

Honoring service, leadership and teamwork

Alaska Airlines pays homage to its 'rock stars'

For a special group of employees, North of Expected is more than an advertising slogan. It's the way they approach their jobs every day.

Their efforts were recognized during an awards banquet May 6 at the Edgewater Hotel in Seattle.

Headlining the ceremony were nine long-service employees representing nearly every division in the company who won the airline's highest honor — the Customer Service Legend Award.

"Our newest Legends epitomize our core values of resourcefulness, integrity, professionalism, caring and Alaska Spirit," CEO **Bill Ayer** said. "In doing so, they join a very exclusive club that represents the best at our company. Simply put, they are the rock stars of Alaska Airlines."

President **Brad Tilden** praised them as "stellar reasons why Alaska Airlines is different from other carriers."

The names of the 2009 Legends have been engraved alongside the 183 previous winners on a set of marble pillars at Corporate Headquarters.

Also honored during the dinner were two teams of employees and one individual for outstanding achievement in 2008.

Cindy Petchnick received the 2009 Leadership Award for her exceptional performance as manager of the Seattle



Paul McElroy

The 2009 Customer Service Legends are (from left): Royle Snodderly, Nenita Caesar, Cynthia Braun, Candy Szabo, Lyn Curtin, Jean Egan, Debi Koons, Kelly Mongrain and Mike Rinehart. Profiles of each Legend are on Pages 4 and 5.

flight attendant base.

"Cindy is a special woman who exemplifies the very best in leadership qualities," Ayer said.

The Trax implementation and Seattle operations teams won the 2009 Flywheel Awards.

The Trax team was recognized for introducing a new state-of-the art inventory control and tracking system that is helping employees order, track and manage more than \$100 million worth of aircraft parts and other supplies used by the airline.

The Seattle Operations Team received a Flywheel Award for developing innovative strategies that led to a significant increase in on-time, baggage handling and other operational performance measures in Seattle. **J**



Cindy Petchnick was honored with the Leadership Award while Flywheel Awards went to the Seattle operations and Trax implementation teams. **Right:** M&E Vice President Fred Mohr congratulates Trax team member Jim Pollock.



Paul McElroy

Capacity shifted to Hawaii, Atlanta and Houston

By Marianne Lindsey

Alaska Airlines has announced several schedule changes, including new service between Oakland and Maui and Kona, starting in November. The airline will also add a second daily roundtrip between Seattle and Honolulu and accelerate the start of its Portland-Maui service this summer.

In the fall, Alaska will begin flying between Seattle and two new markets — Atlanta and Houston.

The new service is being implemented in conjunction with schedule cutbacks to Mexico. Beginning July 1, Alaska Airlines will reduce capacity to Mexico 37 percent as a result of weak demand caused by summer travel patterns, the recession, swine flu and other factors. The carrier has already replaced larger 737-800s with smaller -700 models in its Mexico flying.

"Redeploying our aircraft to where we can earn more revenue makes sense at this point," said **Andrew Har-**

Schedule changes tied to fewer Mexico flights as traffic falls due to swine flu, other factors

rison, vice president of planning and revenue management. "We will continue to serve all 10 of our Mexico routes, but we'll have fewer frequencies until we see a turnaround in demand."

The bulk of the reallocated capacity is being shifted to the airline's popular and successful Hawaii market. Alaska will inaugurate four-times-weekly service between Oakland and Kahului, Maui, beginning Nov. 9, followed by thrice-weekly service between Oakland and Kona, on the Big Island of Hawaii, starting Nov. 10. Alaska will also add a second daily roundtrip between Seattle and Honolulu, starting July 2. And the carrier will start its Portland-Maui service on July 3, instead of Aug. 7.

This fall, Alaska will inaugurate one daily roundtrip between Seattle and Houston on Sept. 23 and a daily roundtrip between Seattle and Atlanta on Oct. 23. The carrier previously an-

nounced it will begin service between Seattle and Austin, Texas, on Aug. 3.

"Houston and Atlanta are two of the largest markets we don't currently serve nonstop from Seattle," Harrison said. "We expect to benefit by providing a convenient link between Houston and the state of Alaska for oil and energy business travelers."

Even with the new markets it will serve, Alaska still plans to reduce overall capacity by its planned 6 percent in 2009 compared with last year, according to Chief Financial Officer **Glenn Johnson**.

"It's hard to predict the future, so we need to keep all of our options open in terms of the schedule and where we fly," Johnson said. "We can't rule out further cutbacks if demand continues to deteriorate."

Reduced flying to Mexico will require staffing adjustments at U.S.

gateway stations and the six affected stations south of the border: Cancún, Guadalajara, Los Cabos, Mazatlán, Mexico City and Puerto Vallarta.

"We are assessing the extent of those adjustments and hope to have more details to share with employees within the next week," said **Jeff Butler**, vice president of customer service — airports.

