



May 23, 1986

## Shareholders elect two new directors and two incumbent directors

Approximately 150 individuals attended the Alaska Air Group Annual Shareholders Meeting held at 2 p.m. May 20, 1986 at the Seattle Airport Hilton.

Two incumbent directors, William H. Clapp, a director of Alaska Airlines since 1977, and Ronald F. Cosgrave, an outside director of Alaska Airlines since 1983, were re-elected to three-year terms on the company's board. Both have served on the holding company board since its inception. Joining the 10-member board for their first terms are Frank G. Turpin and J. Ray Vingo. Charles Q. Conway, a director of Alaska Airlines since 1980 and Alaska Air Group since 1985, retired from the board. These four individuals were also elected to Alaska Airlines' board on May 20.

Since we have featured other members of the board in past issues, this seems like an appropriate opportunity to introduce the two newly elected directors.

### Frank G. Turpin



Frank G. Turpin is president and chief executive officer of the Alaska Railroad Corporation. A native of Bluefield, West Virginia,

Turpin holds a master's degree in chemical engineering from Virginia Polytechnic Institute.

He began his career with Exxon in 1947, and during the more than 37 years with them, he held various management positions in Exxon refineries in Louisiana and Texas. In 1971, he became vice president of Exxon's Research and Engineering Company and was elected to their board of directors. He joined Alyeska in 1978, "on loan" from Exxon, serving as the company's president the first year the pipeline was put in service. In January 1985, he retired from Exxon.

The thoughts of retirement were short lived, however, as Turpin accepted the challenge of running the new state-owned Alaska Railroad Corporation in January of 1985.

Turpin has engaged in many civic endeavors in Anchorage. Long active in Chamber of Commerce activities in other cities where he has lived, he continued that interest in Anchorage and served as president of the Anchorage Chamber of Commerce in 1982-83. He currently is a director of the Alaska State Chamber of Commerce.

Other civic involvement includes membership in Rotary International, membership on the Advisory Board of Prov-

idence Hospital (Anchorage), and the College of Fellows of the University of Alaska Foundation. He also has assisted many local and state organizations in fund-raising activities.

### J. Ray Vingo



J. Ray Vingo joined Alaska Airlines in 1983 as vice president/finance and chief financial officer. He is responsible for the controller, treasury, internal audit, and risk management functions of the carrier. He also holds the offices of vice president/finance and chief financial officer of Alaska Air Group, Inc., the parent company of Alaska Airlines.

From 1977 to 1983, Mr. Vingo served as treasurer for San Francisco-based Shaklee Corporation. From 1970 to 1977, he was with Flying Tiger Line, Inc. where he served as treasurer.

Born in Oakland, California in 1938, Vingo received his degree in business administration from the University of California at Berkeley in 1960.

He currently resides in Issaquah, Washington with his wife and three children.

# Jim Johnson celebrates 35 years with Alaska

Senior Vice President/Public Affairs Jim Johnson recently celebrated his 35th anniversary with Alaska Airlines. Joined by fellow employees and friends in an informal gathering at the Corporate Headquarters May 15, Jim reminisced about his many happy years with the company.

Born in Cheyenne, Wyoming, Jim began his airline career in 1951 as a ticket agent in Petersburg with Alaska Coastal Airlines. His early efforts and dedication to the company soon earned him the positions of operations agent, station manager, and general sales manager. In 1968, with the merger of Alaska Coastal-Ellis into Alaska Airlines, Jim became assistant vice president/sales of Southeast Alaska. That same year, he was promoted to assistant vice president and general manager/sales in Seattle and four years later became vice president/marketing and sales.

In 1974, Jim was named vice president/public affairs and in October of 1981 was elected senior vice president/public affairs. In addition to corporate communications and consumer affairs, Jim is responsible for industry and government affairs, a function which links Alaska Airlines to civic, business and legislative

leaders throughout our system.

As head of an extremely visible division of the company, Jim spends much of his time traveling to community and company events. In his travels, Jim claims friends, both within and outside the company, from every Alaska Airlines' destination.

His cheerfulness and can-do attitude are always reaching out to others whether it's in his corporate office in Seattle or speaking to high school students on substance abuse in Southeast Alaska.

