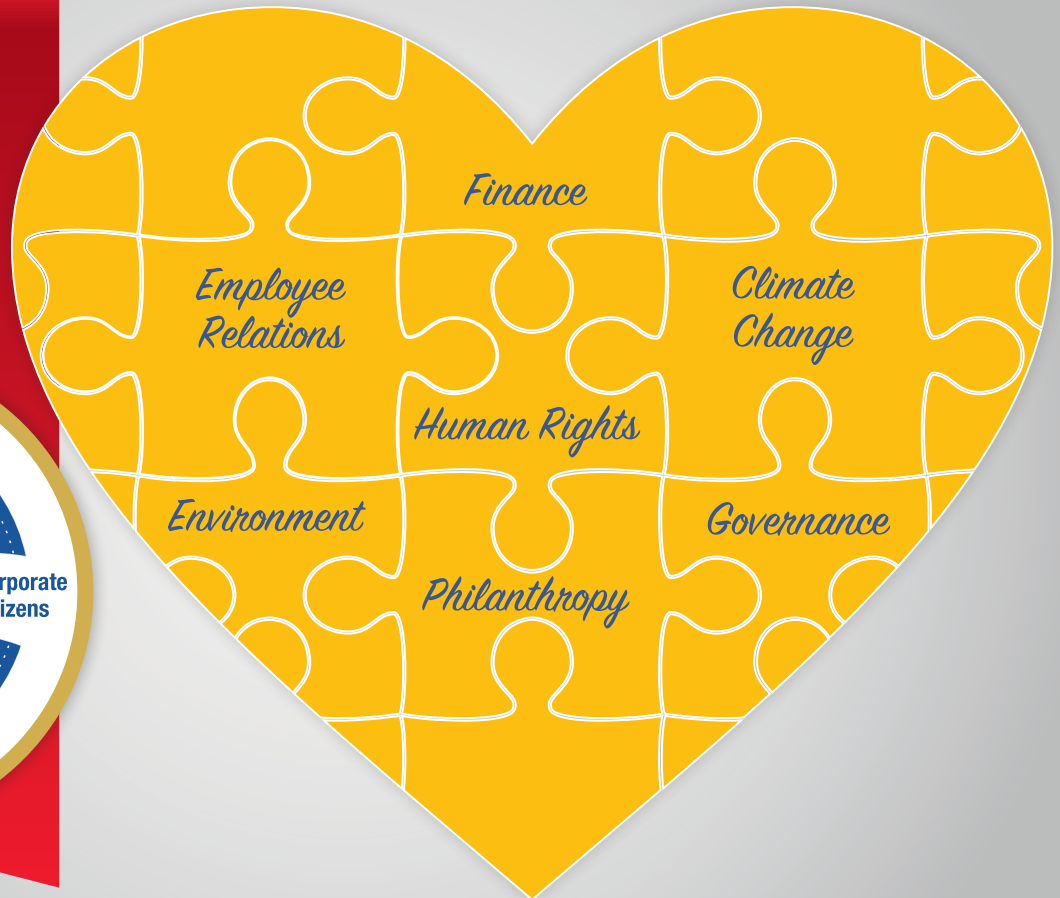


SUMMER 2013

# MOSAIC

A SOUTHWEST AIRLINES COMMUNITY OUTREACH PUBLICATION

14th  
Annual



**S**outhwest Airlines is in the business of flying airplanes and connecting people to what's most important in their lives, yet that impact goes beyond the airport. Southwest's philosophy of doing the right thing spills over into the communities we serve and the places our Customers and Employees call home. As an acknowledgement of this philosophy in action, Corporate Responsibility Magazine recognized Southwest Airlines in its 14th annual list of "100 Best Corporate Citizens" in the world! This is an exciting recognition where Southwest Airlines was the only commercial airline to be honored as a leader in the commitment to transparency and responsible business practices.

As America's leading voice on corporate responsibility, the magazine formed its rankings from publicly available information in seven categories—environment, climate change, employee relations, human rights, governance, finance, and philanthropy.

It's Southwest's desire to make a difference, and it's what still keeps the Airline giving back after more than 40 years. **M**

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START AS A STUDENT...GRADUATE AS A CEO

PAGE 11



# JACKIE THOMPSON

COMMUNITY AFFAIRS & GRASSROOTS MANAGER

Born and raised in Liverpool, England, **JACKIE** immigrated to the United States in 1979. She has been with Southwest Airlines for almost 19 years. Her first introduction to the Company was in the Marketing Office in Phoenix, Arizona. She fell in love with the dry heat and continues to live there serving Arizona and Nevada in her role with Community Affairs & Grassroots. Jackie LUVs her job and supporting a wide range of organizations that touch the community on behalf of Southwest Airlines. She is passionate about helping women and currently serves as Chair of the Board for the Arizona Foundation for Women as well as in other leadership roles in Arizona. Jackie also serves as a mentor for the Tempe Chamber Women in Business Council. In her spare time, Jackie likes to spend time with her husband of 34 years and two grown daughters who currently live in Atlanta, GA and Portland, OR. **M**



## SAN JUAN, Here we ARE!

**APRIL 14 WAS A MILESTONE DAY FOR SOUTHWEST AIRLINES.** AirTran service converted to Southwest service in four new domestic cities including Rochester, New York; Charlotte, North Carolina; Flint, Michigan; and Portland, Maine. And for the first time ever, Southwest expanded its route map to a destination beyond the “lower 48” with its historic inaugural flight to San Juan, Puerto Rico.