Pumping up Hawaii

To launch the new Hawaii routes, Alaska is offering introductory one-way fares of \$169 between Oakland-Maui, Oakland-Kona and Portland-Maui, as well as attractive Alaska Airlines Vacations packages, which will be advertised in the Bay Area and Portland.

"Oakland represents a great opportunity for us to serve our Bay Area customers to Hawaii," said **Brad Walker**, managing director of sales and leisure marketing. "Our Hawaii markets have shown incredible growth, thanks to our customers and to our employees for providing great service." **J**



Alaska's World

in April



FINANCES

Smaller first quarter loss; first bag charge added

A sharp drop in fuel prices helped Alaska Air Group reduce its 2009 first quarter loss by nearly one-third compared with a year ago, but weak passenger demand and slumping revenues still took their toll.

Excluding fuel hedge adjustments, the company's first quarter adjusted net loss was \$25.4 million, compared with the \$37.7 million net loss it reported a year ago. Under Generally Accepted Accounting Principles (GAAP), the company's net loss was \$19.2 million, compared with a net loss of \$37.3 million the year before.

CEO **Bill Ayer** attributed the results to the "one-two punch" of a significant fall-off in demand for air travel, followed by a resulting drop in ticket prices.

Alaska Airlines and Horizon Air also announced they will join most of the industry in adding a \$15 service charge for the first checked bag, effective July 7 for tickets purchased beginning May 1. The carriers will also institute a delivery guarantee, making them the only airlines to compensate passengers if their luggage isn't at baggage claim within 25 minutes after the flight parks at the gate.

Revenue from first checked bags is expected to generate about \$70 million annually for the company. About one-third of all Alaska and Horizon passengers check a first bag and will be affected by the new charge.

— *Posted to the Web on April 23*



INFLIGHT

Price testing launched for onboard Wi-Fi

Alaska Airlines began charging for Inflight Wi-Fi as it evaluates pricing models for the service and continues to gather user feedback. Inflight Wi-Fi started at \$5 and will ratchet up in increments, but will go no higher than \$15. The price will remain the same for a week at a time.

Alaska plans to set a final price later this year. Passengers will be able to buy the service using all major credit cards

On the Web

April's most-read stories

- 1) Alaska, Horizon monitor human swine flu breakout
- 2) Pulling together in spirit: 'Paint the Plane' livery unveiled
- 3) Flight attendant wins big on 'Price is Right'
- 4) Employees show they're 'North' in many ways
- 5) Executive Q&A: How Alaska is faring on the recession, competition, revenue initiatives and more

Read full versions of these and other stories online. Click the *News Archives* button on the alaskasworld.com home page, then click April 2009.

via the Inflight Wi-Fi secure payment process.

— *Posted to the Web on April 14*

MARKETING

North of Expected campaign goes public in major markets

Alaska Airlines unveiled its North of Expected advertising campaign to the public April 6. Created by the airline's advertising agency, WongDoody, the campaign highlights how friendly, personal service matters.

In humorous television spots and other ads, the campaign includes true stories that customers have related about Alaska employees and the legendary service they provide.

Launching the campaign in the midst of a recession, when passenger demand has plummeted, couldn't be better, according to **Greg Latimer**, managing director of brand and product marketing, in order to help the airline gain more revenue and market share.

Among the more than 100 people who were involved in producing the two 30-second TV spots were 10 Alaska Airlines employees from Los Angeles and Seattle, who appear in the commercials.

— *Posted to the Web on April 6*

THE FLEET

'Spirit of Alaska Statehood' aircraft unveiled in Sitka

The "Spirit of Alaska Statehood," the airline's newest special livery aircraft, made its public debut with a flight carrying dignitaries from Seattle to Sitka. After a special ceremony in Sitka,

where designer Hannah Hamberg lives, the Boeing 737-400 continued on to Anchorage to begin revenue service.

Hamberg's design was selected in the "Paint the Plane" contest that Alaska Airlines sponsored last year and was selected from thousands of entries. Her artwork encompasses a musher, sled dog and other iconic symbols that celebrate Alaska's 50th anniversary of statehood.

The aircraft arrived in Sitka to a crowd of about 275 people, mostly elementary schoolchildren. Hamberg, a 16-year-old Sitka High School student, was on hand to sign the aircraft with a permanent marker. She then autographed postcards for all the children who attended.

— *Posted to the Web on April 9*

SAFETY

Employees and customers protected against swine flu

Alaska Airlines and Horizon Air took precautions following the report of cases of swine flu in Mexico, and later in the United States and elsewhere.

Among the steps taken were: removing pillows and blankets; expanding interior surface cleaning of all aircraft during overnight maintenance using a disinfectant; provisioning each aircraft with face masks and sets of gloves to be distributed to anyone exhibiting signs of the illness in order to protect flight crews and other passengers; and stocking disinfecting wipes onboard aircraft leaving Mexico.

No flights to or from Mexico were canceled.

