



# FLIGHT SERVICE HI·LITES

## The Service Representative And You

You have met them in the Briefing Room or at the Miami Stewardess College. You've had them on board Flight 100 with a full load, including 42 First Class; or on Flight 811 with a total load of 11 passengers. They appear young, ambitious, and — at times — inexperienced compared with the professional standards of a 20-year veteran Purser.

Responding to the echoes of rumor, you have labelled them "Cornell Boys." And to questions that have sprung up, you have been answered by hazy, imaginative replies.

*Who are they?*

*What are they doing?*

*How is all this going to affect my job?*

We'll try to provide you with some definite answers to these questions, and acquaint you with the qualifications of the: "Service Representative".

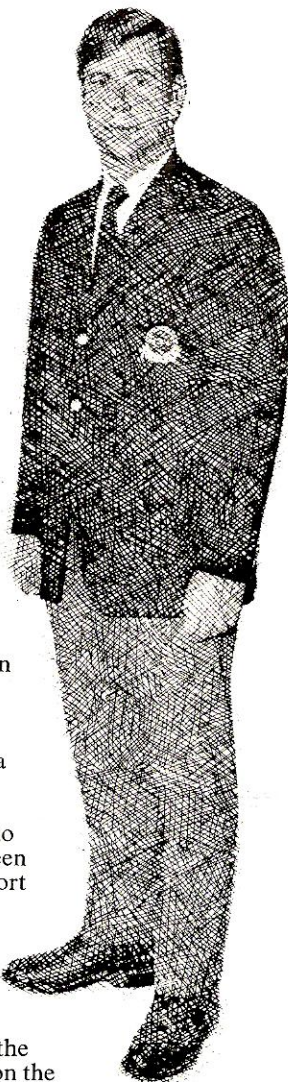
First, we have decided to call them Service Representatives, rather than Flight Service Supervisors. They will work *with you*, and, of course, for the benefit of our Company.

On the 100 flight, they weren't checking the crew; they were trying to find solutions to the problems of that flight, your problems such as:

Too many First Class passengers; not enough caviar; not enough glasses; whether or not to eliminate the Danish in First Class if the passengers do not eat it; and, ground handling out of JFK and upon arrival at London. Also they will sit down to help an individual passenger with a ticketing problem, or listen to another passenger's tale of woe over a lost piece of luggage.

On that 811 flight, they may have conducted a survey among the 11 passengers to determine opinion about our service between Honolulu and Sydney. Later, they will report their findings to our sales people. The outcome of that survey may result in a better pax load next trip and smoother flight handling.

A Service Representative's exposure to the problems we often encounter inflight and on the ground — and derivative action — is not limited to Flight Service matters. It is our intent that their recognition of potential improvement encompass a broad range of activities.



As a large company working with and serving people, we must look forward to our growth and prepare for it.

This is why we are hiring and training potential managerial and executive talent. Where, but in the best schools in the world, and from the experienced pool of talent available within the Company, can we find better qualified people?

We have recruited and hired a number of college graduates who have shown an interest in pursuing a career in commercial aviation. We are encouraging people within Pan Am to join our program. We do have openings for qualified applicants who profess a genuine interest in our Company and for what we are doing. And we need more!

We are providing Service Representatives with a 12-week training program ranging from Flight Service Administration to Panamac. Within a two-year period, we expect them to demonstrate the quality which we are searching for and the ability to render it productive.

What are *they* doing on *your flight*? Ask them. Feel free to ask all kinds of questions. If they do not immediately know the answer, they will use their resources to find the answer. And *they* will ask you a great many questions, for the Service Rep will learn from your professional experience.

*Most important, don't be reluctant to air your problems — be it scheduling, meals, morale, hair-do, or whatever.* These are the people who will be able to get some action on these problems.

## Will they affect your job?

No and YES.

No, Purser, *you will not be replaced by them.* You are the backbone of our service product.

Yes, they will affect your job in many ways.

For one thing, they are really trying to get to the root of many of the problems facing you inflight — on the 100 flight, as an example — and find solutions to such problems. *Think what this will mean when Pan Am introduces the 362-passenger Boeing 747 next winter.*

They are also aware of many other troublesome areas; things such as scheduling, the pool, sickness-on-holidays staffing problem, remedial policy, and stresses of personal problems. Pan Am's awareness is the result of your concern for these problems and have expressed it many times to the Service Representative. Our Service Reps will undertake assignments of these specific problems, learn all there is to know about the subject, and work out a solution to be submitted for approval. Yes, *his work will affect your job*, for the better.

Talk to him and let him hear your comments, for he is your instant communication link with the Company. All of this will take time and effort. Most of all, it will require your cooperation; something which cannot be forced and will not be forced on you.

*This is what our Service Representative is all about.*

Now that you know a little more about them — as well as the needs of our Company, you may come to realize that in mutual cooperation, you may find some answers to old problems. As a Purser recently stated,

"It's about time we start building people up, rather than tearing them down . . ."

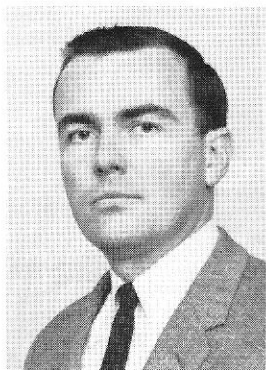
And as the Service Representatives have been told, this is a two-way street.



