

MOSAIC

—A SOUTHWEST AIRLINES COMMUNITY AFFAIRS & GRASSROOTS PUBLICATION




SOUTH CAROLINA BUSINESS LEADERS WELCOME GARY KELLY TO THE UPSTATE

A record crowd filled the Carolina First Center to hear Southwest Airlines CEO Gary Kelly speak at the Greenville Chamber's 122nd Annual Meeting on February 8. During his remarks to the 1,300 business leaders, Kelly talked about the history of Southwest, the decision to add South Carolina to the route map, and the exciting opportunities that lie ahead for the Company. **"We specialize in two things,"** Kelly said. **"We specialize in great service and low fares, and it is because of our People. Every company says that, but if you look at our 40-year history I think I can prove it to you."**

The chamber was one of several organizations that worked over an 18-month period to recruit Southwest Airlines to serve Greenville-Spartanburg International Airport. The community celebrated in achieving one of their 2010 goals: to successfully land Southwest Airlines. And the chamber thanked Southwest for their commitment to serve Upstate South Carolina during the event. **"The arrival of Southwest Airlines to our region is game-changing for our corporate and leisure travelers,"** said Chamber President Ben Haskew. "Beginning March 13th, we will have seven daily flights connecting us to more than 60 cities by the nation's low fare leader. We believe this decision by Southwest will also make our region more attractive for business development."

The chamber also presented several awards at the meeting including the Chairman's Award to Minor Shaw, Dave Edwards, Sam Konduros, and Joe Erwin. Although it took the entire community to work on this project, this "team" was recognized by the chamber for going above and beyond in providing their time and commitment to bringing Southwest to the Upstate.

We are excited to start service in Greenville/Spartanburg, and we feel grateful to be welcomed by this community with open arms. 



Minor Shaw, Chair of the Greenville/Spartanburg Airport Commission, Sam Konduros, Incoming Chair of the Greenville Chamber, Howard Daniel, Past Chair of the Greenville Chamber, Dave Edwards, Executive Director of the Greenville/Spartanburg Airport Commission.

CAPITAL AWARDS IN TEXAS' CAPITAL


The Greater Austin Hispanic Chamber of Commerce (GAHCC) recently had a successful event in Austin where Southwest Airlines Lead Outreach Ambassadors met with State leaders at the 2nd Annual Capital of Texas Awards Luncheon. With 300 in attendance, this now seems to be one of the GAHCC's key signature events. Southwest Airlines was a supporter of the Awards luncheon and a contributing investor of the chamber.

As Southwest Airlines Lead Outreach Ambassadors, Roger Molina and Jorge Gonzales attended the event. "The keynote speaker, The Honorable Eva Guzman, was quite dynamic," commented Gonzalez. Roger Molina, who leads our Customer Service Agents at the Austin Airport, explains how he felt attending the event. "It gave me a chance to show that we support events within our community which also means our continued success, not only in the GAHCC, but with other organizations."

The event kicked off with a special recognition of Keynote Speaker Justice Eva Guzman, first Latina Texas Supreme Court Justice, and Esperanza "Hope" Andrade, first Latina Texas Secretary of State. Other prominent Latina "firsts" were: Diana Maldonado, first Latina Texas State Representative in Williamson County and Dr. Melba Vasquez, first Latina President of the American Psychological Association.



Southwest Airlines Lead Outreach Ambassadors, Jorge Gonzalez (l) and Roger Molina (r) with Andy Hernandez, president/CEO of the Greater Austin Hispanic Chamber of Commerce and Texas Secretary of State, Esperanza "Hope" Andrade, at the Texas Capital Awards.

Prior to the presentation of the awards, actress Valerie Velázquez of the recent feature film *Machete*, dazzled the crowd with her impactful performance of the National Anthem. 

SOUTH FLORIDA SUNSHINE AWARDS FEATURES DR. RICHARD CARMONA

He was recently seen on national television commenting on the surgery of his friend, Arizona Representative Gabrielle Giffords. Many know Dr. Richard Carmona as the 17th Surgeon General of the United States and the only Surgeon General unanimously confirmed by the U.S. Senate. Dr. Carmona, who currently serves as Vice Chairman of Canyon Ranch, a life enhancement company in Tucson, was the keynote speaker at the South Florida Hispanic Chamber of Commerce's (SFLHCC) 16th Annual Sunshine Awards.