— *Posted to the Web on April 25 and updated until May 8*

MARKETING

Mileage Plan sweeps the Freddie Awards again

InsideFlyer magazine named Alaska Airlines' Mileage Plan "Program of the Year" at the 21st annual Freddie Awards, held in Fort Lauderdale, Fla. This is the second consecutive year Mileage Plan has won the top honor.

Alaska earned more first-place awards than any other U.S. airline, receiving top honors for best elite-level program, best Web site and best program communications. The airline also won two second-place awards for best U.S. award redemption and best U.S. customer service, plus a fourth-place honor for its Visa card program.

Based on votes cast by more than 700,000 frequent fliers, the Fredies are the most prestigious consumer-generated honors in the travel industry.

— *Posted to the Web on April 24*



Alaska Airlines dashboard

April 2009

DOT on-time performance

Goal: 80%

2009 84.3%

2008 81.6%

↑ 2.7 points

Scheduled completion rate

Goal: 99%

2009 99.8%

2008 99.5%

↑ 0.3 points

Baggage time to carousel

Average at SEA

First bag 14:30 minutes

Last bag 19:19 minutes

Mishandled baggage rate

Goal: 4 or fewer per 1,000

2008 3.3

2007 4.2

↓ 0.9 bags

Cargo shipped

Pounds of freight & mail

2009 9.2 million

2008 9.8 million

↓ 6.1%

Customer satisfaction overall OPR score

Goal: 72%

March 2009 78%

March 2008 69%

↑ 9.0 points

Load factor

2009 78.9%

2008 76.9%

↑ 2.0 points

Fuel cost

(AAG price per gallon, inc. hedging)

March 2009 \$1.82

March 2008 \$2.88

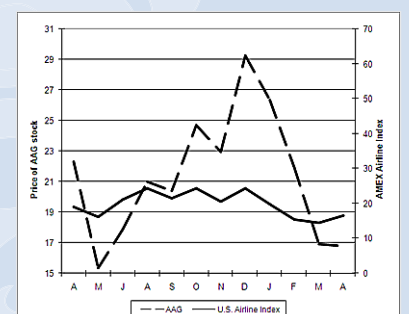
↓ 36.8%

OPR payouts

Earned this year \$150

To be paid in July \$50

Air Group stock price



Close (April 30).... \$16.78

52-week range.... \$10.10 - \$30.95

Becoming a sales ambassador

How you can help boost the bottom line for Alaska and Horizon

By Bill Coniff

If you've ever recommended Alaska Airlines and Horizon Air to family, friends or acquaintances, you can consider yourself a "sales ambassador." On May 20, both airlines are launching a sales ambassador initiative to build upon these grass-roots efforts to attract more customers.

"We thought the term 'sales ambassador' encapsulated what so many of our dedicated employees are already engaged in, of their own accord, to make a very real difference to Alaska Air Group's revenue," says **Brad Walker**, Alaska's managing director of sales and leisure marketing. "As part of the sales ambassador initiative, we're aiming to acknowledge and support these efforts by establishing a one-stop online resource called the Sales Ambassador Kit."

Among other things, the kit provides details on how to send in a variety of sales leads and offer a one-time match of elite-tier frequent flier status in the Mileage Plan program. Other components of the kit include business cards for frontline employees, stickers for flight bags and car bumpers, fare discounts and more.

The kit will be accessible via the Quick Links menu on the left side of alaskasworld.com beginning May 20.

Sales leads boost revenue

At the heart of the Sales Ambassador Kit is a new system that makes it easier for employees to submit sales leads for corporate business, charters, groups of 10 or more and leisure travelers.

"Corporate business is typically managed by large travel management companies that have 'preferred' corporate programs negotiated with certain carriers," says **Mark Bocchi**, Alaska's director of sales for Alaska, the Western United States and Canada. "Sometimes, for example, an East Coast-based company might have a preferred contract with United, but company employees who live on the West Coast prefer to travel on Alaska or Horizon. When we can identify these customers, they offer us the biggest gain."

Bocchi says a single corporate business sales lead can add up to hundreds of thousands of dollars in revenue, and that "a solid partnership with this account could yield even more revenue over time as we build traffic and increase market share."

Currently, the majority of these leads come in through the efforts of the Alaska and Horizon sales teams, with an occasional few from customer service agents, Board Room concierges and company leaders.

Bocchi hopes that trickle can become a steady stream when frontline employees realize how much their leads can help boost the bottom line and how easily they can be submitted online via the Sales Ambassador Kit.

"If you see an airline's tag on an ex-



Sales Ambassador Kit

Sales leads
Submit sales leads related to corporate business and charters, and offer our services to groups (10 or more) and leisure travelers.

Elite Flyer cards
Obtain Elite Flyer cards that you can distribute to business travelers who currently carry elite status in another carrier's frequent flier program. Offer them a one-time opportunity to receive comparable MVP or MVP Gold status within the Mileage Plan for a period of time. (Note: miles are not matched.) Employees who submit successful referrals are entered into a quarterly drawing. See PDF for more info.

