



Flying across the Pacific

Alaska's ETOPS operation compiles good record for safety, reliability

By Don Conrard

When the Federal Aviation Administration granted Alaska Airlines the authority for extended operations flying to Hawaii in the fall of 2007, it capped two years of intense effort by employees from nearly every division in the company.

Within weeks, the airline launched nonstop service between Seattle and Anchorage and Honolulu and between Seattle and the island of Kauai. Just 13 months later, the carrier was flying as many as six daily roundtrips to the Hawaiian Islands — a number that will increase by three flights a week when Portland-Maui service begins this August.

So far, Alaska has operated nearly 2,500 scheduled flights across the Pacific and its ETOPS operation has com-

plied a good record for safety and reliability. During all that flying, there has not been a single turn-back in ETOPS airspace (more than 60 minutes from a suitable runway).

"We've had a few diversions because of passengers with medical problems, plus some minor systems issues, but overall our ETOPS flights have been extremely reliable," says **Bill Dias**, manager of line flying operations. "This is a real tribute to the team that developed our ETOPS program and the employees who work the Hawaii flights."

ETOPS Program Manager **Art Ham** agrees.

"Employees in Maintenance & Engineering have really embraced ETOPS," Ham says. "Thanks to their efforts, we haven't had a single ETOPS airspace



Don Conrard

Alaska Airlines' ETOPS aircraft are easy to spot — look for the lei on the tail.

Continued on The Back Page

Thompson Tansky tourney set for April 27

The ninth annual Thompson/Tansky Golf & Tennis Tournament takes place Monday, April 27, at the Temecula Creek Inn in Temecula, Calif.

Registration for both events begins at 10 a.m. and the tournament gets under way with a golf shotgun start at 12:30 p.m. There will be plenty to eat throughout the event with In-N-Out Burger serving lunch, an Alaskan Brewing Co. salmon bake on the course and an awards banquet following the tournament.

The "Ball Drop," held in years past, has been replaced with a "Rubber Duck Race." Any employee, whether attending the tournament or not, can participate. "Ducks" cost \$20 for one or \$100 for six. The first duck to cross the finish line wins \$2,000. There will also be second- and third-place prizes.

Prices to attend the tournament have been reduced for 2009:

Golf and dinner: \$150 (\$135 early registration until April 1)

Tennis: \$40 (\$35 until April 1)

Dinner: \$40 (\$35 until April 1)

All proceeds go to the Thompson/Tansky Scholarship Fund. Details and registration is available on www.thompsonsontansky.com.



401(k) auto enrollment starts April 1

Company takes step to help employees prepare for their retirement

Chinese philosopher Lao-tzu once said (loosely translated) that a journey of a thousand miles begins with a single step. Alaska Airlines and Horizon Air will soon help employees who aren't saving for retirement to take that first step.

As previously announced, the two carriers will automatically enroll employees in a 401(k) retirement plan starting on April 1.

The auto enrollment applies to all employees who haven't enrolled in the Vanguard-administered 401(k) plan they're eligible for — except Alaska pilots, who are covered by different retirement plans.

Contributions for newly enrolled employees of 3 percent to 7 percent of their eligible pay (depending on work group) will be deducted starting with April paychecks. These contributions reduce the amount of federal income tax you owe by lowering your taxable income.

In addition, the company matches your contributions, and the auto enrollment percentage has been chosen to maximize the amount of this match.

"The recession has prompted a number of companies to reduce or eliminate their matching contribution, but Alaska Air Group remains committed to helping our employees save for retirement," says **Tom Richards**, managing director of employee benefits for Alaska and Horizon.

"By auto-enrolling employees, we

help ensure they take full advantage of the retirement benefit we offer. The company match represents a guaranteed return on your investment. Employees who don't contribute to a 401(k) plan have been leaving free money on the table."

Employees are vested in the company's matching contributions at a rate of 20 percent each calendar year, provided they work at least 1,000 hours. Those who have been with the company for five qualifying years or more are fully vested in the company's matching funds.

THE COMPANY MATCH REPRESENTS A GUARANTEED RETURN ON YOUR INVESTMENT. EMPLOYEES WHO DON'T CONTRIBUTE TO A 401(K) PLAN HAVE BEEN LEAVING FREE MONEY ON THE TABLE.

— TOM RICHARDS, MANAGING DIRECTOR OF EMPLOYEE BENEFITS

You may contact Vanguard at any time to change how much you contribute and where your money is invested — or opt out of the program.

If Vanguard does not receive instructions from you before noon Pacific time Wednesday, April 1, your contributions will begin in April. Your money will be

invested in one of Vanguard's Target Retirement Funds, which are tailored to your age bracket.

Funds for younger employees include more stocks than bonds — a more aggressive investment strategy aimed at increasing your returns while being more susceptible to market fluctuations. Funds for employees who are approaching retirement age include more bonds than stocks — a strategy designed to lower risk by providing more stable, but potentially smaller, returns.

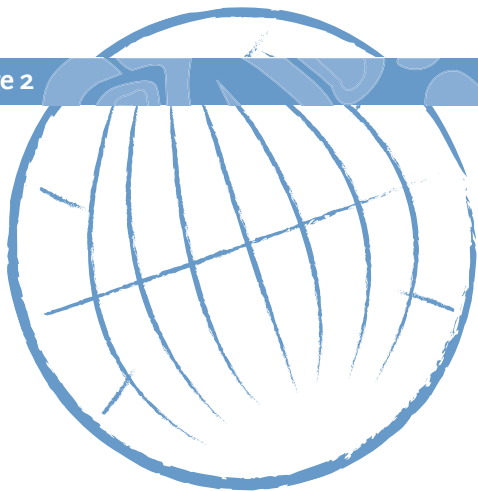
"Employees can call Vanguard or log on to their Web site at any time to learn more about these funds and other investment options," Richards says. "You can also take advantage of Vanguard's resources to learn more about investing in general."

