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National Air and Space Museum

United Air Lines Flight Attendant Memorabilia [Candace LaRocca]

United Air Lines Flight Attendant Memorabilia [LaRocca, Candace]

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2018

Table of Contents

Collection Overview	1
Administrative Information	1
Biographical / Historical.....	1
Scope and Contents.....	2
Arrangement.....	2
Names and Subjects	2
Container Listing	

Collection Overview

Repository:	National Air and Space Museum Archives
Title:	United Air Lines Flight Attendant Memorabilia [Candace LaRocca]
Date:	1968-1972
Identifier:	NASM.2018.0070
Creator:	LaRocca, Candace
Extent:	0.05 Cubic feet (1 folder)
Language:	English .
Summary:	This collection consists of materials relating to Candace LaRocca's career as a United Air Lines flight attendant.
Digital Content:	Image(s): United Air Lines Flight Attendant Memorabilia [Candace LaRocca]

Administrative Information

Acquisition Information

Candace LaRocca, Gift, 2018, NASM.2018.0070

Processing Information

Arranged, described, and encoded by Jessamyn Lloyd, 2018.

Preferred Citation

United Air Lines Flight Attendant Memorabilia [Candace LaRocca], NASM.2018.0070, National Air and Space Museum, Smithsonian Institution.

Restrictions

No restrictions on access

Conditions Governing Use

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Biographical / Historical

Candace LaRocca worked as a flight attendant for United Air Lines from 1969-1985, during which time she was based in Chicago, Illinois; San Francisco, California; and Washington, DC serving on domestic flights. While working as a flight attendant, LaRocca pursued a college education, obtaining a business degree in 1983. Encouraged by a supervisor to gain additional experience, LaRocca also taught a course at Northern Virginia Community College for people interested in airline careers. In 1985, LaRocca transitioned into a corporate role with United Air Lines, becoming a senior account executive for commercial sales working with

travel agents and tour operators, as well as managing the corporate accounts of clients such as the World Bank Group and International Monetary Fund (IMF). LaRocca left United Air Lines in 1991 but continued on to other career opportunities related to transportation and travel including as the Manger of Transportation and Shipping for the African Development Bank; working in corporate sales for SwissAir and SABENA; as an account manager for a travel agency; and as the Director of Resource Management for the Africa Center for Strategic Studies.

Scope and Contents

This collection consists of materials relating to Candace LaRocca's career as a United Air Lines flight attendant including a letter about beginning training; a "Stewardess Trainee Guide"; her Stewardess diploma from 1969 and a group photograph of her stewardess class; a news clipping from 1969 announcing LaRocca's selection as United Air Lines flight attendant, and a letter written by the Supervisor of Inflight Services to LaRocca's parents in 1975 praising her performance as a flight attendant. The group photograph has identification information on the reverse. The collection also contains a Northern Virginia Community College brochure about the course for airline careers that LaRocca taught.

Arrangement

This collection is in chronological order.

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Aeronautics
- Airlines
- Flight attendants
- United Airlines

Names:

- LaRocca, Candace