



NORTH of EXPECTED

New brand radio-TV ads, campaign to feature novel tagline and employee participation

By Don Conrad

Alaska Airlines will launch a major new marketing campaign on March 30 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.

Anchoring the campaign is a new tagline: North of Expected.

"North of Expected evolved from our ongoing brand revitalization effort," says **Greg Latimer**, managing director of brand and product marketing. "Research told us that great customer service and our efforts to make flying easy through the innovative use of technology continue to differentiate Alaska from other carriers. So we decided to focus our new marketing campaign on those two pillars."

Steve Jarvis, vice president of sales, marketing and customer experience, notes that this foundation is not new.

"Our most frequent fliers tell us that

what drives their loyalty to Alaska Airlines is the way our employees routinely go above and beyond what they've come to expect from an airline," he says. "Now that we've made such great improvements to our operational reliability, we have the chance to really go out and tell the marketplace what makes us different."

Tracy Wong, from the advertising agency that created the campaign, agrees.

"This campaign isn't about creating a new image for the airline," says Wong, executive creative director for WongDoody. "It's about reminding all of us why Alaska Airlines is great and what separates it from all others. And the audience isn't just passengers. It's employees, as well. It's about Alaska re-sewing its flag and waving it proudly for all to see. All great brands need this from time to time."

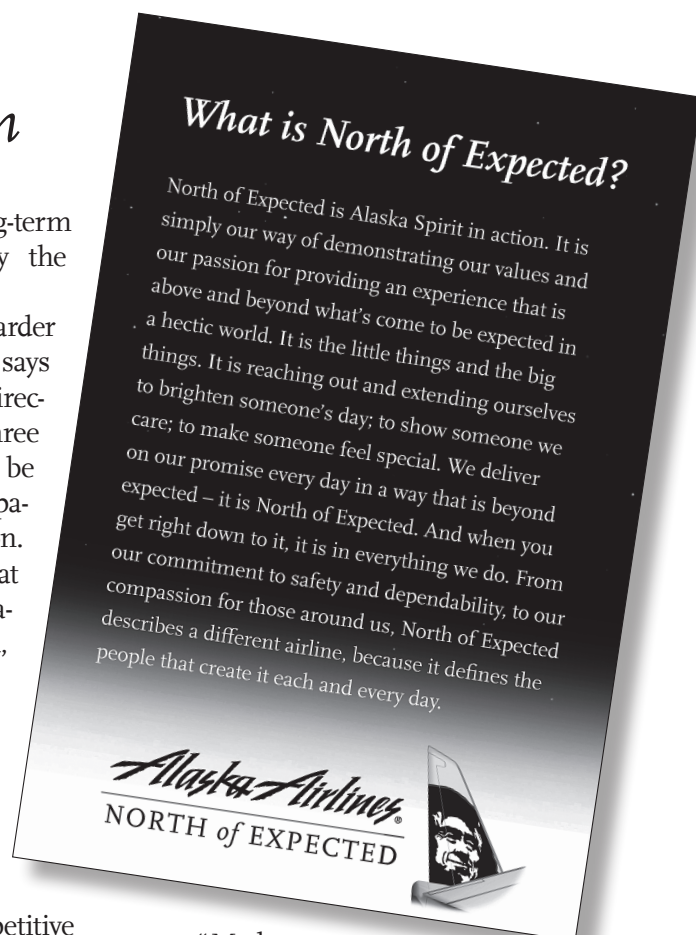
The challenge for the Marketing Department and WongDoody was to turn the idea of an airline that goes above

and beyond into a long-term campaign, anchored by the new tagline.

"A good tagline is harder than it looks to develop," says WongDoody Creative Director John Schofield. "In three or four words, it should be a distillation of a company's message or mission. It should be a thought that no one else can own. A tagline should inspire and, above all, be true."

The ad agency's creative staff brainstormed hundreds of possibilities. Some focused on the airline's rich history, some highlighted service and other competitive advantages. Out of more than 100 possibilities, the airline winnowed the list down to eight finalists.

Among funnier lines that didn't make the cut: "Your friend with a plane,"



"Make nice with the sky," and "Smile, you could be on South-

Continued on The Back Page

Learning how diversity helps us and our airline

4-part program includes online course, classroom training, brown bag lunches

By Don Conrad

Among the 1.8 million people crowded onto the National Mall in Washington, D.C., for the historic inauguration of the first African-American president was a black man in a T-shirt. On it he had written, "Mission accomplished."

"While Alaska Airlines has made great progress in recent years, we have not yet accomplished our mission to foster a culture of diversity and inclusion that ensures all Alaska Airlines employees feel valued and connected — and to leverage this culture in how we conduct business," says **Kelley Dobbs**, vice president of human resources — strategy, culture and inclusion.

To further that objective, the Human Resources Department has developed a new Diversity Learning Program, scheduled to launch later this month.

"This program is designed to increase dialogue among employees around issues of diversity and inclusion, help employees better understand themselves, their co-workers and the customers we serve," says **Angela Ursino**, managing director of talent strategy and organization development.

All employees who have not yet participated in company-sponsored diver-

sity training will be required to complete the course by the end of the year. Supervisors and above who manage people will be required to complete the online training, as well.

"It's important that leaders complete


the workplace and address emerging issues, according to **Vallare Rogers**, leadership training specialist for the online course.

In addition to the online module, three other elements of the new Diver-

sity Learning Program include: extend these lunches to Anchorage and Portland. "Attendance is voluntary, but we hope employees will bring their lunch and spend an hour talking with their co-workers about this important subject," Rogers says. The first lunch is scheduled for Wednesday, Feb. 18, in Seattle. To see a calendar showing the date, time, location and topics to be discussed during all upcoming lunches, click on "Culture, Programs and Events" on the home page of alaskas-world.com, then click on "Diversity."

Leading diverse teams classroom training for supervisors and above is part of the Leadership Training: Nuts & Bolts program. In addition, a new online learning module focused on managing generations in the workplace will be offered to directors and above. Executives will also have an opportunity to attend the Northwest Diversity Executive Series, where business and community leaders share ideas on how to encourage diversity and inclusion within their organizations.

"Not only is promoting diversity and inclusion the right thing to do, but it gives us a competitive edge while reducing training costs and increasing the opportunity for more employees to engage in learning," Ursino says.

More details are available on Alaska Airlines' Diversity Web site. 

