

MOSAIC

A SOUTHWEST AIRLINES COMMUNITY OUTREACH PUBLICATION



Left to Right, Tameka Montgomery, Executive Director of the Metro Denver Leadership Foundation; Melissa Spencer, Denver Museum of Nature and Science; and Jane McAtee, Southwest Airlines Community Affairs & Grassroots Manager

The Denver Metro Chamber Leadership Foundation: *Connecting leaders from the business and civic communities to strengthen Colorado's future*

The Denver Metro Chamber Leadership Foundation is Colorado's premier leadership organization with a 39-year history of preparing and connecting leaders from the business and civic communities to strengthen Colorado's future. The Leadership Foundation helps emerging and recognized leaders expand their skills and enhance their knowledge of local and state issues, as well as leverage their individual passion to make positive changes in the Denver community. Through a range of leadership programs that provide exclusive opportunities for access, dialogue, and issues-based education, the Leadership Foundation enhances individual, career, and professional growth.

The Fall Leadership Foundation Alumni Forum brought together Dr. Peter M. Senge, founding chairperson of the Society for Organizational Learning, educators, and business leaders for a discussion about how systems thinking – the process of understanding how things influence one another within a whole – can help build the capacity needed to implement transformational change in both the classroom and the boardroom.

Southwest Airlines is proud to be the Alumni Engagement Sponsor of the Leadership Foundation. The Leadership Alumni Network connects approximately 2,500 alumni of the Leadership Foundation's programs and serves as a gateway of engagement, involvement, and community problem solving. **M**



MEET

JILL SIMONSON

COMMUNITY AFFAIRS & GRASSROOTS MANAGER

JILL is thrilled to join the Southwest Airlines Community Affairs and Grassroots Team, after a near decade-long tenure in New York City's non-profit community. Dedicated to service from a very young age, Jill continues her commitment to volunteering today, as a longtime "Big" in the well-respected Big Brother Big Sisters of New York City Program. As an Advisory Board member to the Women in Law Empowerment Forum and a graduate of the esteemed Leadership Caucus for Non-Profit Deputy Directors in New York, Jill is more than ready to serve her favorite brand, Southwest Airlines, and enhance its Community Affairs platform in the Northeast through community partnerships and building relationships with leading organizations that, too, know what a great corporate citizen Southwest Airlines truly is! **M**

Celebrating Change - Arizona Foundation For Women



Alisa Chatinsky, President & CEO; and Jackie Thompson, Chair of the Board and Southwest Airlines Community Affairs & Grassroots Manager prepare for a board meeting.

ARIZONA FOUNDATION FOR WOMEN (AFW) starts the new year with the announcement of a new CEO, Alisa Chatinsky. Based in Phoenix, Arizona, the mission of the Foundation is to promote innovative solutions to fulfill the unmet needs of Arizona's women and children. Last year, AFW donated \$283,000 to women in need through grants to multiple direct-service organizations. In her leadership role, Alisa will focus on Live & Learn, a job training program to help domestic violence victims attain economic self sufficiency; Training Resources United to Stop Trafficking (TRUST) in Arizona to respond to sex trafficking of minors, as well as other projects to raise awareness and support women and children in Arizona. Jackie Thompson, Southwest Airlines Community Affairs & Grassroots Manager is the newly appointed AFW chair. "The entire board is excited to have Alisa's enthusiasm and passion about improving the lives of women," said Jackie. AFW works to assure the Safety, Health, and Economic security of every Arizona woman through public awareness, grant making, and research. We believe SHE Counts! The organization was founded in 1995 by Marilyn Seymann and will be celebrating the 18th Annual Luncheon on May 17, 2013. This year's Lifetime Achievement Award recipient is Goldie Hawn. Past recipients include First Lady Barbara Bush and Secretary of State, Madeleine Albright. Southwest Airlines has supported the Arizona Foundation for Women for more than five years and is proud to support an organization that changes lives, one family at a time. **M**

HAPPENINGS AROUND THE SYSTEM



National Park Foundation hosted a reception in Washington, D.C. to announce the American Latino Heritage Fund. Left to Right, Christine Ortega, Southwest Airlines Manager of Community Affairs & Grassroots; Secretary Ken Salazar, Department of the Interior; and Eduardo Diaz, Smithsonian Institute Latino Center



Southwest Airlines Employees at Tie One On, an auction featuring aprons designed by local artists benefitting Our House in Little Rock. Lakeisha Pennington, Operations Agent; Robin Maynard, Station Administrator; Terry Stroud, Customer Service Agent; Gwen Haniff, Station Manager; Jan Young, Customer Service Agent; and Kerri Weaver, Customer Service Agent



Latino Leaders Network Tribute to Mayors Dinner in Washington, D.C.