A 33-year resident of Alaska, Jim is a past president of the Alaska Visitors Association; a member of the Board of Trustees of the Seattle Chamber of Commerce; a board member of the Washington State International Trade Fair, Seafair, and the Metropolitan Board of the YMCA. Jim says his hobby is fishing, when he finds the time. He is a member of the Washington Athletic Club, Masonic Lodge and Nile Shrine Temple.

Reflecting on his career, Jim's comments focus on the help and dedication of those who have enabled him to do the outstanding job that he has done promoting Alaska Airlines.

"It's been one of the most interesting and rewarding experiences one could enjoy," he said. "I

especially appreciate the help and friendship I have received from all the employees at Alaska Airlines. I have learned a great deal from the counsel of fellow officers and have grown with the company. There have been many changes in our industry over the past 35 years, and I eagerly look to what new changes the next 35 will bring."

## Meeting reviewed

Fifteen employees from around the Alaska Airlines system met with officers May 7 in Seattle to discuss corporate direction and employee concerns. Representing several departments within the company, the employee group candidly addressed a wide range of topics with officers.

Specific areas covered included competitive costs, labor negotiations, additional aircraft, wage concessions, profit sharing, on time performance and training. The employee/management group also addressed the need for increased communication throughout all levels of the company and promoting teamwork among divisions.

Employees attending the meeting were: Dan Casey, corporate counsel/SEA; Carol Roth, senior accounting clerk/SEA; Bob Gish, maintenance data supervisor-planner/SEA; Lowell Reed, lead mechanic/SEA; Michel Swanigan, captain/ANC; Jack Flack, planning coordinator/SEA; LaRue Sume, sales representative/BOI; Jo Coughlin, flight attendant/SEA; Mike McCoy, flight attendant/SEA; Pat Mitchell, lead rampservice/SEA; Leslie Rosick, reservations agent/SEA; John Buker, avionics mechanic/ANC; Diana Kerekes, senior customer service agent/FAI; Rex Hicks, rampservice/CDV; and Tom VanHoomissen, senior customer service agent/SJC.



(l to r) Doris Johnson looks on as her husband, Jim, receives his service pin from Senior Vice President/Industrial Relations Bob Gray.

# Alaska Airlines sponsors workshop for Southeast Alaska tourism development

by Gary Odle, director/market development

More than 30 civic and business leaders from Southeast Alaska were in Seattle recently to attend a workshop focusing on tourism development in Southeast Alaska.

Dave Palmer, assistant vice president/marketing, explained that the workshop evolved from the concerns expressed by a few Southeast Alaska communities about the reduction of overnight visitors to Southeast Alaska and the increasing numbers of cruise ships crossing the Gulf of Alaska rather than turning in Southeast. Jointly organized by the marketing and public affairs departments, the three-day workshop was held at the Seattle Sheraton Hotel and featured a number of travel industry professionals plus representatives from various communities and attractions invited to share their unique success stories.

The workshop offered a full range of experiences and ideas dealing with different market segments. Richard Anderson, from G.M.A. Research, laid the

groundwork by reviewing the profiles of current and prospective visitors to Alaska. The profiles identified what expectations tourists have of Alaska, the activities they prefer while on vacation and their attitudes about travel in general. Anderson noted the wealth of new tourism research data, either presently or soon to become available from the state of Alaska's Division of Tourism. He encouraged participants to become familiar with the data and use it, both to more effectively market their destinations, as well as to provide facilities, amenities and attractions designed to satisfy the various needs of Alaska visitors.

Representatives from the Seattle/King County Convention and Visitors Bureau explained how they involve the entire community in attracting meetings and conventions to their area. In an effort to encourage visitors to stay longer, Seattle Mayor Charles Royer's Neighborhood Tourism Task Force Plan was previewed. In addition, Bureau

personnel discussed the benefits of marketing on a regional basis and cited examples of the states of Oregon, Washington and Alaska combining efforts by marketing under the concept "America's New West Coast Playground" to the Pacific Rim countries. Fred Burrow, president of the Seattle/King County Convention and Visitors Bureau, recommended that communities join the Bureau to receive convention leads and sell Southeast Alaska to various associations and organizations as pre or post convention destinations.