February is black history month

Celebrated around the world during February, Black History Month is a remembrance of important people and events in the history of African people.

The remembrance originated in 1926 by historian Carter Woodson as "Negro History Week." Woodson chose the second week of February because it marked the birthdays of President Abraham Lincoln and abolitionist and former slave Frederick Douglass.

The Alaska Airlines Black Employees Resource Group invites their co-workers to join them in celebrating Black History Month at receptions following regional employee meetings in Anchorage on Feb. 23 and Los Angeles on Feb. 25. The receptions will feature soul food appetizers.

Several stations are also planning events this month, among them LAX, which will host its third annual Soul Food Friday on Feb. 27.

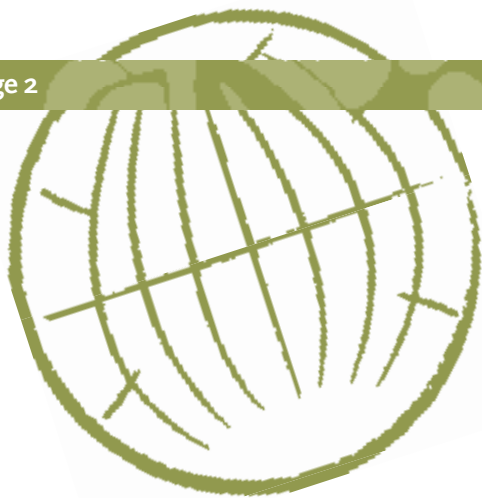
the training that the people they supervise will complete," Dobbs says. "Not only does it bring our leaders' knowledge up to date, it will help them understand the information employees are receiving from this training. It should also encourage great conversation between leaders and direct reports on diversity issues."

The two-hour course will focus on information about diversity relevant to

sity Learning Program include:

Introduction to diversity and inclusion. Included in New Employee Orientation, "it will help new employees learn right away what we expect as related to diversity and inclusion in the workplace," Rogers says.

Diversity brown bag lunches. These are designed to spark discussion on a variety of diversity topics. Initially slated for Seattle and LAX, the goal is to



Alaska's World

in January



FINANCES

Air Group ekes out a profit for 4th quarter and all 2008

Alaska Air Group reported a solid fourth-quarter and small full-year 2008 profit — spurred by falling oil prices and fuel hedging, capacity reductions, effective cost management and operational improvements at its Seattle hub.

For the quarter, AAG posted an adjusted net profit of \$16.4 million, compared with an adjusted net loss of \$17.9 million for the same period a year ago. This helped push the company to a slightly better than breakeven year — making it one of only a few domestic airlines to earn money last year. For all of 2008, the company earned an adjusted net profit of \$4.4 million, down 95 percent from the \$91.6 million it earned in 2007.

— Posted to the Web on Jan. 29

MEETING OUR GOALS

Employees earn OPR payouts for November

For the eighth month in a row, employees met Alaska Airlines' on-time performance and customer satisfaction goals in November to earn another \$100 bonus under the Operational Performance Rewards program.

Employees earned \$900 in OPR bonuses for all of 2008.

November on-time performance surpassed the company's goal of 80 percent with 81.4 percent of flights arriving on-time, but ranked only 13th among the top 19 airlines and sixth among relevant competitors because all airlines have been performing better following industry-wide capacity cuts.

Employees also achieved the goal for OPR customer satisfaction by earning a score of 76.1 percent in November — far exceeding the airline's target of 72 percent. The score represents Mileage Plan members who responded to the carrier's online survey and rated their overall travel experience as "very good" or "excellent."

— Posted to the Web Jan. 15

NEW LIVERY

Art from the heart; Sitka teen wins contest

Hannah Hamberg of Sitka, Alaska, is the grand prize winner of the "Paint the Plane" contest. The 16-year-old is a cheerleader, dancer and community volunteer whose inspirations were chosen to grace the fuselage of an Alaska Airlines Boeing 737-400 in tribute to the state of Alaska's 50th anniversary.

Her winning design was selected from thousands of entries created by Alaskan schoolchildren in kindergar-

On the Web

January's most-read stories

- 1) Sitka teen sketches airline's newest livery to celebrate 50 years of Alaska statehood.
- 2) W-2 forms available online.
- 3) Alaska strives to match capacity with demand as economy slows.
- 4) Circling the globe — employees use travel privileges.
- 5) 2009 key initiatives aim to build new capabilities, offset soft economy.

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

ten through 12th grade throughout the state as part of the contest sponsored by Alaska Airlines.

Hamberg's winning design was revealed at the Hotel Captain Cook in Anchorage, 50 years to the day after Alaska gained statehood. This spring, the design will be painted on an Alaska Airlines jet.

— Posted to the Web on Jan. 3

RECOGNITION

U.S. rates Alaska Airlines top job spot for veterans

Alaska Airlines has been recognized by the federal government for being a top place for veterans to work. The U.S. Department of Labor's Office of Federal Contract Compliance Programs announced recently that Alaska Airlines is one of five companies nationwide to

receive the honor as part of the Good Faith Initiative for Veterans Employment (G-FIVE) program.

— Posted to the Web on Jan. 26

EMPLOYEE MEETINGS

Senior leaders to discuss '09 plan, other issues

Alaska Airlines will hold leadership meetings in Anchorage, Los Angeles and Seattle in February to share information about the company's 2009 strategic plan and other timely issues.

These traveling sessions are being developed as an alternative to the larger Leadership Summit the airline traditionally holds every February to provide a smaller setting for employees and enable more of them to meet the company's senior executives, including newly elected President **Brad Tilden** and Chief Operating Officer **Ben Minicucci**.

A separate meeting in each of the three locations will be held for front-line employees, who will have an opportunity to ask executives questions about the 2009 strategic plan or other company issues. Employee meetings will also be held in nine other locations.