Vanguard's "One Step" feature provides for an automatic annual increase in your contribution rate, which is being implemented for non-union and COPS/RSSA employees.

If you are automatically enrolled in these plans, you have the option of contacting Vanguard to adjust this amount.

Employees who are affected by this change received more detailed information from Vanguard in February. To learn more, check out Vanguard's Web site at www.vanguard.com.

Or call the investment firm at (800) 523-1188 (Monday through Friday, 5:30 a.m. to 6 p.m. Pacific time).



Alaska's World

in February



MARKETING

Employees get first look at new brand campaign

Alaska Airlines unveiled a major, new marketing campaign to employees promoting the idea that, in an era of low fares and expectations, the carrier continues to surprise its customers with service a cut above the competition. The campaign will be launched to the public on March 30.

Anchoring the campaign is a new tagline: North of Expected. Employees will have a chance to win hundreds of positive space tickets by participating in a company-wide contest to help kick off the campaign by showcasing actions that exemplify going North of Expected between March 30 and April 3.

— Posted to the Web on Feb. 12

NEW DESTINATIONS

Alaska announces service to Austin, more Maui flights

Alaska Airlines announced it will inaugurate daily service between Seattle and Austin, Texas, starting Aug. 3, and thrice-weekly service between Portland and Maui starting Aug. 7. The airline also announced it is expanding its seasonal service between Anchorage and Maui to year-round.

"These announcements are part of our ongoing effort to make network adjustments that maximize revenue," said **Andrew Harrison**, vice president of planning and revenue management. "As we make reductions in other parts of the system, we are grateful to find these new markets to deploy aircraft."

— Posted to the Web on Feb. 3



INFLIGHT

Alaska Airlines tests sky-high Wi-Fi service

Starting on Feb. 26, some Alaska Airlines' passengers have been able to surf the Web; access online music, games, podcasts and webcasts; send and receive e-mail; connect to Virtual Private Networks (VPNs); and more during a two-month trial of the airline's new inflight wireless Internet service.

Inflight broadband service is among the most frequently requested amenities by customers. It will be free at the

On the Web

February's most-read stories

- 1) We're flying to Texas — again (Austin, Maui announcement)
- 2) 2009 Legends named
- 3) North of Expected — new brand campaign
- 4) Regional meetings give you a chance to query top execs
- 5) Alaska Airlines petitions DOT on Virgin America's U.S. citizenship status

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

start of the trial, which will last at least 60 days. Early reports on the Wi-Fi system from passengers have been positive.

— Posted to the Web on Feb. 26

MARKETING

Alaska becomes title sponsor for Seafair Torchlight Parade

The Puget Sound area's largest summertime march will now be named after the region's hometown airline. Alaska Airlines today announced its title sponsorship of Seafair's Torchlight Parade.

The Torchlight Parade is a colorful affair, reflecting many cultures and groups from the Seattle area. The two-mile procession, now dubbed the "Alaska Airlines Torchlight Parade at Seafair," will begin July 25 at sundown on Fourth Avenue at Seattle Center and end at Qwest Field.

The largest nighttime parade in the Northwest, the annual event draws 300,000 on-site spectators and another 700,000 television viewers.

— Posted to the Web on Feb. 25

EMPLOYEE MEETINGS

13 sessions feature Q&A, North of Expected video

More than 1,000 Alaska Airlines employees gathered in Seattle for the first of 13 regional meetings scheduled through April 1. Each meeting includes a brief presentation by senior leaders about key projects in 2009 — including the new North of Expected brand campaign — followed by a question-and-answer session.

"We created a less formal format

because we really want to hear from employees," CEO **Bill Ayer** said at the first meeting on Feb. 11. "We need everyone's best ideas on how to move the company forward, especially given the very tough economic environment we're facing."

— Posted to the Web on Feb. 20

RECOGNITION

Nine employees named Customer Service Legends

Nine employees — with a combined 228 years of experience and representing cities across the Alaska Airlines system — have been named to receive the 2009 Customer Service Legend Award.

"These folks epitomize our values at Alaska on and off the job," President **Brad Tilden** said.

The Legend Award is the highest honor an Alaska employee can receive in their career. Recipients personify the airline's values of resourcefulness, integrity, professionalism, caring and Alaska Spirit. The 2009 Legends are:

Cynthia Braun, cargo systems control lead trainer, Seattle

Flight Attendant **Nenita Caesar**, based in Seattle

Customer Service Agent **Lyn Curtin** in San Diego

Flight Attendant **Jean Egan**, based in Los Angeles

Debi Koons, customer service supervisor in Ketchikan

Kelly Mongrain, reservations sales agent in Seattle

Captain **Mike Rinehart**, based in Seattle

Royle Snodderly, line aircraft technician in Ketchikan

Lead Customer Service Agent **Candy Szabo** in Prudhoe Bay

— Posted to the Web on Feb. 17

RECOGNITION

American Heart Association names Alaska 'Fit Friendly'

The American Heart Association has named Alaska Airlines a Start! Fit Friendly Company for 2008. The award was presented in honor of National Wear Red Day, a women's health awareness event sponsored by the association.

