FORM	4
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UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)											
1. Name and Address of Reporting Person [*] Pidgeon Tina	c	2. Issuer Name and GENERAL COM		~		[GNCN	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner				
(Last) (First) 2550 DENALI STREET, SUITE 1000		3. Date of Earliest Transaction (Month/Day/Year) 12/30/2016						X_Officer (give title below)Other (specify below)Other (specif			
(Street) ANCHORAGE, AK 99503	4	4. If Amendment, Date Original Filed(Month/Day/Year)					6. Individual or Joint/Group Filing(Check Applicable Line) _X_Form filed by One Reporting Person Form filed by More than One Reporting Person				
(City) (State)	(Zip)	Table I - Non-Derivative Securities Acq						ired, Disposed of, or Beneficially Owned			
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)		(Instr. 8)	ion	(A) or Disposed of (D)		of (D)	Transaction(s) Form:		7. Nature of Indirect Beneficial	
		(Month/Day/Year)	Code	v	Amount	(A) or (D)	Price	(Instr. 3 and 4)	Direct (D) or Indirect (I) (Instr. 4)	Ownership (Instr. 4)	
Class A Common Stock	07/21/2017		Х		8,200	D	\$ 20	187,779	D		
Class A Common Stock	07/21/2017		Х		2,500	D	\$ 22.5	185,279	D		

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in SEC 1474 (9-02) this form are not required to respond unless the form displays a currently valid OMB control number.

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

	(<i>e.g.</i> , puts, calls, warrants, options, convertible securities)														
	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)		4. Transac Code (Instr. 8)	5. Num of Deriv Secur Acqu (A) o Dispo of (D (Instr 4, and	vative rities hired or osed () () () () () () () () () () () () ()	6. Date Exercisable and Expiration Date (Month/Day/Year)				derlying Securities Derivative		Ownership Form of Derivative	Beneficial
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Call Options (obligation to sell)	\$ 20.00	12/30/2016		S			10	12/30/2016	07/21/2017	Class A Common Stock	1,000.00	\$ 126.47	10	D	
Call Options (obligation to sell)	\$ 20.00	12/30/2016		S			22	12/30/2016	07/21/2017	Class A Common Stock	2,200.00	\$ 124.1 (1)	32	D	
Call Options (obligation to sell)	\$ 22.50	01/13/2017		S			25	01/13/2017	07/21/2017	Class A Common Stock	2,500.00	\$ 90.79	25	D	
Call Options (obligation to sell)	\$ 20.00	01/17/2017		S			50	01/17/2017	07/21/2017	Class A Common Stock	5,000.00	\$ 184.89 <u>(2)</u>	50	D	
Call Options (obligation to sell)	\$ 20.00	07/21/2017		х		82		12/30/2016 ⁽³⁾	07/21/2017	Class A Common Stock	8,200.00	\$ 20	0	D	
Call Options (obligation to sell)	\$ 22.50	07/21/2017		Х		25		01/13/2017	07/21/2017	Class A Common Stock	2,500.00	\$ 22.5	0	D	

Reporting Owners

	Relationships								
Reporting Owner Name / Address	Director	10% Owner	Officer	Other					
Pidgeon Tina 2550 DENALI STREET SUITE 1000 ANCHORAGE, AK 99503			Gen Coun,Chief Comp Off, SVP						

Signatures

/s/ Tina Pidgeon	07/24/2017
**Signature of Reporting Person	Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(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).
- This transaction was executed in multiple trades at prices ranging from \$124.00 to \$124.40; the price reported above reflects the weighted average sale price. The reporting person hereby (1) undertakes to provide full information regarding the number of shares and prices at which the transactions were effected upon request to the SEC staff, the Issuer, or a security holder of the Issuer.
- This transaction was executed in multiple trades at prices ranging from \$184.52 to \$185.00; the price reported above reflects the weighted average sale price. The reporting person hereby (2) undertakes to provide full information regarding the number of shares and prices at which the transactions were effected upon request to the SEC staff, the Issuer, or a security holder of the Issuer.
- (3) Options became exercisable on various dates following their sale.

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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