Business cards
If you're a frontline employee and don't already receive business cards, you can now order a packet of 100 online at no cost to you (be sure to select the "Sales Ambassador" option). You may wish to hand these cards to potential customers as you direct them to alaskaair.com/horizonair.com for services like Alaska Airlines Vacations, Horizon Air Getaways and Mileage Plan.

Stickers
These stickers are available for pick up at the Company Store. Place them on your flight bag, your car bumper or a similar item (but please don't affix them to company or airport property).

A Web site has been created with tools for employees to be sales ambassadors for Alaska Airlines and Horizon Air. Among other things, employees can submit sales leads, promote Mileage Plan and order company business cards.

ecutive's carry-on and learn he's fed up with that airline's poor customer service, that's opportunity knocking," Bocchi says. "These leads can come from just about anywhere: from a business acquaintance at a weekend social event, fellow parents you're chatting with at your kids' soccer game or someone in front of you in a grocery store line."



Goal 5: Generate profits that adequately compensate our investors and enable us to fund our future.

Once a corporate lead is submitted online, Alaska and Horizon sales teams follow up with the prospective customer within three to five days to get additional information, according to **Dan Russo**, Horizon's vice president of marketing and communications.

"Then, we direct our sales efforts to their corporate travel manager in the appropriate city or the travel agency handling the account to see if we can negotiate an offer," Russo says. "If the lead pays off, employees will be notified individually so they have the satisfaction of knowing their initiative added to Alaska and Horizon's success."

The airlines' sales teams consist of 31 representatives specializing in different customer categories and aspects of the sales process. To aid their efforts, employees are being asked to provide as much information as possible with sales leads.

"For example, you might have learned that the individual has been part of a new merger and will be traveling between SEA-LAX to conduct training — that's useful information,"

Bocchi says.

If it appears the sales lead might involve the need for a charter, employees can use the Sales Ambassador Kit to contact the Charter Sales group with one click.

Horizon charters are limited to cities within the Alaska and Horizon route system, but Alaska charters can

go to other cities (most practically, in the Western United States). Charters can be flown to Mexico, but are otherwise limited to the United States and, to be cost effective, should fill all seats.

For groups of 10 or more, the Sales Ambassador Kit also specifies how to make travelers aware of special fares and discounts. For leisure travelers, the kit shows how to lead them to packages offered by Alaska Airlines Vacations and Horizon Air Getaways.

Mileage Plan a big draw

Another important part of the sales ambassador initiative is the Elite Flyer program.

"The Elite Flyer program was introduced to stations in late 2008 in a limited rollout," says **Gary Williams**, Horizon's managing director of station operations. "Now, we're doing a full rollout of an expanded version of the program, which includes a quarterly drawing for employees with successful referrals."

The goal is to primarily attract fre-

quent business travelers by offering them a one-time opportunity to receive comparable MVP or MVP Gold status — but not matched miles — within the company's industry-leading Mileage Plan, which has won InsideFlyer Magazine's prestigious "Program of the Year" award for the past two years in a row.

If approved, customers will enjoy the program's perks every time they fly on Alaska or Horizon through the end of the year (unless they join in October through December, in which case the status extends through the following year). Customers receive only one comparable MVP or MVP Gold status match for the lifetime of their Mileage Plan account; after the match period, they must earn the miles to reach a tier status on their own.

There are a couple of ways frontline employees can offer this benefit:

1. Fill out the back of an Elite Flyer card with their name and employee ID number and present it to the prospective Mileage Plan customer, while advising the individual to mention this information when contacting the airlines by phone or e-mail. Elite Flyer cards were recently distributed to all frontline groups and additional quantities are available via the Sales Ambassador Kit.

2. "Even better in terms of efficiency, employees can keep the process fully electronic by using the Empowerment Toolkit form in Image, giving the customer 1,000 miles and selecting Elite Flyer for the reason," says **Ray Prentice**, Alaska's director of customer advocacy. "Reservations and station agents can find more detailed information within STAR:Elite."

With every referral that results in a customer receiving one-time MVP or MVP Gold status, employees will be notified and then entered into quarterly drawings at Alaska and Horizon for two positive-space, unrestricted round-trip tickets in the main cabin. The first drawing will take place on June 30.

Other features of the initiative

The sales ambassador initiative has



Continued on The Back Page

Strategic Goals

1. Be No. 1 in safety and compliance
2. Work together to build a diverse and inclusive company where everyone is valued, committed and connected.
3. Deliver on core operational promises: run a reliable, on-time airline.
4. Make flying easy. Provide caring service and great value to keep and win customers.
5. Generate profits that adequately compensate our investors and enable us to fund our future.

fifty nine

the 2009 Service Legends



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ka Spirit every day."

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er service manager

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— are not wasted.

