

Dobbs named VP of human resources and labor relations

Dennis Hamel to retire after 25 years with Alaska

Alaska Airlines announced last week that **Kelley Dobbs** will succeed **Dennis Hamel** as vice president of human resources and labor relations.

A 22-year veteran of Alaska Airlines, Dobbs currently serves as vice president of human resources, strategy and culture. She is a member of the Alaska Air Group Executive Committee, which is responsible for leadership and strategy for Alaska Airlines and Horizon Air. She also is a key proponent of the airline's diversity and inclusion initiatives.



Dobbs joined Alaska Airlines 22 years ago.

In her new role, Dobbs will add responsibility for labor relations function, working with Alaska's six unions representing a majority of the airline's employees, and will direct the benefits, employee relations, training and development, recruitment, workers compensation and employee travel services departments.

"Kelley brings tremendous expertise and background to this new role," CEO **Bill Ayer** said. "She is a proven leader with a strong ability to inspire and move people to action. She will play a significant role as we continue to make Alaska Airlines a great place to work and a great airline for customers."

KELLEY BRINGS TREMENDOUS EXPERTISE AND BACKGROUND TO THIS NEW ROLE. SHE IS A PROVEN LEADER WITH A STRONG ABILITY TO INSPIRE AND MOVE PEOPLE TO ACTION.
— **CEO BILL AYER**

Dobbs has served in a variety of positions in her career with Alaska Airlines, on the frontline and in management. She holds a master's degree in business administration from the University of Washington. She serves on the Port Jobs Board of Directors and the United Negro College Fund Pacific Northwest Advisory Board. She also serves on the Central Washington University Advisory Board and is a mentor for MBA students at the University of Washington. **J**

Departure coordinators help improve load integrity

New members on turn team expected to enhance compliance and flight safety

Story on page 3

Departure Coordinator John VanEpps double-checks passenger bags and cargo for accuracy while an Alaska Airlines jet is loaded in Juneau.



Executive Q&A

How Alaska is preparing for summer loads, the first bag fee and keeping flights on time

With the economy still reeling, the airline industry is expecting less traffic this summer than last. Even so, more people will be flying than in the spring. And Alaska Airlines is instituting a first checked bag fee in early July, which poses special challenges.

Alaska's World sat down with two of the company's executives to talk about preparations for summer loads and the bag fee, and how the new Central Load Planning project is proceeding.

Q: Alaska's on-time performance got off to a rough start this year due to snowstorms and Mount Redoubt eruptions, but it exceeded the company's goals in April and May (the unofficial DOT on-time rate was 84.3 percent in April and 85.7 percent in May). What steps have we taken to continue operating on time during the summer?

Ben Minicucci: Without the goodness we built in 2008 in structures and processes, the first quarter could have been worse. Once we got past the storms, we have demonstrated fundamentally strong performance. I'm optimistic our DOT ranking for April and May will place us among the top three carriers in the nation.

We've been fortunate to have four additional spare aircraft in the operation as well as lower aircraft utilization



Jeff Butler: 'We're not always perfect, but it's in our soul now to perform — and our numbers demonstrate that.'

the past few months. We have taken full advantage of those opportunities to improve our performance.

Jeff Butler: Ben created a model for us in Seattle that we are now rolling out systemwide. We are also working to sustain and extend what his team accomplished in Seattle during 2008. We sit down every day to review the performance of our employees and our vendors. We're not always perfect, but it's in our soul now to perform — and our



Ben Minicucci: 'Once we got past the storms, we have demonstrated fundamentally strong performance.'

on-time numbers demonstrate that.

Now that we've gotten our step back, it's a great time to take our service to a new level. We should all be proud to work for Alaska Airlines and recognize that there are a lot of little things we can do — like a pilot saying goodbye to passengers when they get off the plane ... or a flight attendant talking to a child ... or using our own name when serving customers to get more engaged



Continued on The Back Page

Your opinion matters — employee survey begins June 17

Alaska Airlines is conducting a two-week online employee survey starting Wednesday, June 17, and ending on Wednesday, July 1. Overall results will be communicated to employees in late August. To get to the survey, look for the link at the top of alaskasworld.com. All responses are anonymous, and all employees who complete the survey will be eligible for prizes, including a cruise, a Mexico hotel stay, Disneyland tickets and a variety of gift cards. Supervisors are encouraged to provide employees with time from their regular work to complete the survey.



Alaska's World

in May



FLIGHT OPERATIONS

Pilots ratify new four-year contract

Alaska Airlines pilots voted to approve a new four-year contract. Of the 95 percent of pilots who voted, 84 percent favored the agreement. Effective April 1, 2009, the new contract for Alaska's 1,455 pilots includes pay increases, retirement options for current employees, and work rules that provide increased flexibility for pilots and improved productivity for the airline.

The company's defined benefit pension plan will be closed to pilots hired after ratification, reducing retirement funding risk. New pilots will instead participate in a 401(k) program. Additionally, pilots will participate in the same performance incentive program as the airline's non-union employees, executives, dispatchers and flight attendants, and will share equitably in health care costs.

