

ALASKA LEGISLATURE COMMITTEE FILES 2001-2002 8672

10716 SENATE TRANSPORTATION

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In 1979, the airline industry was deregulated. For many carriers, this was the end of the road. For Alaska, it was a new beginning. The airline expanded methodically throughout the West Coast and in 1987 joined forces with two carriers similarly committed to outstanding customer service - Horizon Air and Jet America.



By the end of the 80s, Alaska had tripled in size. Its fleet had increased five-fold. And the route map included scheduled service to Mexico and Russia.

### Continuing The Legacy

Things haven't changed that much over the years. Alaska is still differentiating itself: offering more flights than any competitor in almost every market it serves; providing a superior level of customer service, and pioneering technologies that improve on-time performance and expand safety margins. And the awards just keep on coming.



Every time the history of commercial aviation is written, people ask how an obscure little airline in America's hinterland has continued to survive and thrive while once-proud giants disappeared. Grit and determination will be part of the answer.

But more than that, it's the people. Their caring. Their resourcefulness. Their integrity. Their professionalism. And their spirit - the unique spirit of The Great Land where the airline was born.

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[www.alaskaair.com](http://www.alaskaair.com) OR [www.horizonair.com](http://www.horizonair.com)

# NORTH SLOPE BOROUGH

## OFFICE OF THE MAYOR

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February 12, 2002

Representative Pete Kott  
Alaska State Legislature  
Juneau, AK 99801

Representative Kott:

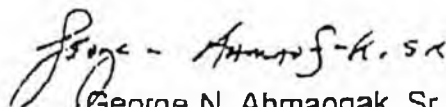
I would like to join you in congratulating Alaska Airlines on its 70th anniversary of service to the state.

As you know, air transportation is crucial to the economic and social fabric of Alaska. It is particularly crucial in the rural areas where there are no alternatives. Air carriers encounter unusually challenging weather-related hazards, as well as financial hardships, in providing service throughout Alaska. It takes a dedicated and resilient company to deliver this service day after day.

Everyone likes to complain about the airlines, especially when there is only one company serving a community. However, we have had experience with other airlines operating our main routes in the past, and few of us were sorry to see them disappear. Alaska Airlines provides a consistent level of service at competitive rates, and has established itself as a good corporate citizen.

On behalf of the people of the North Slope, I offer my congratulations to Alaska Airlines for a job well done.

Sincerely,

  
George N. Ahmaogak, Sr.  
Mayor