

FALL 2012

MOSAIC

A SOUTHWEST AIRLINES COMMUNITY AFFAIRS & GRASSROOTS PUBLICATION



THE SOUND OF Diversity

Celebrating at the Chicago Sinfonietta's 25th Anniversary Un-Masked Ball are (L-R) Executive Director, Jim Hirsch; Maestro Mei-Ann Chen; Southwest Airlines Manager of Community Affairs and Grassroots, Patty Krysha; and Friend of Southwest Airlines, Juana Guzman.

Twenty-five years ago, the classical music world was turned on its ear, if you'll pardon the pun. Maestro Paul Freeman, one of the first African-American conductors in the U.S., recognized the need to create an orchestra that would serve as a model for diversity and inclusion with innovative programming. He founded the Chicago Sinfonietta with a mission to bring diversity to classical music.

The Chicago Sinfonietta strives to bring classical music appreciation and participation to underserved communities through its educational and outreach programs that expose children and their families to classical music.

Project Inclusion extends opportunities to young orchestral musicians of color by providing fellowships, mentoring, performance opportunities, and job placement.

Audience Matters is the Sinfonietta's core program, targeting 4th, 5th, and 6th grade Chicago public school students. The students receive school visits by orchestra members to

present core educational information and field trips to Sinfonietta performances at Orchestra Hall. Students are treated to performances by Sinfonietta ensembles. Aspiring musicians and conductors receive assessments from Sinfonietta members.

Maestro Freeman has retired and passed the baton to the capable hands of Music Director, Mei-Ann Chen. Under Ms. Chen's direction, the Chicago Sinfonietta received two prestigious national awards for excellence from the League of American Orchestras.

Southwest Airlines is proud to serve as the Official Airline of the Chicago Sinfonietta. To learn more, please visit their website at www.ChicagoSinfonietta.org where you can purchase tickets to hear for yourself exactly how diversity sounds. **M**

TAKE OFF
FOR SOCIAL CHANGE
PAGE 2

WOMEN BUSINESS OWNERS
SPRING INTO OWNERSHIP
PAGE 4

SPREADING THE LUV
IN LITTLE ROCK
PAGE 7



MEET

LAURA NIETO

SENIOR MANAGER COMMUNITY AFFAIRS & GRASSROOTS

LAURA NIETO has a passion for and expertise in community outreach, multicultural marketing, and relationship building with diverse audiences. Laura serves as Sr. Manager of Community Affairs & Grassroots and leads an influential team who develops strategic relationships with key constituencies and national leaders with various segment audiences including the Hispanic, African-American, Asian, Women, and LGBT communities. Their work ensures that Southwest Airlines exemplifies its commitment to championing causes that matter most in the daily lives of its Customers and is a trusted and valued partner in the communities it serves. Laura recently celebrated her 13th Anniversary with the Company she LUVS. She is a member of the Company's Diversity Council and an alumnus of the company-wide Culture Committee. Laura especially enjoys taking trips with her daughter to the many wonderful cities Southwest Airlines serves! **M**

TAKE OFF⁺ for Social Change

"Is everyone ready to head out on the tarmac?" That is the question that perked up the ears of 18 students in Urban Underground's Youth Leadership Program during a recent visit to Milwaukee County's General Mitchell International Airport. Southwest Airlines hosted the group for a "behind the scenes" airport tour and educational session with Southwest Recruiter Bob Siciliano. After learning about Southwest's operation and making a visit to the tarmac to see a Boeing 737 push back, the students learned about careers in aviation, resume building, and how to dress for success.

Urban Underground, Milwaukee's premiere youth leadership development organization, works to inspire and support effective youth leadership for social change. They believe that every young person should have the opportunity to discover and pursue the best in themselves for the improvement of the world around them.

This unforgettable airport tour was just one stop on their summer journey of exploration and learning. From college tours to conferences to local business visits, the students were exposed to life-changing opportunities that will further inspire them to apply their ideas, talents, and energy to advance positive change in themselves and their communities.