Southwest Airlines is a member of the chamber and proud sponsor of the Sunshine Awards. "The Sunshine Awards is a signature event of the SFLHCC where we honor the top Hispanic entrepreneurs, executives, and companies of South Florida," said Liliam Lopez, chamber President/CEO. "We were honored to have one of the top Hispanics of the U.S. as keynote speaker, someone with an incredibly inspirational story."

A high school dropout growing up in an impoverished Hispanic family, Dr. Carmona experienced health challenges firsthand. He became a decorated Green Beret in Vietnam, a police officer and a SWAT team member. Dr. Carmona then graduated at the top of his class in medical school and



Dr. Richard Carmona (center) with President/CEO of SFLHCC Liliam Lopez and Board of Directors for the South Florida Hispanic Chamber of Commerce.

served as an EMT, a nurse, trauma surgeon, and a community physician.

In his speech, Dr. Carmona expressed his concern about the 24 million Americans that suffer from diabetes and the additional 57 million at risk. Community leaders were urged to shift health care from treatment to prevention and even learned a few tips for a more informed and healthy lifestyle. 



Paul Flanigan

Meet Paul

Paul Flanigan is the newest member of our Team, serving as Manager of Community Affairs & Grassroots. Paul's primary focus is providing direction and management of our Grassroots outreach efforts at a national and local level. Paul started at Southwest in January 2009 as a Public Relations Manager. Paul has a unique background that spans more than 16 years in journalism, public relations, and employee

communications. He got his start as a television news producer in Amarillo and later Oklahoma City. Paul crossed over to the public relations world in 1996 serving as a spokesperson for the American Red Cross in South Texas, responding to many statewide and national disaster operations as a rapid response spokesperson. In 2004, Paul went corporate, working with a number of private sector clients including The Boeing Company and USAA before *landing* his dream job at Southwest. **M**

2011 UPCOMING EVENTS

APRIL 15-16 DALLAS, TX

- DALLAS CHILDREN'S BOOK FAIR & LITERARY FESTIVAL

APRIL 20 PHOENIX, AZ

- ARIZONA FOUNDATION FOR WOMEN ANNUAL SANDRA DAY O'CONNOR LUNCHEON

APRIL 26-28 SAN FRANCISCO, CA

- AMERICAN SOCIETY ON AGING/ NATIONAL COUNCIL ON AGING NATIONAL CONFERENCE AND WHAT'S NEXT BOOMER SUMMIT

APRIL 28-30 ALBUQUERQUE, NM

- GATHERING OF NATIONS INTERNATIONAL POW WOW

MAY 11 LAS VEGAS, NV

- ASIAN CHAMBER SCHOLARSHIP DINNER

MAY 14 SAN FRANCISCO, CA

- GLAAD MEDIA AWARDS

MAY 26 SAN DIEGO, CA

- LEAD SAN DIEGO VISIONARY AWARDS DINNER

JUNE 4 DENVER, CO

- LARIMER SQUARE CHALK ART FESTIVAL

JUNE 8-9 CHARLESTON, SC

- CHARLESTON COUNTY SCHOOL DISTRICT TEACHER QUALITY SYMPOSIUM

JUNE 9 SAN FRANCISCO, CA

- GAY STRAIGHT ALLIANCE NETWORK CELEBRATION

JUNE 14 KANSAS CITY, MO

- NATIONAL CIVIC LEAGUE ALL-AMERICA CITY AWARDS

JUNE 15 OKLAHOMA CITY, OK

- STATE CHAMBER OF OKLAHOMA ANNUAL MEETING

HAPPENINGS AROUND THE SYSTEM



At the LULAC Legislative Conference, Washington, DC. L to R: Christine Ortega, Southwest Airlines; Margaret Moran, LULAC National President; Congressman Charles Gonzalez, CHCI Chair.