— Posted to the Web on Jan. 6

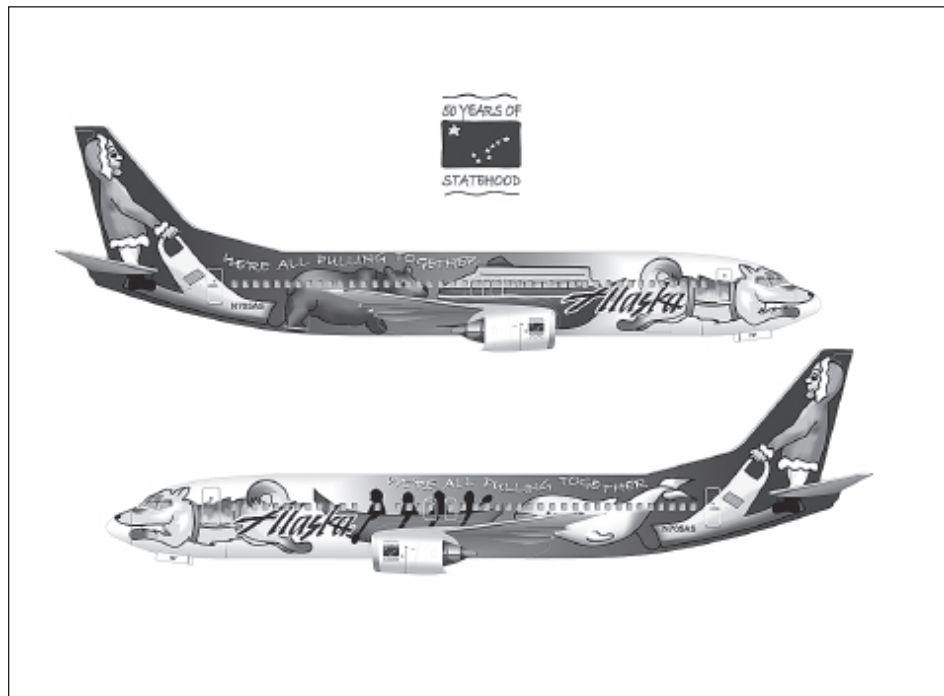
COMMUNICATIONS

News searchable again on alaskasworld.com

Finding news stories and other information archived on alaskasworld.com just got easier with the debut of a new search feature developed by Maryland-based dtSearch. It replaces a previous search function removed from the Web site two years ago.

"Employees frequently ask about the ability to search alaskasworld.com," said **Paul McElroy**, director of corporate communications.

— Posted to the Web on Jan. 16



This design will be painted on an Alaska Airlines jet in commemoration of the 50th anniversary of Alaska statehood. It was created by 16-year-old Hannah Hamberg of Sitka as the winning entry in the "Paint the Plane" contest.



Alaska Airlines dashboard

January 2009

DOT on-time performance

Goal: 80%

2009 71.1%

2008 73.0%

↓ 1.9 points

Scheduled completion rate

Goal: 99%

2009 98.3%

2008 97.3%

↑ 1.0 point

Baggage time to carousel

Average at SEA

First bag 14:11 minutes

Last bag 19:57 minutes

Mishandled baggage rate

Goal: 4 or fewer per 1,000

2009 4.4

2008 6.8

↓ 2.4 bags

Cargo shipped

Pounds of freight & mail

2009 8.2 million

2008 8.4 million

↓ 2.4%

Customer satisfaction overall OPR score

Goal: 72%

December 2008 71.8%

December 2007 67%

↑ 4.8 points

Load factor

2009 71.7%

2008 68.8%

↑ 2.9 points

Fuel cost

(AAG price per gallon, inc. hedging)

December 2008 \$1.97

December 2007 \$2.83

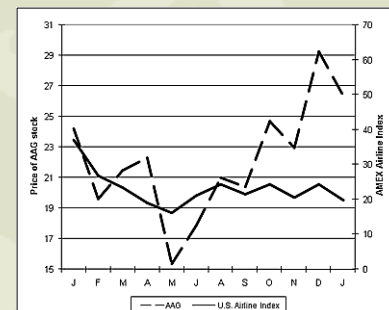
↓ 43.7%

OPR payouts

To be paid \$0

Year to date \$0

Air Group stock price



Close (Jan. 31).... \$26.36
52-week range.... \$10.10 - \$30.95

Centralized load planning takes off

Seattle-based employees prepare departures as new planeside duties roll out

By Christy True

With a new office and freshly trained employees, the Central Load Planning Department is operational now at the Flight Operations and Training Center in Seattle. A 35-person team was formed late last year in a move to enhance safety, conserve fuel and increase revenue.

The new structure will consolidate system-wide weight and balance activities in one location and create a better load integrity oversight process at all stations — partly through planeside duties called departure coordination.

The changes are occurring in phases. By mid-February, Central Load Planning expects to be load planning all Seattle flights, said **T.J. Banakes**, who is managing the new department. By June, the team will handle load planning system-wide.

“So far, it’s been going really smoothly,” Banakes said after the second day of operation. “It’s calm as could be in here, much like SOC (System Operations Control). That’s the advantage of having a system approach that is focused solely on weight and balance without the normal distractions of the airport environment.”

Employees in the department agree. **Jennifer Bergstrom**, one of the newly transferred load planning agents, had been working in Portland as an operations agent. While she handled loads for multiple stations there, working at Central Load Planning allows her to focus on load integrity without interruptions from contractors or crew, she said.

It’s also convenient to be just down the hall from SOC and dispatchers, so Bergstrom can call them on an intercom or talk face-to-face if they need to coordinate.

“Employees love it. They don’t want to go back,” said **Wendy Williams**, Central Load Planning supervisor.

At Seattle-Tacoma International Airport, customer service agents and former operations agents training for the departure coordination duties seem to be enjoying the challenge, said **Ian Kemp**, manager of station operations in Seattle. The departure coordination process was created to further reduce load integrity errors.

Employees at the airport are learning all aspects of the operation, from ramp activities and communicating with pilots to becoming familiar with Menzies and other vendor roles, Kemp said. Many of these tasks are new for customer service agents, while employees with operations experience are more accustomed to being at the center of communications and coordinating an aircraft turn, he said.

“They’ve all said they are really en-



Christy True

Working in the new Central Load Planning Department, which is located in the space previously occupied by inflight training in the Flight Operations and Training Center in Seattle, are (from left) Wendy Williams, T.J. Banakes, Jennifer Bergstrom, Karen Johnson and Shawn Byrnes.

joying it. I think they have been re-energized by the chance to do something new and have more variety in their work,” Kemp said. “And we’re all excited to be part of building something from the ground up.”

Employees performing departure coordination duties work planeside to oversee cargo loading and interact with boarding agents and others to help meet turn deadlines. Training for departure coordination duties began last fall in various parts of the system and is expected to be completed by June.