Local dignitaries, Customers, media, and Employees alike enjoyed first-flight festivities where the warm and friendly personalities of Southwest Airlines and the Puerto Rican people made their first “LUV connection.” Many Employees were able to show their heartfelt pride for their Puerto Rican heritage, and also shared in the fun-filled celebrations surrounding the start of our San Juan service! **M**



Southwest Airlines Orlando Station Administrator Susan Cutignola greets departing customers at the airline's opening day in San Juan's Luis Muñoz Marín International Airport.



Puerto Rico Governor Alejandro García Padilla (right) and Teresa Laraba (middle) Senior Vice President of Southwest Airlines talk with a Southwest Airlines gate agent at the Airline's opening day in San Juan's Luis Muñoz Marín International Airport.

## HAPPENINGS AROUND THE SYSTEM



*L-R: Jill Simonson, Southwest Airlines Community Affairs & Grassroots Manager with New Hampshire Governor Maggie Hassan at the New England Council luncheon, Boston, MA.*



*L-R: Lidia S. Martinez, Southwest Airlines Manager of Community Affairs & Grassroots; California State Senator Ricardo Lara; and Laura Nieto, Southwest Airlines Senior Manager of Community Affairs & Grassroots at the GLAAD Media Awards, Los Angeles, CA.*



*L-R: Xernona Clayton, founder of the Trumpet Awards; and Quinnie Jenkins-Rice, Southwest Airlines Community Affairs & Grassroots Manager at the 2013 Trumpet Awards Ceremony, Atlanta, GA.*



*L-R: Ana Schwager, Southwest Airlines Community Affairs & Grassroots Manager with Charlotte Mayor Pro Tem Patrick Cannon at the press event for Southwest's arrival in Charlotte, NC.*



*L-R: Lilam Lopez, South Florida Hispanic Chamber of Commerce; Alison Hoeffler, Southwest Airlines Community Affairs & Grassroots Manager; and Alexander Acosta, Dean, School of Law at Florida International University at the Hispanic Business Awards in Miami.*



*Southwest Airlines Phoenix Center Employees at Chicanos Por La Causa (CPLC) L-R: Jeramy Brian, Customer Representative; Joe Gonzalez, Team Leader; Frank Matos, Team Leader; Brenda Severs, Customer Representative; Carolina Guest, Team Leader.*

## 2013 UPCOMING EVENTS

### JULY 8-AUGUST 16

NEW YORK, NY AND NEWARK, NJ

- SADIE NASH LEADERSHIP PROJECT SUMMER INSTITUTE

### JULY 17-21 WASHINGTON, D.C.

- ORGANIZATION OF CHINESE AMERICANS NATIONAL CONVENTION

### JULY 20-23 NEW ORLEANS, LA

- NATIONAL COUNCIL OF LA RAZA ANNUAL CONVENTION & EXPO

### JULY 24 HOUSTON, TX

- HOUSTON HISPANIC CHAMBER PROCUREMENT SUMMIT & EXPO

### JULY 25-27 WASHINGTON, D.C.

- THE NEW AMERICAN LEADERS PROJECT NATIONAL ALUMNI CONVENING

### JULY 30-AUGUST 2 DALLAS, TX

- 2013 NATIONAL GAY & LESBIAN CHAMBER OF COMMERCE NATIONAL BUSINESS & LEADERSHIP CONFERENCE

### AUGUST 1 NASHVILLE, TN

- NASHVILLE CHAMBER OF COMMERCE EMERGING LEADERS AWARDS

### AUGUST 13-14 DALLAS, TX

- 6TH ANNUAL CONTINUING THE LEGACY IN AVIATION

### AUGUST 23 MILWAUKEE, WI

- HISPANIC PROFESSIONALS OF GREATER MILWAUKEE ANNUAL MEETING

### SEPTEMBER 4 SAN FRANCISCO, CA

- LATINO LEADERS MAGAZINE MAESTRO AWARDS

### SEPTEMBER 7 SAN JOSE, CA

- ASIAN AMERICANS FOR COMMUNITY INVOLVEMENT 40TH ANNIVERSARY ANNUAL GALA

### SEPTEMBER 21 ORLANDO, FL

- ORLANDO, INC. THE 100TH ANNIVERSARY GALA

### SEPTEMBER 30-OCTOBER 2

WASHINGTON, D.C.

- CONGRESSIONAL HISPANIC CAUCUS INSTITUTE PUBLIC POLICY CONFERENCE AND GALA

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



# iConexión:

## PUTTING TRADITIONAL NETWORKING ON NOTICE

**WHEN THE ARCHITECTS OF ICONEXIÓN SHAPED THE “HIVE,”** they were laser focused on weaving a national movement unlike any other in the country. Today, iConexión is a groundswell of “emerging” Latino professionals that elevates its members’ leadership aspirations and reboots their career objectives by redefining the traditional.