Spotted at the Trumpet Awards recently: (front) 1968 Gold Medal Olympian for the 200 meter dash, Tommie Smith, his wife Dolores, and High Heels in High Places Trumpet Award recipient, Jackie Thompson, Southwest Airlines.



At the Hispanic Heritage Foundation National Ceremony with Community Service winner, Catarina Lopez and Anabell Odisho, Southwest Airlines.



At the Oklahoma State Chamber of Commerce Legislative Reception. Oklahoma Support and Services Center Support Leader Tim Franklin, Oklahoma Support and Services Center Support Leader Tom Hollis, Oklahoma Governor Mary Fallin, Oklahoma Support and Services Center Support Leader Leslie Harris, Oklahoma Support and Services Center Support Leader Jessica Trujillo.

GIVING WINGS TO WIG


“Women In Government has a long history of providing women state legislators with non-partisan information on a variety of complex issues facing our constituencies. Over the years, I have met so many inspiring people, and continue to learn more at each WIG event. It is a truly unique environment that engages members of both parties with policy experts so that we can implement sound policy change back home.”

*-Representative Kimberley Rosen (ME)
Women In Government Board of Directors Chair*

Headquartered in Washington, D.C., the Women In Government (WIG) Foundation, Inc. is a national, bi-partisan organization of female state legislators that provides leadership opportunities, networking forums, and educational resources to address and resolve public policy issues. Founded in 1988, WIG leads the nation with a bold and passionate vision that empowers women legislators to affect sound policy.

As the Official Airline of WIG, Southwest helps provide travel for staff and guest speakers for more than 25 annual educational conferences. “To kick off the new year at WIG’s 17th Annual State Directors’ Conference & Ninth Biennial First Term Legislators’ Conference in Dana Point, CA., we were fortunate to have Governmental Affairs Manager Sherri Hull share industry updates and announce our All-New Rapid Rewards Program,” says Community Affairs & Grassroots Manager, Kim Delevett. “From transportation to education to healthcare, the intimate WIG summits bring in expert guest speakers and allow for relationship building among a dynamic and passionate group of women leaders.”

At the summit, WIG board members also connected with First Term Legislators as mentors, and the legislators attended policy presentations on topics pertinent to their states.

WIG President Emeritus Susan Crosby praises the organization’s partnership with Southwest: “The support of Southwest Airlines is crucial to Women In Government’s goal of providing female state legislators across the country with opportunities to connect, share, and learn about important policy topics. Such positive partnerships ensure that WIG members are provided with opportunities for growth and learning through conferences, briefings, and up-to-date resource materials on cutting-edge policy topics.” 



Southwest Airlines Governmental Affairs Manager Sherri Hull, keynote luncheon speaker at the 17th Annual Women in Government State Directors’ Conference & Ninth Biennial First Term Legislators’ Conference.



Women in Government attendees and supporters in Dana Point, Ca.

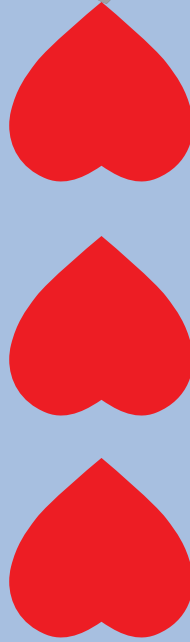
CHANGE THAT'S GOOD, FUELED BY SOUTHWEST



Ten high school students in MOSTE, a mentoring and college-access organization for underserved students in the L.A. area, boarded a free Southwest Airlines flight last April to spend a week touring top Pennsylvania universities and colleges.

MOSTE, which stands for Motivating Our Students Through Experience, knew that showing the girls a college future that could be theirs would be a powerful tool in motivating them to achieve and succeed. The idea of a college tour in the East quickly took shape. To pull it off, MOSTE needed a partner – preferably one with wings and wheels – that would underwrite the most expensive part of the trip: airline tickets.


That's when Southwest stepped in. MOSTE asked for airline tickets, and Southwest responded, showing that a heart was more than part of the Company's logo. The college tour was a resounding success: one student will be attending Franklin & Marshall University next September, another will be enrolled at Bucknell University, where others await decisions from the schools they visited.