Southwest Airlines was proud to be part of the summer educational tour for the Urban Underground Young Leaders. **M**



Students from Urban Underground Youth Leadership Program join Southwest Airlines Leaders and Milwaukee County 10th District Supervisor David Bowen on tour of Milwaukee County's General Mitchell International Airport.

HAPPENINGS AROUND THE SYSTEM



Southwest Airlines, Sharon Williams and Angie Kohlhorst; President/CEO, Tampa Bay & Co. Kelly Miller; Southwest Airlines Community Affairs & Grassroots Manager, Alison Hoefler; Commissioner Ken Hagan, Board Chairman; Spirit Magazine, Traci Pelter; Southwest Airlines, Myra Hitchens; unveiling 20 page spread in Spirit Magazine August issue at Tampa International Airport.



Girl Scouts San Diego Latino Community Breakfast. Sempra Utilities, Norma Jasso; Southwest Airlines Manager of Community Affairs & Grassroots Lidia S. Martinez; Southwest Airlines Community Affairs & Grassroots Specialist Anabell Odisho; and Southwest Airlines Customer Service Agent, Melyna M. Martinez.



Celebrating Nashville to Boston Inaugural Nonstop: Metropolitan Nashville Airport Authority President and CEO Rob Wigington, Southwest Airlines Station Director Pro Mahabir, Nashville Mayor Karl Dean, Southwest Airlines Community Affairs & Grassroots Manager Ana Schwager, Southwest Airlines Nashville Station Leader Eli Rodriguez, Southwest Airlines Governmental Affairs Specialist Dorothy Sauvinet.



LULAC National President Margaret Moran presents Corporate Appreciation Award to Southwest Airlines Manager of Community Affairs & Grassroots Christine Ortega at this year's annual Conference in Orlando, FL.



Southwest Airlines leaders & guests participated at the NCLR Annual Conference. Seated L-R: Southwest Airlines Community Affairs & Grassroots, Christine Ortega, Laura Nieto, and Lidia S. Martinez with Rio Hondo Community College President (Ret.) Dr. Ted Martinez, Jr.; Standing L-R: SER National Inc. Roland Ramirez; Smithsonian Latino Center Gina Flores; UT Pan Am-Edinburg Velinda Reyes; California community organizer Kenneth Ramirez; Aetna, Maria Mendez; NALAC, Maria De Leon.



Southwest Airlines Employees from Phoenix attended a presentation at the Great Phoenix Chamber Leadership Series. Ken Blanchard, co-author of *Leading with LUV* was the speaker. A signed copy by Southwest Airlines President Emeritus Colleen Barrett and Ken Blanchard was given to an audience member. L-R: Chad Larimore, Kathy Thomson, Ken Blanchard, Jackie Thompson, Michelle Gibbs.

2012 UPCOMING EVENTS

OCTOBER 17 NEW YORK CITY, NY

- HISPANIC SCHOLARSHIP FUND ALUMNI HALL OF FAME

OCTOBER 20-22 WASHINGTON, D.C.

- 26TH HISPANIC ASSOCIATION OF COLLEGES & UNIVERSITIES' ANNUAL CONFERENCE

OCTOBER 25 MILWAUKEE, WI

- CREAM CITY FOUNDATION LGBT BUSINESS EQUALITY LUNCHEON

NOVEMBER 2 WEST PALM BEACH, FL

- CHAMBER OF THE BEACHES ANNUAL DINNER AND INSTALLATION

NOVEMBER 2 MIAMI, FL

- SOUTH FLORIDA HISPANIC CHAMBER SUNSHINE AWARDS

NOVEMBER 8 NEW YORK CITY, NY

- ASIAN & PACIFIC ISLANDER AMERICAN SCHOLARSHIP FUND 7TH ANNUAL SCHOLARSHIP BENEFIT DINNER

NOVEMBER 18 LOS ANGELES, CA

- MALDEF ANNUAL GALA

DECEMBER 6 LITTLE ROCK, AR

- OUR HOUSE TIE ONE ON



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

Show us the LUV!



HAVE YOU BEEN LOOKING FOR LUV IN ALL THE WRONG PLACES?

