

SPRING 2012

MOSAIC

A SOUTHWEST AIRLINES COMMUNITY AFFAIRS & GRASSROOTS PUBLICATION

Atlanta at Last



Southwest Airlines President & CEO, Gary Kelly presents a 737 model aircraft to thank Rudy Beserra, Chair and Alejandro Coss, President of the Latin American Chamber of Commerce of Georgia

SOUTHWEST AIRLINES RECEIVED A WARM WELCOME

during the Atlanta inaugural celebrations, "Atlanta At Last" featured a variety of cheerful activities. This included the Business and Community Leaders' Breakfast hosted by the Latin American Chamber of Commerce of Georgia (LACC).

Alejandro Coss, LACC president, and Rudy Beserra, the LACC chair and also the Vice President of Corporate Latin Affairs for Coca Cola, opened the program. Mr. Beserra was the first to envision an event where nearly 200 influential leaders from a wide array of business and community interests could gather to welcome a new corporate partner into Atlanta.

"Atlanta is a marvelous city," said Mr. Coss. "We look upon this as a great opportunity to make powerful connections and create a more caring community," said Coss. Gary Kelly, Southwest Airlines President & CEO, was the honorary guest speaker. He shared his vision about the Airline's entry into Atlanta. After opening the discussion for questions, he raised the level of excitement with a sneak preview of "LUV Grants for Good," a contest making \$150,000 in grants from Southwest available to six nonprofit organizations across the state of Georgia.

The breakfast also featured the exchange of gifts and a final toast. Kelly thanked the Chamber with a classic, Canyon Blue, 737 model aircraft. The Chamber presented Gary with the certificate of honorary citizenship from the State of Georgia. Representative Pedro Marín read the proclamation from State Secretary Brian Kelly Kemp. Finally, the Chamber closed with a celebratory toast which featured a breakfast cocktail created exclusively for the occasion by

renowned Chef Adán Medrano.

The signature cocktail called "The Southwest Sunrise" included ingredients that symbolically described the event itself. It had elements grounded in Georgia's community and ingredients from other parts of the Americas, blending into a complex and enjoyable treat—all within hands' reach.

It was certainly a beautiful morning on the 26th floor of the Buckhead Club as we toasted our arrival in Atlanta. Thank you to the Latin American Chamber of Commerce for hosting a wonderful welcome to Southwest Airlines. By all accounts attendees were "cheerfully" overwhelmed. **M**

"The Southwest Sunrise"

A Celebratory Toast Presented to Southwest Airlines

"The Southwest Sunrise" begins with lush peach nectar to ground us in our region, the richness and beauty of Georgia. It is blended with the juice of Guava, native to Mexico, Central America and South America. Tamarind adds another layer of richness along with a hint of Jalapeño jelly. "The Southwest Sunrise" is then finished with Mexican lime juice and a dash of sparkling water, refreshing and effervescent as our future: one community, many histories, working together for our common good.



Ingredients: (makes four drinks)

4 fl. oz. Peach nectar, chilled
4 fl. oz. Guava juice, chilled
2 fl. oz. Tamarind juice, chilled
2 tsp. Red Jalapeño jelly
4 tsp. Mexican lime juice, chilled
2 fl. oz. Sparkling water, chilled
Thin slices of lime peel for garnish and aroma

Method:

1. Blend all the ingredients except the sparkling water and lime peels in a blender until the Jalapeño jelly is completely blended and a froth has developed.
2. Add the sparkling water and then pour into four martini glasses and garnish with lime peel.

Note: "The Southwest Sunrise Royale" substitutes the sparkling water with 8 ounces of champagne, served in a white wine glass.

"The Southwest Sunrise" was created for the Latin American Chamber of Commerce of Georgia by Chef Adán M. Medrano, Houston, Texas.