“To support MOSTE is to support a better future for us all. Because the success of this country depends on a well-educated workforce, investing in MOSTE ensures our economic success later. I invite you to get familiar with this great organization—they are focused, passionate and committed to providing the best educational opportunities for our young women,” said Lidia S. Martinez, Manager of Community Affairs & Grassroots for Southwest Airlines.

This spring, another group of MOSTE girls will tour East Coast campuses to visit their dream schools, this time in Boston and Maine. Again, Southwest will underwrite the airline tickets to start these students on their path to higher education.

And that's how you change a life: one girl—and one flight—at a time.

“MOSTE thanks all Southwest Employees along the way who stood a little taller each time the girls told them what an extraordinary opportunity the airline had given them,” said Cindy M. Lopez, More MOSTE Founder and chairperson. 



We heart Southwest! MOSTE students (the high school program is called More MOSTE) on the 2010 MOSTE Pennsylvania College Tour got the chance to visit schools they would have never seen, all while wearing t-shirts proudly proclaiming their LUV of Southwest.

COOKING UP CHANGE



The culinary student team from Richards Career Academy celebrates their victory!

Chances are you don't have fond memories of the meals offered by your high school's cafeteria. It's a wonder that we learned anything without fueling up on healthy foods we now know our brains and bodies need to thrive.

The Healthy Schools Campaign, headquartered in Chicago, is aiming to improve the health of our nation's schoolchildren. Their mission is to advocate for policies and practices that allow all students, teachers, and staff to learn and work in a healthy school environment.

Southwest Airlines is proud to be the Official Travel Partner of their program, *Cooking Up Change*. Cooking Up Change is a cooking competition for Chicago high school students. The students work in teams to create a delicious and nutritious school lunch using the same nutritional and budgetary guidelines their schools' cafeterias use.

This year's winning student team hails from Richards Career Academy, located on Chicago's south side. Their menu consisted of Afro-Caribe Plancha, Soup of Sunshine, and Caribbean Citrus Crunch Relish.

That winning meal was served to their fellow students as well as in all Chicago Public Schools cafeterias! But, the rewards don't end there. The winning Chicago team will fly on Southwest Airlines to Washington D.C. where they will present their winning meal in the Great Hall of the USDA and see it served to Members of Congress! These students are Cooking Up Change...and it's delicious. **M**

HISTORY IN THE MAKING

History is always in the making at the National Great Blacks in Wax Museum located in Baltimore. Since 1989, the Museum has been in the business of producing and exhibiting hundreds of African American wax figures. Southwest Airlines has supported the Museum for six years as the Official Airline of the National Traveling Exhibit. The Southwest Cargo department, especially the BWI facility, is instrumental in shipping the wax figures complimentary to various conferences and events to support the vision of the Museum and to expand its reach into various communities. This year, Southwest Airlines will ship wax figures for display in Macy's stores in several cities, NAACP Convention in Los Angeles, and other places.

"A primary motivation for establishing the Museum was to use education, history, and examples to help culturally-disadvantaged youth overcome feelings of alienation, defeatism, and despair," said Dr. Joanne Martin, CEO and Co-Founder of the Museum. "Of the 200,000 people who visit the museum each year, many are African American children. The exposure to the Museum and its programs helps young people know more about their heritage and provides a greater understanding of the significant contributions to civilization by people of African descent," said Martin.

Southwest Airlines is proud to be a supporter of "history in the making" just like the city of Baltimore, state of Maryland, Congressman Elijah Cummings, and Senator Barbara Mikulski, along with other notables also championing the Museum's cause and expansion. **M**




Wax figures on display at Macy's department store in San Francisco, CA.

Helping to celebrate BLACK HISTORY MONTH all year long

Last February, Southwest Airlines recognized Black History Month, a time for reflection and appreciation of those who helped make monumental changes to and for the lives of African Americans and others. One way Southwest Airlines celebrates this history is by supporting The Kinsey Foundation.