Community Advi-
mbers and fellow
about her attitude,
nd legendary kind-



Kelly Mongrain

*Reservations Sales Agent,
SEA*

"She's one of those employees you
wish you could clone and put a hun-
dred of those clones on the phones."

— Peter Simon
Reservations Supervisor

Chances are that if you've
called Alaska Airlines in the
last 20 years, you've talked
to **Kelly Mongrain**. She's the heart-
beat of Alaska's Reservations Center
in Seattle.

Her file is chock full of letters
and "Excellence in Service" Award
certificates. Customers often ask for
her by name.

"Kelly walks the line of being
professional and personal with her
callers, making them feel valued
and ensuring that they keep calling
Alaska Airlines," says Reservations
Sales Agent **Jan Stork**, who is also a
Legend.

A 21-year veteran at Alaska, with
nearly all of that time in reserva-
tions, Mongrain has done it all. She's
worked on the Partner, International
and Group desks. She's helped train
others and ushered in new-hires.
She was on the Partner Implemen-
tation Team and even worked at the
ticket counter.

Mongrain is also on the board
of the Employee Assistance Fund
(EAF), helping with fund drives, the
golf tournament, auction, company
picnic and Left-On-Board sale.

Mongrain worked tirelessly at the
EAF parking lot sale last year, all
while hobbling on a broken ankle,
according to EAF Manager **Blyth
McFaul**.



Mike Rinehart

Captain, SEA

"The camaraderie and close team-
work evidenced in Alaska's flight crews
can be traced directly to Mike's tireless
efforts."

— Tom Kemp,
Chief Pilot

Mike Rinehart has devoted
the last 26 years of his life
to ensuring that Alaska
Airlines pilots are the absolute best-
trained in the industry.

He is the chief instructor of Alas-
ka's Crew Resource Management
program. Reinhart also helped pio-
neer the Critical Incident Response
Program and heads up the compa-
ny's Pilot in Command training, a
development program for captains
linking them more closely with cus-
tomers.

"Mike's approach to life and the
airline business is that it starts with
people," Captain **Doug Burton** says.

Indeed, for Rinehart it's more
than just piloting an airplane. It's
about attending a frequent flier
lunch to learn what the airline's top
customers think. It's giving a first-
time flier a peek in the flight deck
or letting a child try on his captain's
hat.

Or it's spending Valentine's Day
serenading customers at Seattle-Ta-
coma International Airport with his
barbershop quartet, the "A Cappella
Fellas."

Rinehart is also a lay minister in
his church.

"Mike is the living, breathing em-
bodiment of Alaska Airlines' core
values. His infectious enthusiasm
and dedication to customer service
is a model for his peers," says **Greg
Sturgis**, Seattle base chief pilot.



Legend Mike Rinehart, a Seattle-based captain (right), spends a few minutes with CEO Bill Ayer during the awards banquet.



Candy Szabo

*Lead Customer Service
Agent and Trainer, SCC*

"Candy should teach a seminar on
one of the most endangered species in
America — good customer service."

— Prudhoe Bay customer

Candy Szabo has been the
lead CSA and trainer in
Prudhoe Bay for the past
10 years, bringing her own brand of
sunshine and service to the other-
wise icy outpost. When taking care
of Alaska Airlines' passengers, she
has the ability to right even the most
wronged situation.

As the station was gearing up
for another day of operations some
months ago, a computer outage
hit the building. Knowing she had
three flights and more than 250 pas-
sengers, Szabo went to work calling
other stations asking for help to re-
motely check in passengers over the
phone.

She also worked to keep the cargo
office open, resorting to handwritten
airway bills. By the end of the day, all
three flights went out on time and
with cargo onboard.

Szabo also goes out of the way
to help her co-workers. When Car-
goSPOT was introduced, Szabo
learned the system so she could as-
sist others. When sister station Bar-
row needed help with a dangerous
goods shipment, she jumped on a
flight.

And when customers need assis-
tance, Szabo is there, too. Her per-
sonnel file overflows with letters
from the likes of important custom-
ers such as Alaska Drilling Serv-
ices, Carlile Transportation Systems,
Alaska Frontier Constructors and
Conoco Phillips.



Royle Snodderly

*Line Maintenance
Technician, KTN*

"There are stories of pilots stand-
ing in the rain holding a flashlight for
Royle, while he explains repairs."

— Kurt Kinder, managing
director, line maintenance

A maintenance man by train-
ing and a pilot by heart,
Royle Snodderly's love of
aviation comes from his roots in the
state of Alaska.

A private pilot, Snodderly has the
utmost respect for Alaska Airlines
flight crews and the challenges they
face. He's also legendary for doing ev-
erything in his power to make their
jobs go smoothly, including coming
in on his days off to fix a broken air-
plane.

Snodderly's dedication to safety
and compliance are a model for the
station, his co-workers say. "Wonder-
ful" is the word they use to describe
him.

"Royle is truly a great line tech-
nician. He has incredible technical
knowledge of our aircraft and prides
himself on fixing problems with
speed and accuracy," says **Kurt Kind-
er**, managing director of line main-
tenance.

