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 Respon	ses)											
1. Name and Address Pidgeon Tina	of Reporting Person [*]		2. Issuer Name and GENERAL COM		~		[GNCM	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner				
2550 DENALI ST	^(First) FREET, SUITE 1000		3. Date of Earliest Transaction (Month/Day/Year) 12/30/2016						X_Officer (give title below) Oth Gen Coun,Chief Comp C	er (specify below Off, SVP	v)	
ANCHORAGE, A	(Street) AK 99503	2	4. If Amendment, Da	te Original F	iled(N	/lonth/Day/Y	ear)	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 - N	on-D	erivative	Securitie	s Acqu	uired, Disposed of, or Beneficially Owne	d		
1.Title of Security (Instr. 3)		2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	(Instr. 8)		(A) or Disposed of (D) (Instr. 3, 4 and 5)		f (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)		Beneficial Ownership	

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

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

	(e.g., puts, calls, warrants, options, convertible securities)																
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)		Code		5. Numb of Deriv Secur Acqui (A) of Dispo of (D) (Instr. 4, and	ative ities ired sed) . 3,	Expiration Dat			Expiration Date		Securities	ecurities Derivative		10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	Beneficial
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares						
Call Options (obligation to sell)	\$ 17.50	12/30/2016		Р		112		10/24/2016	04/21/2017	Class A Common Stock	11,200.00	\$ 250.87 <u>(1)</u>	112	D			
Call Options (obligation to sell)	\$ 20.00	01/03/2017		Р		110		12/12/2016	01/20/2017	Class A Common Stock	11,000.00	\$ 105.05	110	D			
Call Options (obligation to sell)	\$ 20.00	01/05/2017		Р		18		12/20/2016	02/17/2017	Class A Common Stock	1,800.00	\$ 174.29	18	D			
Call Options (obligation to sell)	\$ 20.00	01/05/2017		Р		32		12/20/2016	02/17/2017	Class A Common Stock	3,200.00	\$ 176	50	D			
Call Options (obligation to sell)	\$ 20.00	01/05/2017		s			32	01/05/2017	04/21/2017	Class A Common Stock	3,200.00	\$ 215.83	32	D			
Call Options (obligation to sell)	\$ 20.00	01/05/2017		S			18	01/05/2017	04/21/2017	Class A Common Stock	1,800.00	\$ 214	50	D			
Call Options (obligation to sell)	\$ 20.00	01/13/2017		S			25	01/13/2017	04/21/2017	Class A Common Stock	2,500.00	\$ 123.79	75	D			

Call Options (obligation to sell)	\$ 20.00	01/13/2017	S		5	01/13/2017	04/21/2017	Class A Common Stock	500.00	\$ 128	80	D	
Put Options (right to sell)	\$ 17.50	01/13/2017	Р	11		01/13/2017	04/21/2017	Class A Common Stock	1,100.00	\$ 53	11	D	
Put Options (right to sell)	\$ 17.50	01/13/2017	Р	39		01/13/2017	04/21/2017	Class A Common Stock	3,900.00	\$ 54.49 (2)	50	D	
Put Options (right to sell)	\$ 17.50	01/13/2017	Р	25		01/13/2017	07/21/2017	Class A Common Stock	2,500.00	\$ 94.21	25	D	
Put Options (right to sell)	\$ 17.50	01/17/2017	Р	50		01/17/2017	07/21/2017	Class A Common Stock	5,000.00	\$ 95.11 (3)	75	D	
Put Options (right to sell)	\$ 15.00	01/23/2017	Е		44	11/11/2016	01/20/2017	Class A Common Stock	4,400.00	\$ 0	66	D	
Put Options (right to sell)	\$ 17.50	01/23/2017	E		66	12/12/2016	01/20/2017	Class A Common Stock	6,600.00	\$ 0	0	D	
Put Options (right to sell)	\$ 17.50	01/24/2017	Р	50		01/24/2017	04/21/2017	Class A Common Stock	5,000.00	\$ 50.11	100	D	
Put Options (right to sell)	\$ 17.50	01/25/2017	Р	30		01/25/2017	07/21/2017	Class A Common Stock	3,000.00	\$ 95.18	105	D	
Put Options (right to sell)	\$ 17.50	01/26/2017	Р	11		01/26/2017	04/21/2017	Class A Common Stock	1,100.00	\$ 51.02	111	D	
Put Options (right to sell)	\$ 17.50	01/26/2017	Р	19		01/26/2017	04/21/2017	Class A Common Stock	1,900.00	\$ 48.11	130	D	
Put Options (right to sell)	\$ 17.50	02/09/2017	Р	50		02/09/2017	04/21/2017	Class A Common Stock	5,000.00	\$ 42.51 (4)	180	D	
Put Options (right to sell)	\$ 17.50	02/21/2017	Е		50	12/20/2016	02/17/2017	Class A Common Stock	5,000.00	\$ 0	0	D	
Put Options (right to sell)	\$ 17.50	02/21/2017	Р	50		02/21/2017	04/21/2017	Class A Common Stock	5,000.00	\$ 40.11 <u>(5)</u>	230	D	
Put Options (right to sell)	\$ 17.50	02/21/2017	Р	50		02/21/2017	07/21/2017	Class A Common Stock	5,000.00	\$ 68.11	155	D	
Call Options (obligation to sell)	\$ 20.00	04/03/2017	Р	22		01/13/2017	04/21/2017	Class A Common Stock	2,200.00	\$ 101.24	22	D	

Call Options (obligation to sell)	\$ 20.00	04/03/2017	Р	58		01/13/2017	04/21/2017	Class A Common Stock	5,800.00	\$ 105	80	D	
Put Options (right to sell)	\$ 15.00	04/03/2017	S		5	10/06/2016	04/21/2017	Class A Common Stock	500.00	\$ 0	5	D	
Put Options (right to sell)	\$ 15.00	04/03/2017	S		75	10/06/2016	04/21/2017	Class A Common Stock	7,500.00	\$ 2.38 (6)	80	D	
Put Options (right to sell)	\$ 17.50	04/03/2017	Р	5		04/03/2017	05/19/2017	Class A Common Stock	500.00	\$ 34.91	5	D	
Put Options (right to sell)	\$ 17.50	04/03/2017	Р	75		04/03/2017	05/19/2017	Class A Common Stock	7,500.00	\$ 30.74 (7)	80	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	11/24/2017
**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.
- This transaction was executed in multiple trades at prices ranging from \$95.00 to \$95.48; the price reported above reflects the weighted average sale price. The reporting person hereby (3) 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 \$42.18 to \$43.00; the price reported above reflects the weighted average sale price. The reporting person hereby
- (4) 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 \$135.00 to \$136.00; the price reported above reflects the weighted average sale price. The reporting person hereby (5) 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.
- (6) This transaction was executed in multiple trades at prices ranging from \$2.21 to \$2.48; the price reported above reflects the weighted average sale price. The reporting person hereby 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 \$30.31 to \$31.00; the price reported above reflects the weighted average sale price. The reporting person hereby (7) 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.

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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