

BY KELLY, ABOOD, HENSLEY, BINKLEY,
COGHILL, DUNCAN, ELIASON, FAHRENKAMP,
FAIKS, FANNING, FISCHER, HALFORD,
JONES, JOSEPHSON, KERTTULA, RODEY,
STURGULEWSKI, SZYMANSKI, UEHLING,
ZHAROFF

1 IN THE SENATE

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SENATE JOINT RESOLUTION NO. 47

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IN THE LEGISLATURE OF THE STATE OF ALASKA

4

FIFTEENTH LEGISLATURE - SECOND SESSION

5

Expressing support for the Alaska Air-

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lines "Happy Face" logo.

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BE IT RESOLVED BY THE LEGISLATURE OF THE STATE OF ALASKA:

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WHEREAS Alaska Airlines is synonymous with air service in Alaska due

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to its 44 years of operation in the state; and

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WHEREAS several years ago, Alaska Airlines adopted a smiling Eskimo

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face, known as the "Happy Face," as its logo on the tail of its jet air-

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craft; and

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WHEREAS the "Happy Face" has greeted millions of air travelers in

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Alaska and, as the airline expanded its operations, the western United

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States with a promise of warm Alaskan hospitality; and

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WHEREAS the "Happy Face" symbolizes Alaska Airlines' historic ties

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with the friendly people of Alaska and to the "last frontier" where the

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airline had its origins; and

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WHEREAS Alaska Airlines may replace the "Happy Face" with a new logo

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that some people think is more relevant to the airline's expanded area of

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operations in the western United States;

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BE IT RESOLVED that the Alaska State Legislature respectfully ex-

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presses its support for the continued use of the "Happy Face" logo and its

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wish that Alaskans may always "Fly with a happy face."

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COPIES of this resolution shall be sent to Bruce R. Kennedy, chairman

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and chief executive officer of Alaska Air Group, Inc., and the board of

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directors of Alaska Airlines, Inc.