Powered by founding sponsors like Southwest Airlines, iConexión is a national membership “Hive” of Latino professionals that nurtures career and entrepreneurial engagement, delivers relevant “net-weaving” experiences, paves a portfolio of capacity building tools, and cultivates its members to mold their “blue sky” vision.

“We invested over a year in surveying and networking with hundreds of emerging Latino professionals and heard a recurring need for access to C-level executives, relevant career development, peer networking and exclusive real-time professional opportunities,” said Ben Van Horn, iConexión Chief Visionary Officer. “iConexión will break through the traditional to ensure our members are holistically prepared for next-level opportunities.”

In April, Southwest and iConexión hosted a distinct group of senior level, Latino professionals and thought leaders from across the country in Napa Valley, CA for a professional experience entitled, “The HIVE- r3: Renovate.Remix.Rise.” Celebrating its one year anniversary, The HIVE is a strategic boutique experience and limited to only 60 attendees - which include emerging corporate Latino professionals, government officials, entrepreneurs, and Fortune 500 companies - allowing for more enriching conversations, strategic networking and tangible takeaways.



Hive attendees toast to non-traditional “net-weaving” experience.

## ...MORE HAPPENINGS AROUND THE SYSTEM



L-R: Yvette Lyle, President, Music Guild of New Mexico; Patrice Dell, Albuquerque Center Support Leader and husband, Bill Dell.



Joe Gonzalez, Bilingual Team Leader, Phoenix Center attends the Hispanic Heritage Youth Awards.



L-R: Christine Ortega, Southwest Airlines Manager of Community Affairs & Grassroots with Leondria Thompson, Tri-County Black Chamber of Commerce at the HACR Conference in Houston.



L-R: Todd Rosen, National Corporate Theatre Fund Managing Director; Jill Simonson, Southwest Airlines Community Affairs & Grassroots Manager; and Bruce Whitacre, National Corporate Theatre Fund Executive Director in New York.



Southwest Airlines Community Affairs & Grassroots Manager Ana Schwager and Communication Manager Brad Hawkins host Southwest Employees and Community Leaders at the Governor’s Dinner and Awards Celebration during the Wisconsin Governor’s Conference on Tourism.



# In LUV with the New Dallas Love Field!

**SINCE FIRST TAKING FLIGHT IN 1971**, Southwest Airlines has called Dallas Love Field home. Dallas was the first city in Southwest's system with only nine daily nonstop departures to two cities: Houston and San Antonio.

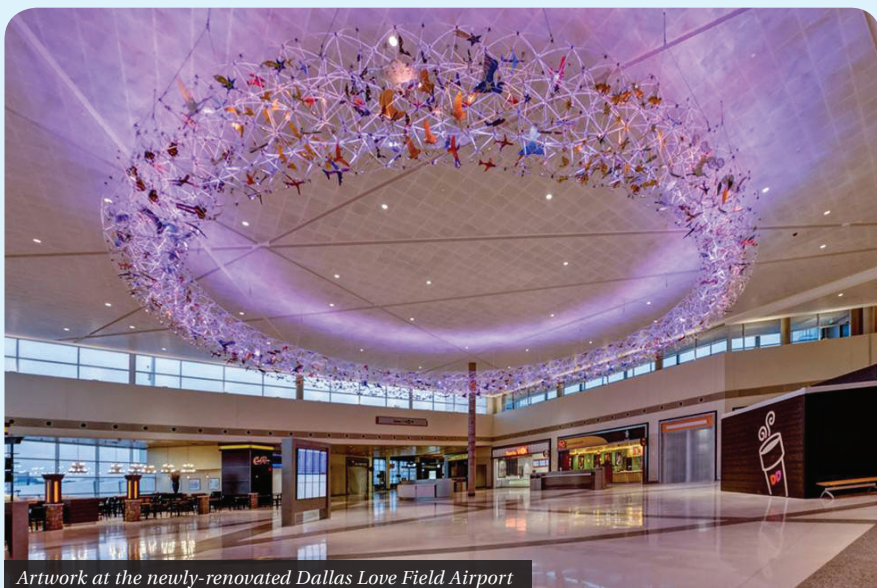
Now, Dallas Love Field is Southwest's seventh busiest airport in terms of daily departures. With 131 daily nonstop departures to 17 cities and additional direct or connecting service to 61 cities, Southwest service out of Dallas Love Field Airport has grown tremendously over the years.

With thousands of Customers and Employees bustling through Love Field each day, the City of Dallas and Southwest Airlines decided it was time to modernize the airport. The new Terminal 2 at Love Field officially opened to the public on Tuesday, April 16. Many Customers flew out of the old terminal and couldn't believe that they were in Dallas once they arrived at the new terminal. With 26 new restaurants and shops, Customers will have outstanding options available at Love Field. There are 10 more restaurants and shops slated to open in 2014.

