Scott Habberstad
Director
Sales & Community
Marketing - Alaska
WE FOCUS ON:

**We are all about people.**
Creating a culture that helps our people feel safe, respected, empowered and inspired.

**We fly greener.**
Reducing our environmental impact to protect the beautiful places in which we live and fly.

**We invest for strong communities.**
Supporting, developing and growing investments in the future of the communities we serve.

**We make flying matter.**
Using our resources and engaging in activities that make a positive difference in people’s lives.
WE’RE ALL ABOUT
CREATING LIFT.

Dow Jones Sustainability Indexes
THE INTERNATIONAL COUNCIL ON CLEAN TRANSPORTATION

2018 CONDE NAST TRAVELER
READERS’ CHOICE AWARDS

J.D. Power: 11 years
WHAT WE FLY: EFFICIENCY.

13% Fewer emissions per RTM over 2009

Total GHG emissions and intensity trend.
HOW WE FLY: SAFETY & INNOVATION.

RNP (Required Navigation Performance)
- **65 airports** across Alaska’s route network.
- **800,000 gallons** of fuel saved in 2018.
- **2,000 flights** arrived or departed (instead of canceled or diverted), leading to less idling.

NASA TAP (Traffic Aware Planner) partnership:
- **Best routes** for pilots chosen *in real time*.
- **8,000 to 12,000 gallons** of fuel could be saved annually per Alaska Airlines aircraft, along with 900 to 1,300 fewer minutes flying each plane.
THE FUEL WE USE: ALASKA’S SAJF HISTORY.

2009: First domestic carrier to join the Sustainable Fuel Users Group.

2011: First airline to fly multiple (75) commercial passenger flights with SAJF from used cooking oil.

2015: First “alcohol-to-jet” test flight in partnership with Gevo.

2016: First commercial flight globally using forest residuals as a feedstock: WSU & NARA partnership.

2018: Partner MOUs with SEA, SFO, and Neste Fuels to scale mainstream adoption.
LET’S CONTINUE TO WORK TOGETHER
CREATING LIFT.