— Posted to the Web on May 19

NETWORK

Capacity shifted to Hawaii, Atlanta and Houston

Alaska Airlines announced several schedule changes, including new service between Oakland and Maui and Kona, starting in November. The airline will also add a second daily round-trip 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 concerns and other factors.

— Posted to the Web on May 6

ANNUAL MEETING

Air Group shareholders ratify 'say on pay' proposal

By a vote of 96 percent, Alaska Air Group shareholders ratified a "say on pay" proposal that would solicit their input on the compensation packages of five named executives, including CEO **Bill Ayer**, through an advisory resolution. The results of the vote were announced during the company's annual meeting May 19 in Seattle.

The company's first-ever shareholder advisory — or so-called "say on pay" resolution — will inform the board of directors' future decisions on executive compensation. Earlier this year, Air Group became one of the first public companies in the nation to voluntarily solicit shareholder input on executive

On the Web

May's most-read stories

- 1) Alaska expands Hawaii service, adds routes to Atlanta and Houston
- 2) 2009 Customer Service Legend biographies
- 3) Alaska helps FBI convict man for aiming laser beam at jets
- 4) Tailoring Alaska and Horizon flying to capacity builds a stronger company
- 5) Pilots ratify new contract

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

compensation.

— Posted to the Web on May 21

MARKETING

Representing Alaska as a sales ambassador

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 launched an initiative to build upon these grass-roots efforts to attract more customers.

Among other things, an online Sales Ambassador Kit was created to provide details on how to submit a variety of sales leads and offer customers a one-time match of elite-tier frequent flier status in Alaska's Mileage Plan. Other components of the kit include business cards for frontline employees, stickers for flight bags and car bumpers, fare discounts and more.

— Posted to the Web on May 20



Don Conrad

First Officer Matt Sullivan (right) joined Sales Representative Matt Visser (left) on a sales call at Russell Investments in Tacoma as part of the Sales Ambassador program. The pair met with Michael Swenson, vendor and program manager for the firm.

AIR CARGO

Alaska flies 196,000 pounds of Copper River salmon

Alaska Air Cargo delivered the season's first shipment of Copper River salmon to Seattle-Tacoma International Airport on May 15. Air Cargo's Freight-er arrived with 34,000 pounds of Copper River king and sockeye salmon from Ocean Beauty Seafoods, Trident Seafoods and Copper River Seafoods.

Steve Sarkisian, University of Washington Husky football coach, was on hand to "catch" the honorary first salmon of the season. Sarkisian then passed the 40-pound king to John Hofer of Maple Valley, Wash., the highest bidder in a radio station's charity auction.

After the second Copper River opener on May 19, Alaska Airlines transported 162,000 pounds of salmon out of Cordova on eight separate flights — likely a record for one day.

— Posted to the Web on May 15

RELIABILITY

On-time performance greatly improves in April

Alaska Airlines achieved exceptional operational performance in April, thanks to the efforts of employees and a lack of the weather problems and volcano activity that plagued the operation during most of the winter.

In unofficial numbers, Alaska achieved 84.3 percent on-time performance in April on a load factor of 82.5 percent (including nonrevenue passengers). The airline also reached a 99.6 percent completion rate, exceeding its goal of 99 percent.

In addition, the mishandled baggage rate was below the company's goal of four per 1,000, and times to carousel for the last bag are consistently under 25 minutes, which positions the airline well for the new bag service guarantee.

— Posted to the Web on May 1

Alaska Airlines dashboard

May 2008

DOT on-time performance

Goal: 80%

2009 85.7%

2008 80.4%

↑ 5.3 points

Scheduled completion rate

Goal: 99%

2009 99.8%

2008 99.1%

↑ 0.7 points

Baggage time to carousel

Average at SEA

First bag 14:43 minutes

Last bag 18:59 minutes

Mishandled baggage rate

Goal: 4 or fewer per 1,000

2009 3.6

2008 4.3

↓ 0.7 bags

Cargo shipped

Pounds of freight & mail

2009 10.7 million

2008 10.6 million

↓ 0.1%

Customer satisfaction overall OPR score

Goal: 72%

April 2009 78.6%

April 2008 75.0%

↑ 3.6 points

Load factor

2009 76.8%

2008 77.8%

↓ 1.0 points

Fuel cost

(AAG price per gallon, inc. hedging)

April 2009 \$1.77

April 2008 \$3.10

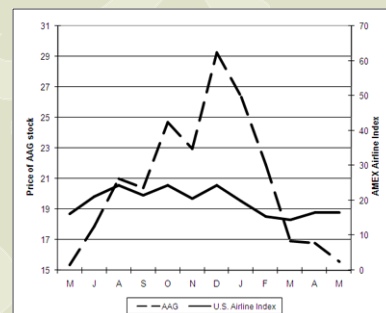
↓ 42.9%

OPR payouts

To be paid in July \$150

Year to date \$250

Air Group stock price



Close (May 31).... \$15.57
52-week range.... \$10.10 - \$30.95

New role on turn team enhances safety

Departure coordinators help improve load integrity

By Paul McElroy

Minutes before an aircraft pushed back from the gate, a ramp service agent advised a departure coordinator that cargo allotted for a pit was too large for the space. The departure coordinator (DC) then worked with the ramp team and Central Load Planning to get the cargo loaded safely and avoid a delay.

