

FLIGHT LOG BOOK

This book belongs to:

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We never forget  
that half of a

↑ Customer Service Center ↑ Terminals 2 3 5 Gate C20  
↓ Telephones ↓ Concourses B E F  
Baggage Claim Baggage Claim  
Ground Transport Ground Transport 10:59

← Terminals 2 3 5 → Gates C16, C18a  
Concourses B E F Customer Service Center  
Baggage Claim Baggage Claim  
Ground Transport Ground Transport  
Hilton Hilton 10:59

C18  
FNCC

Terminal 2  
Concourse  
Down Escalator

C2

# Guiding Principles

BY FOLLOWING THESE GUIDING PRINCIPLES WE WILL MAKE DECISIONS THAT WILL BRING US CLOSER TO OUR GOALS, AND HELP US TO CREATE AND MAINTAIN A STRONG CULTURE:

Provide a great work environment and treat each other with respect and dignity.

Embrace diversity as a fundamental component in the way we do business.

Be a technology leader deeply rooted in our heritage and historical background.

Develop a passionate customer core, and employee base.

Make a positive impact on the community, respect and contribute in a positive fashion to the environment at all times, and in all situations.

Maintain a focus on becoming an industry leader, and recognize the need for re-evaluation and change in order to maintain that status.

CONNECT

MOVE

ELEVATE

RISE ABOVE



## WHAT MAKES ALASKA AIRLINES SPECIAL

Our belief in our heritage, our dedication to community, our ability to harness the power of travel and make it an enjoyable and life changing experience

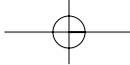
## *Our Mission*

To become a Best Places to Work organization, while maintaining a safe and diverse place to work where all customers and employees feel valued and celebrated, through the spirit and heritage of Alaska Airlines

# *Our Purpose*

To consistently be the number one travel choice for passengers flying to/from any destination serviced by Alaska Airlines or Horizon Air.





# *Our Values*

Alaska Spirit in Everything We Do

## OUR HERITAGE

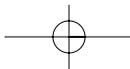
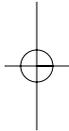
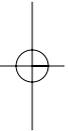
We were born in 1932 from a small airline in Anchorage Alaska. We embrace our heritage, and are proud of our roots. We recognize and celebrate the beauty of all the heritages displayed at Alaska Airlines

Resourcefulness

Professionalism

Caring & Respect

Integrity & Dignity



### Share your pride.

- We are proud that you are a part of our team. Without you we would simply be an airline.
- Be proud of yourself celebrate your pride and heritage. Do the same for Alaska Airlines.
- Encourage others to be proud of their accomplishments, give them reasons and opportunities to be proud.
- Celebrate accomplishments, recognize individuals.
- Talk positively about the airlines, yourself and others.



## SHARE YOUR KINDHEARTEDNESS.

### **Kindhearted:**

Pronunciation: "kind-'härt&d

Function: adjective

: marked by a sympathetic nature

- kind·heart·ed·ly adverb

kind·heart·ed·ness noun

### **Share your originality.**

- Celebrate that we are the only Airline that started in Alaska.
- Share the diversity of people, find out how they are unique and original.
- Try something new. Have the ability to try something as long as it makes sense and adds value.
- Be open to innovative thinking... be creative.
- Offer opportunities for choice, encouraging others originality.
- Be different, think differently, and do differently go outside the box.

### Share your honesty.

- Be honest, and expect the same in return.
- Be open to praise and criticism. Express your views. We welcome your feedback.
- Let others know if you need assistance.
- Tell someone when you do not feel heard, or need help.
- Recognize that others feelings are as important as your own.
- Feel empowered to speak up.
- Invite participation to create a clear picture.



## SHARE YOUR WELCOMING NATURE.

### **Welcoming:**

Pronunciation: 'wel-k&m

Function: transitive verb

Inflected Form(s): wel-com-ed; wel-com-ing

Etymology: Middle English, from Old English welcumian, wylcumian, from wilcuma, n.

1 : to greet hospitably and with courtesy or cordiality

2 : to accept with pleasure the occurrence or presence of  
<welcomes danger>

- wel-com-er noun

### **Share your experience(s).**

- Help others by sharing your experience.
- Lead through positive experiences.
- Have room to grow and learn through your experiences.
- Apply our guiding principles to every experience and opportunity.
- Recognize the value of experience.
- Celebrate your everyday experiences, and share them with others.
- Build community through shared experience.
- Be clear about who leads the exercise based on experience or value of experience.

### **Share your welcoming nature.**

- Smile, and give someone a lift...when you smile it will come back to you.
- Be personal and personable. Take the time to know your peers and your customers.
- Invite participation, encourage teamwork and feedback
- Encourage people to become a part of your team.