Flight crews also praise Snodder-
ly's communication skills and work
ethic. They say he has the ability to
ask questions without pointing a
finger and get straight to the issue,
often involving the pilot in the solu-
tion.



Jean Egan's son snaps a picture of his mother (center) with President Brad Tilden and Ann Ardizzone, vice president of Inflight Services.

May 2009

→

35 YEARS

Kathy Berg
Customer Service Agent/SEA

Michael Egeland
Supervisor Cargo Operations/ANC

Betsy Hollis
Customer Service Agent/ANC

Ron Kleinmaier
Lead Customer Service Agent/SEA

Tommy Melland
Customer Service Agent/PDX

Connie Saul
Lead Customer Service Agent/SAN

Thomas Smiley
Ramp - Air Freight/ANC

Janice Stork
Reservations Sales Agent/KVY

30 YEARS

William Bramble
Captain/SEA

Nenita Caesar
Flight Attendant/SEA

Karen Corkins
Flight Attendant/SEA

Norma Craig
Customer Service Agent - Air Freight/ANC

Donna Dacko
Flight Attendant/SEA

Randi Darchuck
Flight Attendant/SEA

Catherine Finley Imus
Flight Attendant/SEA

Catherine Giles
Flight Attendant/SEA

Marie Gordon
Flight Attendant/SEA

Richard Greening
Flight Attendant/SEA

Judy Hagan
Customer Service Agent/PSP

Tamara Halverson
Customer Service Agent/ANC

Richard Heigh
Flight Attendant/SEA

Carmen Layne
Flight Attendant/SEA

Jody Lewis
Flight Attendant/SEA

Debra Naylor
Flight Attendant/SEA

Christine Slye
Flight Attendant/SEA

Thomas Tune
Customer Service Agent/PSP

Victoria Vlahovich
Customer Service Agent - Air Freight/ANC

Christie Young
Lead Customer Service Agent/JNU

25 YEARS

Susannah Allen
Flight Attendant/SEA

Joan Alspach
Customer Service Agent/OAK

William Barrow
Captain/SEA

Barton Bennett
Captain/SEA

Gary Blackmore
Captain/SEA

Stephen Boyd
Line Aircraft Technician/ANC

Michael Buckley
Captain/LAX

Douglas Cole
Captain/SEA

Rosemary Creel
Flight Attendant/SEA

Deborah Dimich
Operations Agent/LAX

Brenda Erickson
Flight Attendant/SEA

Mary Fabry
Customer Service Agent/KTN

William Gamble
Captain/SEA

Linda Gerlach
Flight Attendant/SEA

Sandra Gruett
Flight Attendant/PDX

Nancy Harrison-Schuldt
Flight Attendant/SEA

Kathryn Hirsh
Captain/SEA

Caron Huddleston
Flight Attendant/SEA

Gary Isaacs
Captain/SEA

Darwin Johnson
Customer Service Agent/SEA

Arthur Jones
Flight Attendant/SEA

Susan Jones
Flight Attendant/SEA

Dorothy Kara
Lead Customer Service Agent/ANC

Mary Kesselring
Flight Attendant/SEA

Terry Lewis
Captain/SEA

Mark Mason
Customer Service Agent-Departure Controller/SEA

Dennis Mellen
Captain/SEA

Katherine Nelson
Flight Attendant/SEA

Sheri Nelson
Flight Attendant/SEA

Shannon Novito
Flight Attendant/SEA

Susan Overcash
Flight Attendant/SEA

Roy Peterson
Senior Technical Services Specialist/SEA

Kim Poschwatta
Resource Planning Administrator – Temp/KVY

Michael Reid
Captain/ANC

Thomas Ronan
Flight Attendant/SEA

Phillip Sanborn
Captain/SEA

Roberta Selig
Customer Service Agent/SEA

Karl Smith
Captain/SEA

Renee Touchstone
Flight Attendant/SEA

Gary Trovinger
Captain/LAX

Doran Ward
Captain/SEA

Cat White
Flight Attendant/SEA

Brian Wong
Flight Attendant/SEA

Lisa Zohn
Flight Attendant/SEA

Kevin Afman
Line Aircraft Technician/SFO

Amy Anderson
Flight Attendant/SEA

20 YEARS

John Andrews
Flight Attendant/PDX

Wendy Boice
Flight Attendant/ANC

Jennifer Boydston
Flight Attendant/LAX

Charles Cox
Lead Line Avionics Technician/SEA

Michael De Rouin
Senior Systems Analyst II/SEA

Lisa Dodson
Flight Attendant/PDX

Denise Elliott
Flight Attendant/PDX

Julia Frykholm
Flight Attendant/SEA

Lance Garrett
Maintenance Controller/SEA

Mary Hagan
Flight Attendant/LAX

Carl Hanson
Ramp - Air Freight/ANC

Shelley Harman
Assistant To Vice President Flight Operations/SEA

Barbara Haskey
Accounting Specialist/SEA

William Hately
Technical Training Instructor/ANC