Standing Left to Right: Laura Nieto, Southwest Airlines Senior Manager Community Affairs & Grassroots; Mauro Morales; Mickey Ibarra; Janet Murguia; Lidia S. Martinez, Southwest Airlines Manager of Community Affairs & Grassroots; City of Denver Mayor, Michael Hancock. Sitting Left to Right: Jennifer Michels; and Randy Babbitt, Southwest Airlines Senior Vice President Labor Relations

THERE'S SO MUCH HAPPENING AROUND THE SYSTEM...
FIND MORE ON PAGE 4!

Free Hobby – *An Award Winning Campaign*



LAST MAY, Southwest Airlines was in the midst of a large grassroots campaign with the rally cry “Free Hobby”. We were seeking permission from the City of Houston to build a five-gate international facility at William P. Hobby Airport. To help echo our rally cry not just in Houston but around the country, we called on our Employees, Customers and

YOU our valued Community Partners. With your help, we were able to make a local issue national garnering advocates from all 50 states contributing to a landslide 16 – 1 vote!

We are excited to announce that the Public Affairs Council (PAC) recently presented Southwest Airlines with the prestigious Grassroots Innovation Award for the Free Hobby Campaign! The award recognizes the nation's leading grassroots programs and campaigns that move the needle on the practice of grassroots advocacy.

Congratulations, and thanks are truly in order to all of you who worked to make sure our voice was heard at City Hall! **M**

2013 UPCOMING EVENTS

APRIL 17 TUCSON, AZ

- WOMEN'S FOUNDATION OF SOUTHERN ARIZONA LUNCHEON

APRIL 19 SAN DIEGO, CA

- SAN DIEGO REGIONAL CHAMBER OF COMMERCE CONGRESSIONAL LUNCHEON

MAY 11 SAN FRANCISCO, CA

- THE GAY & LESBIAN ALLIANCE AGAINST DEFAMATION (GLAAD) ANNUAL MEDIA AWARDS

APRIL 23-24 WASHINGTON, D.C.

- NALAC LATINO ARTS LEADERSHIP ADVOCACY INSTITUTE

APRIL 24-27 ST. LOUIS, MO

- FOR INSPIRATION AND RECOGNITION OF SCIENCE AND TECHNOLOGY ROBOTICS WORLD COMPETITION

APRIL 25 DENVER, CO

- COLORADO WOMEN'S CHAMBER OF COMMERCE ATHENA AWARDS

MAY 7-9 CAPTIVE, FL

- FLORIDA LITERACY COALITION 29TH ANNUAL CONFERENCE

MAY 8 NASHVILLE, TN

- CABLE POWER OF INCLUSION

MAY 8 WASHINGTON, D.C.

- ASIAN PACIFIC AMERICAN INSTITUTE FOR CONGRESSIONAL STUDIES 19TH ANNUAL AWARDS GALA

MAY 16 PHOENIX, AZ

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

JUNE 1 BRONX, NY

- NATIONAL ASSOCIATION OF LATINO ARTS AND CULTURES REGIONAL ARTS TRAINING WORKSHOP

JUNE 9-13 WASHINGTON, D.C.

- KENNETH E. BEHRING NATIONAL HISTORY DAY CONTEST

JUNE 14-16 DENVER, CO

- NATIONAL CIVIC LEAGUE ALL-AMERICA CITY AWARDS

JUNE 25 WASHINGTON, D.C.