Some of the achievements noted in the award were: lunchtime walking groups that have formed at Corporate Headquarters and the Gold Coast Center (many stations also have fitness programs); healthy/smart option alternatives in vending machines, at the Gold Coast Diner and onboard Alaska jets; switching to Jones Soda on flights; and complimentary biometric screenings at annual Health & Wellness Fairs and at stations throughout the system.

— Posted to the Web on Feb. 6



Alaska Airlines dashboard

February 2009

DOT on-time performance

Goal: 80%

2009 76.3%

2008 76.7%

↓ 0.4 points

Scheduled completion rate

Goal: 99%

2009 98.7%

2008 98.4%

↑ 0.3 points

Baggage time to carousel

Average at SEA

First bag 14:18 minutes

Last bag 18:47 minutes

Mishandled baggage rate

Goal: 4 or fewer per 1,000

2009 2.5

2008 5.4

↓ 2.9 bags

Cargo shipped

Pounds of freight & mail

2009 8.7 million

2008 7.6 million

↑ 14.5%

Customer satisfaction overall OPR score

Goal: 72%

January 2009 77%

January 2008 67%

↑ 10.0 points

Load factor

2009 76.8%

2008 76.2%

↑ 0.6 points

Fuel cost

(AAG price per gallon, inc. hedging)

January 2009 \$1.71

January 2008 \$2.01

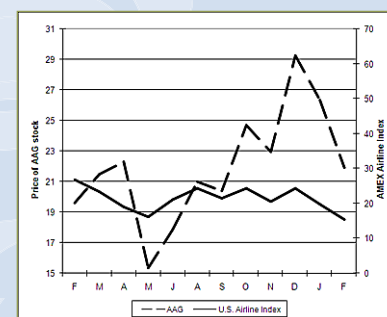
↓ 14.9%

OPR payouts

To be paid in April \$50

Year to date \$50

Air Group stock price



Close (Feb. 27).... \$21.91
52-week range.... \$10.10 - \$30.95

The winners are ...

Yakutat, Las Vegas and Oakland

earn 2008 Station Safety Awards

The Safety Division presented the 2008 Station Safety Awards recently, and bringing home the honors for small, medium and large stations were Yakutat, Las Vegas and Oakland, respectively.

"The Station Safety Award is the highest honor a group of employees can receive from the Safety Division," said **Tom Nunn**, vice president of safety. "It represents our number one goal of operating a safe airline."

Nunn and others from the department traveled to Las Vegas, Oakland and Yakutat to present the awards.

The Safety Department presents awards each year to recognize stations with outstanding performance in preventing on-the-job injuries and aircraft damage, as well as for complying with other goals established by safety leadership.

Preventing injury to people is number one, according to **Laura Pearson**, manager of safety programs.

Besides the station's performance in avoiding on-the-job injuries and ground damage, the award committee also considers other factors, such as having an active safety committee, an adequate number of employees trained in Hazardous Waste and Emergency Response (HAZWOPER) and a minimum number of Compassionate Assistance Relief Effort (CARE) representatives.



WHAT ALL OUR STATIONS
HAVE ACCOMPLISHED AND
THE IMPROVEMENTS
THEY'VE MADE HAVE BEEN
REMARKABLE.

— **LAURA PEARSON**,
MANAGER OF SAFETY
PROGRAMS

month during the year and worked hard to promote a strong safety culture. Some key projects included:

- Dangerous goods awareness work, giving agents assessment worksheets to familiarize themselves with spill kits and disposal procedures. Agents were asked to find health risks for items at the station.

- In April, the Safety Committee proposed a list of 13 items that all agents, should know. These include where safety bulletins are posted, location of first aid stations, emergency phone numbers and access to Material

Safety Data Sheets.

- Outlined new aircraft parking procedures and continued to have this as an agenda item throughout airport construction.

- Initiated the installation of an infant changing table for customers.

Las Vegas

- Achieved 50-percent decrease in on-the-job injuries, reducing their rate from 5.66 in 2007 to 2.84 in 2008.

- Ground damage free in 2008.

- Fourth time winning the Station Safety Award.

- Safety Committee met every month during the year and worked hard to promote a strong safety culture. Some key projects included:

- Ensuring that fire extinguishers are properly maintained and serviced



Station employees in Yakutat were honored for, among other accomplishments, reducing on-the-job injuries from 11.99 in 2005 to 0 in 2007 and 2008.



Station employees in Las Vegas took home their fourth Safety Award for achieving a 50-percent reduction in on-the-job injuries and no ground damage in 2008.



A steady reduction in on-the-job injuries and no ground damage in 2008 helped employees in Oakland win their second Station Safety Award.

Goal 1: *Be No. 1 in safety and compliance.*

Pearson noted that the competition is close, with each of Alaska Airlines' stations sharing a dedication and deep commitment to safety.

"I'm continually impressed at the level of devotion I see out at the stations in terms of safety," Pearson said. "It's our focus as a department, but it's these employees' jobs to perform it and be vigilant day-in and day-out in their jobs. What all our stations have accomplished and the improvements they've made have been remarkable."

Winners receive a team lunch and a plaque to hang in their station. The 2007 station safety winners were Juneau, Ketchikan and Prudhoe Bay.

2008 winners at a glance

Yakutat

- On-the-job injury rate has decreased from 11.99 in 2005 to 0 injuries in 2007 and 2008.

- Ground damage free for multiple years.

- Second time winning the Station Safety Award.

- Safety Committee met every

within appropriate time frames.

- Initiating the installation of new lighting in the tunnel so pedestrian agents can better see oncoming traffic around a blind curve.