Tamie Hollingsworth
Customer Service Agent/ANC

Daniel Hong
Line Aircraft Technician/SEA

Glen Huff
Reservations Sales Agent/KVY

Erik Igelsrud
Lead Line Avionics Technician/SEA

Kirk Kalamar
Flight Attendant/SEA

Cherie Kearl
Reservations Sales Agent/KVY

Nicolle Kemp
Flight Attendant/SEA

Gwendolyn Koszalka
Flight Attendant/PDX

David Kovalski
Line Aircraft Technician/SEA

Patrick Kranjceovich
Captain/SEA

Jeffrey Lougheed
Flight Attendant/SEA

Kami McGarry
Flight Attendant/SEA

Ava McWilliams
Flight Attendant/LAX

Rick Migliacio
Line Inspector Trainer/SEA

Andrea Mogg
Flight Attendant/SEA

Colleen Nolan
Customer Service Agent/ANC

John O'Connor
Ramp Service Agent-Departure Controller/ANC

William Oliveros
Flight Attendant/SEA

Donna Olson
Training Delivery Specialist/KVY

Monika Pfiefl
Flight Attendant/SEA

Brian Raysin
Customer Service Agent/JNU

Susan Sargent
Flight Attendant/SEA

Brian Snyder
Line Avionics Technician/PDX

Harald Stenger
Line Avionics Technician/SEA

Pamela Stiger
Flight Attendant/SEA

Michael Swartz
Line Aircraft Technician/PDX

Kevin Sym
Lead Line Inspector/SEA

Manuel Taitano
Ramp - Air Freight/SEA

Joseph Taitingfong
Line Aircraft Technician/PHX

Claudia Webster
Customer Service Agent/LAS

Carlene Wilkes
Flight Attendant/SEA

Dru Wilson
Line Aircraft Technician/SEA

Rebecca Wright
Flight Attendant/SEA

Scott Yri
Flight Attendant/SEA

15 YEARS

Rose Akhtarkhavari
Lead Customer Service Agent/LAX

Christina Cafferty
Customer Service Agent - Air Freight/FAI

Jeffrey Chapman
Ramp Service/JNU

Vithus Connell
Accounting Specialist/SEA

Gino D'Ambrosio
Manager Financial Accounting/SEA

Carmen Dela Cruz
Accounting Specialist/SEA

Shanna Gachen
Customer Service Agent/SEA

Robert Haskell
Ramp - Air Freight/ANC

Dala Herbert
Customer Service Agent/LAX

Ennessie Hiletework
Line Aircraft Technician/SEA

Debbie Kane
Flight Attendant/SEA

Walter Killinen
Line Aircraft Technician/PDX

Joan McLain
Flight Attendant/SEA

Daniel McNeeley
Line Aircraft Technician/SEA



Coming Up

Mon, May 25	Memorial Day
Wed, May 27	Diversity Brown Bag Lunch / SEA
Tue, Jun 2	Blood Drive / SEA
Wed, Jun 17	Diversity Brown Bag Lunch / SEA
Thu, Jun 25	Bellingham-Las Vegas inaugural
Fri, Jul 3	Independence Day observed
Sat, Jul 3	Portland-Maui inaugural / PDX
Sat, Jul 4	Independence Day
Sat, Jul 11	All employee picnic / SEA
Sat, Jul 18	Summer Picnic / ANC
Thu, Jul 23	AAG Q2 financial results announced
Sat, Jul 25	Alaska Airlines Torchlight Parade / SEA
Sat, Jul 25	Seafair Torchlight Run / SEA
Sat, Aug 1	Seafair Air Show / SEA
Sat, Aug 1	Courage Classic bike tour / SEA
Mon, Aug 3	Seattle-Austin inaugural
Wed, Aug 5	Blood Drive / SEA
Wed, Aug 12	Retiree Picnic / SEA
Fri, Sep 1	Blood Drive / SEA
Tue, Sep 15	Diversity Brown Bag Lunch / SEA
Wed, Sep. 23	Seattle-Houston inaugural
Thu, Oct. 22	AAG Q3 financial results announced
Fri, Oct. 23	Seattle-Atlanta inaugural

For more info, click 'Employee calendar' under Quick Links on the aw.com home page



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Sales ambassador initiative to launch May 20

Continued from Page Three

several other features, some still in development.

► **Business cards** at no cost for front-line employees who don't already have them as part of their jobs. They can be ordered online in packets of 100 via the Sales Ambassador Kit.

Employees can hand these cards to potential customers, for example, as they direct them to alaskaair.com for services like Alaska Airlines Vacations, Horizon Air Getaways and Mileage Plan.

► **Free stickers** promoting Alaska and Horizon. They're available at the Company Store, and can be placed on flight bags or car bumpers to promote the airlines. (But note they should not be affixed to company or airport property.)