- ASIAN & PACIFIC ISLANDER AMERICAN SCHOLARSHIP FUND HIGHER EDUCATION SUMMIT

JUNE 27-29 CHICAGO, IL

- NATIONAL ASSOCIATION OF LATINO ELECTED OFFICIALS 30TH ANNUAL CONFERENCE



Jason Koertge, Cyber Sytes, Inc and Too Creative; David Balmer; Dale Carnegie; Alison Hoefler, Southwest Airlines Community Affairs & Grassroots Manager; Marta Rose, Panama City Beach Chamber

INTRODUCING: IDEACAMP

FOR FOUR YEARS, the Panama City Beach Chamber has provided Lunch & Learn workshops to help small businesses reach their full potential through their program, Navigator. With 90 percent of the chamber's businesses employing less than 50 people, the program was a success. In 2013, a new small business initiative emerged called IdeaWorks, which has rolled out a new monthly event called IdeaCamp. This component consists of fun, interactive forums taking the style of a mini Business After Hours.

With the exciting addition of IdeaCamp, the goal remains to provide interesting and relevant information, networking and participation opportunities. It is designed for business professionals to learn, discuss, and share ideas about business growth and success with other business professionals. Four speakers present for 15 minutes sharing their wisdom, stories and tips for business success on topics like sales & marketing, social networking, advertising, information technology, web development, hiring management ideas, holding special events, etc. David Balmer, with Dale Carnegie Training and chairman of the IdeaWorks Committee, explains, "I like to think of these as 'impromptu think tanks' where guests will come to a comfortable, casual environment to network, learn how other professionals – in their own words – thrive in business." As presenting sponsor of IdeaWorks and IdeaCamp, Southwest Airlines helped launched the first IdeaCamp. Southwest is committed to community in the cities it serves by supporting programs and organizations such as these in their efforts to grow, develop and create a healthy diversified business climate. **M**

...MORE HAPPENINGS AROUND THE SYSTEM



Southwest Airlines' "Local Outreach Coordination" at the Houston Mayor's press conference announcing the Apache Tour de Houston with Southwest Airlines' sponsorship. Southwest Airlines Houston Center Team Leaders: Left, Bobbie Robinson; and Right, Jynell Holliday with Houston Mayor, Anise Parker



Spotted at the steps of our Nation's Capitol at the Presidential Inaugural Ceremony



Left to Right, Victor Capellan, Deputy Superintendent for Transformation, Central Falls High School, RI; Senator Juan M. Pichardo, Providence, RI; Christine Ortega, Southwest Airlines Manager of Community Affairs & Grassroots; Maria De Leon, Board member, National Endowment for the Arts; and Cid Wilson, Board Chair, Friends of the National Museum of the American Latino

David Eads, Los Angeles Area Chamber of Commerce; Consuelo Salinas, CBS; Inez Gonzalez, National Hispanic Media Coalition; Lidia S. Martinez, Dr. Ted Martinez, Jr.



Jason Koertge speaks at launch of IdeaCamp, Panama City Beach



The First Lady greets Wes Rapaport and President Obama greets Malia Clark

YOUTH VIDEO CORPS MEETS THE PRESIDENT & THE FIRST LADY



YVC group interviewing Cindy Lerner, Mayor of Pinecrest, FL.



Left to right, Kenny Jones; Caroline Clark; Alec Furrier; Kim Delevett Southwest Airlines Community Affairs & Grassroots Manager; Cindy Lerner, Mayor of Pinecrest, FL; Dakota Baker; Nitya Kasturi; Yiaway Yeh; and Becky Sanders at the National Association of Broadcasters in Washington, D.C.



YVC at the White House – Left to Right, Back Row, Becky Sanders; Wes Rapaport; Yiaway Yeh; Kenny Jones; Front Row: Alec Furrier; Dakota Baker; Nitya Kasturi; and Malia Clark

A VIDEO TEAM GOT MORE THAN THEY BARGAINED FOR

during Inauguration weekend when a routine tour of the White House ended with a surprise meet and greet with President Obama and the First Lady.

"I was completely awestruck," said high school sophomore Dakota Baker. "I found it was extremely difficult to speak intelligently." The teens are part of the Youth Video Corps operated by the Media Center, a non-profit community TV station in Palo Alto, CA. The YVC creates videos around hyper-local civic issues for the Mayor's office. In the Spring of 2012, then-Mayor Yiaway Yeh visited local high schools to pitch the YVC; five dedicated youth stepped up to serve their community through the program.