The Kinsey Collection: Shared Treasures of Bernard and Shirley Kinsey features items that are historically important, culturally relevant, and aesthetically valued. Southwest Airlines was recently a sponsor of the opening of this special collection at the National Museum of American History Smithsonian Institution. The exhibition will be on display through May 7, 2011 where more than 2.5 million people will view the collection. The exhibition includes more than one hundred rare books, sculptures, paintings, documents, manuscripts, and vintage photographs which tell the story of African Americans in the Americas from 1632 to present. Bernard Kinsey explains "Our collection brings to light the extraordinary triumphs and accomplishments of our ancestors, and in doing so, gives these individuals a voice, a personality, and a name."

The Kinsey Collection book is currently used as a reference book for the State of Florida, and it was selected by the Florida Department of Education as the curriculum to teach African American History to 3.6 million students.

Southwest Airlines is proud to support The Kinsey Collection and help spread the word on Black History, year round. If you cannot see the collection, it can be found on iTunes University or visit <http://www.thekinseycollection.com>. 



Painting of Bernard and Shirley Kinsey



Artifacts from the Kinsey Collection

ADVANCING CIVIL & HUMAN RIGHTS

Since 1929, The League of United Latin American Citizens (LULAC) has become an organization that empowers its members to create and develop opportunities where they are needed most. LULAC was created at a time when Hispanics were denied basic civil and human rights, despite contributions to American society.

Now, LULAC advances the economic condition, educational attainment, political influence, health and civil rights of Hispanic Americans through community-based programs operating at more than 880 LULAC councils nationwide.

LULAC's initiatives are numerous. The LULAC National Educational Service Centers provide counseling services to over 18,000 Hispanic students annually at 16 regional centers. Other programs include the Veterans Summits, the Annual Women's Conference, and the Corporate Alliance, comprised of Fortune 500 companies to foster stronger partnerships between Corporate America and the Hispanic community.

Each year in Washington, LULAC's National Legislative Conference & Awards Gala highlights critical legislative issues affecting Hispanics and recognizes leaders who have served the Hispanic community well. The 2011 honorees included U.S. Senator for Indiana, Richard Lugar; Resident Commissioner for Puerto Rico, Pedro Pierluisi; and Texas State Representative, Trey Martinez Fischer. Southwest Airlines Vice President of Governmental Affairs, Karen J. Lewis, spoke at the Gala: "...we know that great works (of art) endure because they manage to connect with us and stay relevant somehow over time," said Lewis.


"SWA's desire to stay connected to community is like that great work. It drives us to find meaningful partners like LULAC who still show their relevance through their important work," Lewis concluded. As LULAC celebrates its 82nd anniversary fighting for civil rights, Latinas have made tremendous strides in holding positions of influence within



(Photo by Luis Nuño Briones)

LULAC's tradition of empowering Latina leaders. Left to right: Belen Robles, first woman LULAC national president; Rosa Rosales, immediate past president, Margaret Moran, LULAC national president.

American society. So it is no wonder that LULAC also hosts the National Women's Conference recognizing women's success in powerful national, state, and local positions. For example, Margaret Moran recently took the LULAC reins of leadership from immediate past president, Rosa Rosales. Not to mention, Belen Robles, the first woman president in LULAC's history who continues her many leadership activities.

As a woman serving on the National Corporate Alliance, Southwest's Christine Ortega notes that "it is inspiring to see such powerful women in strong positions and who support the values of civil rights and empowerment for many historically disenfranchised communities." This takes place through LULAC's initiatives focused on women, veterans, and community empowerment. 

DID YOU KNOW?

SOUTHWEST RANKED GREENEST AIRLINE

Southwest Airlines is proud to be ranked the greenest airline by Climate Counts, a nonprofit group that ranks the world's largest companies on their climate impact. Their goals are to raise consumer awareness and encourage support for environmentally conscious companies. Southwest earned the placement based on our efforts to measure our climate footprint, our goals to reduce our impact on climate change, and by making information on our green efforts readily available to the public. You can read more about our environmental initiatives here:

<http://www.southwest.com/html/southwest-difference/southwest-citizenship/environmental-initiatives/>. 



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Southwest Airlines helps champion causes that matter most in the daily lives of our Customers.