Working with customer service and ramp service agents, other DCs have alerted load planners after stations identified incorrect baggage counts and double-manifested cargo to help ensure they calculated the correct center of gravity for the aircraft.

This extra support during the turn — a key element of Alaska Airlines' initiative to consolidate load planning for all of its flights at a single location — is helping the carrier enhance its safety and compliance for load integrity, according to **Sandy Stelling**, a managing director in the Customer Service — Airports Division and the project's sponsor.

"We're checking everything for safety's sake," says **Courtney Miller**, one of about 30 departure coordinators at Seattle station. "We catch a lot of little things."

Alaska Airlines implemented the DC duties in late 2008 in Las Vegas, San Jose, Phoenix, Tucson and other stations as a prelude to opening its Central Load Planning (CLP) Department in Seattle last January. When the transition is complete in July, CLP will handle all of Alaska's 430 daily flights and departure coordinator duties will be in place at all stations.

DCs work with ramp leads and boarding agents throughout the turn, sometimes monitoring more than one aircraft at a time. A chief responsibility is providing accurate load information to CLP, which includes working with the ramp lead to verify that the amount of baggage and cargo matches



Paul McElroy

Departure Coordinator Courtney Miller confers with Operations Manager Hilda Neal at Seattle Airport.



Goal 3: Deliver on core operational promises: run a reliable, on-time airline.

the manifest and is loaded in the correct pits.

DCs also double-check any variances between the planned and actual load before confirming the final numbers with Central Load Planning. The DC's job is to understand what's destined for the aircraft, work with the ramp lead to confirm what is actually being loaded and ask questions when something is missing or additional freight is on hand.

At hub stations, "inside" DCs manage gates and respond to phone and radio calls previously handled by on-site operations agents.

DCs also provide a vital communications link with station managers, pilots, flight attendants, aircraft technicians, load planners and vendors.

After the plane is loaded, they work with the ramp lead to make sure any changes between what went onboard and what the load plan documented are properly reported to Central Load Planning.

As customer service, ramp and former operations agents, DCs say they enjoy their duties, and are pleased they're making a difference even though, like anything new, it requires some initial

adjustments.

"It's a great experience to come down here on the ramp and see the bigger picture," says Miller, who worked as a CSA for about two years before training as a departure coordinator last January. "It's complicated, but it's also interesting because every flight is different in some way."

This complexity takes on a different form in Southeast Alaska due to short segments, through-flights and tons of cargo and mail that moves through the region.

This summer will bring new challenges to the centralized load planning process when more customers in the state of Alaska arrive at the airport with boxes of fish they've caught. All along, however, project managers and frontline employees have been working together to make improvements.

To address some of the uniqueness in Southeast Alaska, a team convened in early June to identify other improvement opportunities. Employees from Cordova, Juneau, Ketchikan, Petersburg, Sitka, Wrangell and Yakutat provided input on how Central Load Planning can provide guidance to Southeast Alaska stations for the weight allocations available on complicated Combi flights that carry heavy cargo.

In addition, representatives from Cargo, Dispatch, Flight Operations, Airport Services, Safety and FAA Compliance were on hand to explore other improvement areas.


This month, DCs at the airport will start using a new software application to submit final load numbers to Central Load Planning. Created with input from frontline employees, the new application provides a consistent means for all stations to provide final numbers to the CLP agent who planned the flight, which will decrease the time it takes for that person to complete their work, says **Wayne Newton**, managing director of station operations.

"This has been and continues to be a significant project for the airline. While we are pleased with the many load integrity 'saves' we've made, we are not yet satisfied with the impact we've had to on-time reliability," Stelling says. "Even after we finish implementing the initial changes at stations, we will continue to make improvements for our employees and our customers."

As Central Load Planning and the departure coordination duties are fully rolled out and mature, employees involved with the project say they expect to meet the airline's goal of reducing errors.

"I've been with three other carriers when they centralized their load planning functions. Alaska is really holding its own given the magnitude of the changes," says **Tom Nunn**, vice president of safety. "Centralizing the load planning process puts weight and balance under a microscope. This allows us to monitor and identify problem areas that previously went unnoticed, which is instrumental for a strong safety culture."

Newton echoes those sentiments.

"While there is much work ahead, we expect these changes to improve safety and compliance," he says. "This will only happen with the continued participation and commitment of our dedicated employees to identify improvement opportunities and execute the new processes." 



Paul McElroy

Las Vegas Departure Coordinator Claudia Webster checks final paperwork before departing a flight.

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.

When a passion takes wing

Birding draws eagle-eyed Boise enthusiast to new heights

By Robert Carrington

For the past six years, Boise Reservations Sales Agent **Bob Whitlatch** has been keeping a list of every bird he's spotted. Recently, his log topped 400. No fair-weather fan, Whitlatch has a full-blown passion for birding.

