

Alaska Spirit in Action

We believe setting the industry standard for genuinely caring and personal service will result in enduring and meaningful relationships with our customers, our communities and each other. Key to the success of these relationships is a corporate culture that values, engages and empowers all of our diverse and caring employees through a continually expanding array of employee, customer and community programs.



Alaska offers an array of employee and community involvement programs focused on celebrating our unique culture and industry.

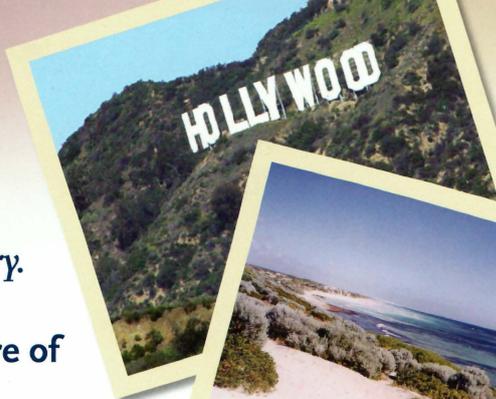
Alaska Spirit and a Culture of Engagement

Employee Travel Privileges

Employees and their eligible dependents are eligible for an unlimited amount of free space available travel on Alaska Airlines and Horizon Air. In addition, there are occasions when the company offers complimentary positive space travel opportunities for employees and guests. Employees can also purchase discounted tickets. Employee travel privileges also include discounts on other airlines.

Employee Events

Alaska Airlines hosts a wide variety of social events. These include employee receptions, ski events, summer picnics, children's holiday parties, golf leagues, professional sporting game nights, anniversary celebrations, on-site holiday shopping, and numerous other events. Employees also enjoy organizing their own gatherings such as softball, hockey and touch football games.



Prize Drawings

Several prize drawings are held each year that include hotel stays, cruises, concert tickets, restaurant gift certificates, and more!

Work/Life Balance

Alaska Airlines is a family-oriented company that offers work/life balance opportunities such as job sharing, flexible work hours (where the job allows), generous paid-time off benefits, private lactation rooms for new mothers, as well as maternity and adoption leave.

Employee Recognition Programs

To acknowledge and reward employees, a variety of awards are given to employees who exemplify our company values. Awards include: Above and Beyond, Award of Excellence, Teamwork, Flywheel, Golden Service, and Legends.



Krissa and Darcy are two CSA's that I feel deserve some special recognition. They were working a delayed flight, and responded in such a kind and professional manner. Through it all, both of these girls kept on going until the door was shut. All with a smile on their face!
~ Submitted by: Todd, flight attendant

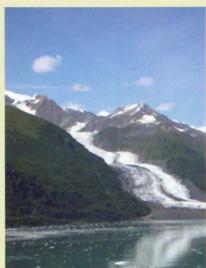
Kudos

The company values customer and coworker feedback. Our kudos program allows employees to recognize their coworkers for a job well done through an online thank-you note system.



Employee Discounts

Employees are eligible for many discounted products and services ranging from travel, dining, fitness clubs, shows, financial services, electronics and more! All of these offers are posted on an employee Web site.



Alaska Spirit and Taking Care of Each Other Benefits

Alaska Airlines offers a choice of comprehensive medical plans, which include dental and vision coverage. Company paid and supplemental life and AD&D insurance, disability benefits, and medical and dependent daycare spending accounts are also offered. In addition, retirement savings is encouraged through company contributions to a 401(k) plan.

Vacation Donation Program

Employees may choose to donate paid-time off hours to aid other employees who, during times of crisis, may exhaust their own vacation allotments.

Employee Assistance Fund

The EAF is made up of monies collected during an annual EAF auction, company donations and through individual employee contributions. Funds are then distributed to employees with demonstrated need.

Critical Incident Response Program

CIRP is managed by volunteer employees and provides immediate and short-term support services to employees who have experienced critical incidents while performing their jobs.

Alaska Spirit and Communication Internal Communication and Access

Alaska Airlines' open-door policy encourages employees to communicate candidly with managers and senior company leaders. In addition to small group and departmental meetings, employees have several opportunities throughout the year to meet and discuss current issues with company officers, including the president and CEO.

"We are the voice and"

Employee Surveys

Alaska Airlines facilitates several formal feedback projects, such as annual polls and surveys, to collect employee feedback on ways the company can improve to better serve employee needs and satisfaction.

External Communications

Through communications such as Alaska Airlines Magazine, alaskaair.com, and the Insider newsletter, we are able to maintain consistent and up-to-date communication with customers. Customer Advisory Board meetings, MVP Gold Lunches, and other channels enable us to take in firsthand feedback from customers that help us to improve our processes and service.