## SHARE YOUR EXPERIENCE(S).

### **Experience:**

Function: transitive verb

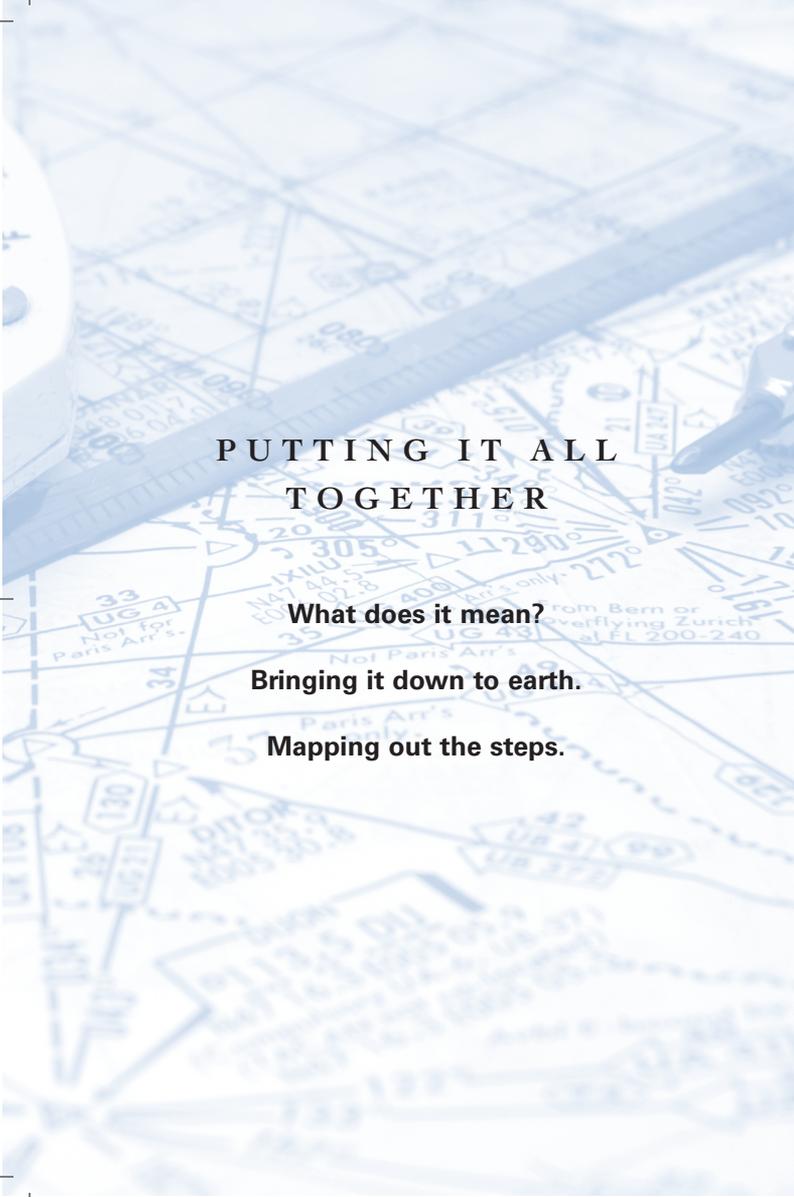
Inflected Form(s): -enced; -enc-ing

1 : to learn by experience <I have experienced that a landscape and the sky unfold the deepest beauty —  
Nathaniel Hawthorne>

2 : to have experience of : UNDERGO <experienced severe hardships as a child>

### **Share your kindheartedness.**

- Treat others as you would have them treat you.
- Offer to help and support your fellow employees.
- Take the time to make sure you are understood and that you understand the other persons view.
- Be open-minded. Embrace differences.
- Help make Alaska Airlines a better and safer place to work.
- Create welcoming spaces.



**PUTTING IT ALL  
TOGETHER**

**What does it mean?**

**Bringing it down to earth.**

**Mapping out the steps.**



## SHARE YOUR HONESTY.

### Honest:

Pronunciation: 'ä-n&st

Function: adjective

Etymology: Middle English, from Middle French honeste, from Latin honestus honorable, from honos, honor honor

1 a : free from fraud or deception : LEGITIMATE, TRUTHFUL

<an honest plea> b : GENUINE, REAL <making honest stops at stop signs — Christian Science Monitor>

c : HUMBLE, PLAIN <good honest food>

2 a : REPUTABLE, RESPECTABLE <honest decent people>

b : chiefly British : GOOD, WORTHY

3 : CREDITABLE, PRAISEWORTHY <an honest day's work>

4 a : marked by integrity b : marked by free, forthright, and sincere expression : FRANK <an honest appraisal>

c : INNOCENT, SIMPLE



## SHARE YOUR PRIDE.

### **Proud:**

Pronunciation: 'praud

Function: adjective

Etymology: Middle English, from Old English *prud*, probably from Old French *prod*, *prud*, *prou* capable, good, valiant, from Late Latin *prode* advantage, advantageous, back-formation from Latin *prodesse* to be advantageous, from *pro-*, *prod-* for, in favor + *esse* to be — more at *PRO-*, *IS*

1 : feeling or showing pride: as a : having or displaying excessive self-esteem b : much pleased : EXULTANT  
c : having proper self-respect

2 a : marked by stateliness : MAGNIFICENT  
b : giving reason for pride : GLORIOUS  
<the proudest moment in her life>

3 : VIGOROUS, SPIRITED <a proud steed>



## SHARE YOUR ORIGINALITY.

### **Originality:**

Pronunciation: &-'rij-&-n&l, -'rij-n&l

Function: noun

1 archaic : the source or cause from which something arises; specifically : ORIGINATOR

2 a : that from which a copy, reproduction, or translation is made b : a work composed firsthand

3 a : a person of fresh initiative or inventive capacity  
b : a unique or eccentric person

