, Phoenix;
- Patricia A. Moreland, general accounting, San Mateo;
- Riqui K. Sedoris, district sales,



Orange County; and

- Fred M. Smith, maintenance control & aircraft routing, Phoenix.

Kasper, 41, joined the company in 1968 as a technician. He had been a maintenance supervisor since 1977.

Previously he worked for Lockheed Aircraft Service. He attended Fullerton Junior College and served in the U.S. Air Force.

Moreland, 39, has been an accountant with us since 1976. Previously she was an accountant, financial analyst and accounting supervisor with World Airways in Oakland.

She received a degree in data processing at Ohlone Community College in Fremont, Calif., and bachelor's and master's degrees in accounting from California State University, Hayward.

Sedoris, 27, joined the company in 1977 as sales representative in Burbank. She was promoted to Orange County account executive earlier this year.

Previously she was a travel industry sales representative with Hertz. She studied psychology and business management at the University of California, San Diego.

Smith, 46, joined the company in 1959 as a mechanic in Seattle. He was promoted to forman in 1965 and maintenance control supervisor in 1968.

He was an economic control manager in San Mateo in 1973-74 and vice president of maintenance and engineering for Air Liberia in 1974-75 as part of our technical assistance program there.

He had been maintenance control supervisor since 1975.

Smith graduated from Spartan School of Aeronautics and also attended Pasadena City College. He served in the U.S. Air Force.

PRESIDENT'S MESSAGE . . . (Continued from front page)

ginning to soften because of rapid-fire fare increases and the psychological effects, if not yet the hard reality, of recession. These factors have a significant effect on relatively short-haul markets such as ours—more than long-haul and transcontinental routes of others—simply because passengers have the alternative of driving. We will be trying to persuade these travelers to opt for vacations closer to home than originally planned, using shorter flights for more mini-vacations.

Airline profits have always been below those of other industries. That must change if this nation is to maintain a healthy and modern air transport system. Likewise, Hughes Airwest must show a reasonable level of profits if it is to maintain and expand its competitive stance and keep pace with the rest of the industry.

The officers and board of directors are grateful to all of you who helped make the recent turnaround possible. It will take an all-out effort by all employees to maintain and advance Hughes Airwest as a sound and viable airline and employer.

Russell V. Stephenson
President

Iliam Holden, station agent. TUCSON—Arlen Rousseau, station agent. SAN FRANCISCO—Arnold Oberholser and Richard Adams, station agents. Robert West, ticket agent. SACRAMENTO—Paul Moya, station agent. SALT LAKE CITY—Robert McKinney, sta-



Nearly 60 years were saluted recently when Seattle Captains Ivan Dorey (seated) with wife Frances, and Don Hawley and wife Darlene were honored at an international headquarters retirement luncheon. Both started with West Coast—Dorey in 1947 and Hawley in 1952.

tion agent. BURBANK—Roger Niswander, station agent.

FIVE YEARS

SAN FRANCISCO—Reggie Correa, mail clerk. PHOENIX—Peter Pitrone, Ann Shepard and Dannie Blair, senior programmers. Charles Brightwell, avionics technician. Maybelline Wright, cleaner. Herbert Origas, component overhaul technician. Robert Carrillo and Keith MacLoughlin, hangar maintenance technicians. Peter Jackalus, engineer. Robert Straka, component overhaul technician. TUCSON—Grover Payton, maintenance technician. SAN MATEO—David Barber, telephone sales agent. Stephen Gabel, assistant dispatcher. Giles O'Keefe, reserve dispatcher. Christine Wong, intermediate revenue accounting clerk. Ralph Henn, communications & publications manager. Linda Ross, secretary, security. Sonja Murray, intermediate accounting clerk, treasury. SEATTLE—Ardella Snow and Nancy Winters, telephone sales agents. Robin Van Autreue, Martha Guffin, Marcia Goddard, Margaret Brown and Shelley Holmes, flight attendants. SAUDI ARABIA—Billie Workman, supply clerk. LAS VEGAS—Thomas Norwich, station agent. Terri Cavanaugh, Maria Ramirez and Deborah Haag, flight attendants. EDMONTON—Dennis Sarnecki, chief station agent. BURBANK—Clyde Cruse, station agent. LOS ANGELES—Shirley Messa, telephone sales agent.