The new centralized terminal will one day boast 20 gates—11 opened on April 16, and a 12th is scheduled to open this summer. In addition to the new Terminal 2, Customers and Employees are already enjoying a remodeled lobby and a new ticketing wing. Love Field will also have an expanded baggage claim area once construction is complete. It's clear from our Customers' reactions that the joint effort between the City of Dallas and Southwest Airlines to modernize Love Field has been realized in a significantly positive way.

Construction is expected to be completed by the third quarter of 2014, just in time for another great milestone for the City of Dallas. In October of 2014, all domestic flight restrictions will be lifted from Dallas Love Field, allowing airlines to fly nonstop to long-haul destinations. Southwest Airlines has not had that right since the Wright Amendment, the federal law limiting flights at Love Field, went into effect on Feb. 15, 1980. Southwest Airlines is excited that with the repeal of the Wright Amendment, the Airline will be able to offer its Customers great, new route options to/from Dallas Love Field.

From the looks of things, Southwest Customers and Employees are already settled in to the newly renovated Love Field Airport, and the Airline expects that the new Love Field will serve the needs of Dallas citizens and travelers for many years to come. **M**



Artwork at the newly-renovated Dallas Love Field Airport



**SOUTHWEST AIRLINES IS PLEASED TO ANNOUNCE** the Department of Transportation has awarded Southwest Airlines two slot exemptions (one daily roundtrip) to operate new service from Houston's William P. Hobby International Airport (HOU) to Reagan National (DCA) creating the only nonstop service between DCA and HOU! This exciting, new service will begin August 4, 2013.

Southwest Airlines' DCA – HOU slot application garnered nationwide grassroots attention from Employees, Customers, and Community Leaders creating a groundswell of support for the application! The grassroots campaign, "Red, White & HOU" became the rally cry of Southwest Airlines supporters who took action by calling and writing the Department of Transportation. Over 10,000 advocates took action on the Southwest advocacy web page by signing the Citizens' Petition to the U.S. Department of Transportation in support of Southwest's application for HOU-DCA service.

In addition, Civic and Community Leaders wrote on behalf of Southwest citing the economic impact, increased competition in the markets, and travel options for the tens of thousands of consumers flying between HOU and DCA annually.

Thank you to all who voiced their support of the Southwest Airlines' DCA – HOU slot application. This was truly a labor of LUV and shows that when we are unified, our voice is strong, and our efforts take flight! **M**

# CELEBRATING *Women's History Month*

**WHAT DO JULIA HARTZ**, co-founder and president of Eventbrite; Marlena Jackson, Genetech scientist and founder of NexGenGirls; advanced algebra honors teacher Maggie Sullivan; and family nurse practitioner Debby Davison have in common? These four servant leaders were among the 13 women who were honored for Women's History Month by the Friends of the San Francisco Commission on the Status of Women.

For over three decades, the Friends has been dedicated to raising awareness and funding for the San Francisco Commission (COSW) and Department on the Status of Women (DOSW) and supporting the local implementation of CEDAW, the United Nations Articles of Convention on the Elimination of All Forms of Discrimination Against Women.

Southwest was a proud sponsor of the Friends' Women's History Month Awards ceremony and reception and helped to celebrate local women's groundbreaking

achievements in science, technology, engineering, and mathematics. During the city hall awards ceremony, Mayor Ed Lee's office, District Attorney George Gascón, and each of the Board of Supervisors presented an award to an outstanding woman within their respective districts.

"We are only able to support such inspiring innovation with partnerships," says Friends' President Marily Mondejar. "Southwest Airlines is one of our original corporate partners, and its commitment to diversity and gender equality is clear to us. In the current economy, allies like this are crucial to the work we do. The generous support of Southwest Airlines allows us to continue working towards a more safe and equitable world for women and girls." **M**



**Bottom Row, L-R:** Molly Colton; Nancy Kirshner-Rodriguez; Stephanie Block; District Attorney George Gascón; Fabiola Kramsky Gascón; Tessie Guillermo; Debby Davidson; Laura Tam; Emily M. Murase; Julie Soo; and Komal Shah. **Top Row, L-R:** Shinta Halim; Marlena Jackson; Stephanie Felder; Donna M. Cahill; Dr. Sue Carlisle; Gale Beresford; Marily Mondejar; and Andrea Shorter.

## 2013 Women Leaders Conference

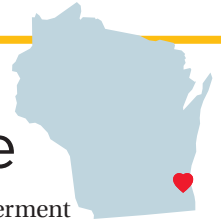
Not Business as Usual

Friday, March 15, 2013

SCE-WOMENLEADERS.UWM.EDU



## A Day of Inspiration and Empowerment in Milwaukee



**MORE THAN 400 WOMEN GATHERED** for a day of inspiration and empowerment during the 2013 Women Leaders Conference, hosted by the University of Wisconsin Milwaukee's School of Continuing Education. The conference celebrates women who have pioneered their fields and uncovers their proven methods for success.

Anita Hill kicked off the conference with a message of inclusion, leadership, and the importance of following simple, yet powerful lessons:

- Do not forget where you came from and always remember to thank those who helped you achieve success.
- Be guided by principles not short term results.
- Believe in women and have confidence in their ability.