Bill Hewitt, president of Tillicum Tours and Chairman of the Puget Sound Attractions Council, gave an informative presentation on the history and development of the Tillicum Village tour and how the formation of the Puget Sound Attractions Council altered his marketing strategy.

A panel of Alaska cruise and tour marketing professionals involved in product planning focused on the subject, "Packaged Tours, Cruise Stops and Your Community" in the afternoon. This expert panel, moderated by Dave Palmer, explained factors that influence cruise and tour companies in their decision to select communities for cruise stops and packaged tour itineraries. The subject matter prompted significant dialogue between panel participants and Southeast Alaska representatives.

On the second day of the workshop, participants boarded a motorcoach and traveled to Leavenworth, Washington. Met by enthusiastic hosts and hostesses from this Bavarian-themed, alpine community,

(continued on page 4)



One of two professional panels featured at the tourism development workshop, the media panel was moderated by Lou Cancelmi, Alaska Airlines assistant vice president/corporate communications. Pictured (l to r) are Jerry Brown, "Travel Weekly" West Coast bureau chief; Stan Patty, "Seattle Times" assistant travel editor; Dave Marriott, president Bean Marriott Public Relations; Lou Cancelmi; Ruth Walsh, electronic media specialist and representative of the Seattle/King County Convention Bureau; and Barry Anderson, president, Society of American Travel Writers.

**EMPLOYEE/OFFICER  
RAP SESSION**

**May 27 — 4:00 p.m.**  
Training Center — Lunchroom

**Ken Skidds**  
vice president/services  
and

**Cliff Argue**  
staff vice president/  
properties and facilities

## *People going places*

### **New Hires**

**Keith Allen**, accounting clerk/  
SEA;  
**Sharlene Brown**, accounting  
clerk/SEA;  
**Karen McGee**, accounting clerk/  
SEA;  
**Konnie Serocki**, manuals clerk/  
SEA;  
**Michael Valley**, avionics me-  
chanic/SEA;  
**Linda Wallin**, customer service  
agent/KTN.

### **Promotions/Transfers**

**Linda Fielding**, from employ-  
ment specialist to welfare  
benefits specialist/SEA;  
**Karen Hitchman**, from data pro-  
cessing secretary to employ-  
ment specialist/SEA;  
**Cheryl Hughes**, from reserva-  
tions agent/SEA to customer  
service agent/PHX;  
**Myrna Kildal**, from sales  
secretary to Board Room  
hostess/PDX;  
**Toni Mace**, from reservations  
agent to Board Room  
hostess/SEA;  
**Chris Nicosia**, from A&P  
mechanic to maintenance  
foreman/SEA;  
**Roger Peitz**, from A&P mechanic  
to maintenance foreman/SEA;  
**Geneva Radke**, from project  
development analyst, to  
senior project development  
analyst/SEA.

## **Opportunities knock for secretaries**

There are several secretarial openings available in Portland, Seattle and Anchorage. To apply for any of the positions explained below, send resumes to Rita Attebery, SEAIZ, by Friday, May 30.

An opportunity exists in Portland for a sales secretary reporting to Roger Blair, district sales manager. Applicants should possess two years secretarial experience, have excellent typing and shorthand skills, and be able to work independently. Applicants should also feel comfortable working directly with the public.

\* \* \*

Three secretarial opportunities exist in Seattle. One is a secretarial opening in the Chairman's office reporting to Vicki Johnson, administrative assistant. Candidates should possess excellent typing skills, be detail oriented, and have word processing background. The ideal candidate will have proven organizational skills as well as the ability to effectively interface with all levels of management.

\* \* \*

Another Seattle position is open for a properties and facilities secretary reporting to

Directors Ron Suttell and Dennis Olson. Applicants should possess at least three years secretarial experience, have good typing, word processing, and shorthand skills and be detail oriented. This position requires an individual who takes initiative, is adaptable and works well under pressure.

\* \* \*

The third opportunity in Seattle is a consumer affairs secretarial position reporting to Director Tim Orkins. The position requires a minimum of 35 hours per week; however, applicants should be available to work 8 hour days, as needed. Applicants should also possess good secretarial skills with a customer service background. The ability to work well under pressure is a must, and airline experience is desired.