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MEET

QUINNIE JENKINS-RICE

COMMUNITY AFFAIRS & GRASSROOTS MANAGER

QUINNIE JENKINS-RICE is the Community Affairs & Grassroots Manager in our newest destination, Atlanta. Prior to joining the Southwest Airlines Team, Quinnie worked on the Communications Team at AirTran Airways. She is excited about the wonderful relationships Southwest is building in Atlanta and across the country. When she's not spreading the Southwest LUV in Atlanta, Quinnie enjoys reading, traveling, golfing, and spending time with family and friends. **M**

Bee the Change You Want to See in the World



(L-R) Christina McClain, IL Network of Charter Schools; Erin O'Donnell, Deputy Commissioner of Aviation, Chicago Department of Aviation; Juana Guzman, Vice-president, National Museum of Mexican Art; Donna Gutman, Founder, Women of the World; Patty Krysha, Southwest Airlines Manager, Community Affairs & Grassroots; Angela Faison; Carmen Lonstein, Attorney, Baker and McKenzie

WE ALL KNOW THAT BEES ARE AMAZING LITTLE CREATURES.

Did you know they are the only creatures that produce food for humans...without being the food, of course? Well, in Chicago's impoverished North Lawndale community, where the unemployment rate is over 26%, bees are also giving people a second chance. The North Lawndale Employment Network's (NLEN) U-Turn Permitted program offers job readiness training and employment to formerly incarcerated persons. Through their Sweet Beginnings social enterprise, NLEN operates 3 apiaries (bee farms) including one in the North Lawndale community and at O'Hare International Airport. Plans for an apiary at Chicago's Midway International Airport are being explored.

Sweet Beginnings participants learn not only how to care for the bees, but how to manufacture, market, and sell raw, urban honey and honey-infused organic skincare products

under the beeline® brand. NLEN is rightfully proud of their low rate of recidivism, less than 4% , versus the national average of 55%.

Southwest Airlines was proud to sponsor NLEN's Sweet Beginning Tea, the organization's main fundraiser. Guests at the tea were treated to the traditional English High Tea service including some sumptuous pastries made with beeline® raw urban honey.

To learn more about this wonderful program, please visit www.nlen.org. Many Whole Foods Markets carry beeline® products or you can visit www.sweetbeginningsllc.com to purchase online. Knowing that you are helping give someone a much-needed second chance will make that honey taste even sweeter. **M**

HAPPENINGS AROUND THE SYSTEM



Southwest Airlines volunteers serving meals at the Colorado Volunteers of America Martin Luther King, Jr. Dinner For Those Who Hunger. Denver Employees from left to right: Roberta Wild, Val Polke, Rod Sharp, and Michelle Taylor.



Las Vegas Latin Chamber of Commerce Annual Dinner & Awards. Frederick Kuforiji and Jason Reynolds, Southwest Airlines Las Vegas, Managers Ramp & Operations.



Southwest Airlines Little Rock Operations Agent Konnie Hogue, Little Rock Customer Service Agent and Apron Artist Jan Young, Little Rock Customer Service Agent Lina Sharp, Our House Volunteer modeling Freedom to Travel Apron, Little Rock Customer Service Agent Rose Pressley, Little Rock Customer Service Agent Rhonda Harps, Little Rock Station Leader Gwen Thalley at the Tie One On event benefitting Our House.



Alison Hoefler, Southwest Airlines Community Affairs & Grassroots Manager; Kaley Findley, Southwest Airlines essay contest winner; Youth Leadership Walton; KJ Rice, Panama City Beach Station Leader.



Lidia S. Martinez, Southwest Airlines Manager, Community Affairs & Grassroots; Los Angeles Mayor Antonio Villaraigosa; Esther Aguilera, CEO, CHCI at NALEO's Edward R. Roybal Legacy Gala on February 8, 2012, in Washington, D.C. Mayor Villaraigosa was recipient of the 2012 Edward R. Roybal Award for Outstanding Public Service.



*Community Affairs & Grassroots Employees Laura Nieto, Christine Ortega, and Anabell Odisho celebrate Southwest's arrival in Atlanta! **M***

2012 UPCOMING EVENTS

APRIL 26-28 ST LOUIS, MO

- USFIRST ROBOTICS COMPETITION

APRIL 27 TYSONS CORNER, VA

- NORTHERN VIRGINIA URBAN LEAGUE COMMUNITY SERVICE AND SCHOLARSHIP AWARDS DINNER

APRIL 27 PHOENIX, AZ

- CHANDLER CHAMBER OF COMMERCE 100TH ANNIVERSARY CELEBRATION

MAY 1 WASHINGTON, D.C.