Attendees enjoyed an equally powerful lunch keynote by Olympian Bonnie St. John. Bonnie shared her story of overcoming challenges on her quest to become the first African-American ever to win Olympic or Paralympic medals in ski racing. She also shared thoughts on how great women lead, which also happens to be the name of her best-selling book that she co-wrote with her 15-year old daughter, Darcy.

The stellar lineup for the day gave attendees the opportunity to learn from accomplished women, discover what inspires them, harness the energy to empower themselves, and make new friends. **M**

### MORE LESSONS FROM THE DAY:

"People fall down, but winners get up. And sometimes the gold medal winner is the person that gets up the fastest." **@bonniestjohn**

Education can be inspiring and is essential to women's development.

Never lose your voice.

Be accountable for every yes!  
Know the limitations of your time  
and get better at saying no.

**RT @lydikes:** "Courage is like a muscle. You're not born with it." **@bonniestjohn**



# SUPPORTING THE EFFORTS of Women Near and Far



**SOUTHWEST AIRLINES** has been a proud supporter of Women's Funding Network (WFN) for the past five years. In April, Southwest Airlines was once again a presenting sponsor at WFN's



*Women's Funding Network's members discuss challenges and issues facing women and girls during Action Labs at 2013 Conference.*

annual conference in Detroit, MI. Over 225 women business and philanthropy leaders from around the United States, plus 15 global leaders attended the activities and brought amazing perspectives to the Network. The three-days were infused

with skill-building workshops, an Action Lab that encouraged women to lead their own discussions—from “Generating Income and Becoming Sustainable as a Nonprofit” to “Status of Women in Afghanistan”, and a motivating keynote that recharged the room to continue their fight for women and girls. No doubt, each attendee left the conference filled with knowledge and inspiration. Ruth-Anne Renaud, vice president of External Affairs shared, “Women's Funding Network is appreciative of the partnership with Southwest Airlines and its support of WFN's mission to include more women leaders around the country in our educational events throughout the year.” More information on these efforts can be found on [www.womensfundingnetwork.org](http://www.womensfundingnetwork.org). <sup>M</sup>

## TRAVEL MEANS JOBS - *The Message at Annual Unity Dinner*

More than 800 Texas travel industry professionals and state and local elected officials gathered in Austin earlier this year for the Texas Travel Industry Association's 23rd Annual Texas Tourism Unity Dinner – the industry's signature advocacy event. The message - Travel Means Jobs.

The story of travel jobs in Texas – from the seasonal ride operator to the airline pilot – was conveyed through a multi-media presentation including a brochure provided to all attendees, signage throughout the Austin Convention Center, a speech by TTIA President/CEO David Teel, and a video presentation featuring traditional and non-traditional jobs in the Texas travel industry\*.

*“The travel industry in Texas is a pathway to prosperity for the state...”*

The message conveyed during the course of the dinner is that the travel industry in Texas is a pathway to prosperity for the state, employing more than 1 million Texans and generating more than \$63 billion for the Texas economy.

Jobs in the Texas travel industry are as varied as the state itself, as the video presentation communicated. This industry provides jobs and job opportunities for hoteliers and chamber executives, but also engineers, airline mechanics, builders, accountants, advertising executives, chefs, small business owners, and many more.

Attendees of the dinner took the message to the State Capitol the next day as they converged on the Capitol in great numbers to impress upon state legislators that travel does indeed mean jobs for Texans.

“To our state and local elected officials here with us tonight, we thank you for all you do. You have created a public policy environment that has helped our industry put Texans to work. And, we ask that as you make future policy decisions, you keep in mind that Travel Means Jobs. You want more jobs? Let's have more travel,” said David Teel, TTIA President & CEO at the conclusion of his remarks to the Unity Dinner attendees. <sup>M</sup>



*David Teel, President & CEO of TTIA, addresses the Unity Dinner attendees.*

**\*VIEW THE VIDEO AT [WWW.TTIA.ORG/JOBS](http://WWW.TTIA.ORG/JOBS).**

# THE Joy OF GRANTING WISHES

**AT SOUTHWEST, WE BELIEVE IN CONNECTING PEOPLE TO WHAT'S IMPORTANT IN THEIR LIVES.**

As a national sponsor of Make-A-Wish®, we have the opportunity to help Wish kids take flight. Whether our Pilots are taking the time to pose for a photo in the cockpit, our Flight Attendants are making announcements that a special wish kid is onboard, or our Customer Service Agents are hosting fun sendoff parties in the gate area, it's a joy to play a role in granting wishes.

Southwest has had the privilege to help make numerous wishes come true for some very special Wish kids. Here's a look at a few:



Zoe, who is five-years-old and battling cancer, knew her one true wish to go to Florida theme parks with her family would soon be coming true, but she had no idea that the SeaWorld penguins would surprise her at the airport to give her a proper sendoff from Charlotte, NC!

