

February 28, 2009

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Office of the President

MVP # 08629014

Ms. Larson-Gridley,

I am motivated to write this letter as a reaction to the widely announced “intentions to launch air service from Everett’s Paine Field to Portland and Spokane by this summer;” so says Jeff Pinneo, President and CEO of Horizon Air, in the January edition of Horizon’s in-flight magazine. He states “we’ve met with community leaders throughout the region to discuss our ideas and have sought out those concerned about any potential impacts from additional flights in the area.” Apparently, like so many other CEO’s in the media these days, Mr. Pinneo lacks the integrity necessary to be truly successful in these very challenging times.

I am the president of a grassroots organization that I helped found about 17 years ago when the region was debating a 3rd runway at Seatac or a supplemental regional airport. Save Our Communities, SOC, is the only organization in Snohomish County that is recognized by all municipal and county governments as the face and organized voice of “those concerned about any potential impacts from additional flights in the area.” We have thousands of members in South Snohomish County and several thousand more that respond to our “calls to action.” Not only have we not been contacted but neither has the City of Mukilteo, of which I was the mayor between 1998 – 2005. In fact, I am not aware of any contact that Horizon has had with any of the 6 south county mayors who sent a letter of concern and protest to County Executive Aaron Reardon. They urged him “to make every effort to implement vigorously the county’s policy of ‘strongly discouraging’ scheduled passenger air service at Paine Field.” These 6 mayors represent over 120,000 residents in Snohomish County! Who, pray tell, did Mr. Pinneo’s minions meet with? And what did the management of Alaska/Horizon glean from “those concerned about any potential impacts?” I suspect that meeting with opponents was not a part of your market research. I can say from experience that was a massive oversight.

In addition to the above I am a MVP Gold Member flyer on Alaska/Horizon. I manage the 11 Western States and the 4 Western Provinces of Canada for a Japanese machine tool manufacturer. I travel a fair amount and I decide who I fly on. I have three flights to and from Chicago in March starting tomorrow morning. I decided to purchase all three tickets with American Airlines because I am rethinking my loyalty to Alaska/Horizon as I learn more about your loyalty to the communities that have traditionally supported you. I can guarantee you that I will never support your airline at Paine Field and I network with a fair number of other “frequent flyers” that share the same level of angst that I am trying to convey in this note.

I, as President of SOC, would welcome a dialogue with the appropriate Horizon management regarding this issue. Because of my upcoming responsibilities in Chicago I will not be available until the last week in March. I would strongly encourage your organization to find a mutually satisfactory time for the two groups to come together. It matters not to me if we don't but I believe that it could be enlightening to your organization and your future expansion plans. These are difficult times for your industry and I suspect with ever more scarce capital dollars the commitments all airlines make will become increasingly more thoughtful.

I look forward to your reply.

Respectfully-

Don Doran

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