Central Load Planning is staffed 24 hours a day, seven days a week, with employees working in shifts. The operations agents there transferred from other stations to handle weight and balance activities for the entire airline.

The Central Load Planning team is placing an emphasis on working closely with stations to make sure they understand issues and concerns that are unique to each and take advantage of local knowledge, Banakes said.


Some weight and balance calculations were already handled remotely rather than at the station. Operations agents in Anchorage perform these duties for some outlying stations in the state of Alaska.

Portland handles Hawaii, transcontinental and other flights, while Los Cabos covers five Mexico stations. By June, Central Load Planning will be responsible for all load planning system-wide.

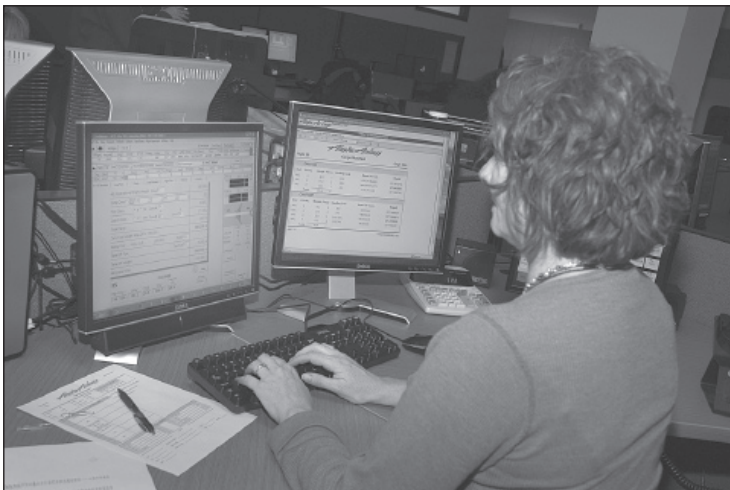
The new department will help the airline achieve several objectives, Banakes said.

Central Load Planning will streamline cargo planning and dispatch to optimize fueling. Improvements to existing software applications will provide more accurate payload information, which will increase revenue.

And by consolidating all weight and balance activities in one department, agents will be able to see the big picture so they can plan appropriate payloads for each segment of a through-flight for better efficiency and customer service.

The partnership between the load planning group and the stations creates a “checks and balances” system to improve load integrity, Banakes said. 

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



Don Conrad

Operations Agent Jane Buck is one of several employees who moved from the airport to the Flight Operations Building with the opening of the Central Load Planning Department.

Departure coordination duties came about from employee suggestions during the planning stage for the centralized load planning project, which is officially known as Future Payload Management. Team members — including representatives from Customer Service — Airports, Flight Operations, Dispatch, Cargo, IT and other divisions — visited some 20 stations to determine how best to implement the new processes.

My Turn

Power of ‘small’ can help Alaska go greener

Remember Kermit? He used to say, “It’s not easy being green.”

Actually, it is — once you get it down.

Recycling is one of those things I used to be a wee bit ambivalent about. I was uncertain how to help. Mostly, I was just uninformed.

Now, I can hardly stand the waste in our industry, our community, our country and the world. Consumption is a huge problem.

I’ve begun to see the power of “small.” Unless you’re rich or powerful, one person cannot make a big difference. But small things, when added up, have a tremendous impact.

You *can* make a difference. When you’re joined by thousands — and, yes, millions — small translates into a big movement. Just ask the new president.

I’ve started carrying my own mug so I don’t waste one to three cups per trip. I also carry utensils. These are all simple choices that avoid plastics, packaging and factory production. No big deal, right?

What if *everyone* did it? If we can refill someone’s plastic on-board beverage cup, why can’t we refill one they brought with them?

I think people would support the company’s recycling efforts much more if they weren’t seen as a PR gimmick, if they were done more consistently (such as requiring our catering partners to participate at all stations) and if we had the right tools.

People want to do the right thing. I hope Alaska takes the lead in the industry by doing the right thing ... and for the right reasons.

— Annabelle Richardson,
flight attendant

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.

Front lines of raising revenue

Alaska's sales professionals adopt 21st century techniques

By Marianne Lindsey

Scott Habberstad has eaten whale blubber. Kathy Benko has trudged through 60-below temperatures while Jeff Etherington once confronted a trucker with road rage.

It's all in a day's work for Alaska Airlines' sales team, whose jobs may be the most diverse in the airline. They are Jacks and Jills of all trades, the ultimate multitaskers, the "face" of Alaska. Whatever you call them, this talented group of professionals ensures that Alaska Airlines gets its fair share and more of corporate America's travel pie.

The pie is shrinking. With companies watching their bottom lines, business travel spending is down. That's the challenge facing Mark Bocchi, Alaska's director of sales for the Western United States and Canada, Toni Freeberg, director of national and international sales, and their team of 28 sales managers and account executives.

Their job is to showcase Alaska Airlines to major companies — or corporate accounts — and to ink deals that guarantee incremental revenue to the company. Their clients are America's fortune 500 companies and travel management firms that book billions of dollars of airline travel a year.

Once a glorified job, times have changed. Long gone are the days of the "grip-and-grin" sales representative who spent his days calling on mom-and-pop travel agencies distributing brochures, commission checks and complimentary drink tickets.

Travel management companies and the Internet have replaced the travel agent down the street. Purchasing managers now keep a tight rein on the purse strings of travel budgets.

"Everyone is so much more cost driven, to the point where travel has become a commodity," says Freeberg, who worked as manager of Mileage Plan for 10 years before joining the Sales Division.

Sales representatives play the role of consultant or business strategist, helping their clients eke out the most of their resources. And their briefcases contain a far more diverse set of tools: PowerPoint presentations, financial statements, calculators and a sack lunch.

"We wouldn't even get in the door of the sophisticated travel companies without a clear understanding of their needs," Bocchi says. "Today, companies want to see your balance sheet before they do business with you."

As a result, sales employees need to be well-versed on the airline's strategy, fuel hedging, fleet costs, environmental strategy and more. The Alaska Airlines sales employee of 2009 possesses an array of financial expertise that would make any Wall Street analyst envious.

"Other airline sales people don't have this same focus," Freeberg says, "which gives us the edge."

