

BIRKETT RAKOW DIANA

Form 3

September 21, 2017

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

OMB APPROVAL

OMB  
Number: 3235-0104Expires: January 31,  
2005Estimated 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 BIRKETT RAKOW DIANA

(Last)

(First)

(Middle)

2. Date of Event Requiring  
Statement

(Month/Day/Year)

09/12/2017

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)ALASKA AIR GROUP,  
INC.,Â 19300  
INTERNATIONAL BLVD

(Street)

(Check all applicable)

☐ Director ☐ 10% Owner☐ Officer ☐ Other

(give title below) (specify below)

VP EXT RELATIONS

SEATTLE,Â WAAÂ 98188

(City)

(State)

(Zip)

6. Individual or Joint/Group

Filing(Check Applicable Line)

☒ \_X\_ Form filed by One Reporting  
Person☐ Form filed by More than One  
Reporting Person1. 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)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)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable Date	Title	Amount or Number of		

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				Shares		or Indirect (I) (Instr. 5)	
EMPLOYEE STOCK OPTION (RT TO BUY)	09/11/2018 <sup>(1)</sup>	09/11/2027	COMMON STOCK	2,980	\$ 75.59	D	Â
RESTRICTED STOCK UNITS	09/11/2018 <sup>(2)</sup>	09/11/2027	COMMON STOCK	1,250	\$ 0	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BIRKETT RAKOW DIANA ALASKA AIR GROUP, INC. 19300 INTERNATIONAL BLVD SEATTLE, WA 98188	Â	Â	Â VP EXT RELATIONS	Â

## Signatures

/S/JEANNE E. GAMMON, ATTORNEY IN FACT FOR DIANA BIRKETT  
RAKOW 09/21/2017

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) OPTIONS VEST IN 25% INCREMENTS OVER FOUR YEARS AS FOLLOWS: 745 ON 9/11/18; 745 ON 9/11/19; 745 ON 9/11/20 AND 745 ON 9/11/21.
- (2) UNITS VEST AS FOLLOWS: 416 ON 9/11/18; 417 ON 9/11/19 AND 417 ON 9/11/20.

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