

GOLD COAST TRAVEL

Mike, your attached presentation on the origins of AS Gold Coast Service and its prior historical roots in Golden Nugget Service, among other early branding was in a word... Excellent!

I have another perspective to add as well from my early years with AS in the 1970's, in that we always have had a strong affiliation with the State of AK and its world famous, legendary Gold Rush of 1898. Thus much of our early marketing exploited this as part of our heritage & image. Prior to the Golden Nugget era, as early as the 1950's AS employed the use of gold coloring & lettering, even a gold-colored eagle on the tail of aircraft (DC-6, Lockheed Constellation, CV-240, CV-880, etc.). Gold continued to be part of our logo & aircraft livery into the 1970's (gold stripes were still around and included with the new 4-character schemes). Even when it was dropped as a color scheme, we continued to promote gold images in our marketing efforts, as you so ably illustrated in your presentation. It's just part of our culture with deep roots in the State of AK.

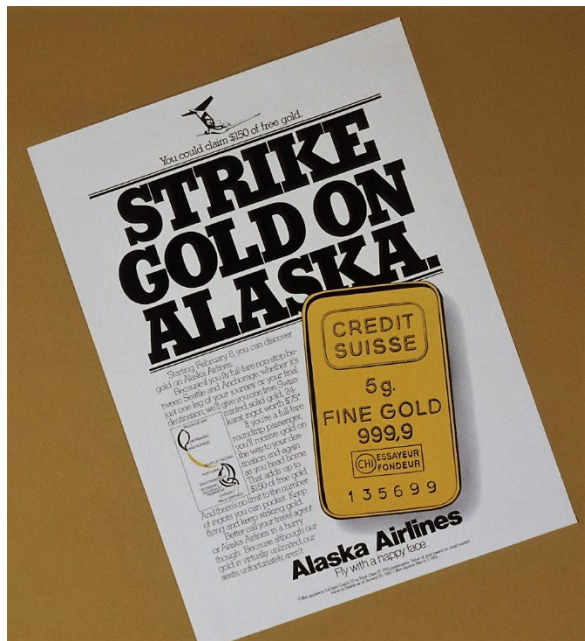
Attached are a few additional pics for an overall perspective. The Gold Coast Diner operated in the Gold Coast Center at one time (is it still there?). I credit that brilliant idea to Danna, with the image of the vintage DC-3--as it just fit perfectly with celebrating our heritage with employees in the bldg.

BTW, the Gold Coast Center (originally the Christian Faith Center) was purchased from Casey Treat's organization by the AS Properties & Facilities team sometime in the 1980's (Dennis Olson headed up the acquisition effort). We refurbished it and created it into offices and training rooms to keep up with our rapid expansion. Appropriately, one of the first employee groups to move into the building was the "Gold & Travel" team that had out-grown leased space in an old office bldg. up on the hill over-looking SeaTac (although their space was windowless). Greg Latimer was part of that group as I recall.

-Ron S.