Jacob who is nine and lives with a neuromuscular disorder and his family traveled from Rochester to Southern California to experience his wish to go to his favorite theme parks. While in California, he will visit Hollywood Studios, Medieval Times, and the Pirate Adventure. Jacob loves "Cars," so he also will be going to "Cars Land" while on his wish. Before Jacob headed to California, he spent some quality time on the ramp and even got to push a plane for departure! **M**

## The Court Theatre

**ESTABLISHED IN 1955, COURT THEATRE IS THE PROFESSIONAL THEATRE ON CAMPUS AT THE UNIVERSITY OF CHICAGO.** Their mission is to create innovative productions of classic plays that are thought-provoking, character-driven, and thematically-enduring. Court Theatre re-examines, re-envisions, and renews classic texts that pose enduring and provocative questions that define the human experience. Court works to fulfill this mission through the rigorous exploration of dramatic texts, including the African-American canon and musical theatre works.

Court has a national reputation for excellence and innovation. It endeavors to make a lasting contribution to American theatre by thoroughly examining and imaginatively re-envisioning classic works to illuminate timeless themes and uncover immediately relevant messages.

At the theatre's recent fundraising gala, attendees had the unique opportunity to witness the creative process that Artistic Director, Charles Newell and his talented actors/singers might undertake when deciding which of the classics might become its next production. Additionally, the audience was treated to stellar performances of musical numbers from some of America's most loved pieces of music and musical theatre.

Please visit [www.courttheatre.org](http://www.courttheatre.org) to learn more and to view the schedule of upcoming adaptations of Pulitzer prize-winning plays such as *The Mountaintop* and *Water by the Spoonful*. Southwest Airlines is proud to be the Official Airline of Court Theatre. If you're in Chicago or your next Southwest flight takes you there, we hope you will be able to experience this excellent theatre's next thought-provoking production. **M**



Guests at Court Theatre's recent Gala are treated to an outstanding performance by its artists.



# MALDEF

**THIS YEAR, MALDEF, THE MEXICAN AMERICAN LEGAL DEFENSE AND EDUCATIONAL FUND**, is celebrating 45 years since it first opened its doors in Texas in 1968. With a critical mission to promote the civil rights of all Latinos living in the United States through community education, policy advocacy, communications, and litigation, MALDEF is now headquartered in Los Angeles, with regional offices in Chicago, San Antonio, and Washington, D.C.

MALDEF staff work to promote civil rights in the areas of education, employment, immigrants' rights, and voting rights. "Throughout its history, MALDEF has served as counsel in numerous critical legal cases in each of these areas, and at the forefront of advancing progressive government policies and private practices in the four areas," says Thomas Saenz, MALDEF's President and General Counsel. MALDEF also engages in community outreach and education, by promoting the census each decade; fostering involvement in redistricting; and training parents, through its now 25-year old Parent-School Partnership (PSP) Program. PSP teaches parents how to advocate for both their own children and the entire community of children in public education.

MALDEF invites you to get to know them better by attending special events, such as their annual Latino State of the Union and Latino State of the State programs, and a series of galas in each city with a regional office.

Southwest Airlines is proud to be the official airline of MALDEF. To further support their mission, Lidia S. Martinez, Southwest's Manager of Community Affairs & Grassroots, serves on its Board of Directors. Please visit MALDEF's website at [www.maldef.org](http://www.maldef.org), or connect on Facebook ([www.facebook.com/maldef](http://www.facebook.com/maldef)) or Twitter (<https://twitter.com/maldef>) / @MALDEF, and consider supporting MALDEF's mission and programs. [M](#)



Family "Path to University" Day, UC Irvine



Annual Advocacy Day, Washington, D.C.



At MALDEF Community Reception - Salt Lake City. L-R: Andrea Sanchez; Angela Wong, Zions Bank; Mickey Ibarra, Latino Leaders Network; Lidia S. Martinez, Southwest Airlines; and David Ibarra, IBG, Inc.

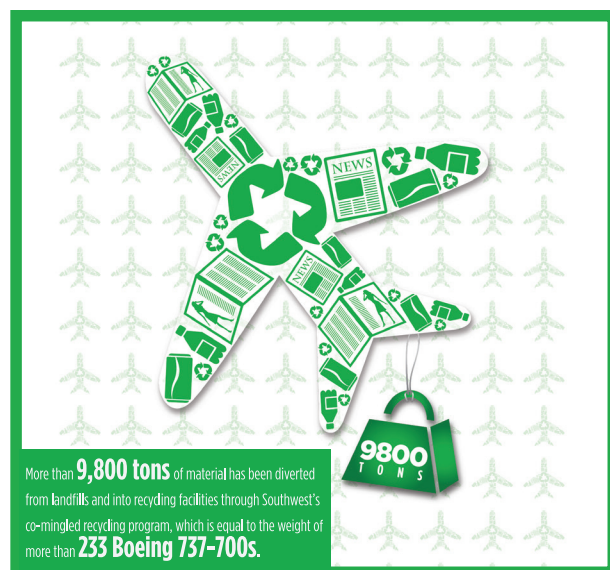
## HEY EARTH,

### Looking Good with 9,800 Tons of Waste NOT in Landfills!

**YOU READ THAT HEADLINE RIGHT**—with the help of our green-conscious Customers and Employees, Southwest diverted more than 9,800 tons of material from our landfills and into recycling facilities since our co-mingled recycling program began in 2008. That's the weight of about 232 of our red-bellied Boeing 737-700s!