"It is important that youth voices be brought into civic life and for them to know that they can and do make a difference. Just because they don't vote yet doesn't mean they can't influence policy," said Yeh. He hatched the idea of taking them to the Inauguration to interview elected officials from around the country. Yeh secured tickets from Congresswoman Anna Eshoo's office, and Media Center staff member Becky Sanders worked with Southwest Airlines Community Affairs Manager Kim Delevett to secure donated airfare for the youth. "Southwest totally got that we wanted to give these youth a once in a lifetime experience," Sanders said.

"What impressed me more than their professionalism working with high tech camera equipment and their interviewing skills with elected officials, was their undeniable passion for civic engagement," said Kim Delevett.

"I signed on to help with the YVC because I barely knew anything about my own city," Nitya Kasturi said. "By joining the YVC, I was able to be connected with my community while doing something I love. Public service is now a career path I am definitely considering. The people we interviewed love what they do, while bettering themselves and everyone around them. This changed me in the way that I am now open to things that I wouldn't have been open about before the trip." **M**



SVREP LAUNCHES LATINO ACADEMY PUBLIC POLICY INSTITUTE & CANDIDATE CAMPAIGN TRAINING

SOUTHWEST VOTER REGISTRATION EDUCATION PROJECT (SVREP) works with elected officials and community leaders to bring local strategies to improve their school districts and municipalities through its Latino Academy Public Policy Institute and the Candidate Campaign Training. In this way, SVREP works to improve the quality of life in local neighborhoods throughout the United States.

In January, SVREP began with elected officials and candidates running for nonpartisan offices in southern California. The Latino Academy provides public policy and campaign skills training. 2013's Latino Academies are designed for local candidates and campaign workers, as well as local elected officials. SVREP will also conduct statewide legislative summits open to all interested community leaders. The Latino Academies will take place in Texas, Arizona, Colorado, New Mexico, North Carolina, and back to California. Southwest Airlines serves as SVREP's Official Airline Partner.

SVREP opened its doors 39 years ago with a folding chair and table, a rotary phone, and the printed phone book. The founder, the late, William C. Velasquez, called eligible voters in the Westside of San Antonio, Texas registering new voters one at a time. "Since

then, SVREP has been at the forefront of major social and political gains for Latinos in the U.S. and throughout Latin America," says Lydia Camarillo, Vice President, SVREP. Today, SVREP continues to work at the grassroots level using cutting edge technology to increase the Latino vote.

SVREP reaches across the country with respected, national civil rights and advocacy organizations like MALDEF (CA), and LatinoJustice/PRLDEF (NY) in efforts to empower Latinos and other minorities by increasing their participation in the American democratic process.

SVREP is the largest and oldest, nonpartisan organization of its kind, having registered 2.5 million voters and trained over 150,000 leaders. While its primary mission is voter registration and education, SVREP has become increasingly active in other areas like economic empowerment including: U.S./Mexico & Latin American relations, and international economic and technical development [The North American Free Trade Agreement (NAFTA), The North American Development Bank (NADBank), and LatinoNet].

For more information about the upcoming Latino Academies or Candidate Campaign Training, log on to www.svrep.org. **M**



Candidate Training, San Gabriel Valley, in La Puente, CA, Mario Solis-Marich, President MarioWire.com, helping elected officials and candidates prepare the "Message Development and Communications."



At the San Gabriel Valley Latino Academy, January 2013: Left to Right, Mayor Andre Quintero, El Monte, CA, practicing the technique of mental visualization with his eyes closed to the far right is Council Member Alex Vargas from Hawthorne, CA.

The Latino vote had the highest participation in America's democracy in the 2012 elections. Latino registration grew from 2 million in 1974 to 13 million in 2012. The Latino vote is the youngest and fastest growing electorate in America. Latino voter registration grows by an estimated 2.4 million every presidential cycle – four year increments. This past election, 11.3 million Latinos cast their votes, 9% of the total votes cast. This increased from the 7.7% votes cast in the 2008 elections.