We'd like to give a big THANKYOU to one of our Community Partners who was showing us the LUV (or shall we say the like) in all the right places! The Hispanic Heritage Foundation, which currently has 1,724 likes on Facebook, recently featured Southwest Airlines on its Community Service sponsor segment of their Facebook page: <https://www.facebook.com/hispanicheritage>. Thanks to the Hispanic Heritage Foundation for this great use of social media and for promoting our community partnership!

If you have been looking for ways to enhance our relationship, please consider the three options below to bring more awareness of your relationship with Southwest Airlines and to encourage your organization's fans and followers to consider flying Southwest Airlines!

- Tag us on Facebook (rather than just writing our Company name out) - this way, there will be a greater opportunity for your organization to show up on the Southwest Airlines Facebook page. Sounds like a "win-win" to us!
- Use our @southwestair twitter handle when promoting Southwest sponsored events.
- Give us the Twitter hashtag for your upcoming events so that we can talk about it too! **M**

...MORE HAPPENINGS AROUND THE SYSTEM



Congressman Mike Honda; Board Commissioner California State Board of Optometry Alexander Kim; and Southwest Airlines Community Affairs & Grassroots Manager Kim Delevett at OCA National Gala, Las Vegas.



TELACU Annual Gala - Los Angeles L-R: Jorge Haynes and Ann Camp; Rio Hondo College President (Ret.), Dr. Ted Martinez, Jr.; Southwest Airlines Manager of Community Affairs & Grassroots, Lidia S. Martinez; Award-winning Producer, Mocesuma Esparza; Alycia Enciso & Associates, Alycia Enciso, and California State University, Erik Fallis; Sitting: Los Angeles Area Chamber of Commerce, Bridget Netter; MALDEF; Tom Saenz.



*Albuquerque Mayor Richard J. Berry visits the Southwest Airlines Albuquerque Customer Support & Services Center. L-R: Southwest Airlines, Center Support Leader Natasha Martinez, Center Support Leader Patrice Dell, Southwest Airlines Governmental Affairs Consultant - Ed Mahi; Albuquerque City Mayor - Richard J. Berry, Center Leader - Matt Plowman, Southwest Airlines Community Affairs & Grassroots Specialist Anabell Odisho, Center Support Leader Sherri Keller, Center Support Leader Lori Mons and Director of Albuquerque Economic Development - John Garcia. (Photo credit: Jaime Goetz) **M***

WOMEN BUSINESS OWNERS "SPRING INTO OWNERSHIP" IN ATLANTA

This spring, female business owners and those with aspirations to one day be their own boss, gathered for Little PINK Book's 3rd Annual Spring into Ownership event at the beautiful Intercontinental Hotel in Atlanta. Little PINK Book is the #1 digital platform for career women – the only global online community, free daily e-note and national event series exclusively for professional women.

Southwest Airlines, the Official Airline of Little PINK Book, was proud to support over 300 excited women as they convened for a day full of breakout sessions designed to help them understand the financial, marketing and social responsibilities that come with being a business owner. "Southwest Airlines is a wonderful supporter of women in business," said Cynthia Good, CEO of Little PINK Book. "Their participation at the recent Little PINK Book event for women business owners is proof!"

Event attendees spent the day sharing business tips and encouraging each other to persevere through obstacles and setbacks to continue making their dreams come true. This message was reinforced by keynote speaker, Nelly Galan. Nelly told the story of her journey as an immigrant from Cuba selling Avon to put herself through school and to her rise as president of Telemundo Television Network. Her most memorable words of wisdom: "It's never too late to right the wrongs of life." **M**



From left to right: Southwest Airlines Community Affairs & Grassroots Manager, Quinnie Jenkins-Rice, and Spring into Ownership Keynote Speaker, Nelly Galan, at the 2012 Little PINK Book Spring into Ownership event.



HELPING MAKE THE DREAMS OF AMERICA'S VETERANS COME TRUE



Imagine standing at the base of a monument, and for one silent moment, remembering a time gone by; friends didn't come home; and a cause greater than oneself. For many veterans, that is the experience and the joy of taking an "Honor Flight" to Washington, D.C., to see the monument that was erected for their heroic service to our country.