Another way Alaska Airlines' sales efforts differ from competitors is its re-



Don Conrad

Diane Stratton and Paul Barbouletos spend a lot of time on the road as account executives for Horizon Air and Alaska Airlines. Stratton covers the east side of Lake Washington while Barbouletos calls on major corporations and travel management firms in downtown Seattle.

gional focus. With a network stretching from Barrow to Boston, target marketing is key.

Etherington, sales manager in Los Angeles who also covers Phoenix and Tucson, calls on the Hispanic market supporting the airline's flights to Mexico City and Guadalajara. His team of five also recently secured new contracts with News Corp., Time Warner, Amgen and Intel, swinging more business to Alaska Airlines.

Glen Dierker, sales manager in Canada, has a similar international focus but with an entirely different clientele. Business travel is mostly east-west in Canada, so filling north-south flights on Alaska and Horizon means working with leisure travel companies to promote Disneyland and beach resorts in Mexico.

Farther north, Habberstad, sales manager in Alaska, faces the challenge of finding new revenue in a state where many residents in remote areas have no choice of which carrier they fly. Yet Habberstad and his team of three recently secured \$30 million in incremental business to the North Slope.

Habberstad also wears a community relations hat, hobnobbing with local mayors and being interviewed by the town paper.

In Seattle, Sales Managers Bob Derse at Alaska and Horizon's Suzi Hoadley team up to promote the combined airlines to local accounts. Theirs is a tougher role — representing the dominant carrier in town. Negotiations are more sophisticated and leveraging the

value of Alaska's schedule is key. Derse also handles the \$25 million seafood account travel business.

And in the Bay Area, Sales Manager Karen Schierholtz and her team of three have a portfolio of 24 corporate contracts, including such companies as Google, Yahoo, Adobe, Wells Fargo and Safeway.


Equally unique are the jobs of Alaska Airlines' two national account sales managers, Matthew Kessi and Benko. They promote the carrier's schedules and partner alliances to multinational corporations located in the Midwest and East Coast.

Benko, a 27-year sales veteran who traded her dog-eared Thomas Guide for a GPS several years ago, says just getting in the door and finding the right person to talk to is half the challenge.

"If you're not meeting with the decision-maker, you've wasted your valuable time," Benko says.

Kessi notes that he still gets blank stares when he says he's from Alaska Airlines. Yet, his knock on the door of Pfizer Corp. netted Alaska a piece of the company's nearly \$500 million travel budget.

And Benko just renewed a contract with Microsoft for two years.

"It's like planting seeds," says Bocchi, who after 11 years in sales with Alaska and 17 at Horizon is philosophical about the challenges ahead. "It's better to be face-to-face with customers than not. They'll remember you when the economy comes back." 

Snapshot



Jannie V. Jonker Jr.

Executive Account Manager
San Jose

Joined Alaska Airlines

Feb. 23, 2004

Family

Single and no children

**Most memorable
Alaska moment**

A very humbling experience for me was when I got to see how the people in Bethel are dependent on Alaska Airlines for their entire livelihood.

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

We work really hard in sales, however, we get to meet incredible people on a daily basis that makes it very rewarding!

Favorite destination

Buenos Aires, Argentina

Hobbies

Tennis, snowboarding
and painting

Favorite movie

"The Big Blue"

Favorite local restaurant

Zazie Café
(941 Cole St., San Francisco)

Favorite song

"Love Remains the Same"
by Gavin Rossdale

 **On the Web**

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



As the southernmost town in Alaska, Ketchikan likes to call itself the state’s “First City.”

Footloose in Ketchikan

Totem poles and more highlight walking tour of Alaska’s ‘First City’

Story and photos by Don Conrard

Employees looking for a low-cost day trip may want to consider Ketchikan. Just a 90-minute flight from Seattle, the city features everything from the world’s largest collection of totem poles and great seafood restaurants to art galleries with works by renowned native carvers.

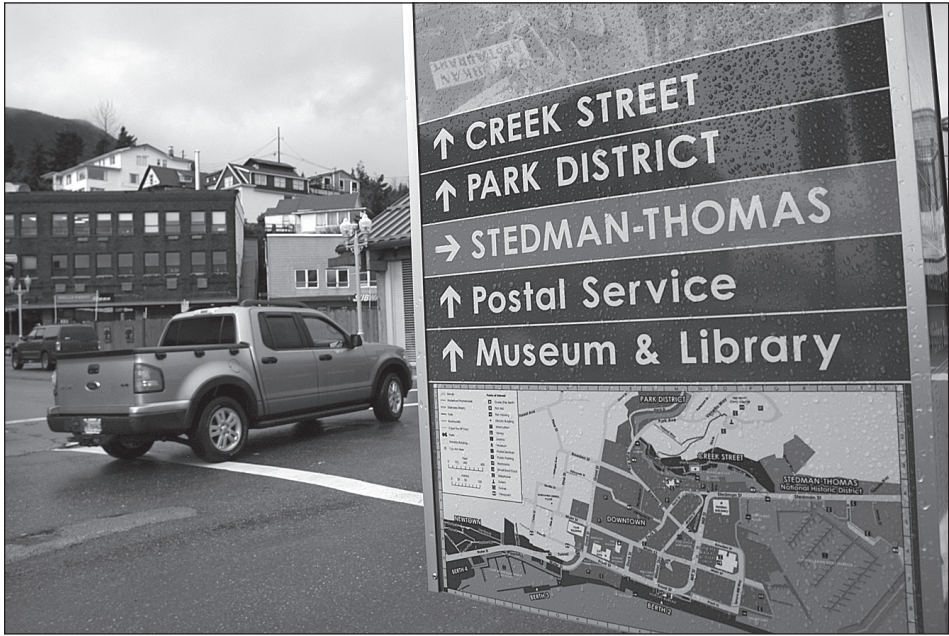
One of the best ways to see the historic city is on foot. Stretched along a half mile of waterfront, Ketchikan is made for walking.

The editors of the Ketchikan Daily News have mapped out a tour that includes 25 points of interest within easy walking distance of downtown. The two-mile walk takes about two hours. Free maps are available at the Ketchikan Visitors Bureau and many local shops.

Numbered signs along the route highlight points of interest listed on the map.

Be sure to bring a good pair of walking shoes and rain gear. Ketchikan is one of the rainiest cities in North America — with more than 160 inches of average annual precipitation.

