LI SUSAN J Form 3 May 07, 2018 UNITED STATES SECURITIES AND EXCHANGE COMMISSION OMB APPROVAL FORM 3 Washington, D.C. 20549 OMB 3235-0104 Number: January 31, **INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF** Expires: 2005 **SECURITIES** Estimated average burden hours per Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, 0.5 response... 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 <u>*</u> LI SUSAN J | | | 2. Date of Event Requiring Statement (Month/Day/Year) | 3. Issuer Name and Ticker or Trading Symbol ALASKA AIR GROUP, INC. [ALK] | | | | | |
|---|-------------------|----------------------------|---|---|--|----------------------------|--|--|--|
| (Last) | (First) | (Middle) | 05/03/2018 | 4. Relationship of Reporting Person(s) to Issuer | | | 5. If Amendment, Date Original Filed(Month/Day/Year) | | |
| 19300 INTERNATIONAL BLVD, 19300 INTERNATIONAL BLVD | | | | (Check all applicable) | | | | | |
| | (Street) | | | Director 10% Owner Officer Other (give title below) (specify below) | | | 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting | | |
| SEATTLE,Â | WAÂ 981 | 188 | | | | | Person Form filed by More than One Reporting Person | | |
| (City) | (State) | (Zip) | Table I - I | Non-Derivat | ive Securiti | es Ber | neficially Owned | | |
| 1.Title of Securi (Instr. 4) | ty | | 2. Amount o Beneficially (Instr. 4) | | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nat Owner (Instr. | • | | |
| Reminder: Report owned directly o | | ate line for ea | ch class of securities benefic | ially S | EC 1473 (7-02 |) | | | |
| | inform require | ation conta ed to respo | pond to the collection of ained in this form are no nd unless the form disp MB control number. | t | | | | | |
| Τε | able II - Deri | ivative Secu | rities Beneficially Owned (e | .g., puts, calls, | warrants, opt | tions, co | onvertible securities) | | |
| 1. Title of Deriv | ative Securit | y 2. Da | te Exercisable and 3. Title | and Amount of | f 4. | 5. | 6. Nature of Indirect | | |

| rivative Security | 2. Date Exerc | cisable and | 3. Title and Amount of | | 4. | 5. | 6. Nature of Indirect |
|-------------------|------------------|-------------|------------------------|------------------------|-------------|------------|-----------------------|
| | Expiration Da | ate | Securities Underlying | | Conversion | Ownership | Beneficial Ownership |
| | (Month/Day/Year) | | Derivative S | ecurity | or Exercise | Form of | (Instr. 5) |
| | | | (Instr. 4) | | Price of | Derivative | |
| | Date | Expiration | Title | A mount or | Derivative | Security: | |
| | Exercisable | 1 | The | Amount or Number of | Security | Direct (D) | |
| | Exercisable | Date | | Number of | | | |

(Instr. 4)

Shares

or Indirect (I) (Instr. 5)

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | | | | | |
|---|---------------|-----------|---------|-------|--|--|--|--|
| r o | Director | 10% Owner | Officer | Other | | | | |
| LI SUSAN J 19300 INTERNATIONAL BLVD 19300 INTERNATIONAL BLVD SEATTLE, WA 98188 | Â | Â | Â | Â | | | | |
| Signatures | | | | | | | | |
| /S/ JEANNE E GAMMON, ATTORNEY IN FACT FOR SUSAN J. LI | | | | | | | | |

**Signature of Reporting Person

05/07/2018

Date

Explanation of Responses:

No securities are beneficially owned

- * 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).

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.