

Star Search

For nearly three decades, Horizon Air has attracted exceptional people with amazing depth of character. To explain how we've accomplished this, I've invited Andy Schneider, our senior vice president of people and customer services, to share her thoughts.

—Jeff Pinneo, President and CEO

To attract the very best people, a company must cast a wide net. At Horizon Air, we find it highly rewarding to seek out individuals who've long had a dream of a career in the airline industry, and to encourage them to gain the high level of experience we require before they join our team. The ultimate goal is to help them meet their full potential doing what they love—eventually with us, we hope. This relationship-building is something we've sustained even in the midst of the current economic downturn, which has reduced demand for travel and required painful job reductions at Horizon and throughout the travel industry. When the economy improves and hiring opportunities arise, these relationships will encourage stellar candidates to have Horizon at the top of their wish lists.

As part of this effort, we look for fine folks in fields traditionally associated with aviation, such as the military. And we support two organizations that do a great job of ensuring that their members—who have often been underrepresented in certain areas of the aviation industry—receive equal opportunity.

We've been associated with Women in Aviation, International (WAI) since the mid-1990s. This nonprofit organizes an annual conference that attracts more than 3,000 members—and prospective members—of the aviation industry. Horizon is one of the sponsors. We've also been a longtime partner of the Organization of Black Aerospace Professionals (OBAP), and we're regular attendees of its annual conference as well.

Over the years, we've hired numerous pilots, mechanics and other employees our talent scouts have “discovered” at these conferences. Captain Lacey Pittman, assistant chief pilot, is someone who regularly represents us at these events. “In addition to recruitment, attending these conferences provides a unique opportunity for the Horizon Air story to be told,” she says. “It's important for us to have brand recognition and generate interest in Horizon for the future. Making connections and establishing relationships at these types of events are crucial for us to attract the best and brightest.”

Since the conferences take place across the country, we often meet potential applicants who were unfamiliar with Horizon. That gives us the opportunity to pleasantly surprise them with the diversity of our destinations, unusual for a regional airline—from the gorgeous beaches of Baja Mexico to the metropolitan grandeur of Vancouver, and from the rugged beauty of Montana to the picturesque high desert of Flagstaff and Prescott, Arizona. Members of these communities who board our flights every day

come from a wide variety of social and ethnic backgrounds, and we've long strived to build a workforce that mirrors that.

In addition, our recruiting team (one we share with sister carrier Alaska Airlines) posts our open positions on job boards such as JobCentral, LatPro and ColorsNW, and on boards frequented by military veterans. And our search for a diverse workforce includes looking for empty nesters and formerly retired people who add to the depth of life experience in our workplaces.

We also have a legion of honorary recruiters: our employees. For example, several of our pilots are still part of the Air National Guard and encourage fellow volunteers to consider Horizon. Some of our pilots who are reservists host open houses so that our chief pilot and assistant chief pilots can get to know interested colleagues. One captain, Lieutenant Colonel Mark White, is also the program director for the Portland chapter of Marine For Life, a program Horizon supports that helps Marines transition back into civilian life and seek out employment opportunities.

Our commitment to diversity doesn't stop at recruitment, of course. Horizon has many types of workplaces—such as offices, airport stations, reservations call centers, and maintenance bases—and we strive to make each one an inclusive, positive environment for all employees. We view diversity as a strength.

We make that clear from the beginning of someone's employment, with an orientation program that helps our newest team members understand our commitment to diversity and their responsibility for maintaining this essential part of our company culture. And we're always on the lookout for new ways to engage our employees and further build awareness.

It's all part of our longtime effort to hire “Horizon people”—friendly folks of high character who are predisposed to going the extra mile to help others. Generally, these are the same people who go out of their way to provide a warm working environment for their colleagues. They're the same individuals who want, as an inherent part of their nature, to ensure that you always feel welcome when you board one of our aircraft and that your flight experience is a positive and memorable one.

Thanks for flying with us today.



Andy Schneider.

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Andy Schneider