- U.S. DREAM ACADEMY GALA

MAY 3 DETROIT, MI

- VISTA MARIA CELEBRATING WOMEN

MAY 5-8 WASHINGTON, D.C.

- SOUTH ASIAN AMERICANS LEADING TOGETHER RISE UP! YOUTH LEADERSHIP SUMMIT

MAY 6-8 WASHINGTON, D.C.

- THE ASIAN PACIFIC AMERICAN INSTITUTE FOR CONGRESSIONAL STUDIES LEADERSHIP ACADEMY AND NATIONAL GALA

MAY 9-11 ST PETERSBURG, FL

- FLORIDA LITERACY COALITION 28TH ANNUAL "OPEN BOOKS OPEN MINDS" CONFERENCE

MAY 11 PHOENIX, AZ

- GREATER PHOENIX URBAN LEAGUE 48TH ANNUAL WHITNEY M. YOUNG JR. AWARDS DINNER

JUNE 2 SAN FRANCISCO, CA

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

JUNE 10-12, CHICAGO, IL

- DOWNTOWN DENVER URBAN EXPLORATION TRIP

JUNE 19 TULSA, OK

- OKLAHOMA BUSINESS ROUNDTABLE ANNUAL MEETING

JUNE 21-23 ORLANDO, FL

- NATIONAL ASSOCIATION OF LATINO ELECTED AND APPOINTED OFFICIALS (NALEO) - ANNUAL CONFERENCE

JUNE 30-JULY 2 DENVER, CO

- ALL-AMERICA CITY GRADE-LEVEL READING AWARDS

The HEROES of our HEARTS



Governmental Affairs Vice President Karen J. Lewis, Medal of Honor and Congressional Gold Medal Recipient George Joe Sakato, Leslie Sakato, and Southwest Airlines Community Affairs & Grassroots Manager Kim Delevett

SEVENTY-ONE YEARS AGO, after Japanese planes bombed Pearl Harbor, 120,000 U.S. residents of Japanese ancestry were forced to leave their homes and relocate to internment camps. In February 1943, thousands of Nisei, or second-generation Japanese Americans, volunteered to prove their loyalty in the U.S. Army, and the 442nd "Go For Broke" Regimental Combat Team was formed. Not only did they become the most decorated combat unit in American history, but they also fought suspicion, prejudice, and discrimination at home.

On November 2, 2011, Southwest and our country witnessed history. Through our partnerships with the Japanese American Memorial Foundation and Honor Flight Network, Southwest helped fly members of the 442nd Regimental Combat Team, as well as the all-Nisei 100th Infantry Battalion and Military Intelligence Service, to attend the three-day Congressional Gold Medal Celebration in Washington, D.C. Many of the humble heroes shared that they had come to receive the nation's highest honor not for personal glory, but for their lost comrades.

"I will never forget how my heart and eyes welled up as I stood

among more than 300 heroes who saluted the flag in perfect military form and with such resolute patriotism," said Community Affairs & Grassroots Manager Kim Delevett. "And I could not hide my tears of pride as they were finally awarded the Congressional Gold Medal. We are Americans today because of their selfless service and extraordinary heroism."

You can read more about the experience in Karen J. Lewis' blog post, "A Well-Deserved Honor, Nearly Seven Decades Later" at <http://www.blogsouthwest.com/blog/well-deserved-honor-nearly-seven-decades-later>.

May we always remember this epic American story of loyalty, sacrifice, and love of country -- and continue to show appreciation for our men and women in the Armed Forces today.