- Created a protocol for bag belt jams to prevent injury, including proper use of the emergency stop button.

- Developed a Safety Communication Board for the ticket counter and gate area for employees to post safety issues and concerns.

Oakland

- Steady reduction in on-the-job injuries over the last few years — with five in 2005, four in 2007 and injury free in 2008.

- Ground damage free in 2008.

- Second time winning the Station Safety Award.

- Safety Committee met every month during the year and worked hard to promote a strong safety culture. Some key projects included:

- Ensured that all first aid kits are restocked, employees know all emergency numbers and an up-to-date emergency phone tree call list was de-


veloped.

- Maintained wheelchairs to ensure they are in good working order by replacing broken foot pegs.

- Initiated additional safe handling training for agents working with claim-at-gate items exceeding 70 pounds.

- Identified trip hazards and initiated immediate fixes.

- Proactively initiated more lighting between Gates 6 and 8 to prevent a possible accident due to low visibility at night.

- Increased safety awareness of everyday issues that could develop into problems, such as foreign object debris (FOD) on the ramp, fire extinguishers, tripping and lifting hazards, etc. 

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.

A marathon mission

Anchorage employee takes up running to stay healthy and help fight cancer

By Christy True

Just over two years ago, Anchorage Facilities Project Manager **Jesse Flores** weighed an unhealthy 205 pounds and had dangerously high blood pressure.

The specter of taking medications to stay alive kick-started a health habit that has developed into a full-fledged obsession, albeit a positive one. Flores has lost 55 pounds and channeled his energy into raising money to help in the fight against cancer.

On April 20, the 44-year-old Flores will compete in the Boston Marathon, the world's oldest and one of the most prestigious long-distance runs. Held on Patriot's Day, the marathon is New England's most widely viewed sporting event, with some 500,000 spectators lining the 26.2-mile course, making it New England's most widely viewed sporting event.

Participants are selected by completing a qualifying marathon near the top of their age group. Flores accomplished this when he ran the Portland Marathon in a time of 3:19:05 last October, beating the qualifying time for men in the 40-to 44-year age group by 55 seconds.

"Once I knew I qualified, I didn't even think twice about running in Boston," Flores says. "The first time you cross a marathon finish line you get the bug, and Boston was on my mind."

All this is even more remarkable given that Flores ran his first marathon only a year ago, in Eugene, Ore., followed by the Midnight Sun Marathon in Anchorage last summer. And he lives in one of the coldest, darkest

cities in North America, where training outdoors can be challenging during the winter.

Flores played football and ran track in high school, but lost motivation to exercise once he became an adult, even while he coached his kids' soccer and hockey teams. Married to Anchorage Customer Service Agent **Laura Flores**, the couple has two children: Nick, 21, and Alexa, 18.

"I was a couch potato for a few years," Flores admits.

Initially, Flores used an elliptical trainer and exercise bike to lose enough weight to run comfortably. He worked his way up to running 20 miles a week and now logs nearly 70 a week to prepare for a marathon.

Flores does this year-round, frequently in the dark and in temperatures that plunge to 0. He works out when the thermometer falls below 0, but on an indoor track. In Anchorage, running outdoors means bundling up in several layers, wearing a traction device on his shoes and donning a headlamp.

It also means trudging through snow and being prepared for the occasional moose or bear encounter. A Ptarmigan, the Alaska state bird, even attacked him one day.

"Around here, you've got to be prepared for anything," Flores says. "In the summer, I carry water in one hand and bear spray in the other."

While running has improved his health and energy, Flores wanted to support a cause greater than himself. He started researching charities and settled on the Lance Armstrong Foun-



Jesse Flores logs nearly 70 miles a week training for the Boston Marathon.

dation, known as Livestrong, which raises money to fight cancer.

The cause was close to Flores' heart. His mother survived a bout with stomach cancer and is now fighting a brain tumor. He will be one of only 32 official Livestrong team members in the Boston race.

Flores' mother, who raised 13 children, is his strength and inspiration, he says.

"When I'm on the 20th mile and struggling, she is the first person I think of because she's had it a lot harder than me," Flores says. "Running a marathon pales in comparison to what cancer patients have to endure. She gives me strength."

Flores hopes to raise \$5,000 for the Lance Armstrong Foundation and invites co-workers to contribute to the cause through his Web page. Surf to www.livestrong.org/faf/home, then click on "Team Livestrong: Boston Marathon" to find the link to Flores' page.

Boston is far from the end of the road for the longtime Alaska resident. He plans to run a marathon or major road race in every U.S. city that Alaska Airlines serves.

"That will probably take a few years," he says. 

Giving education wings

Thompson / Tansky Scholarship Fund helps families at Alaska and Horizon

By Marianne Lindsey

Kelsey Holshouser, daughter of Captain **Jeffrey Holshouser**, pedals past a construction site each day, dreaming of her future. That site is the future home of Stanford University's Graduate School of Business, where Holshouser would like to attend after earning her undergraduate degree in management science and engineering from Stanford.

Last year, she got a little help toward her goal with a Thompson/Tansky scholarship available through her father's work at Alaska Airlines.

"As with any school, tuition is very expensive," Holshouser says. "The scholarship paid for part of my tuition bill winter quarter."

College costs are soaring. Even after adjusting for financial aid, Money Magazine estimates the amount families pay for college has skyrocketed 439 percent since 1982. Scholarships are the

only way many students can attend.