SVREP.ORG
Southwest Voter Registration Education Project

Su Voto es Su Voz
"Your vote is your voice"

EVOLUTION OF COMMUNITY OUTREACH

It Always Comes From the Heart

SOUTHWEST HAS SUPPORTED our communities since the very beginning. Through the decades, Southwest has believed in doing the right thing, and it always comes **from the heart**:



Southwest's concern for our communities debuts by participating in the United Fund Campaign, a drive supporting the United Way.



The Airline that LUV built adopts the House that LUV built, and Ronald McDonald Houses become our primary charity.



Southwest kicks off the "Adopt-A-Pilot" program for fifth-grade students, a national program where fifth-graders learn about the United States and aviation through a Pilot's eyes.



In an effort to further build and nurture relationships in the community, Southwest became a member of at least one chamber of commerce in every city we serve. Southwest Employees spearhead "Rations of LUV," sending shipments of goodie bags, including \$50,000 in prepaid phone cards, to more than 1,000 military personnel in Iraq and Afghanistan.



To celebrate Southwest's 40th anniversary, Southwest teamed up with the Student Conservation Association to take our volunteerism on the road, and complete 40 conservation projects across the nation.

One thing remains constant—we may be an airline, but we do some of our best work on the ground by making a positive difference in our communities, and it always comes **from the heart**. For more information on Southwest's commitment to the community, visit www.southwest.com/citizenship. **M**

BIGGER. BETTER. STRONGER.

Southwest Helps Hurricane Sandy Victims

NOT THAT LONG AGO families in Breezy Point, NY, gathered around the dinner table to talk about their days or took a moment to breathe in the fresh air and walk along the Atlantic Coast. Today, as you walk through remnants of what someone once called their home, all that's recognizable is a radio flyer wagon missing two wheels and a red fire truck sitting on cement that once made up the front steps of a home. Something else catches your eye. A house that was completely demolished by the Superstorm and later fires, except for one thing left standing. The American flag—caught on metal wires. Someone wrote “bigger, better, stronger”, which is exactly the visual and statement this community is latching onto with all of their strength.

After tragedy struck, Southwest helped by sending three waves of New Orleans' bravest to the areas hit hardest by Hurricane Sandy. In addition to flying in volunteers like the New Orleans Fire Department to help with the recovery effort, Southwest proudly worked alongside the Red Cross to provide assistance and response where needed. As a member of the American Red Cross Annual Disaster Giving Program, Southwest helps ensure that the Red Cross can be on the scene of a disaster at a moment's notice. When disasters like Hurricane Sandy occur, the Red Cross is there to provide shelter, food, emotional support, and other assistance to people in need.

In addition, Southwest Airlines supported the Corporation for National and Community Service (CNCS) to mobilize 200 CNCS's volunteer disaster response members. CNCS works with the Federal Emergency Management Agency (FEMA), the National Voluntary Organizations Active in Disaster (NVOAD), and other disaster response partners as they lean forward to support the states, communities, and tribes in their ongoing efforts to save lives in the aftermath of Hurricane Sandy.

For those who would like to volunteer in this or future disaster efforts see: <http://www.nationalservice.gov/about/sandy/index.asp> **M**



— UNO, DOS, TRES, CUATRO FEST —



WE ALL KNOW THAT 'CUATRO' IS THE SPANISH WORD for the number four. But, did you know that it is also the name of the national instrument of Puerto Rico? The Cuatro produces a unique sound that is a cross between a mandolin and a 12-string guitar. The name stems from the earliest version which only had four strings. In about 1875, the instrument was changed to its current configuration of five sets of double strings.

Southwest Airlines was a proud sponsor of Chicago's Puerto Rican Arts Alliance's 14th Annual Cuatro Fest. The evening opened with a performance by the young cuatristas of the Chicago Cuatro Orchestra. Then, the audience was treated to performances by Puerto Rican artists, the brother and sister team of Los Hermanos Sanz, and the legendary singer, songwriter, and guitarist, Jose Noguera. They performed to a sold-out crowd of 1500 devoted Cuatro music fans. So, the next time you hear the word 'cuatro', we hope it's in relation to the wonderful instrument that is a staple of Puerto Rican culture. To learn more about the Puerto Rican Arts Alliance, visit praachicago.org. **M**



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Southwest Airlines helps champion causes that matter most in the daily lives of our Customers.
We may be an airline, but we do some of our best work on the ground.