The HEROES of our HEARTS CONTINUED

"My father, George Sakato, and I are so grateful to have been able to take part in the Congressional Gold Medal Ceremony in Washington DC. It was overwhelming to be among so many veterans who were honored. Tears came to his eyes when I asked him what the ceremony meant to him. My father has always said that he wears the Medal of Honor for those who did not return from the war. The ceremony seemed to bring the spirits and memories of his fallen comrades to his mind. This ceremony was a way that our nation could honor these soldiers who did not make it home. It was wonderful that so many from the 100th Battalion, 442nd RCT, and the MIS were able to physically join in the celebration, and we wished that all the surviving veterans could have been there.

We also want to thank Southwest Airlines for all they did to make this celebration possible. Southwest always treats us well, and it is our airline of choice when we fly.

Dad got emotional and couldn't find words himself. I think being able to spend time with his friends was the part that he enjoyed the most."

-Leslie Sakato, daughter of Medal of Honor and Congressional Gold Medal Recipient George Joe Sakato.



Chairman of Honor Flight Network Jim McLaughlin, Executive Director of Honor Flight Network Diane Gresse, Southwest Airlines Community Affairs & Grassroots Manager Kim Delevett, and Chairman of the Board of the National Japanese Memorial Foundation Craig Uchida

"I was honored and thrilled to be in Emancipation Hall with all of the veterans and their families as the Congressional Gold Medal was awarded to them by both houses of Congress and by bi-partisan leadership. The Gold Medal is a huge achievement for Japanese American veterans and is truly well-deserved and a long time coming. I was extremely pleased that Southwest Airlines provided free 'green passes' to over 150 veterans and to members of the National Veterans Network so that they could attend the three-day celebration. I know that the veterans were grateful to Southwest and to Honor Flight for all of their support."

-Craig Uchida, Chairman of the Board of the National Japanese Memorial Foundation

"Diane and I both spoke with several of the CGM veterans and they were thrilled with the entire event and grateful for the part Southwest played in providing Green Passes for them. Words cannot express our gratitude to Southwest for our partnership over these last few years. Southwest has been instrumental in assisting thousands of WWII and terminally-ill Veterans be able to see THEIR memorial. We cannot thank you enough! It was a pleasure, and we appreciate you wanting to share in the evening with us."

-James McLaughlin, Chairman of Honor Flight Network and Diane Gresse, Executive Director of Honor Flight Network

Hello Mr. McLaughlin,
I wanted to extend my deepest thank you to Honor Flight. My Uncle Goro Sakaguchi was one of the Japanese American WWII Veterans honored for the Congressional Gold Medal and Bronze Star Medal in Washington D.C. Our trip was more than wonderful. It was an honor to be his escort and guardian for this once in a lifetime trip.

All the staff at Southwest Airlines was so courteous, compassionate, and thoughtful during our flights to and from Dulles Airport. Everyone we had contact with at Southwest made it a point to shake my Uncle's hand and thank him for his service. I would highly recommend this airline to anyone traveling.

And to Honor Flight: Your organization is doing a wonderful thing for all of these veterans. I commend you for your service. I have included a picture of my Uncle taken at the memorial.

In deep gratitude,
Naomi Tashiro (Niece to Goro Sakaguchi)



WWII Veteran Goro Sakaguchi

A Voice for Literacy

WHEN EARL MILLS opened the inaugural ProLiteracy conference with an inspirational poem he wrote spoke about the freedom he feels having learned how to read, attendees at the luncheon realized why they come to work each day. Almost 700 tutors, teachers, adult learners, and program directors attended the conference. Earl is one of the many adult learners who depend on ProLiteracy and its members to advocate literacy for 63 million adults (29 percent) who don't read well enough to understand a newspaper story written at the eighth grade level.

ProLiteracy, an organization that champions the power of literacy to improve the lives of adults, families, and communities hosted their successful annual United States Conference on Adult Literacy (USCAL). The conference theme, "New Challenges, Powerful Solutions," addressed how national, regional, and local educational organizations can join forces to inspire change. Southwest Airlines is a sponsor of the annual conference and partner of ProLiteracy.