He's traveled as far as Thailand looking for his feathered friends and recently flew to Pátzcuaro, Mexico, to photograph some of them. Whitlatch always documents his trips for family and friends, but the story of his latest journey south of the border is also forthcoming in the summer issue of the Atlantic Audubon Newsletter, a publication for birders.

For Whitlatch, birding is "just true, raw joy," he says.

It's a passion he found almost by accident.

"I traveled a lot after college and met plenty of people who were passionate about what they did," Whitlatch says, "I always wondered, 'what will that be for me?' And I just ended up stumbling into this."

Although Whitlatch grew up around birds, his interest wasn't sparked until he became an adult. "I never thought about birds back then," he says. "We always collected snakes and frogs."

As an adult, however, Whitlatch became interested in the birds that flocked to the feeders in his friends' backyards. Soon he was buying all sorts of contraptions to lure the animals to his own backyard.

His interest has steadily grown, and today Whitlatch spends much of his time photographing birds. He cites the youthful feeling of birding as the source of his passion.

"Birding takes me back to the joy of being a 12-year-old in the San Gabriel Mountains," he says.

Whitlatch is aware of the stereotypes that surround bird-watching.

"They think of us as weird people with funny hats and binoculars," he says. In an age of iPods and extreme sports, bird-watching just doesn't seem flashy enough. "But have you ever observed the iridescence of a mallard's



Bob Whitlatch

This great blue heron is one of hundreds of wild birds Bob Whitlatch has captured through the lens over the years.

head going from royal blue to emerald green?" Whitlatch asks. "There's just a different kind of 'bling' with birding."

While most enthusiasts are middle-aged or older, Whitlatch says birding is one of the world's fastest-growing sports, and that interest is already large enough to support hotels that specialize in providing birding trips.

Whitlatch says the best spots for birding at Alaska Airlines' destinations are Cordova, Seattle, Zihuatanejo and San Diego. As an Alaska employee, Whitlatch enjoys being able to visit birding

hotspots like these as a non-revenue passenger.

Whitlatch came to Alaska seven years ago after working for Hewlett-Packard.

"I love to travel. It was an even match for me," he says. Whitlatch also enjoys delivering great customer service. "There's a lot of job satisfaction in the work."


Whitlatch has shared his passion with co-workers. Two years ago, he self-published a book of birding photos and poetry called "Blue Sage Moon." One woman he works with at Alaska bought 10 books. In part because of co-workers, Whitlatch sold out of his entire print run of 300 copies.



A good pair of walking shoes, a hat, camera, notebook and binoculars is all the equipment Bob Whitlatch needs for a day of bird watching.

In the near future, Whitlatch plans on self-publishing a new book of birding photos and poetry called "Seasons on Wings." Birds, he says, are as important as ever in our lives.

"We need hope in this world," Whitlatch says. Quoting Emily Dickinson, he adds, "And it's true: hope is the thing with feathers."

Whitlatch's photography and poetry is viewable on Flickr at www.flickr.com/photos/bob_whitlatch or on his blog at <http://blue-sage-moon.blogspot.com>. 



Bob Whitlatch photographed a greater sage grouse (left) and burrowing barn owl during his many bird watching trips.

Snapshot



Sandy Field

Vacations Sales Agent
Seattle

Joined Alaska Airlines

1993

Family

Husband, Bob; son, Ian, age 22

Most memorable Alaska moment

Surviving an 11-hour group interview process when I was hired in 1993.

What I'd like other employees to know about my job

It's hard work! In Vacations, we don't just sell a flight from point A to point B. We also work with customers to book car rentals, hotel accommodations and ground tours.

Favorite destination

Oahu, Hawaii

Last nonrev trip

Maui

Hobbies

Skiing, walking, gardening and reading.

Favorite local restaurant

The Tin Room Bar and the Sidestreet Kitchen and Bar. Both are in Burien, Wash.

Least favorite household chore

Cleaning the cat box

Claim to fame

My sick sense of humor

On the Web

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



With snow-capped Mount Edgecombe highlighting the scenic beauty of Sitka, Nels Lawson loads a cargo of fresh salmon into the belly of Alaska Airlines jet for shipment to the Lower 48.

Sitka by the sea

Southeast Alaska's crown jewel

Story and photos by Don Conrad

Like most Southeast Alaska cities, Sitka gets more than its share of "liquid sunshine." But on those rare days when the sky is clear and the sun shines on surrounding snow-capped mountains, the 52 Alaska Airlines employees at the station say it's the most beautiful place on earth.

"The sheer beauty of our surroundings is what makes the Sitka station unique," Customer Service Manager **Mandy Odenheimer** said. "It's just a wonderful place to live, work and visit."

Many of the more than a quarter-million tourists who visit the city each year agree.

"I've seen much of Alaska over the years and I would rate Sitka as the most beautiful of all," said cruise ship passenger Betty Ridgewell, of Centralia, Wash., as she picked up brochures at the town's visitor center. "It truly is Southeast Alaska's crown jewel."