For the past four years, Southwest Airlines has been lucky enough to be a part of making these veterans' dreams come true as the official commercial airline of "Honor Flight" and to date has donated more than \$2 million to connect more than 4,500 WWII Veterans with their memorial in Washington, D.C. This year, Southwest Airlines renewed its support of "Honor Flight", donating more than \$1.2 million in travel over the next three years.

Southwest has a long history of supporting those who have fought for our country's freedoms. It is with great joy that Southwest gives back to these heroes. Caring Southwest Employees treat these veterans like the heroes they are, and we couldn't help make the dreams of America's Veterans come true with their Legendary Customer Service. Jim McLaughlin, Honor Flight Network's Chairman, has said that he's heard over and over from these veterans that their Honor Flight experience is one of the greatest days of their lives. That's reward enough for Southwest Airlines. **M**



WHY CAN'T WE MAKE A DIFFERENCE?

Think of the sounds at a paintball fight. Splash, plop, thud as the rainbow of paint colors hit the targets. This was the afternoon fun at the "Health Happens Here Male by Birth, Man by Choice Camp". Learning, sharing, and bonding is the work of the young men who attend the weekend camp held each year under the collaboration of Brotherhood Crusade, Why Can't We Make a Difference Foundation and their collaborative partners. The group of 75 students is led by a team of 25 men who volunteer to help change the lives of the youth who attend. From ethics to etiquette, mixed with hiking and lots of fun in the surrounding woods, the boys enjoy time away from their everyday, and sometimes difficult, lives.

Southwest Airlines is a long-time supporter of Brotherhood Crusade. The camp is unique because it combines everyday need-to-know skills with the power of male mentors who show the students they are there to support them in their life journey. The organizations realize that adult role models are the key to guiding young and mainly fatherless male students on the road to success.

The mentors were the silent heroes of the day; by simply doing what they felt was right, they made a huge impact in the lives of every student who attended. Who knows, perhaps in a few years some of the students will return in the role of mentor showing the truly lasting effect of the "Health Happens Here Male by Birth, Man by Choice Camp". **M**



Attendees relishing in the camp's safe environment where the male mentors truly make a difference.

OCA National Honors Southwest Airlines

OCA, a national organization dedicated to advancing the political, social, and economic well-being of Asian Pacific Americans (APAs), held its "GOTV2 – Get Out To Vegas, Get Out The Vote" National Convention August in Las Vegas this year.

The annual convention is one of the preeminent annual events for the APA community, drawing hundreds of people from around the country for educational, cultural, and networking events. The convening featured many notable speakers and guests such as Congresswoman Judy Chu, Congressman Mike Honda, author Maxine Hong Kingston, Major Kurt Chew-Een Lee, and San Francisco Mayor Edwin Lee, to name a few.

From supporting OCA's efforts to help the New Orleans fishermen community after the Gulf Coast oil spill, to expanding youth and leadership programs, Southwest has been proud to partner with OCA.

The convention culminated with the OCA Gala awards presentation, recognizing exceptional contributions to the APA

community. Southwest received OCA's 2012 Corporate Partner Award.

"Southwest Airlines' unwavering commitment through the years to OCA and the APA community has been exceptionally admirable," said OCA National President Ken Lee. "Southwest not only has participated in OCA's signature events, but also has been providing support to our youth and professional development programs on a national level and to chapters in their events and local programs."

"Southwest is deeply honored and humbled to receive the Corporate Partner Award," said Community Affairs & Grassroots Manager Kim Delevett. "Thank you OCA for your ongoing advocacy for APAs and for inspiring our youth. It was wonderful to celebrate the special evening with the other distinguished honorees and to gather with many old and new friends as part of the OCA family."

