


# JEFFREY PETERSON

ALASKA AIRLINES MASTER EXECUTIVE  
COUNCIL PRESIDENT • ASSOCIATION  
OF FLIGHT ATTENDANTS - CWA, AFL-  
CIO



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## EDUCATION

June 1994  
**University of California, San Diego**  
*Bachelor of Arts, Psychology*

## AWARDS

1991  
**U.S. Department of Education**  
*President Scholar*

## OBJECTIVE

Seeking to leverage my knowledge and over 11 years of experience as chief executive officer of the flight attendant union at Alaska Airlines to achieve an industry-leading contract, to continue moving the union's agenda forward, and to usher in the next generation of union leaders.

## EXPERIENCE

July 2011 - Present

### **Master Executive Council President**

*Association of Flight Attendants-CWA, AFL-CIO at Alaska Airlines ("AFA Alaska"), Seattle, WA*

- Charged with executing AFA Alaska's representational and fiduciary duty and served as chief spokesperson on behalf of nearly 6800 flight attendant members.
- Managed oversight of the union's dispute resolution and grievance procedures.
- Navigated the unprecedented challenges of leading the bargaining unit through a global pandemic.
- Directed the merger policy and related employee protective provisions pursuant to the acquisition of Virgin America by Alaska Air Group (AAG) and subsequent merger between Virgin America and Alaska Airlines.
- Helmed collective bargaining under the Railway Labor Act as chairperson of the AFA Alaska Negotiating Committee, including experience with mediating under the purview of the National Mediation Board. Negotiated numerous letters of agreement and two full contracts.
- Regularly communicated with membership by creating and directing multimedia content for the union's website, electronic newsletter, and social media outlets.
- Advocated on behalf of Alaska Airlines flight attendants as a member of the AFA Executive Board and the AFA Board of Directors (ex-officio).

February 1999 - Present

### **Flight Attendant**

*Alaska Airlines, Seattle, WA • Domiciled in Seattle, Los Angeles, and San Diego*

- Consistently provided excellent onboard customer service.
- Independently and resourcefully resolved disputes in a non-supervised environment.
- Ensured the comfort, safety, and welfare of the traveling public.