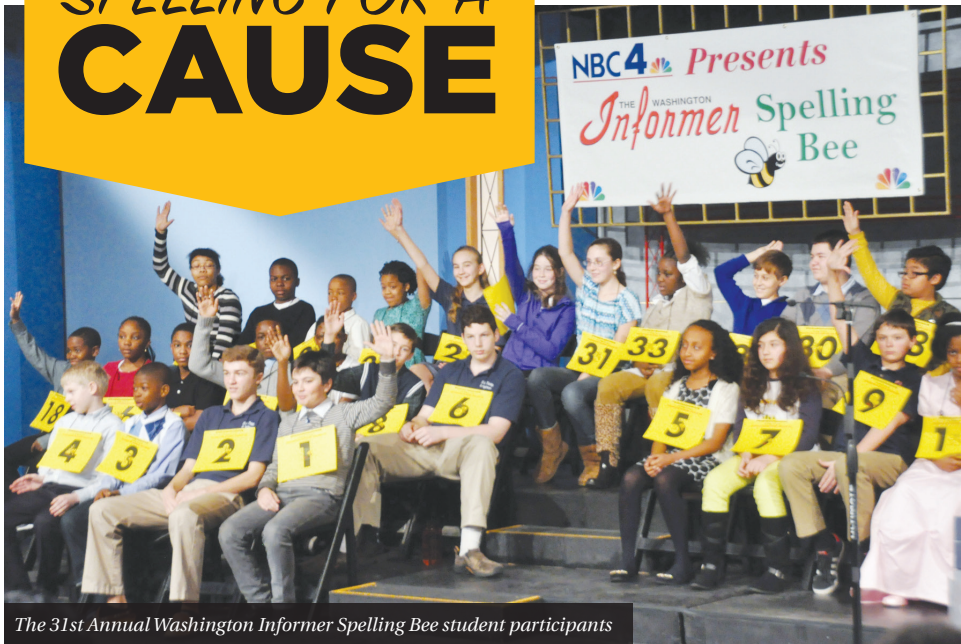
This milestone wouldn't be possible without our Employees operating with a green filter, so thank YOU to them and thank you to our Customers for encouraging us and letting us know that caring for our Planet is important to you.

The next time you hear your Flight Attendant ask for your recyclables toward the end of the flight, you can feel good knowing you've helped to reduce the impact on the environment by passing your recyclables along. Together, we can protect our Planet for many years to come! To learn more, please visit [www.southwestonereport.com/2012](http://www.southwestonereport.com/2012). [M](#)





# SPELLING FOR A CAUSE



The 31st Annual Washington Informer Spelling Bee student participants



The 31st Annual Washington Informer Spelling Bee Winner, Donovan Rolle, advanced to the Scripps-Howard National Spelling Bee.

**IT WAS WINNER TAKE ALL** for one student at the 31st Annual Washington Informer Spelling Bee. It came down to a nail-biting end for eighth-grader Donovan Rolle who spelled, “blanquette,” to be named the D.C. Speller at the national competition. “I felt really good,” said Donovan, 13, who attends Howard University Middle School of Math and Science in Northwest D.C. Donovan received a number of prizes including four roundtrip tickets on Southwest Airlines. Additionally, his coach, Rebecca Christian, was awarded a Southwest Airlines ticket for her hard work. This was Donovan’s second time winning the local bee. In the sixth grade, he also took the top prize.

Scripps-Howard established the National Spelling Bee to help students improve their spelling, increase their vocabulary, learn concepts, and develop correct English that will help them all their lives. Spellers experience the satisfaction of learning language not only for the sake of correct spelling but also for cultural and intellectual literacy. The Washington Informer’s 31 year participation in Scripps-Howard National Spelling Bee helps to further the goals of Scripps in the District of Columbia and to address the issue of illiteracy, particularly among African American youth. First Lady Obama shared, “I believe each of us has a role to play in assisting our nation’s students, and I appreciate all the work being done to improve education in the Washington, D.C. area.” Southwest Airlines has proudly supported the Washington Informer Charities for more than five years. **M**

## Medical Transportation Grant Program Uses Airplane Seats for Good

**ADDISON IS A FIGHTER.** Since she was born, Addison has fought Larsen’s Syndrome, a disease that causes many dislocations to her body. Southwest Airlines’ Medical Transportation Grant Program has allowed Addison to travel to Children’s Hospital in Boston to receive care from one of the top hospitals in the nation. Since 2009, Addison has learned how to stand on her own, take her first steps, jump her first jump, walk by herself, and enjoy having fun like other kids her age.

Addison is one of thousands of patients who has benefitted from Southwest’s Medical Transportation Grant Program over the last six years to get the medical treatment she needs. Through this program, Southwest uses their airplane seats for good and turn miles into smiles by providing complimentary, roundtrip airline tickets to nonprofit hospitals and medical organizations that then provide the tickets to patients and their caregivers who must travel for treatment.