We look forward to OCA's 40th Anniversary next year in Washington, D.C.! **M**



Southwest Airlines VP of Diversity & Inclusion Ellen Torbert accepting the 2012 OCA Corporate Partner of the Year Award with OCA BAC Chair David Lin, OCA National President Ken Lee, and OCA Convention Co-Chair Duy Nguyen. (Photo credit: Rui Barros Photography)



Southwest Airlines VP of Diversity & Inclusion Ellen Torbert, Southwest Airlines Community Affairs & Grassroots Manager Kim Delevett, San Francisco Mayor Ed Lee and First Lady Anita Lee, and OCA Past National President Claudine Cheng. (Photo credit: Rui Barros Photography)

A GATHERING of Mayors

Orlando was the magical destination for the 80th Annual United States Conference of Mayors. City Mayor Buddy Dyer welcomed hundreds of Mayors from across the country as he hosted the four-day meeting. As the largest carrier in Orlando and a great corporate citizen in the market, Southwest Airlines supported Mayor Dyer in his local efforts as a host city sponsor for this year's conference. A focus of the conference was to urge Congress to keep federal funds flowing to local cities because that's where real problems are solved and real solutions are created.

Breakout sessions discussed issues including workforce training and job creation, transportation, water infrastructure, crime reduction, exports/imports, education and social media, to name just a few. "There's a lot of trading of good ideas and information because, for the most part, we are all dealing with similar issues," said Orlando Mayor Buddy Dyer. "There is quite a bit of work going on."

Mayors were also recognized for innovative practices to make cities more livable and sustainable, as well as for record levels of recycling. Impressive speakers such as U.S. Housing and Urban Development Secretary Shaun Donovan and U.S. Department of Education Secretary Arne Duncan joined in the conversation, and Vice President Joe Biden delivered the keynote address.

But it wasn't all work! Mayors and their families were treated to many fun-filled Orlando experiences at iconic theme parks and attractions. Mayor Dean arranged first class entertainment at a variety of venues such as Epcot, Universal Studios, the Amway Center, SeaWorld, and beautiful downtown Orlando. **M**



Southwest Airlines Community Affairs & Grassroots Manager, Alison Hoefler; Orlando Mayor Buddy Dyer, at SeaWorld evening event for U.S. Conference of Mayors.

Spreading LUV in



Little Rock

Southwest Airlines and Our House, an organization that provides shelter, services and programs for the working homeless, developed a partnership in 2011 and the relationship has quickly flourished. Southwest Airlines' Little Rock Employees have adopted Our House they and spread their Southwest LUV at several volunteer opportunities throughout the year. Building these relationships involves committing our resources of time, tickets, and LUV to be your hometown carrier that cares. **M**



Little Rock Station Administrator Robin Maynard, Little Rock Customer Service Agent Lina Sharp, Arkansas Governor Mike Beebe, Little Rock Operations Agent Lakeisha Pennington, and Narjis Meti at Dinner on the Grounds, a benefit for Our House.



Southwest Employees show LUV in Little Rock to Our House campers at My Picture Perfect Summer Camp, a free 8-week day camp for homeless and low-income children.

AN ABUNDANCE OF APPLAUSE

IN A ROOM OF RED BLAZERS, PILOTS IN UNIFORMS, LAUGHTER, AND STORYTELLING ABOUT WORLD WAR II, AWARDS WERE PRESENTED DURING THE TUSKEGEE AIRMEN, INC. AWARDS CEREMONY.

"Presented this 2nd day of August 2012 in Las Vegas, NV to Southwest Airlines Co. by The Tuskegee Airmen, Inc. National Youth Chair, Rodney Williams, The 2012 Hero of the Year Honor for the creation of the Continuing the Legacy in Aviation Program and their commitment and dedication to the youth of the Tuskegee Airmen, Inc."