**JAMES M. MAHOOD**, Brooklyn, New York, joined the company after a career in the United States Navy. He has a good knowledge of Russian and Spanish, and holds a B.A. degree in English from the University of Notre Dame, South Bend, Indiana.

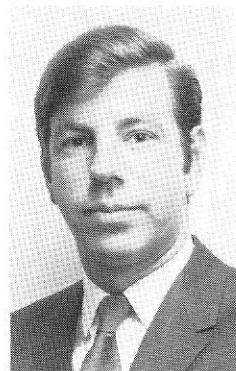


**JOSE M. PEREZ**, born in Argentina, joined the company in 1967 as a Traffic Representative, JFK. He has attended Buenos Aires' Economics University and New York City College Marketing School.



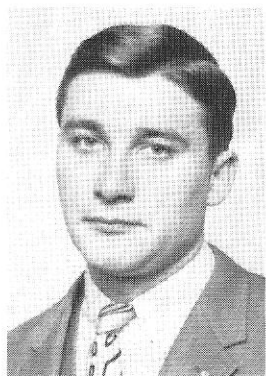
**JOHN HALE MC PHEE** has travelled extensively with the United States Navy in capacities of Communications and Administration Officer.

Born in Spokane, he holds a B.S. degree in Chemistry from Washington State University.



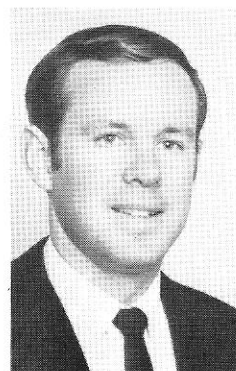
**NEIL S. REYER**, born in Brooklyn, New York, was a Captain in the United States Air Force prior to joining the company.

He holds a B.S. degree in Hotel and Restaurant Management from Florida State University.



**BRENT J. MECHLER** joined the company in 1966. Before appointment to Service Representative he has had the opportunity to gain experience in our Cargo, Traffic and Flight Service Departments.

Born in Brooklyn, New York, he holds a B.A. degree in Economics from Iona College, New Rochelle.



**DONALD SULLIVAN**, a native New Yorker, attended the Cornell University School of Hotel Administration. He participated in our Company's Cornell University Program and spent the summers of 1964 and 1965 flying as a steward for Pan Am.

Prior to appointment he was Assistant Manager of the Americana Hotel, in New York City.



**GISEL BIELING** has been with the company since 1963. He began his career as Cargo/Operations Supervisor in his native Hamburg, Germany—and later moved to San Francisco where he worked as Crew Scheduler.

He holds a degree in Business Administration from the University of Hamburg.



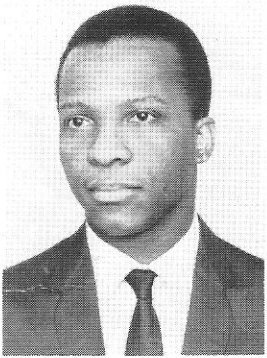
**PIER A. GHERINI**, a native Texan, attended San Francisco City College's Hotel and Restaurant Management School, and the Industrial Relations School of the University of California.

He holds a B.A. degree in Political Sciences from the University of San Francisco.



**ZLATKO (VIC) GVOZDENOVIC** joined the company in 1965, and was ACS Representative until appointed to Service Representative. A former resident of Paris, France, where he attended the Ecole Superior de Architecture, he speaks French, Italian, Russian and Yugoslavian.

He holds a B.A. degree in Literature and Languages from the University of Belgrad, Yugoslavia, his native country.



**JOHN J. BLACKWOOD** is from Kingston, Jamaica. Before appointment to Service Representative he was Passenger Supervisor at KIN, following a company career in Sales, Special Services and Commissary in LON, JFK, and KIN.

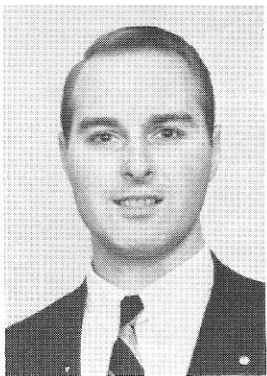
He holds a BA degree in Economics and Political Sciences from Sir George Williams University, Montreal, Canada.



**MICHAEL D. JARNAGIN**, a native Californian, attended the Hotel and Restaurant Management School of the University of Denver.

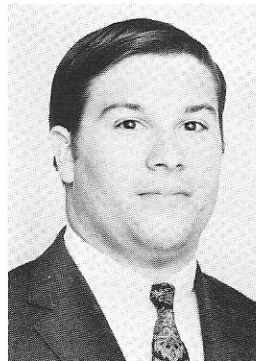
A former Fleet Service Manager for World Airways, he has served in the Peace Corps in Peru, and he has had previous company experience with our Commissary Department.

He holds a B.A. degree in International Relations from San Francisco State College.



**BRANTLY M. EUBANKS** joined the company after service in the United States Navy.

A native of Oakland, California, he holds a B.S. degree in Business Administration from the Menlo School of Business Administration.



**JEFF KRIENDLER** was born in New York City. Before joining the company he had Hotel experience at the Roosevelt, in New Orleans, and the Beverly Wilshire in California.

To extend his service background, he travelled to Copenhagen where he worked in the Flight Kitchen of the Scandinavian Airlines System. He holds a B.S. degree in Hotel Administration from Cornell University.