For 2013, Southwest will provide more than \$2.8 million in free transportation to caregivers and patients seeking medical treatment. Now in its sixth year, Southwest has provided more than \$10 million to organizations in 24 states. This year, Southwest is excited to partner with more than 90 nonprofit organizations and welcome new recipients to the program such as St. Jude Children’s Research Hospital. To see a full list of the 2013 recipients, please visit: [www.southwest.com/medicalgrant](http://www.southwest.com/medicalgrant). **M**





## SOUTHWEST SAYS YEA!

**"START AS A STUDENT...GRADUATE AS A CEO,"** were the marching orders as 41 semifinalists between the ages of 11 and 18 from all across America converged in Rochester, NY to compete in the Fifth Annual Young Entrepreneurs Academy (YEA!) Saunders Scholars Semifinal Competition. Since 2004, YEA! has transformed middle and high school students nationwide into, confident entrepreneurs through an exciting, projects-based approach. As the Official Airline Partner of

YEA!, Southwest Airlines flew dozens of students to Rochester to compete for college scholarships and an all-expenses paid trip to attend America's Small Business Summit in Washington, D.C., courtesy of the United States Chamber of Commerce. Home to YEA! headquarters and a brand new city for Southwest Airlines, Rochester, NY served as an exciting destination for YEA! students, Chamber of Commerce representatives from across the nation, family, and friends. Gabby Griffin of Foley, AL, a semifinalist and President of Gabby's Tortillas said, "I have never flown on an airplane before today and Southwest made my experience extra special. Without them, I wouldn't have been here to compete. I'll never forget this life-changing weekend." **M**



Jill Simonson, Community Affairs and Grassroots Manager; Allison Osborn of YEA! and Saunders Scholars Semifinal First Place Winner, Connor Christian of Rubber Boot Buddy and the Greater Angleton Chamber of Commerce, TX.

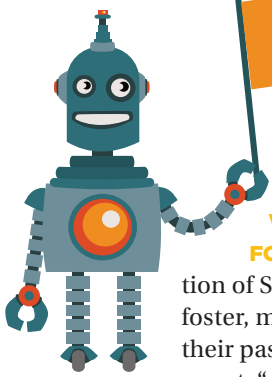
## INTRODUCING the Adopt-A-Pilot Tie Design Contest Winner!

**THROUGH SOUTHWEST AIRLINES' ADOPT-A-PILOT PROGRAM,** more than 900 Southwest and AirTran Pilots have the opportunity to go into fifth-grade classrooms and help shape impressionable minds each school year. With this program, the Pilots who volunteer their time are tasked with teaching school children about not only aerodynamics, math, and geography, but the hard work it will take to reach their goals.

Each year, Adopt-A-Pilot hosts a Tie Design Contest, giving students an opportunity to be creative and design the following year's tie for Adopt-A-Pilot participants to wear. The winner for the 2012 Tie Design Contest was Geni Lopez. With help from PHX Adopt-A-Pilot Ambassador, Capt. Nancy Martin-Belitz, and Geni's own Adopt-A-Pilot, Phoenix First Officer Kevin Reece, they were able to surprise Geni with the Best in Class award.

The entire event was a complete secret to Geni and the 200 other students in her grade. Geni's adopted Pilot Kevin called Geni, her parents, and siblings up on stage, presenting her with a shadowbox containing her original drawing and the first tie created with her design. The auditorium erupted in applause and cheers, and Geni could hardly breathe. Her smile was worth a million bucks! Soon you'll see our Pilots proudly wearing the new Adopt-A-Pilot tie, thanks to the winning design from 5th grader Geni! **M**





*Changing the Culture,*

*One Robot at a Time*

**WHEN RENOWNED INVENTOR, DEAN KAMEN, FOUNDED FIRST**

(For Inspiration and Recognition of Science and Technology), his goal was to foster, mentor, and reward students for following their passion in technology. So, he made being smart, “cool” by creating a program to excite students where they build and compete in a high energy robotic sporting event. “In a world where so much emphasis is placed on sports and where kids, particularly young women, think that science is not for them or is boring; by placing technology in a format that they love, it becomes aspirational and exciting,” said Kamen.

This year, nearly 4,000 robotic teams were developed in 23,000 schools. 650 teams from 37 countries qualified to compete in three levels of robotic competition with students ranging in age from 6-18. They learn the importance of teamwork with a spirit

described as “gracious professionalism.” Students work hard, fiercely compete, yet treat one another with respect and kindness in the process. These skills build character, self-confidence and produce innovation.

FIRST has caught the eye of top companies across the country. In fact, 100 of the Fortune 500 are supporters of FIRST and many of their CEOs attend the competition to present awards to teams. Southwest Airlines is a proud partner of FIRST, championship supporter, and sponsor of the “Dean’s List,” an honor given to 10 students for their dedication and excellence. The event also attracts prestigious universities who come to the championship games to recruit FIRST students. Over 160 scholarships are awarded each year.

Read about the exciting competition details or how to become a mentor at [www.first.org](http://www.first.org). [M](#)



*FIRST Finals Robotic Match*



*Dean Kamen, Founder of FIRST with pop star will.i.am, volunteer and supporter of FIRST and students of FIRST Lego League.*



*Students displaying fun and spirit at robotic championship.*



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