Golden Nugget Service Logo



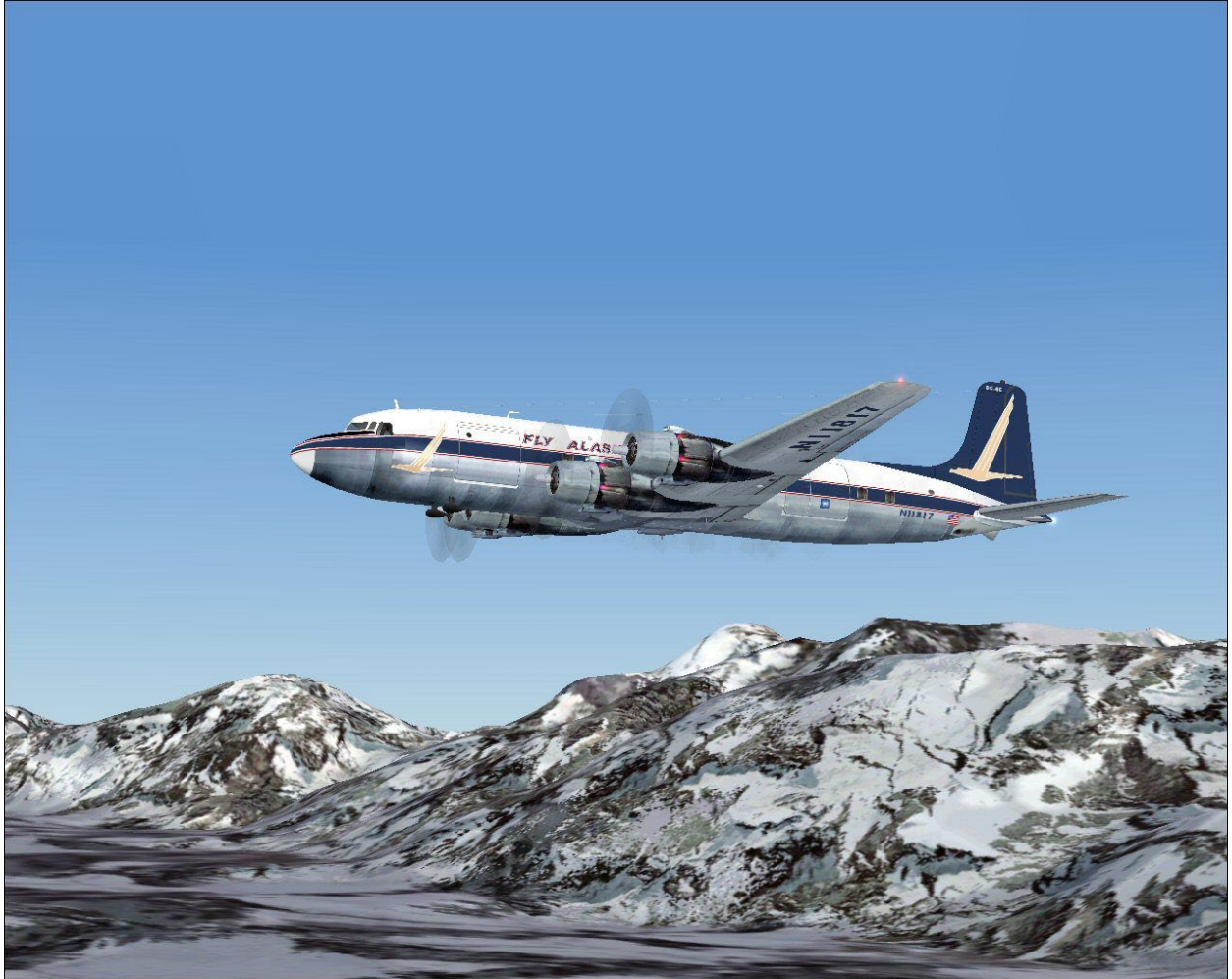
AS Gold Giveaway 1980



AS Gold Inflight Service



Alaska Airlines_T2_0300



AS-DC-6-2



AS CV-800 N8477H



Alaska 800-1



Alaska (Fly Alaska) 1649A N7316C (61) (Grd) SEA (JGC)(46)-S



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T3_0373



AS Gold Coast Diner

From: Mike Tobin [<mailto:Mike.Tobin@AlaskaAir.com>]
Sent: Tuesday, July 11, 2023 4:09 PM
To: dsiverts@msn.com; Ron Suttell <rpsuttell@comcast.net>; Susan Ewbank <Susan.Ewbank@alaskaair.com>; Paula Marchitto <Paula.Marchitto@alaskaair.com>
Subject: FW: Archive information: Gold Coast Travel
Importance: Low

Hi, I received this question.

Decided to throw together everything I have or have access to as this probably needs to be done sometime.

But before I reply to him with it, I'm sure you can either fact check me or provide some other stories or examples?

I think under historical context, I should add a slide on Alaska Aeronaut. I have a lot of material on that, and to me, it was our first FF program, around 1977-1978?

I also don't know when Gold Coast Service ended as far as inflight product name.

Thanks,
Mike

From: Bayley Wells <Bayley.Wells@alaskaair.com>
Sent: Monday, July 10, 2023 4:26 PM
To: Mike Tobin <Mike.Tobin@AlaskaAir.com>
Subject: Archive information: Gold Coast Travel
Importance: Low

Hi Mike,

Very very low priority item!

I was interested if you had any history to share about the "Gold Coast" name for our FF program and then, of course, the name of the building here in Seattle. Does it refer to the Gold Coast of California? It doesn't seem like we had all that much California flying going for us when the name was in use in the 80s, but maybe it just seems like relatively less compared to today...

Thanks!

Bayley Wells
Sr Network Analyst
19300 International Blvd
Seattle, WA 98188
W – 206-392-5405