Barbara Bush, former first lady and founder of the Barbara Bush Foundation for Family Literacy, was the keynote speaker at the USCAL luncheon in Houston, TX. She believes that many of our nation's problems could be solved if every man, woman, and child could read, write, and comprehend. Mrs. Bush has helped countless charities and humanitarian causes, including

organizations that train adult literacy volunteers. "Educating others is potentially one of the most cost-effective tools the nation has to recover during this tough economic time," said Mrs. Bush. With budget cuts in education growing larger each year, "We are going to have to get even more involved." She urged the audience to stay excited about the important work they do every day to advance the cause of literacy. "Every single person who learns to read is a victory."

Southwest was recognized at the conference as a valued partner of ProLiteracy. **M**



Alison Hoefler Southwest Airlines Community Affairs & Grassroots Manager; Barbara Bush; Peter Waite, Executive Vice President, ProLiteracy

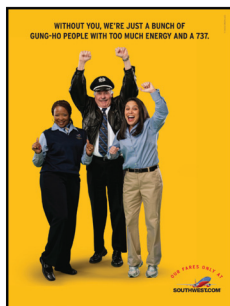
DIVERSITY *can be* REWARDING

Seek Jobs. Apply online. Enter to Win!

Southwest Airlines in partnership with the National Black Chamber of Commerce and the Diversified Workplace's Diversity Recruitment Center offers Job Seekers the opportunity to apply for a career at Southwest Airlines, to win two roundtrip airline tickets in monthly drawings, and to seek a new career with great benefits!

<http://www.nationalbcc.org/>

Begins 8/1/2011 • Ticket giveaway valid 9/1/2011—8/1/2012



"Our people are our single greatest strength and most enduring long-term competitive advantage."
Gary Kelly, CEO
Southwest Airlines



IN SEPTEMBER 2011, Southwest Airlines, in partnership with the National Black Chamber of Commerce (NBCC) and the Diversified Workplace's Diversity Recruitment Center, launched the opportunity for job seekers to apply for a career at Southwest Airlines. Not only can job seekers explore a new career with great benefits at Southwest Airlines, they can enter to win two roundtrip airline tickets in monthly drawings. The details can be found at <http://www.nationalbcc.org>.

The job seeker opportunity opens doors for Southwest Airlines to meet and recruit more diversified applicants and to support NBCC's and Southwest Airlines' vision for workplace diversity.

For more than eight years, Southwest Airlines has served as the Official Airline of the NBCC. In addition to promoting workplace diversity, together Southwest Airlines and NBCC have fought to repeal the Wright Amendment and promoted Supplier Diversity.

The National Black Chamber of Commerce is dedicated to economically empowering and sustaining African-American communities through entrepreneurship and capitalistic activity within the United States. The NBCC is a nonprofit, nonpartisan, nonsectarian organization dedicated to the economic empowerment of African-American communities. There are 140 affiliated chapters as well as international affiliate chapters based in the Bahamas, Brazil, Colombia, Ghana, and Jamaica. The NBCC reaches 100,000 Black owned businesses. On July 19-21, the NBCC chapters will gather in Atlanta, Georgia, Southwest Airlines' newest destination, for the 20th Annual NBCC convention. **M**

CELEBRATING BLACK HISTORY MONTH ALL YEAR LONG

AT SOUTHWEST AIRLINES, we value the meaningful relationships we have built in the communities we serve. The month of February is a great time for us to celebrate Black History, but for us, it's not just a month-long celebration. We celebrate our commitment to the African American community all year long. Through the relationships we have built with organizations throughout the country, we get to make a difference every day. When it comes to celebrating Black History, at Southwest Airlines, we're proud to say We Do. To learn more about how we support the African American community and watch our great videos about our commitment to Black History, featuring two of our very own Community Affairs & Grassroots Managers (Karen Price-Ward and Jackie Thompson), please visit <http://www.southwest.com/blackhistory/>. **M**



Educating Our Children Is Everyone's Responsibility

WHETHER YOU LIVE IN AN URBAN, RURAL, OR SUBURBAN AREA, THERE ARE MANY WAYS THAT YOU CAN MAKE A POWERFUL DIFFERENCE IN THE LIVES OF K-12 STUDENTS. Southwest Airlines is partnering with the National Education Association and its 3.1 million members to make a difference in the lives of students. The Priority Schools Campaign is NEA members working with parents, elected officials, business, non-profits, and philanthropic groups, all working together in struggling schools to address the challenges, increase graduation rates, and close gaps in academic achievement for all students.