There were many highlights at the Tuskegee Airmen, Inc. (TAI, Inc.) convention. For example, Southwest Airlines People Department, Rocky Calkins and Todd Bartz, awarding two pilots with scholarships. Also, in a room filled with more than 200 youth, Continuing the Legacy in Aviation (CLA) student Alumni, Brittney Dougal, shared her 2011 CLA "hands-on experience" held annually at Southwest Airlines headquarters. Further, Jackie Thompson, Southwest Airlines Community Affairs & Grassroots Manager, announced

the annual CLA qualifications. Then, after all the votes were counted at the annual general election, another special announcement occurred..."TAI, Inc. officially welcomes to the national board Larry Jackson (Tuskegee Airmen Archer-Ragsdale Arizona Chapter President and Southwest Airlines Captain) and Gordon Guillory (Tuskegee Airmen Claude R. Platte DFW Chapter President and Southwest Airlines Maintenance Lead Mechanic)."

Throughout the convention, an abundance of applause occurred making it a memorable and milestone year, especially for those in the red blazers known as the Original Tuskegee Airmen. Southwest Airlines is the Official Airline of TAI, Inc. **M**



Original Tuskegee Airmen who mentor students and support the annual Southwest Airlines Continuing the Legacy in Aviation: Claude Platte, Robert T. McDaniel, and Calvin Spann.



Southwest Airlines Community Affairs & Grassroots Manager, Jackie Thompson; and student, Brittney Dougal presented at the 2012 Tuskegee Airmen, Inc. Youth Day Luncheon about the Southwest Airlines Continuing the Legacy in Aviation Program.

YOUTH LEADERSHIP: A SIGN OF *GRACE*

The Vietnamese Association of Science and Culture (VCSA) marked its 15th year of successful Youth Leadership Development at the Camp Len Duong, with huge success at camp Courage, Maple Lake, Minnesota. 290 young people, guests and staff from 19 states and 3 Canadian provinces attended this year's leadership training.

The keynote speaker was Dat Nguyen, the famous former Dallas Cowboys Football Player. The guest speaker list also included Colonel Dr. Mylene Tran Huynh, US Air force from Virginia, Dat Nguyen, born blind guitarist from California, Dr. John Nguyen, CEO of Lighthouse Leadership, Dr. Rick Ngo, Surgeon, Houston, Mr. Jeff Watkins, Executive Director, YMCA International, Houston, Ms. Linda Akutagawa, CEO of Leadership Education for Asian Pacific.

The speakers, and role models, motivated the young leaders, to be better than they think they can be; to follow their dreams and to take action in life! The four days of the Youth Leadership Develop-

ment were packed with enthusiasm and energy to last for the whole year. It created the opportunity to learn and experience all aspects of the mind, heart, and body.

"Every year VCSA volunteers spend nearly 6000 hours to put this transformative experience together," said Anhlan Nguyen, VCSA Board Chair. "VCSA is so grateful for Southwest Airlines' sponsorship to support our youth who come from modest financial resources, and who emerge as confident leaders for our future."

Underwritten by Southwest Airlines, (and so many other corporate partners: New Moon Foundation, Texas Instruments, WinMagic, Rock Revival, Shell Oil Company and Thoi Bao Inc.) VCSA successfully implemented this year's program with the theme "Live your dream: Conceive, Believe, Achieve" by practicing the five values of Gratitude, Respect, Accountability, Courage, Engagement. **G.R.A.C.E. M**



The ladies of Len Duong Bonfire Passion Youth Group in Houston were honored for the work at the camp. They are seen here with Len Duong Camp Master, Liem Vu (center).



Participants celebrated and enjoyed their experience at Camp Courage.



The ladies of Len Duong Bonfire Passion Youth Group were happy to fly Southwest Airlines from Texas to Minnesota where they learned about G.R.A.C.E. (Gratitude, Respect, Accountability, Courage, and Engagement).

LEN DUONG VIETNAMESE MOTTO CAN BE STATED AS FOLLOWING:

Tuổi Trẻ! Phục Vụ
Tuổi Trẻ! Dấn Thân
Tuổi Trẻ! Lên Đường

Youths! "Service"
Youths! "Dedication and Volunteerism"
Youths "Let's Embark on our journey"



Vice President, Communication & Strategic Outreach | Linda Rutherford
Director, Corporate Outreach & Preparedness | Laurie Barnett
Managing Editor | Laura Nieto
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Creative Editor | Katelyn Osborne

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