Alaska Spirit and Continual Learning Continuing Education

Through numerous education and training programs—from advanced technology to project management and leadership skills—our employees gain knowledge that helps them develop and refine our internal processes. This investment pays off in the high quality of service we are able to offer our customers.



Diversity Training

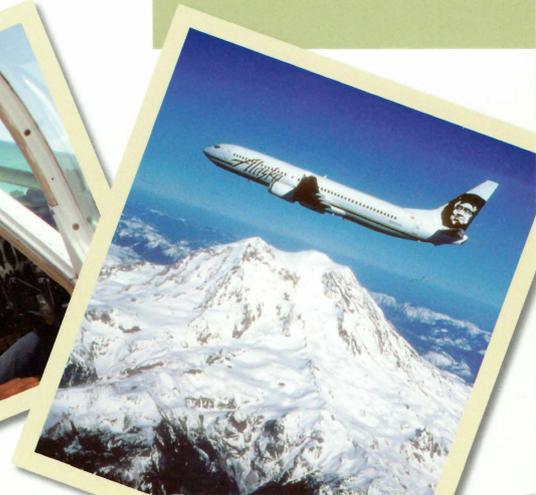
A variety of internal courses are offered to prepare our employees to thrive in an environment that encourages harmony among people of differing backgrounds, beliefs, and lifestyles.

Scholarships

Alaska and Horizon employees and retirees, as well as their dependents who are pursuing higher education, are eligible for scholarship opportunities.



*"I'm reminded again of the legacy of perseverance and determination that comes from our roots in the Great Land of Alaska. These traits will serve us well as we chart our course for the future."
~ CEO Bill Ayer*



"face of the airline" ~ Bud, Seattle Reservations



Alaska Spirit and Rewards **Operational Performance** **Rewards**

Our Operational Performance Rewards program is focused on two of Alaska Airlines' highest priorities -- customer service and on-time performance. OPR provides monetary rewards to all employees when we meet or exceed performance targets in those two key areas.

Gain Sharing

We believe that the service and dedication of our employees directly impacts the success of our airline. To reward these efforts, our gain sharing programs pay additional cash compensation each year that Alaska meets key operational and profitability goals, allowing employees to share in Alaska's overall financial success.

Alaska Spirit and Community Involvement **Community Leadership and Sponsorships**

Alaska Airlines employees take action in support of people in need with efforts that include community outreach programs in Mexico and various U.S. cities. From United Way and Make-a-Wish Foundations to the Iditarod and the Angel Flight, Alaska Airlines has a proud history of participation and sponsorship in the communities we serve.

Matching Gift Program

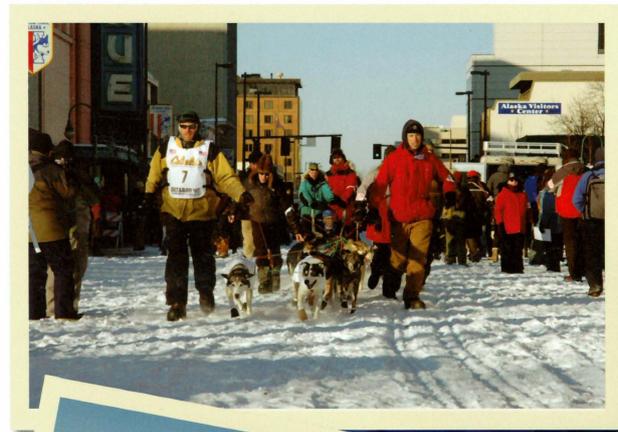
Cash contributions by full- and part-time employees to non-profit educational institutions and organizations are matched by the company dollar-for-dollar up to a specified maximum per employee per year.

Local Imagery

The unique livery of our aircraft—such as the Salmon-Thirty-Salmon and various Disney themes—is a way for us to celebrate local cultures and pride in the communities we serve.

Internship Program

Alaska Airlines hosts a successful internship program for students who would like to gain work experience within the airline industry.



Employee Referral Program

Alaska Airlines benefits from a strong, connected professional network that embodies the Alaska Spirit. Through this program, employees can earn cash for referring successful new hires.

Compassionate Assistance Relief Effort (CARE)

Employee volunteers provide immediate help in response to any major incident involving our airline. Volunteers assist with administrative or family-related support.

Corporate Environmental Responsibility (CER)

CER

Alaska Airlines demonstrates stewardship for the environment through a number of programs and initiatives, including purchase of new fuel efficient aircraft; robust pre/post flight and office waste reduction/recycling programs; a spirited 'Green Team' and much more.

Commute Trip Reduction Program

In an active effort to reduce commute issues in the cities we serve, diverse incentives to encourage carpooling, telecommuting, and use of public transit are available to our employees.



Alaska Airlines®

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