A group of pilots and flight attendants founded the Thompson/Tansky Foundation Scholarship in 2001 to honor the memory of Captain **Ted Thompson**, First Officer **Bill Tansky**, and other Alaska Airlines and Horizon Air employees who lost their lives aboard Flight 261.

Marilyn Thompson, widow of Ted Thompson, finds it gratifying to see her husband's spirit live on through the lives of students and she personally keeps in touch with many of them.

"They are all so driven and dedicated. It's amazing to me the work that they put into their school and their calling," Thompson says.

Mark Conrard, son of Internal Communications Manager **Don Conrard**, remembers receiving a letter of encouragement from Thompson soon after he was awarded a Thompson/Tansky scholarship in 2004.

"I was impressed by Mrs. Thomp-



Kelsey Holshouser



Mark Conrard

son's personal interest in me and each scholarship recipient," Mark Conrard says.

The scholarship helped him complete his studies at Bellevue Community College, where he graduated with honors. Now attending Eastern Oregon University pursuing a major in English literature/film, the scholarship provided a boost Conrard needed.

"As a student with learning disabilities and health challenges, I especially appreciated the academic help and moral support I received by being a recipient of this scholarship."

Since its founding eight years ago, the Thompson/Tansky Scholarship has awarded \$18,000 to 94 Alaska and Horizon employees and their chil-

Snapshot



Brian Raysin

Customer Service Agent
Juneau

Joined Alaska Airlines

May 1989

Family

Wife, Karen

Most memorable Alaska moment

Inflight announcement that the crew was honored to have two of Alaska's finest onboard; Carl Marvin, who later became a Legend and has since retired, plus myself.

Favorite destination

Any place warm

Last nonrev trip

To visit family in Michigan

Hobbies

Growing one of the best gardens in Glacier Bay

Favorite line from a movie

"Did you get that memo?" —from "Office Space"

Favorite local restaurant

Canton House. Chinese restaurant in Juneau (<http://cantonhouse.net>)

Claim to fame

Advising co-workers that I have decided they are now my friend and I will not change my mind.

On the Web

Read more about
Alaska's people at
alaskasworld.com/people



Continued on The Back Page



San Diego International Airport is named after Charles Lindbergh. A large mural of the legendary aviator adorns the side of the airport's commuter terminal. The plane Lindbergh flew from New York to Paris, the 'Spirit of St. Louis,' was built at the airfield.

Air town, USA

From Lucky Lindy to Top Gun

Story and photos by Don Conrad

San Diego's claim to the title "Air Capital of the West" is backed by a long history of aviation milestones. It's where Charles Lindbergh's Spirit of St. Louis was built and his historic New York-to-Paris flight began. Nearby is the original home of the U.S. Navy's "Top Gun" aerial warfare school and the Blue Angels flight demonstration team.

Alaska Airlines contributed to San Diego's aviation history in 1986 when it began flying one daily roundtrip to Seattle. Today, Alaska offers 11 daily departures to Seattle, Portland and Los Cabos.

Among the station's 43 employees are three who commute from nearby Tijuana, Mexico. Nearly one-quarter of Alaska's San Diego employees are bilingual.


"They are a real asset to the station because we have a lot of Spanish-speaking customers," says

Danny Flores, customer service manager for San Diego and Tucson.

Home to Sea World, Lego Land, Wild Animal Park, and some of the nation's largest Navy and Marine bases, San Diego station employees also welcome many tourists, sailors and marines.

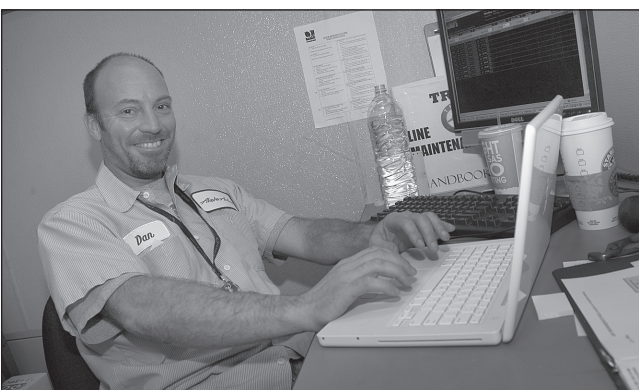
"This is a big Navy town," says Flores, who notes that employees make a special effort to care for military personnel and their families. "We have one of the largest USO centers in the country. Passengers in the waiting area often applaud when service members walk off the aircraft."

Sadly, station employees are frequently required to handle the remains of sailors and marines killed in action.

"We work with the airport and TSA to allow military honor guards to go on the ramp to receive the remains of fallen soldiers," Flores says. "It's a sad, but moving, experience." 



Customer Service Agents (from left) Rick Kraszewski, Rudi Fox and Rebekah Gettinger. Right: Supervisor Jason Frisby and Customer Service Manager Danny Flores.



Left: Aircraft Technician Dan Wieman. Right: Customer Service Agents Cathy Walker and Dominic Sanchez, who is standing near the photo wall he created.