If your feet get tired, bus service provides transportation throughout the downtown area and to the airport ferry dock. ➤



Ketchikan’s small size and mostly flat terrain makes for easy walking. To help the thousands of tourists who visit the city each year find their way around, the city has posted signs with maps and directions to major attractions.



Numbered signs highlight points of interest on the Ketchikan Walking Tour.



The Southeast Alaska Discovery Center is one of several museums on the Ketchikan walking tour.



Totem Bight State Park features one of the world’s best collections of historic totem poles



Historic Creek Street is a major tourist attraction in Ketchikan.



Most city’s attractions are accessible by city bus.

Travel tips

Ketchikan’s top sights

● **Creek Street** is a wooden boardwalk in the old “red light district” that features a collection of museums, historic homes and shops resting on pilings above Ketchikan Creek. From the boardwalk you can take a tram up the mountainside to a restaurant for lunch with a wonderful view of the city. The boardwalk starts at 203 Stedman St., just upstream from the Thomas Basin boat harbor.

● **Ketchikan’s history museum and library** are housed in the same building on Dock Street. The museum features a display of Alaskan memorabilia and an excellent collection of Indian artifacts and old photos. The library is a great place to spend a rainy afternoon.

● **Saxman Native Village** features a display of 34 totem poles, a large clan house and several carving centers. There are master carvers in Saxman who are internationally recognized and whose work is in demand around the world. Saxman was founded in 1886 and incorporated as a city in 1929. The city now has about 450 full-time residents, most of whom are Tlingit. The village is located three miles south of downtown.



● **Liquid Sunshine Gauge** shows Ketchikan’s 162-inch average annual rainfall. It is located near the Ketchikan Visitors Bureau on the dock in downtown.

● **Ketchikan Totem Heritage Center** is located near the City Park between Deermount and Woodland streets. The center contains some 33 original totem poles or pieces of poles collected from abandoned Tlingit or Haida Indian villages. A craft center provides a workshop for artisans and craftsmen. The center also offers classes on native Alaskan arts, such as carving, tool-making and basketry. A free 15-minute guided tour is available during regular summer hours.

● **Totem Bight State Park** was created by the U.S. Forest Service in 1938 to salvage and restore Alaskan Native totem poles that had been abandoned and left to erode. The park is rich in history with the cedar monuments and Clan House, and should be included in any visitor’s tour of the Ketchikan area. This park is located 9.5 miles north of Ketchikan.

● **Deer Mountain Hatchery**, near the Totem Heritage Center within walking distance of downtown, releases tens of thousands of coho and king salmon smolts (2-year-olds) each year. The \$1 million facility has observation platforms and educational displays concerning the salmon’s life cycle. It is the only municipally-owned facility of its kind in the state.

● **The Eagle Center** is located next to the Deer Mountain Hatchery. This is your chance to see eagles up close, so bring your camera.

February 2008



30 YEARS

Henry Gresham
Captain/SEA

Kim Kaiser
Captain/SEA

Robert Pearson
Captain/SEA

James Reinertsen
Captain/SEA

25 YEARS

Michel Baumgartner
Captain/SEA

Wesley Dawson
Captain/SEA

Ronald Foster
Line Aircraft Technician/SEA

Robert Hoelzen
Captain/SEA

Lane Kemper
Managing Director Customer Service - Call Centers/KVY

Anne Macdonald
Captain/SEA

Carolyn Perrine
Captain/SEA

David Ward
Captain/SEA

Kitaw Woldeselassie
Lead Line Aircraft Technician/SEA

20 YEARS

Robert Amburgey
Captain/SEA

Michael August
Captain/SEA

Brian Clemetson
Captain/SEA

Chester Crank
Captain/SEA

Shannon Durbin
Tour Inventory Specialist/KVY

Ward Gabriel
Captain/SEA

Joe Garrett
Captain/LAX

Charles Griger
Captain/SEA

Cherie Gunderson
Crew Planner/SEA

Patrick Hart
Captain/ANC

Kenneth Hay
Ramp - Air Freight/SEA

Melissa Hicks
Reservations Sales Agent/KVY

Cindy Ingebrigtsen
Reservations Sales Agent/KVY

James Kummer
Captain/SEA

Charlotte Merkel
Concierge/ANC

David Neithercott
Captain/SEA

Wayne Newton
Managing Director Operations/KVY

H. R Painter
Captain/ANC

Juliana Pinnell
Reservations Sales Agent/KVY

Thomas Rogers
Captain/SEA

Randy Sorenson
Director System Operations/SEA

Frances To
Customer Service Agent/SNA

Gina Valesko
Reservations Sales Agent/BOI

Craig Weishaar
Reservations Sales Agent/KVY

James Winkelman
Director Regulatory Compliance/SEA

Richard Zimmer
Captain/ANC

15 YEARS

Lina Basilio
Reservations Sales Agent/KVY

Sena Biruchenko
Line Aircraft Technician/ANC

Brock L Brown
First Officer/LAX

Shellie Coffman
Customer Service Agent/SEA

Alisha Depodesta
Reservations Sales Agent/PHX

Susan Fewell
Reservations Sales Agent/BOI

Kathleen Heigh
Flight Attendant/SEA

Mark Hurley
Field Systems Specialist/PDX

Roman Martinez
Flight Attendant/PDX

Darcy Stebbins
Reservations Sales Agent/PHX

Annika Thorpe
Analyst, Strategy Management/SEA

Kathleen Weishaar
Manager Brand & Integrated Marketing Communications/SEA

Jennifer Welker
Reservations Sales Agent/PHX

10 YEARS

Micheal Alexander
Reliability Analyst/SEA

Sonya Alldridge
Accounting Specialist/SEA

Kevin Andringa
First Officer/SEA

Lauren Barbin
Flight Attendant/SEA

Tiffany Bay
Flight Attendant/LAX

Gerald Bouwens
Line Avionics Technician/SEA

Jennifer Brown
Maintenance Planner/SEA

Joseph Buckley
Reservations Sales Agent/PHX

Kelly Burns
Lead Customer Service Agent - Air Freight/ANC

Victoria Colman
Flight Attendant/SEA

Tom Cooper
Line Aircraft Technician/PDX

Barbara Davie
Customer Service Agent/LAX

Marjorie Eldredge
Customer Service Agent/PDX

Leith Emanuelson
Line Aircraft Technician/SEA

Robert Evenstad
Supervisor Cargo Operations/ANC

Cheryl Fields
Reservations Sales Agent/KVY

Julia Fisher
Flight Attendant/SEA

Tony Fiso
Line Aircraft Technician/SEA

Julane Fullerton
Flight Attendant/SEA

Carmen Gonzalez
Flight Attendant/LAX

Peggy Graham
Customer Service Agent/FAI

Wynn Haferbecker
Line Aircraft Technician/SEA

Michael Hames
First Officer/LAX

Tara Harre
Reservations Sales Agent/PHX

Jamie Holbrook
Customer Service Agent/SNA

Nancy Holdaas
Accounting Specialist/SEA

Travis Holder
Line Aircraft Technician/SEA

Paula Hope
Flight Attendant/ANC

Michael Krening
Line Avionics Technician/PDX
Michael Lara Manager Line Maintenance/PDX