► **Sales-Flight Operations team effort.** "At the suggestion of several of our pilots, we're getting close

to coordinating a program where uniformed pilots at both companies will be invited to join our executive account managers for events that provide sales opportunities," Walker says. "We think this cross-divisional team effort will give us an edge in our sales calls."



THESE LEADS CAN COME FROM JUST ABOUT ANYWHERE: FROM A BUSINESS ACQUAINTANCE AT A WEEKEND SOCIAL EVENT, FELLOW PARENTS YOU'RE CHATTING WITH AT YOUR KIDS' SOCCER GAME OR SOMEONE IN FRONT OF YOU IN A GROCERY STORE LINE."

— MARK BOCCI,
DIRECTOR OF SALES FOR ALASKA,
WESTERN U.S. AND CANADA

► **Discount cards.** Cards offering major fare discounts are being developed for distribution at special events sponsored by Alaska or Horizon.

► **Employee recognition program.** A Sales Ambassador of the Quarter recognition is being developed.

"We're in a very tough economic situation, and we must continually be looking for ways to keep one step ahead of the competition and gain market share," Walker says. "Through this initiative, we want to fully tap the potential we have with Alaska and Horizon's 13,000 sales ambassadors. We also want this to be satisfying and fun for those who participate. We think the excitement the initiative is already generating will only grow, particularly as employees see how much these efforts contribute to Alaska Air Group's success." 

May 2009 service pins

Rosy Pacheco
Lead Customer Service Agent/ONT

Kristi Pierce
Reservations Sales Agent/KVY

James Roach
Supervisor Line Maintenance/ANC

Bonnie Sherman
Flight Attendant/SEA

Aleksandr Shinderuk
Network System Specialist/SEA

Danelle Turner
Reservations Sales Agent/PHX

Robert Wham
First Officer/SEA

Gerald Wittman
Flight Attendant/SEA

10 YEARS

Harry Anunciacion
Ramp Service/ANC

Kimberley Aubrey
Flight Attendant/SEA

Terri Bentz
Flight Attendant/PDX

Rovena Concepcion
Customer Service Agent/ANC

Devorah Corral
Flight Attendant/LAX

Cary Courson
Flight Attendant/PDX

Marsha Cutter
Customer Service Agent/PDX

Laverne Davies
Flight Attendant/LAX

Michael Dedo
First Officer/SEA

Lisa Denig-Tamony
Flight Attendant/LAX

Ryan Ellis
First Officer/SEA

Kathleen Evans
Customer Service Agent/SEA

Amy Fernstrom
Flight Attendant/SEA

Sheila Franks
Customer Service Agent/SAN

Guillermo Gaytan
Customer Service Agent Mexico/SJD

Jill Haller
Flight Attendant/LAX

Raymond Hartmann
Ramp - Air Freight/SEA

Robin Hegstad
Flight Attendant/PDX

Christine Hemmings
Reservations Sales Agent/PHX

Melissa Holmes
Flight Attendant/ANC

Amy Howell
Flight Attendant/SEA

Brian Jackson
First Officer/SEA

Steven Jatho
First Officer/SEA

Sandra Koslick
Customer Service Agent - Air Freight/FAI

Farrah Lazo
Flight Attendant/SEA

Andrea McWashington
Lead Customer Service Agent/ANC

Cipriano Molina
Ramp Service/ANC

Hilda Neal
Station Duty Manager/SEA

Mark Neufeld
First Officer/SEA

Stephanie Otis
Flight Attendant/PDX

Elisabeth Rosenast
Flight Attendant/PDX

Robert Schanbacher
First Officer/LAX

Kathleen Schoenbaum
Senior Systems Analyst II/SEA

Premata Singh
Stores Agent/SEA

Teri T'Souvas
Customer Service Agent/SJC

Patti Talmadge
Flight Attendant/SEA

Raymond Urvina
Technical Training Instructor/SEA

Joel Villaflor
Ramp Service/KTN

Joseph White
Supervisor Line Maintenance/SEA

Traci Wise
Operations Agent/OAK

Debra Wright
Flight Attendant/PDX

Barbara Zipkin
Flight Attendant/ANC

5 YEARS

Jason Abad
Ramp Service/JNU

Laura Albright
Flight Attendant/ANC

Jennifer Ashmore
Flight Attendant/PDX

Lisa Azorit-Wortham
Flight Attendant/SEA

Carolyn Boyd
Flight Attendant/SEA

Sandra Brehm
Customer Service Agent/LAX

Kara Burke
Flight Attendant/LAX

Katherine Caley
Flight Attendant/LAX

Lisa Chambers
Customer Care Representative/SEA

Kathy Colbert
Flight Attendant/LAX

Melissa Cox
Reservations Sales Agent/PHX

Allison Foster
Flight Attendant/LAX

Thomas Garnica
Flight Attendant/SEA

Key information

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