It's also an important part of the Alaska Airlines route system, welcoming more than 72,000 passengers a year. The Sitka station also ships more fish — 3 million to 5 million pounds a year — than any other station in Southeast Alaska. **J**



Hired in 1988, Corinne Hein is the station trainer and one of the most senior employees in Sitka.



Customer service agents (from left) Tiffany Gluth, Mary Moormann and Kathy McLeod are among 52 employees who staff Alaska Airlines' Sitka station.



The ravens that hang out at Sitka airport have learned to peck through cardboard fish boxes for a quick meal of Copper River salmon. To combat the pesky birds, Ramp Service Agent Nels Lawson and his co-workers attached an owl statue to the roof of the station's forklift. A natural predator, the owl has succeeded in frightening away the ravens away — for now.

Travel tips

Sitka

"The No. 1 thing to do around here is hike all the trails you can. A great one is Mosquito Cove, just at the end of the road. It's just the most beautiful cove, and there's a view of Mount Edgecombe on the other side. There are some fantastic things here that don't cost a penny."

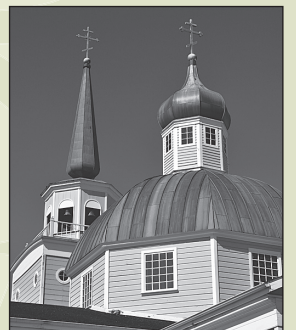
— **Elaine O'Neill**,
Lead CSA

"A great place to eat is Ludvig's Bistro on Katlian Street. It's small, very quaint and the atmosphere is really great. A lot of the locals like to eat there, too."

— **Donna Bezezekoff**,
departure coordinator

"The view at the top of Harbor Mountain is spectacular. All the surrounding islands and mountains are visible. To get there, it's probably three miles on the road and then another three miles to the top."

— **Kathy McLeod**,
CSA air freight



"Everything in Sitka is romantic in its own way. The lighthouse is a great place to go — it's right on the water. The local vet owns it, so he can take you out there by boat. You're secluded, all by yourself and there's even a hot tub."

— **Tiffany Gluth**,
customer service agent

"Kayaking is an adventure. You can stay in shore and just go around the island. Anytime is a good time for kayaking."

— **Lisa Scott**,
customer service agent

"I run Vonnie's Fishing Guide Service. You can look it up at vonnies.net. People usually come up for one-, two-, three-, or four-day packages, but I have pilots who come up and fish just for an afternoon. I'll take care of everything. You just come up here with your fishing clothes and we'll go fishing."