\* \* \*

The opening in Anchorage is for a cargo service secretary reporting to Glenn Reed. This position requires a take-charge, outgoing person who can provide good customer service, both in person and on the phone. Excellent secretarial skills are needed in the areas of typing, dictation, word processing and office organization.



**PORTLAND** — Members of Alaska Airlines' Northern Lights Running Team took to the road April 27 in Portland for the 8 kilometer Spring Classic Run. Pictured (l to r) are runners Jim Fursman, Ralph Ljunghammar, Willis Greimann, Karen Griffin, Wendy Martin, Patti Greimann, John Schade, Terry Lewis and Peggy Noll. Also running, but not pictured were Don Kildal, Bill White, Margot Gale and Ron Robillard.

visitors were given a brief walking tour before sitting down to an authentic Bavarian luncheon. During lunch an audio/visual program described Leavenworth's rapid tourism growth fostered by its adopted theme. Local civic and business leaders shared their experiences relating to Leavenworth's amazing transformation from an economically depressed lumber town to a major tour destination attracting 500,000 visitors annually.

The final day of the workshop began with a presentation by William Patton, executive director of the Oregon Shakespearean Festival, on the festival's growth and impact on Ashland, Oregon. Immediately following, a panel of travel media representatives spoke about ways to obtain free press coverage about a community, its products and attractions. Members of this panel, moderated by Alaska Airlines Assistant Vice President/Corporate Communications Lou Cancelmi, included Barry Anderson, president of the Society of American Travel Writers, Jerry Brown, West Coast bureau chief for "Travel Weekly" (a national travel agent trade magazine) and a host of other professionals covering travel journalism for both consumer and trade.

Dave Palmer concluded the workshop by providing an overview of the experiences and dialogue which all participants had shared for the past three days. The underlying message which surfaced throughout the workshop keyed on the benefits of marketing Southeast Alaska on a regional basis, with the collective effort providing a greater return for each individual community. Palmer emphasized the need for each community to further "...develop its own unique potential and not attempt to duplicate every other Southeast Alaska experience."

## Cliff Argue named staff vice president/properties and facilities

It was announced last week that Cliff Argue has been promoted to staff vice president/properties and facilities at Alaska Airlines.

Argue joined the company in July 1983, as assistant vice president/properties and facilities. His department is responsible for design, construction and maintenance of the company's facilities, as well as negotiation of airport affairs at the 30 airports throughout Alaska's route system. Since 1983, his department has completed several major facilities projects including new construction totaling more than \$30,000,000, according to Doug Versteeg, vice president/administration. Most recently, Cliff has overseen development of the company's new 25,000 square foot concourse at the Portland International Airport, which will be placed into service next month.

Argue also serves as chairman of the Airport Affairs Committees in both Seattle and Anchorage/Fairbanks. The committees are responsible for coordination between the airline industry and airport authorities on plan-

ning, construction, leases and rates and charges.

Prior to joining Alaska Airlines, Argue worked for Continental Airlines in properties and construction management. He has also held engineering positions with the state of California, the City of Oakland, and as a teaching assistant at Cornell University. He holds a bachelor of civil engineering and a master of civil engineering from Cornell University.



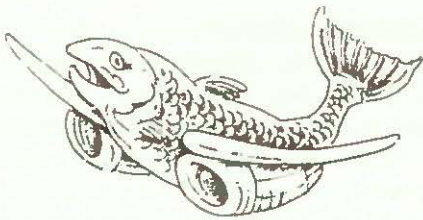
In the mid-1960's, Alaska Airlines became the first carrier to offer inflight movies. It began as a gimmick when the company was hauling personnel and equipment between the East Coast and the Distant Early Warning (DEW) stations in the Arctic. Crews put up a small projector and a home movie screen. Their innovative idea soon led to showing movies on regularly scheduled passenger flights.

### On-time performance statistics

The company's established on-time performance goal is to depart a minimum of 90 percent of our flights within 15 minutes of their scheduled time and 80 percent without delay. Here are Alaska Airlines' performance statistics for the seven-day period May 8 through 14, and for the year to date.