How can I get involved?

- Create partnerships to maximize your capacity to positively impact these schools.
- Work with local coalitions in your community that are helping schools address the needs of all students.
- Adopt a school and organize your friends, colleagues, and social and civic organizations to support and improve these schools.
- Tutor and mentor a struggling student.
- Volunteer in a priority school by serving on a school advisory committee, contribute your expertise, plan and volunteer for field trips and special events.
- Apply for a grant for improving a priority school.
- Become involved in the work of your local legislative bodies to influence school board policies that affect high-needs schools.



Our Future Leaders!

Lidia Martinez, Manager, Community Affairs & Grassroots, serves on the NEA Business Advisory Council and collaborated with the NEA to convene 200 Priority School Campaign educators to exchange best practices. "We are grateful for the support of Southwest Airlines and their leadership in creating great public schools," said Dennis Van Roekel, NEA President.

For information regarding the NEA Priority Schools Campaign contact: <http://neaprioritieschools.org/about/contact-us>. **M**



Little Rock Station Leader Gwen Thalley, Our House Development Coordinator Ganelle Grimm; Freedom to Travel Apron Package Winner Anne Mancino; Community Affairs & Grassroots Manager Ana Schwager; Our House Executive Director Georgia Mjartan

THE GIVING SEASON was in full swing as Little Rock-based Our House celebrated its fifth Annual *Tie One On* event. Over 400 Business and Community Leaders gathered for an evening of food, music, and bidding on the many fabulous aprons designed by local Arkansas artists. This event was designed to raise money for Our House, a non-profit organization that provides the working homeless —individuals and families —with shelter, housing, job training, education, free childcare, and summer youth programs, in order to equip them with the skills to be successful in the workforce, the community, and their own families.

As the Official Airline of Our House, Southwest Airlines some excitement to the live auction portion of the evening when three travel packages along with the Freedom to Travel Apron, designed by Southwest Airlines Customer Service Agent Jan Young, went on the auction block. At the end of the evening, more than fifty aprons were auctioned and the event raised more than \$83,000 for Our House.

What a special evening of celebrating not only local Arkansas Artists and the Spirit of Giving, but the wonderful work of Our House. Southwest was thrilled to be part of such a wonderful event!

To learn more about Our House, visit www.ourhouseshelter.org. **M**

INNOVATION IN THE AIR AND ON THE GROUND



Phoenix Mayor Greg Stanton; Jessica Catlin; Director of Strategic Planning and Development & Barry Broome, President GPEC

AS SOUTHWEST AIRLINES WORKS ON INNOVATION in the air with a new cabin interior called Evolve, on the ground, the Greater Phoenix Economic Council (GPEC) is also promoting modernization. As the regional economic development authority for the Phoenix metropolitan area, the GPEC is responsible for advancing the economy through jobs, investment, and innovation. It's not a job for the meek, and although it requires broad shoulders, GPEC is able to deliver on this task through support from companies like Southwest Airlines.

GPEC recently convened the region's first-ever Personalized Medicine Summit to educate state policy-makers and leadership from the business community and municipalities about Arizona's healthcare and life sciences industry. World-renowned experts and national leaders met in Phoenix to share their best practice models. More than 200 attendees listened as speakers also noted the unique public-private collaboration that exists in Arizona, which has led to major achievements in research, educational, and commercialization infrastructure. The summit was successful, as it demonstrated a renewed commitment by the community to work together to promote the region's healthcare assets and propel this industry to excellence.

Like Southwest Airlines, GPEC is committed to innovation. Thanks to the support of Southwest, GPEC will build on this Personalized Medicine platform by creating a science and technology strategy that will lead to opportunities in the commercialization of new innovations; development of entrepreneurs; and the attraction of more capital to the market. **M**



Heidi McConnell, Chief Operating Officer at Cancer Prevention and Research Institute of Texas



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