

SCHNEIDER ANDREA L

Form 3

August 31, 2017

**FORM 3****UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0104

Expires: January 31, 2005

Estimated average burden hours per response... 0.5

**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF  
SECURITIES**Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting  
Person \*

Â SCHNEIDER ANDREA L

(Last) (First) (Middle)

19300 INTERNATIONAL  
BLVD

(Street)

SEATTLE,Â WAAÂ 98188

(City) (State) (Zip)

2. Date of Event Requiring  
Statement

(Month/Day/Year)

08/22/2017

3. Issuer Name **and** Ticker or Trading Symbol  
ALASKA AIR GROUP, INC. [ALK]4. Relationship of Reporting  
Person(s) to Issuer5. If Amendment, Date Original  
Filed(Month/Day/Year)

(Check all applicable)

☐ Director ☐ 10% Owner☐ Officer ☐ Other

(give title below) (specify below)

VP PEOPLE

6. Individual or Joint/Group

Filing(Check Applicable Line)

☒ \_X\_ Form filed by One Reporting  
Person☐ Form filed by More than One  
Reporting Person**Table I - Non-Derivative Securities Beneficially Owned**1. Title of Security  
(Instr. 4)2. Amount of Securities  
Beneficially Owned  
(Instr. 4)3. Ownership  
Form:  
Direct (D)  
or Indirect  
(I)  
(Instr. 5)4. Nature of Indirect Beneficial  
Ownership  
(Instr. 5)

COMMON STOCK

4,760

D Â

Reminder: Report on a separate line for each class of securities beneficially  
owned directly or indirectly.

SEC 1473 (7-02)

**Persons who respond to the collection of  
information contained in this form are not  
required to respond unless the form displays a  
currently valid OMB control number.****Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**1. Title of Derivative  
Security  
(Instr. 4)2. Date Exercisable and  
Expiration Date  
(Month/Day/Year)

Date Exercisable

3. Title and Amount of  
Securities Underlying  
Derivative Security  
(Instr. 4)

Title

4. Conversion  
or Exercise  
Price of  
Derivative  
Security5. Ownership  
Form of  
Derivative  
Security:  
Direct (D)6. Nature of  
Indirect Beneficial  
Ownership  
(Instr. 5)

# Edgar Filing: SCHNEIDER ANDREA L - Form 3

|                                      |                           | Expiration<br>Date |                 | Amount or<br>Number of<br>Shares |            | or Indirect<br>(I)<br>(Instr. 5) |   |
|--------------------------------------|---------------------------|--------------------|-----------------|----------------------------------|------------|----------------------------------|---|
| RESTRICTED STOCK<br>UNITS            | 02/10/2018                | 02/10/2025         | COMMON<br>STOCK | 800                              | \$ 0       | D                                | Â |
| RESTRICTED STOCK<br>UNITS            | 02/09/2019                | 02/09/2026         | COMMON<br>STOCK | 900                              | \$ 0       | D                                | Â |
| RESTRICTED STOCK<br>UNITS            | 02/14/2020                | 02/14/2027         | COMMON<br>STOCK | 780                              | \$ 0       | D                                | Â |
| RESTRICTED STOCK<br>UNITS            | 03/07/2018 <sup>(1)</sup> | 03/07/2027         | COMMON<br>STOCK | 1,590                            | \$ 0       | D                                | Â |
| EMPLOYEE STOCK<br>OPTION (RT TO BUY) | 08/03/2015                | 08/03/2021         | COMMON<br>STOCK | 40                               | \$ 14.6425 | D                                | Â |
| EMPLOYEE STOCK<br>OPTION (RT TO BUY) | 02/11/2017                | 02/11/2023         | COMMON<br>STOCK | 1,596                            | \$ 24.4    | D                                | Â |
| EMPLOYEE STOCK<br>OPTION (RT TO BUY) | 02/11/2017 <sup>(2)</sup> | 02/11/2024         | COMMON<br>STOCK | 1,540                            | \$ 38.755  | D                                | Â |
| EMPLOYEE STOCK<br>OPTION (RT TO BUY) | 02/10/2016 <sup>(3)</sup> | 02/10/2025         | COMMON<br>STOCK | 1,830                            | \$ 65.37   | D                                | Â |
| EMPLOYEE STOCK<br>OPTION (RT TO BUY) | 02/09/2017 <sup>(4)</sup> | 02/09/2026         | COMMON<br>STOCK | 2,180                            | \$ 65.63   | D                                | Â |
| EMPLOYEE STOCK<br>OPTION (RT TO BUY) | 02/14/2018 <sup>(5)</sup> | 02/14/2027         | COMMON<br>STOCK | 1,780                            | \$ 96.3    | D                                | Â |

## Reporting Owners

| Reporting Owner Name / Address                                      | Relationships |           |             |       |
|---------------------------------------------------------------------|---------------|-----------|-------------|-------|
|                                                                     | Director      | 10% Owner | Officer     | Other |
| SCHNEIDER ANDREA L<br>19300 INTERNATIONAL BLVD<br>SEATTLE, WA 98188 | Â             | Â         | Â VP PEOPLE | Â     |

## Signatures

/S/ JEANNE E GAMMON, ATTORNEY IN FACT FOR ANDREA L.  
SCHNEIDER

08/31/2017

                     \*\*Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) STOCK UNITS WILL VEST AS FOLLOWS: 529 ON 03/07/2018; 530 ON 03/07/2019; AND 531 ON 03/07/2020.

(2) 770 OPTIONS ARE VESTED; REMAINING 770 OPTIONS WILL VEST ON 02/11/2018.

(3) 915 OPTIONS ARE VESTED; THE REMAINING OPTIONS WILL VEST AS FOLLOWS: 457 ON 02/10/2018 AND 458 ON 02/10/2019.

### Edgar Filing: SCHNEIDER ANDREA L - Form 3

(4) 545 OPTIONS ARE VESTED; THE REMAINING OPTIONS WILL VEST AS FOLLOWS: 545 ON 02/09/2018; 545 ON 02/09/2019; AND 545 ON 02/09/2020.

(5) OPTIONS WILL VEST AS FOLLOWS: 445 ON 02/14/2018; 445 ON 02/14/2019; 445 ON 02/14/2020; AND 445 ON 02/14/2021.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.