March 2009



40 YEARS

Lowell Reed
Lead Line Aircraft Technician/
SEA

30 YEARS

David Lawrence
Captain/SEA

Bruce Roger
Captain/SEA

David Strelinger
Captain/SEA

25 YEARS

Robert Balderson
Line Inspector/SEA

James Brooks
Captain/SEA

James Freeman
Director Flight Standards/SEA

Kelly Gillis
Senior Systems Analyst/SEA

Lawrence Gray
Captain/SEA

John Gundersen
Captain/SEA

Delton Hartje
Manager, Reservations/BOI

Nicky Johnson
Stores Agent/SEA

Denis McKillop
Captain/ANC

Joni Morgan
Crew Planner/SEA

Kevin O’Bleness
Captain/ANC

Michael Pierce
Reservations Sales Agent/PHX

Milton Pyle
Captain/SEA

Robert Ricarte
Supervisor Inspection/SEA

Danny Sullivan
Captain/SEA

James Sundstedt
Maintenance Operations
Manager/SEA

Darleen Wimmer
Customer Service Agent/SEA

Joseph Zmora
Captain/SEA

20 YEARS

Arthur Adams
Line Maintenance
& Daily Planner Router/SEA

Judy Adams
Flight Attendant/SEA

Lisa Allenbaugh
Flight Attendant/SEA

Jodi Braa
Flight Attendant/SEA

Michael Brancati
Senior Systems Analyst/SEA

Taryn Call
Flight Attendant/SEA

Dalee Callaway
Flight Attendant/PDX

Estella Carmichael
Customer Service Agent/PHX

Donna Collins
Lead Reservations
Sales Agent/KVY

Ella Croney
Flight Attendant/LAX

Lisa Flynn
Flight Attendant/SEA

Thomas Fogg
Maintenance Operations Man-
ager/SEA

Sheri Forsgren
Flight Attendant/ANC

Cari Griffin
Flight Attendant/SEA

Terri Hawdon
Flight Attendant/ANC

Kevin James
Supervisor Powerplant
Shops/SEA

Brenda Johnson
Lead Customer
Service Agent/OME

Susan Kelley
Flight Attendant/SEA

Timothy Kutchera
Captain/SEA

Paula Lamar-Leeder
Flight Attendant/SEA

Craig Lex
Line Aircraft Technician/SEA

Andrew Lund
Line Avionics Technician/SEA

Linda May-Turner
Reservations Sales Agent/KVY

Paul Mayden
Customer Service Agent/SEA

Trace Oaksmith
Customer Service Agent/SEA

Kellie Oester
Flight Attendant/PDX

Brent Skuba
Flight Attendant/LAX

Katherine Steele-St Jean
Flight Attendant/PDX

Joni Steinman
Coordinator HR Training
& Development/SEA

Erin Walters
Flight Attendant/SEA

Lalonnie Ward
Flight Attendant/SEA

15 YEARS

Darin Brunstad
Flight Attendant/SEA

Leslie Callejas
Administrative Assistant/LAX

Sherri Dilliam
Reservations Sales Agent/PHX

Karen Earl-Zielinski
Reservations Sales Agent/PHX

Susan Goodman
Payroll Analyst/SEA

Debra Kirk
Accounting Specialist/SEA

Marcella Larson
Reservations Sales Agent/KVY

Gordon Lopez
Reservations Sales Agent/PHX

Theresa Lyson
Reservations Sales Agent/PHX

Nicholas McCartney
Senior Engineer/SEA

Tammy Mooney
Manager Groups, Meetings
& Incentives/SEA

Melissa Rodriguez
Customer Service Agent/ONT

Sonja Stumpf
Flight Attendant/PDX

Janice Whitley
Reservations Sales Agent/PHX

Tina Wollaston
Reservations Sales
Agent/KVY

10 YEARS

Lynne Allard
Lead Customer Service Agent/
SEA

Sharon Alloway
Customer Service Agent/SAN

Richard Balleras
Lead Stores Agent/SEA

Tana Brown
Flight Attendant/ANC

Kenneth Buckner
Stores Agent/PDX

Karen Burt
Financial Accountant/PDX

Zachary Carre
Line Aircraft Technician/SEA

Carlos Cedano
Ramp Service/ANC

Laviroth Cheav Sisowath
Flight Attendant/LAX

Willie Daniels
Ramp Service/ANC

Brenda Darst
Customer Care Representative/
SEA

Greg Dennis
Flight Operations Quality
Assurance Specialist/SEA

Margaret Dorey
Reservations Sales Agent/KVY

David Duncan
Senior Systems Analyst/SEA

John Dunn
Flight Attendant/SEA

Timothy Fahey
Line Aircraft Technician Trainer/
SEA

Ellen Ferris
Reservations Sales Agent/PHX

Edward Finnegan
First Officer/SEA

Tyler C. Frederickson
Fleet Support Specialist SEA

Jeffrey Furrer
First Officer/SEA

William Gallagher
Station Supervisor/ANC

Katheryn Garceau
Administrative Manager
Seattle Station/SEA

Rhonda Gardino
Customer Service Agent/LAS

Karen Ham
Senior Systems Analyst/SEA

Luis Heredia
Line Aircraft Technician/SEA

Waynette Howell
Customer Service Manager/
DFW

Jaime Jaromay
Line Aircraft Technician/SEA

Brian Leist
Supervisor Line Maintenance/
ANC

Patricia Leyva
Customer Service Agent/LAX

John Magnus
Line Inspector/SEA

Peter Mayta
Lead Crew Scheduler/SEA

Carrie McFeely
Flight Attendant/SEA

Douglas McLaren
First Officer/LAX

Jamey Moore
Line Aircraft
Technician/PHX

Susan Morse
Base Manager/Inflight/ANC

Phap Nguyen
Customer Service Agent/SEA

William Nix
Station Supervisor/SEA

Lydia Nordvik
Customer Service Agent/SJC

Naomi Parcell
Flight Attendant/ANC