— **Vonnie Grun**,
ramp service agent

June 2009



40 YEARS

Barbara Breda
Flight Attendant/SEA

Brenda Devaney
Flight Attendant/SEA

Virginia Fowler
Flight Attendant/SEA

35 YEARS

Sally Best
Flight Attendant/SEA

Patsy Curtis
Flight Attendant/SEA

Sally Demetre
Flight Attendant/SEA

Kathryn Eaton
Flight Attendant/SEA

Marlene Ericson
Flight Attendant/SEA

Barbara Hope
Flight Attendant/SEA

Kristine Lundberg
Flight Attendant/SEA

Cheri McMillin
Flight Attendant/SEA

Sharon Sundberg
Flight Attendant/SEA

30 YEARS

Steven Bates
Flight Attendant/SEA

Christine Freeman
Flight Attendant/SEA

Mary Goodfellow
Flight Attendant/SEA

Bernice Harapat
Flight Attendant/SEA

Gloria Highberger
Flight Attendant/SEA

Robert Hortman
Line Aircraft Technician/PDX

Patricia Iddings
Flight Attendant/SEA

John Jensen
Line Aircraft Technician/SEA

Sidney Key
Line Aircraft Technician/SEA

S. L Langston
Flight Attendant/LAX

Joyce Martin Ives
Flight Attendant/SEA

Gerald Parker
Line Aircraft Technician/ANC

Pamela Partin
Flight Attendant/SEA

Gary Peterson
Supervisor
Line Maintenance/SEA

Curtis Rittenhouse
Operations Agent/SEA

Kathleen Robison
Customer Service Agent/SEA

Omar Sabra
Lead Line
Aircraft Technician/PHX

Elise Searles
Flight Attendant/SEA

Judith Stiemert
Flight Attendant/SEA

Cynthia Sundberg
Flight Attendant/SEA

Linda Varnado-Elledge
Flight Attendant/SEA

Barbara Watson
Flight Attendant/SEA

Jayne Wilson
Flight Attendant/SEA

25 YEARS

Steven Carlisle
Regional Cargo
Sales Manager/ANC

Barbara Dean
Repairs Controller/SEA

Betsy Duncan
Flight Attendant/SEA

Margaret Foreman
Flight Attendant/SEA

Renee Goldfoos
Flight Attendant/SEA

Marian Hackl
Crew Scheduler/SEA

Chilan Hallesy
Reservations Sales Agent/KVY

Carol Hess
Flight Attendant/SEA

Mary Hood
Flight Attendant/SEA

Eric Howat
Manager National Accounts/
Postal Affairs/KVY

Melanie Howland
Flight Attendant/SEA

Kelly Larson
Flight Attendant/SEA

Ann Leppin
Flight Attendant/SEA

Cecilia Lively
Flight Attendant/SEA

Lori Lundberg
Supervisor Stores/SEA

Jean Lynde-Cleary
Flight Attendant/SEA

Mark Mohns
Captain/LAX

Patricia Nausid
Lead Customer
Service Agent/KTN

Kathryn Nava
Customer Service Agent/SNA

Colette Piercey
Flight Attendant/SEA

Brian Spencer
Captain/SEA

Colleen Swenson
Flight Attendant/SEA

Steven Thomas
Regional Compliance
Manager/KVY

Jennifer Thometz-O’Keefe
Flight Attendant/SEA

Kelly Thompson
Flight Attendant/SEA

20 YEARS

Elizabeth Barnes
Crew Scheduler/SEA

Shelly Bedingfield
Customer Care
Representative/SEA

Laura Brothers
Customer Service Agent/ANC

John Cameron
Line Aircraft Technician/SEA

Matthew Coder
Manager, Inflight Training/SEA

Kevin Deuvall
Line Aircraft Technician/PDX

John Filipowicz
Captain/LAX

Jean Gieselman
Flight Attendant/SEA

Anthony Gilbert
Distributed Systems
Specialist/SEA

Cory Hess
Line Aircraft Technician/PDX

Carolynn Hoey
Charter Sales Specialist/KVY

Richard Jeffries
Line Aircraft Technician/SEA

Thomas Keown
Customer Service Agent/JNU

Kenneth Kern
Line Aircraft Technician/ANC

Kathy Labelle
Supervisor Vacations/KVY

Brian Lacey
Line Avionics Technician
Trainer/JNU

Edward Laymen
Line Aircraft Technician/SEA

Anita Leigh
Reservations Sales Agent/KVY

Thomas Lyon
Captain/SEA

Richard Miller
Maintenance Operations
Manager/SEA

Jean Page
Reservations Sales Agent/KVY

Andrew Pasikowski
Ramp Service/ANC

Kimberly Pempeit
Customer Service Agent/SEA

Philip Reilly
Supervisor
Line Maintenance/SEA

Aaron Reimer
Lead Line
Aircraft Technician/SEA

Caleb Richards
Ramp - Air Freight/SEA

Gregory Scott
Captain/LAX

Denise Snow
Customer Service Agent/ANC

Pamela Solomon
Call Center
Technology Specialist/KVY

Susan Stephens
Customer Service Agent/JNU

Norma Sullivan
Supervisor/Field Support/SEA

Paul Twedt
Schedule Distribution
Analyst/SEA

John Van Dyke
Line Aircraft Technician/SEA

Michael Welch
Senior z/OS390 Systems
Specialist/SEA

Thomas Wertman
Lead Line Aircraft Technician/SEA

Ann Whitney
Director IT Administration &
Voice Technology/SEA

Daniel Wieman
Line Aircraft Technician/SAN

Stephen Witcomb
Lead Line
Aircraft Technician/OAK

Teresa Wuscher
Reservations Sales Agent/KVY

15 YEARS

Jennifer Bergstrom
Operations Agent/SEA

Karen Broghammer
Director Alliances & CRC/SEA

Audrey Burke
Flight Attendant/ANC

Stacie Butcher
Director Station
Operations - West Coast/KVY

Philip Carey
First Officer/SEA

Jeffrey Castor
First Officer/SEA

Linda Curtin
Customer Service Agent/SAN

Sandra Eleng
Accounting Specialist/SEA

Lorelei Foss
Flight Attendant/ANC

Wilma Frenzel
Customer Service Agent/ANC

Kyo Gordius
Supervisor Interline Payables &
International Accounting/SEA

Mary Hefty
Director Station Operations
Alaska Region/ANC

Tina Horn
Lead Customer
Service Agent/PDX

Venice Keys
Flight Attendant/ANC

Zachary Kutz
First Officer/SEA

Andrew Lamborn
Ramp Service/SCC

Lauren Lewis
Reservations Sales Agent/KVY

Corinne Martin
Customer Service Agent/ANC

James Moffat
First Officer/SEA

Dana Napoleon
Flight Attendant/SEA

Sonia Paull
Flight Attendant/ANC

Betty Ruth
Reservations Sales Agent/PHX

Leslie Smith
Lead Customer
Service Agent/SEA

Linda Smith
Health Benefits Specialist/SEA

Patrick Thinnnes
Line Aircraft Technician/SEA

Brenda Trupp
Lead Customer
Service Agent/ANC

Mario Viloria
Help Desk Coordinator/SEA

Rhonda Voss
Lead Customer
Service Agent - Air Freight/SEA

Karen Weaver
Passenger Service Policy
&Procedure Specialist/KVY

Jodi L Werre-Reynolds
Manager Corporate Real Estate
Cost Administration/SEA

10 YEARS

Elya Baches
First Officer/SEA

Karri Barrow