Terri Lee
Reservations Sales Agent/KVY

Bruce Legler
Station Duty Manager/SEA

Walter Lynch
Inspector/OKC

Michael Markstaller
First Officer/SEA

Susan McCaslin
Flight Attendant/LAX

Ryan McDonnell
Line Aircraft Technician/SEA

David Mildes
First Officer/SEA

Laura Morris
Reservations Sales Agent/PHX

Pureza Nash
Reservations Sales Agent/PHX

Darin Newton
Captain/ANC

Robert Palon
First Officer/SEA

Jonna Peterson
Flight Attendant/SEA

Brandy Reid
Flight Attendant/PDX

Erin Robinson
Flight Attendant/SEA

Olga Robinson
Flight Attendant/ANC

Gary Rohlinger
Line Aircraft Technician/SEA

Amy Ross
Senior Pension Benefits Specialist/SEA

Kristen Ross
Customer Service Agent/PDX

Kathleen Rutherford
Flight Attendant/SEA

Amber Sander
Passenger Service Support Specialist/KVY

Diane Scott
Flight Attendant/PDX

Shannon Seely
Flight Attendant/PDX

Heather Shaheen
Flight Attendant/PDX

Kimberly Skaggs
Flight Attendant/SEA

Kristopher Skrivseth
First Officer/SEA

Luke St Maur-Windle
Captain/ANC

Michelle St. Amour
Flight Attendant/ANC

Natalie Stults
Labor Relations Specialist/KVY

Michael Vetersneck
First Officer/SEA

John Wicht
First Officer/SEA

Michele Wright
Applications Analyst/PDX

5 YEARS

Jennifer Araujo
Customer Service Agent/LAX

Eric Braun
Operations Agent/LAX

Devonna Bullock
Lead Reservations Sales Agent/BOI

Thanh-Leim Dang
Customer Service Agent/SJC

Silvia Delgadillo
Customer Service Agent/LAX

David Fox
Operations Agent/SAN

Patricia Hernandez
Customer Service Agent/ONT

Andrew Hogue
Customer Service Agent/LAX

Jannie Jonker
Executive Account Manager/OAK

Jamie Law
Lead Reservations Sales Agent/BOI

Jorge Molina
Flight Attendant/LAX

Keith A Nicholas
Line Maintenance & Daily Planner Router/SEA

Lyndell Potter
Customer Service Agent/SEA

Arlene Sanchez-Roomian
Customer Service Agent/SFO

Timothy Thompson
Line Avionics Technician Trainer/PDX

Ann Velonza
Customer Service Agent/LAX

Mary Wadley
Flight Attendant/SEA

Tressa Wilhelm
Reservations Sales Agent/BOI

Lucretia Worster
Supervisor IT Creative Services/SEA



Dear Alaska Airlines

I am contacting you to give praise to **Jeanne Garrett** (flight attendant).

What a breath of fresh air. As soon as we settled into our seats, she came around and took our beverage order and introduced herself to each and every one of us in first class. She was filled with joy and class — along with a sense of humor.

At the end of our flight, Jeanne came back and shook everyone’s hand, calling us by name.

It’s the simple little things in life that make a difference and I wanted you all to know what a difference she is making to the people who fly Alaska Airlines.

— T.H., Oak Harbor, Wash.

Thank you for becoming a green and sustainable organization.

I really appreciate the recycling efforts on your flights. I know it is more work for your flight attendants. I am thrilled to be an MVP member of your Mileage Plan — with an organization that cares about the environment.

— A.K., Kasilof, Alaska

I want to tell you what an exemplary experience I had with **Eric Neilson** (reservations sales agent) in Seattle while trying to use my Alaska miles to book a flight.

He was polite, easy to talk with and professional, yet fun and lighthearted at the same time. He went the “extra-mile” and checked every possibility to make my trip the easiest for my challenging schedules.

Eric made the whole experience easy and, hence, my vacation will start off on a positive and confident note. Thank you and please accept my sincere appreciation.

— D.K., Bainbridge Island, Wash.

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Coming Up

Mon, Feb 23	Employee Meeting / ANC
Wed, Feb 25	Employee Meeting / LAX
Thu, Feb 26	Diversity Brown Bag Lunch / SEA
Thu, Feb. 26	Employee Meeting / SNA
Mon, Mar 2	Employee Meeting / JNU
Sat, Mar 7	Start of the Iditarod Sled Dog Race / ANC
Mon, Mar 16	Employee Meeting / OAK & 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 / Centerpoint
Wed, Mar 25	Employee Meeting / BOI
Wed, Apr 1	Blood Drive / SEA
Wed, Apr 1	Employee Meeting / PHX
Wed, Apr 29	Diversity Brown Bag Lunch / SEA
Wed, Apr 29	EAF Pinata Auction / SEA
Wed, May 6	Awards Banquet / SEA
Mon, May 25	Memorial Day
Wed, May 27	Diversity Brown Bag Lunch / SEA
Mon, Jun 1	Blood Drive / SEA
Sat, Jun 27	Diversity Brown Bag Lunch / TBD
Sat, Jul 4	Independence Day
Sat, Sept 15	Diversity Brown Bag Lunch / SEA

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



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Alaska's World seeks story ideas, suggestions, questions and photographs from our readers. To submit news items, contact the staff:

Voice: (206) 392-5057

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Fax: (206) 392-5558

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Alaska Airlines

NORTH of EXPECTED

50% Off Sale

The Company Store

Sale starts Apr. 1 - Early bird sale at employee meetings

Attend one of the upcoming employee meetings and receive a coupon good for 50% off on all North of Expected logo merchandise and 25% off all other Alaska and Horizon logo items at The Company Store.