Ryan Rodriguez
Customer Service Agent/LAX

Margaret Royce
Flight Attendant/ANC

Marlyn Santos
Accounting Specialist/SEA

Michael Searing
Captain/LAX

Sandra Steeneck
First Officer/SEA

Carolyn Swanson
Coordinator Board Room Ad-
ministration/SEA

Steve Swendner
Ramp Service/ANC

Mya Tebeau
Supervisor of Field Support/
SEA

Phillip Thomas
Ramp Service/ANC

Janice Versteeg
Station Agent/WRG

Matthew Visser
Executive Account Manager/
KVY

Matthew Warth
Line Aircraft Technician/SEA

Claudia Welge
Lead Customer Service Agent/
SJC

Carol Wesely
Customer Service Agent/PDX

Ephraim Zilversmit
Customer Service Agent/LAS

5 YEARS

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Flight Attendant/SEA

Adam Clarey
Flight Attendant/SEA

Heather Claridge
Lead Customer
Service Agent/SEA

Linda Clemens
Crew Scheduler/SEA

Paula Colis
Reservations Sales Agent/KVY

Matthew Cooke
Lead Ramp Service/KTN

Whitney Cooley
Flight Attendant/LAX

Kathy Dendy
Flight Attendant/SEA

Wendy Dinapoli
Flight Attendant/SEA

Celia Fatica
Flight Attendant/SEA

Jennifer Green
OASYS Specialist/SEA

Chris Grey
Director IT Operations/SEA

Rachael Hanks
CRC Agent/KVY

Alice Hansen
Inflight Supervisor/SEA

Andrea Hobart
Flight Attendant/LAX

Traci McKean
Lead Customer
Service Agent/SEA

Steven Perro
Ramp Service/KTN

Carol Pittmon
Reservations Sales Agent/KVY

Theresa Reahard
Administrative Assistant I/SEA

Connie Ressler
Customer Care
Representative/SEA

Laura Simmons
Flight Attendant/SEA

Lorri Simpson
Flight Attendant/SEA

Amber Sohadi
Reservations Sales Agent/PHX

Kimberly Sowa
Flight Attendant/SEA

Susanne Swanson
Customer Care
Representative/SEA

Joann Sykes
OASYS Specialist/SEA

North of Expected

Dear Alaska Airlines,
I would like to commend **Cynthia Collins** (flight attendant) on Flight 20 from Sea-Tac to O’Hare.
She went above and beyond while we endured a three-plus-hour delay. Once we got on the flight, she helped my daughter, Lindsay, who was taking her first airplane ride. She asked Lindsay to help with collecting stuff from passengers.
Lindsay still is proud to have helped, and was actually upset that Cynthia wasn’t on the return flight.
You need to have more people like Cynthia Collins.

— B.K., Tacoma,
Wash.



Coming Up

Mon, Mar 16	Employee Meeting / OAK and SFO
Wed, Mar 18	Diversity Brown Bag Lunch / SEA
Fri, Mar 20	Employee Meeting / PDX
Mon, Mar 23	Employee Meeting / LAS
Tue, Mar 24	Employee Meeting / SEA Centerpoint
Wed, Mar 25	Employee Meeting / BOI
Wed, Apr 1	Blood Drive / SEA
Wed, Apr 1	Employee Meeting / PHX
Sun, Apr 12	Easter Sunday
Mon, Apr 27	Thompson / Tansky Golf Tournament
Wed, Apr 29	Diversity Brown Bag Lunch / SEA
Wed, Apr 29	EAF Piñata Auction / SEA
Wed, May 6	Awards Banquet / SEA
Mon, May 25	Memorial Day
Wed, May 27	Diversity Brown Bag Lunch / SEA
Mon, Jun 2	Blood Drive / SEA
Wed, Jun 17	Diversity Brown Bag Lunch / SEA
Fri, Jul 3	Independence Day observed
Sat, Jul 4	Independence Day
Sat, Jul 25	Seafair Tourchlight Parade / SEA
Mon, Aug 3	Seattle-Austin inaugural flight
Wed, Aug 5	Blood Drive / SEA
Fri, Aug 7	Portland-Maui inaugural flight

For more info on these events, click 'Employee event calendar' on the aw.com home page



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Airline audits every ETOPS flight

Continued from Page One

issue, which is an excellent indication that we're doing a good job."

System Chief Pilot **Tom Kemp** praised Alaska's pilots and dispatchers, saying, "They can take well-deserved pride in their performance."

Perhaps the biggest ETOPS challenge faced by the Maintenance & Engineering Division occurred in March 2008, when Aloha Airlines went out of business. At the time, the Hawaii-based carrier was providing contract maintenance for Alaska Airlines in Honolulu and Lihue.

"Aloha was doing a good job for us, but we had to move quickly to find another vendor when it ceased operations," says **Lloyd Golden**, manager of contract services line maintenance.

During the two months before United Airlines took over the Alaska contract, a group of aircraft technicians from Seattle and Anchorage stepped up to the plate, volunteering for temporary duty in Hawaii.

"We didn't have to twist too many arms to get people to go over there, but it did mean being on call seven days a week and being away from home for as long as two weeks," Golden says.