Customer Service Agent/PDX

Donald Berry
First Officer/ANC

Celley Buchanan
Manager, Station
Operations/LAX

Jeffrey Burke
First Officer/SEA

Brenda Chatham
Customer Service Agent/LAX

Wayne Coleman
Lead Ramp Service/JNU

Jennifer Cope
Crew Scheduler/SEA

Benjamin Corner
First Officer/ANC

Daniel Crnkovich
Line Aircraft Technician/SEA

Valerie Dahm
Flight Attendant/SEA

Laura Daleo
Reservations Sales Agent/PHX

Donald Davies
Customer Service Manager/PDX

Kenneth Doolittle
Stores Agent/SEA

Michael Doughty
First Officer/SEA

Peter Farrington
Line Aircraft Technician/SEA

Mimi Feisst
Accounting Specialist/SEA

Neil Fonda
Line Avionics Technician
Trainer/SEA

Bryan Galbreath
First Officer/SEA

Lyudmila Gorelova
Accounting Specialist/SEA

Lyubov Gusak
Accounting Specialist/SEA

Linda Hall
Customer Service Agent/SEA

Leslie Harr
Accounting Specialist/SEA

Andonia Harrison
Customer Service Agent/LAS

Harvene Hockett
Flight Administration Analyst
Payroll/SEA

Sherry Hutton
Customer Service Agent/ANC

Charles Jaramillo
First Officer/SEA

Teresa Jean-Baptiste
Lead Customer
Service Agent/SEA



Airline will be ready to collect first bag fee starting July 7

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and empathetic.

Q.: What is the status of our preparations for charging for the first checked bag, beginning July 7?

Butler: It's a huge effort, but we will be ready to collect the fee at our kiosks, Web check-in, Image for Airports and at our bag-drop stations. Each of these applications will recognize exceptions for Golds, MVPs, first class, unaccompanied minors, intra-Alaska, and Mexico City and Guadalajara. They're also being updated to recognize when the customer has already paid the fee.

We're also scheduling gate coordinators at our largest concourses who will actively be on the lookout for oversize bags and direct customers to pay for them by using card readers we're installing at the gates.

CSAs and flight attendants have been participating in workshops in several locations to focus on best practices and techniques for carry-on compliance. This effort will involve new announcements, better placement and usage of bag sizers, and overhead bin pictures on how to place baggage.

Overall, this effort involves hundreds of employees. All of the elements they're working on are tracking according to the project timeline.

Q.: Are we confident our baggage-to-carousel times are consistently good enough that we won't have to refund the fee for a lot of customers?

Minicucci: Two years ago, we would have been amazed to think we'd get the

first bag to customers in 25 minutes — let alone the last bag. We know there are some hot spots, but based on our time-to-carousel performance the last 18 months, I'm confident we will deliver on the service guarantee without major glitches.

Butler: We don't feel we have any big hurdles. We are talking with our vendors and renegotiating contracts to build in penalties if they don't meet our time-to-carousel targets. We're also excluding our inbound flights from Mexico at LAX, where we have issues at the international terminal, and PenAir flights out of Dutch Harbor because we simply can't accommodate all the luggage from fishermen returning home to Anchorage.

When we fail to meet our delivery guarantee, we'll pay up. It's about serving the customer, and I'm confident we won't have to pay out too much.

Q.: Has the new Central Load Planning Department improved our load integrity — and has it had any effect on our on-time performance?

Minicucci: Centralizing is the way we want to go. It means load planning will be done consistently by the same people in one location.

The goal is to be safer and more compliant, with enhanced productivity. It's the right vision, but we've struggled with execution. We've recognized our weaknesses — training is one of them — and we need to improve quickly.

Butler: The cutover to Central Load Planning involved 5,500 people at 50-some stations. It's required a significant cultural adjustment, and we've

gone over a speed bump because these employees have never done this before. But we'll get there.

At the same time, we need to hold people accountable. We need to follow the procedures as established and then we can work together on improving them. One improvement that's in the works is creating a Southeast Planning Desk to help load planners gain a better understanding of the idiosyncrasies of the Combi.

At an overall system level, D-2 performance for sending final load numbers to the flight deck is at 74 percent year-to-date, which is off 1 percent from last year. While overall delays in other areas are down, new processes between the station and Central Load Planning have accounted for 2.7 percent of all delays year-to-date.

This is in contrast to last year, when only 0.03 percent of all delays were caused by issues with reporting or processing final load numbers. Everyone involved in the payload project is acutely aware of the need to drive on-time performance improvements.

And I know we'll succeed. I just went through Southeast the other week and met a lot of employees who want to make this work.

Q.: What can you tell us about our load factors and the number of customers who have booked travel for this summer and into the fall?

Minicucci: Schedule planning has done an excellent job of redeploying assets from Mexico to other markets. We believe we have the right amount of capacity for the summer. With strong operational performance, we're building a solid foundation for growth.