A selection of North of Expected logo jackets, water bottles, pins, luggage tags and other items will be available for half price at each employee meeting.

Additionally, The Company Store also is offering a free gift with each purchase, and second free gift when spending \$20 or more during April and May.

Sale excludes models, suitcases, sunglasses and optional uniform pieces.

The Company Store

20833 International Blvd. (Gold Coast Center)

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Paid Advertisement

New campaign celebrates tradition of customer service

Continued from Page One

west.”
WongDoody Account Director Kari Connor says she hopes the tagline will serve as a motivator for Alaska Airlines employees — like “Just do it” at Nike — by becoming a mantra: I hope my work is North of Expected today.

The airline polled 3,000 MVP Golds and a wide internal audience on the finalist taglines. North of Expected was the clear winner, Latimer says.

Frequent fliers commented that the tagline is: “Different from other airlines, and ties with the name Alaska.” “Implies service, quality and integrity without saying it.” “Is clever and says you are above and beyond the expected in a fun way.”

Many liked the way the word “north” relates to the geographic location of the airline’s namesake state.

“Without being boastful, it conveys the idea that Alaska is not like other carriers.” Jarvis says.

The new tagline will be introduced March 30 in print and broadcast ads in Alaska, Seattle, Portland, Los Angeles and other major West Coast markets. There will also be an online and interactive component that will blanket the nation.

New television and radio commercials featuring Alaska Airlines employees are being produced to support the campaign. For the radio ads, the airline is turning to its employees for inspiration by describing what North of Expected means to them. Learn about

Show how you are North of Expected

Employees have a chance to win hundreds of positive space tickets by participating in a company-wide contest to help kick off Alaska Airlines’ new North of Expected marketing campaign.

The contest asks employees to showcase actions that are North of Expected between March 30 and April 3.

“Employees are encouraged to find innovative ways to surprise and delight co-workers, customers and the communities we serve through random acts of kindness and Alaska Spirit” said Lisa Latimer, manager of employee culture, programs and events.

Examples include baking cookies and bringing them to another workgroup as a way of thanking them for always being North of Expected, treating customers passing through a station to a glass of lemonade, and organizing a group of employees to support a local charity.

“What employees do is entirely up to them,” Latimer said. “It’s really about showcasing our Alaska Spirit.”

To enter, managers should e-mail photos or a short video showing how their employees are North of Expected to north.of.expected@alaskaair.com. Each entry should include a brief description of the activity, work location, names of all employees involved and the name of the manager or supervisor. A selection of photos and videos will be posted on alaskasworld.com for all employees to view.

Contest entries are due April 10.
In addition, every employee who participates in the contest will automatically be entered in a drawing for 20 Alaska Airlines Vacations packages.

Winners will receive vouchers for \$1,000, which they can use to pay for hotel accommodations, car rentals and event tickets. They’ll also receive two V-class tickets, a 10 percent discount off the Vacations package, \$200 Visa card for spending money and North of Expected merchandise from The Company Store.

A dedicated agent in the Vacations Department will be available to help employees plan their trip.

“Winners may choose to hit the beach in Hawaii or Mexico, head north to the 49th state, fly to the East Coast or Florida. It’s their choice,” said Paula Marchitto, employee programs and events specialist.

The names of all winners will be posted on alaskasworld.com April 17.

how you can participate in the radio ads on alaskasworld.com.

Employees may also send written comments via FirstClass to north.of.expected@alaskaair.com. Selected comments may be used in future ads.

“We wanted to announce this tagline internally well in advance of the public

because we are looking for employee input and participation,” Latimer says. “After all, this campaign is about much more than three words. Alaska is a different kind of airline because of the people who create it every day. They define North of Expected. Now we need to go tell the world about it.”

AAG among only three carriers to report a profit

Slowing passenger demand offsets gains from hedging, falling oil prices

Alaska Air Group last month reported a solid fourth-quarter and small full-year 2008 profit — spurred by falling oil prices and fuel hedging, capacity reductions, effective cost management and operational improvements at its Seattle hub.

For the quarter, AAG posted an adjusted net profit of \$16.4 million, compared with an adjusted net loss of \$17.9 million for the same period a year ago. This helped push the company to a slightly better than breakeven year — making it one of only a few domestic airlines to earn money in 2008. For the

full year, the company earned an adjusted net profit of \$4.4 million, down 95 percent from the \$91.6 million it earned in 2007.

Under Generally Accepted Accounting Principles (GAAP), the company posted net losses of \$75.2 million for the quarter and \$135.9 million for the year. This compares with net profits of \$7.4 million and \$124.3 million, respectively, in 2007.

“In a year of unprecedented volatility that included soaring fuel prices and an economic meltdown, we were pleased to eke out a small adjusted

profit for 2008 and be one of only a few major airlines to do so,” CEO Bill Ayer said. “Our concerted efforts to control costs, improve our operation and tailor our schedule to better match customer demand have prepared us to face whatever hurdles the current year brings.

“I want to thank our people for taking excellent care of customers and stepping up to the challenge to see us through this period of great uncertainty.”

Go to alaskasworld.com for a full report on 2008 earnings.

Air Group’s fourth quarter compared with other airlines

	Q4 2008 net results	Adj. earnings per share
Profit		
Alaska Air Group	\$16 million	.45 cents
Southwest	\$61 million	.08 cents
JetBlue*	\$4 million	.02 cents
Loss		
United	- \$555 million	- \$4.22
US Airways	- \$220 million	- \$1.93
AirTran	- \$126 million	- \$1.07
Continental	- \$96 million	- .84 cents
American	- \$214 million	- .77 cents
Delta**	- \$340 million	- .50 cents

* Pretax only. Net earnings to be reported in mid-February
** Includes Northwest Airlines

On the Web

Read more about Air Group’s financial results in the January News Archives on alaskasworld.com

Planned 2009 domestic capacity changes

Virgin America	+ 45%
United	- 14%
Frontier	- 11%
Continental	- 10%
American	- 10%
US Airways	- 9%
Alaska	- 7% to 8%
Delta	- 4%
Southwest	- 2%
AirTran	- 2%
JetBlue	- 1%

Key information

Safety Reporting Hotline

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

Compliance & Ethics Hotline

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