	Period May 8 through 14	Year to date
Scheduled flights.....	1,326	26,977
Scheduled flights operated.....	99.1%	98.5%
Flights on time within 15 minutes.....	91.3%	85.5%
Flights departed without any delay.....	75.9%	70.7%

# What a hal-i-but weekend



"Salmon-thirty-salmon"

The first halibut opening for 1986 occurred on May 1 and closed May 4, 1986, in Southeast Alaska. As traditional with opening day, seafood shippers rushed to be the first to get their fresh product to West Coast markets in order to get the highest price paid for the first catch of the year.

This year was no exception. In order to meet the shippers' demand, Alaska Airlines "salmon-thirty-salmon" fleet was pressed into service around the clock to augment the lift available on our scheduled flights.

During the period of May 2 through 5, Alaska Airlines

transported a record 547,512 pounds of fresh halibut to West Coast markets. In addition to the scheduled flights, 11 charter flights were operated for the major seafood companies in Alaska such as Sitka Sound Seafood, St. Elias Seafood, Dory Seafood, Seward Fisheries/Icicle Seafood, Silver Lining Seafood and Chugach Fisheries.

The pounds shipped by station were as follows:

Sitka .....	259,701
Cordova .....	78,739
Ketchikan .....	66,250
Anchorage .....	45,988
Wrangell .....	34,956
Petersburg .....	27,526
Yakutat .....	27,010
Juneau .....	7,342

Special thanks to all the station personnel and flight crews who assisted in making this first opening a record one for Alaska Airlines. The next opening is scheduled for late May.

\$109 depending on the activities included. Horizon Air is offering special round trip fares of \$40 from any Horizon city with two weeks advance notice. And accommodations are available at the exclusive Elkhorn Resort at discount rates of \$29 per room. Call 1-800-635-9356 before June 1 to reserve rooms. For additional information and tournament entry forms, contact the Western Airlines Golf and Tennis Association at (801) 561-2626.

\*\*\*

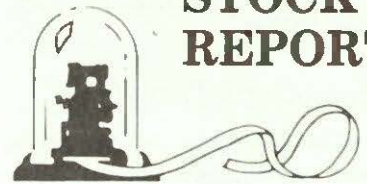
The Female Flight Attendant's Bible Study meets the first and third Mondays of every month. The group meets from 9:30 a.m. to 11:30 a.m. at the Omni Restaurant, located just off Interstate Five on South 188th Avenue. Contact Nancy Roth, (206) 641-2612, or Vicki Roy, (206) 823-2880, for more information.

## Labor negotiations proceeding

On Friday, May 16, the clerical, office and passenger service employees ratified the new agreement between the company and the IAM. Later that day the negotiating committees met and officially signed the contract. This new agreement remains in effect until October 1, 1988 and establishes the cost curtailments that the company badly needs in the present highly competitive environment.

As previously reported, the company and the pilot group were unable to reach an agreement on four issues in the negotiation of a new pilot contract. These issues — scope, wages, expedited negotiations and duration — have been placed before an arbitrator.

## STOCK REPORT



Alaska Air Group, Inc. common stock sold on the New York Stock Exchange in the following range during the period May 15 through May 21.

High: 20-1/4 on May 15

Low: 18-3/4 on May 21

Close: 18-3/4 on May 21

Alaska Airlines, Inc.  
Corporate Affairs  
P.O. Box 68900  
Seattle, WA 98168



Published for employees of  
Alaska Airlines  
Inquiries, story suggestions, feature articles welcomed  
Ctc: Marianne Powers/Marjorie Laws - SEAZZ  
Deadline: Fridays  
Phone: (206) 431-7247 or 433-3131



Golf and tennis enthusiasts may wish to take note of the June 7 through 14 Elkhorn Resort Interline Week at Sun Valley. Employees, dependents and parents are offered reduced rates on lodging, golf fees, horseback riding, river trips, and transportation. Activities scheduled include golf and tennis tournaments, rafting, a hayride-cookout, welcome cocktail party and gala awards celebration with live country western entertainment.

Participants may choose among five tournament packages ranging in price from \$30 to