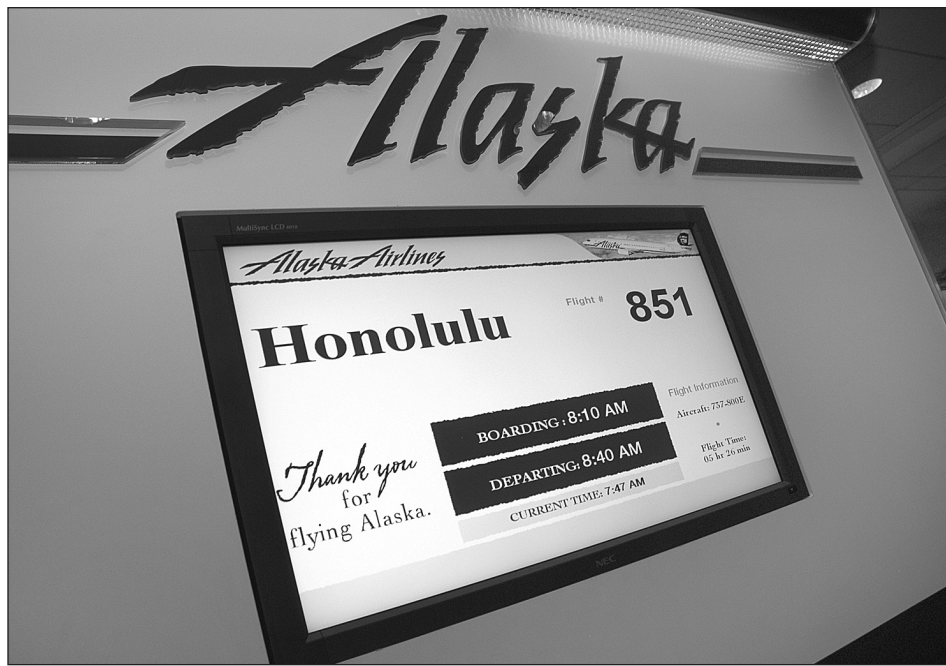
Flying thousands of miles over water posed several other challenges, one of which is wind. Specifically, a strong wind called the Pineapple Express that blows from the west during late fall and early winter, which significantly increases flight times.

"We've had flights to Hawaii scheduled for five hours that took more than six because of Pineapple Express headwinds," Kemp says. "In order to maximize passenger loads, some of our flights from Anchorage and Seattle stopped in Seattle or Oakland for fuel before heading out over the ocean."

Despite these efforts, the airline has weight-restricted a few flights, disappointing passengers and nonrevs looking forward to a Hawaiian vacation.

"But in terms of reliability, accuracy, standardization and compliance, I would compare our ETOPS program with any in the industry," Kemp says.

Alaska Airlines has 15 ETOPS-equipped aircraft. Maintenance & En-



Don Conrad

Gaining ETOPS authority from the Federal Aviation Administration enabled Alaska Airlines to launch service to Honolulu in October 2007. Since then, the airline has operated nearly 2,500 flights to the Islands from Anchorage and Seattle.

gineering employees converted two in-house from standard 737-800s when the Boeing machinists strike delayed aircraft deliveries last fall.

"The first aircraft took four days to convert," Ham says. "Then a few of our senior hangar line people developed some time saving processes that cut the time to convert the second aircraft to three days. They did a wonderful job. The converted ETOPS aircraft are proving to be just as reliable as the ones we bought brand new from Boeing."

Even so, Alaska Airlines keeps looking for ways to improve reliability. Representatives from Maintenance & Engineering, Flight Operations, other operational divisions and the FAA meet regularly to identify potential problems and opportunities to boost performance, including reducing turn times from 90 minutes to 60 for some flights.

"We audit every flight for accuracy, standardization and compliance," Dias says.

This has resulted in six revisions to the airline's ETOPS manual. One of those revisions incorporated the new Trax maintenance records system.

The airline is also exploring a program to start auxiliary power units only when needed on flights to Hawaii instead of running them all the time. This will save fuel and enable the air-

craft to carry more weight, reducing the possibility that passengers or luggage are left behind. Any change would require FAA approval.

All pilots based in Anchorage and Los Angeles are ETOPS-certified. Seattle-based pilots have not been ETOPS-certified because the cost of training, large base size and limited number of Hawaii flights would make it difficult to keep their qualifications current.

Maintenance & Engineering is developing the first recurrent training program for aircraft technicians certified to work on ETOPS aircraft, with classes slated to begin in late summer.

"I'm really excited about the way Alaska Airlines has embraced ETOPS and made it work," Ham says. "For a new ETOPS carrier, Alaska Airlines has done extremely well."



Don Conrad

Number two on the flight attendant seniority list, Joan Spring worked Alaska Airlines' first revenue ETOPS flight to Hawaii in October 2007.

OVERALL, OUR ETOPS FLIGHTS HAVE BEEN EXTREMELY RELIABLE. THIS IS A REAL TRIBUTE TO THE TEAM THAT DEVELOPED OUR ETOPS PROGRAM AND THE EMPLOYEES WHO WORK THE HAWAII FLIGHTS.

— **BILL DIAS**,
MANAGER OF
LINE FLYING OPERATIONS

Scholarship helps employees, children achieve their dreams

Continued from Page 4

dren who are pursuing higher education. Funding comes from the annual Thompson/Tansky Golf & Tennis Tournament, taking place this year on April 27 at the Temecula Creek Inn in Temecula, Calif.

In years past, scholarship recipients

have attended the event and spoken of their pursuits.

"It's heartwarming to see students come back and thank us for the start we've given them," Thompson says.

Applications for the 2009 scholarships will be due this summer.

More information and downloadable applications are available on alaskasworld.com. Click on "Benefits & Fi-

nances" on the home page, then click on "Scholarships for employees and their children."

Employees can contribute to the Thompson/Tansky Foundation Scholarship by payroll deduction.

To sign up, log on to PeopleSoft, click on "Self Service," then click on "Voluntary Deductions" under the "Payroll and Compensation" section.

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