June 2009 service pins

- Ward Kellogg**
First Officer/SEA
- Karen Latunski**
Flight Attendant/LAX
- Teresa Llewellyn**
Accounting Specialist/SEA
- Shawn Magin**
Recruiter/SEA
- James Martin**
Reservations Sales Agent/PHX
- Daniel McCarthy**
Lead Ramp Service/ANC
- John McConnell**
Reservations Sales Agent/KVY
- Shawna McGatlin**
Flight Attendant/ANC
- Jason Metheny**
Pension Analyst/SEA
- Ivan Pla**
First Officer/SEA
- Rachael Ragno**
Lead Customer Service Agent/LAX
- Alfredo Romero**
Ramp - Air Freight/SEA

- Ardith Smith**
Customer Service Agent/LAS
- Bobbi Smith**
Flight Attendant/SEA
- Travis Smith**
Machinist/SEA
- Scott Spanier**
First Officer/SEA
- Tj Spring**
Line Aircraft Technician/SEA
- Arnold Stapnes**
Managing Director IT Customer Services & Infrastructure/SEA
- Gregory Tito**
Line Aircraft Technician/SEA
- Jeanie Turmala**
Reservations Sales Agent/PHX
- Dawn Wellington**
Customer Service Agent/PDX
- Terri Williams**
Customer Service Agent/PDX
- 5 YEARS**
- Miguel Arreola**
Customer Service Agent Mexico/PVR
- Kirk Bemis**
Flight Attendant/SEA
- Michael Churchill**
Flight Attendant/LAX
- Maureen Ciulla**
Flight Attendant/LAX
- Eladio Flores**
Flight Attendant/LAX
- Shelly Frank**
Flight Attendant/LAX
- Jill Franklin**
Concierge/PDX
- Emil-Chadric Gabagat**
Mileage Plan Analyst/SEA
- Cynthia Gonzales**
CRC Agent/KVY
- Holly Hahn**
Flight Attendant/LAX
- Matthew Hansen**
Cargo Administrator/KVY
- Michael Hatch**
Customer Service Agent/SEA
- Lynn Hulett**
Flight Attendant/LAX
- Erin Kalmbach**
Flight Attendant/SEA
- Machohene Karikari**
Customer Service Agent/SEA
- Arlene Kuczynski**
Supervisor/Field Support/SEA
- Kuli Ma'Ake**
Lead Ramp Service/JNU
- Hector Mares**
Customer Service Agent/LAX
- William Marken**
Manager Applications/SEA

- Erik Mastrud**
Crew Scheduler/SEA
- Juanita Meier**
Flight Attendant/ANC
- Kathy O'Malley**
Flight Attendant/SEA
- Janet Ponder-Sutphin**
Flight Attendant/ANC
- Christopher Rabon**
Revenue Analyst/SEA
- Danella Sahagian**
Flight Attendant/LAX
- Bernard Schneider**
Ramp Service/JNU
- Gretchen Seaman**
Flight Attendant/PDX
- Jean Sharrock**
Flight Attendant/LAX
- Theresa Silvani**
Flight Attendant/LAX
- Geraldine Taylor**
Flight Attendant/LAX
- Sharon Tittle**
Flight Attendant/LAX
- Latima Toutaiolepo**
Ramp Service/JNU
- Dorothy Willet**
Payroll Accountant/SEA
- Perla Wright**
Flight Attendant/LAX

Key information

Safety Reporting Hotline

- In Seattle: (206) 392-9574
- Toll-free: (877) 610-4039
- Safety fax: (206) 392-9862
- Safety officer: (206) 484 8208
- E-mail: safety@alaskaair.com

Compliance & Ethics Hotline

- In North America: (888) 738-1915
- Elsewhere: (770) 613-6372

IT Help Desk

<http://ics.insideaag.com/helpdesk/default.asp>

Learn about system outages, report a problem, request equipment, software and more.

In FirstClass: Help Desk

Company Forms

www.alaskasworld.com/forms

Printable and online forms for employee travel, benefits, direct deposit, complaints, payroll and more.

Employee Travel Services

- (206) 392-5125
- E-mail: employee.travel.inquire@alaskaair.com
- Co-mail: SEASP

Pass policies on other airlines
www.alaskasworld.com/travel/passpolicies

Positive space travel details
www.alaskasworld.com/travel/pst_overview.pdf

Purchase tickets and check prices for offline travel
www.alaskasworld.com/travel/id90/default.aspx

Reservations line for employees and pass eligible dependents
(877) 677-2566

ClickTix

www.alaskasworld.com/ES/events/default.asp

Buy tickets to Alaska Airline events or transit passes.

Employee Discounts

www.alaskasworld.com/ES/discounts

All known discounts and specials for employees are listed on the Web. Special discounts are also listed in the ASA Conferences folder on your FirstClass desktop.

Benefits Department

- Health benefits: (206) 392-5111
- Benefits fax: (206) 392-5860

Premera Blue Cross

- (877) 224-3525
- www.premera.com/aag

Vision Service Plan

- (800) 877-7195
- www.vsp.com

Washington Dental Service

- (866) 737-5950
- www.deltadentalwa.com

The Vanguard Group

401(k) custodian for non-pilot plans
(800) 523-1188

Fidelity Investments

401(k) custodian for pilot plan
(800) 835-5098

COBRA Management Services

- (866) 517-7580