

MOSAIC

WINTER 2012

A SOUTHWEST AIRLINES COMMUNITY AFFAIRS & GRASSROOTS PUBLICATION

Planting a Garden of HOPE



Near the East side of Columbus, Ohio, there is a place where high unemployment and poverty levels persistently plague those who live there. Residents are statistically more susceptible to obesity and there is not one full-service grocery store located within the zip code area.

Ismenie Haile Mariam, a Columbus resident, was acutely aware of the issues that affect the community and she set out on a mission to do something about it. Knowing the need for access to healthy, affordable food, Ismenie created *Success Organics Produce and Butterfly Garden* to eliminate the food desert.

With the help of nearly 200 community members, Ismenie and members of Professional Women's Group (PWG) turned a vacant lot into a bustling garden. The produce grown at *Success Organics* is divided among its members, donated to a local food pantry, and sold at a farmer's market. *Success Organics* is revitalizing the neighborhood by offering education on, and access to, healthy food; cleaning up a run-down area; and even

giving people second chances through volunteer opportunities.

Ismenie was a delegate at the 2010 *Success Summit* hosted by Dress for Success, a nonprofit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support, and the career development tools to help women thrive in work and in life. "Southwest Airlines is proud to be the Official Airline of Dress for Success and support the delegates as they work to change their lives and the lives of those in their communities," said Anabell Odisho of Southwest Airlines.

Ismenie, along with the other Summit delegates, was challenged to create a Community Action Project to make a difference when she returned home. Ismenie and the members of the Columbus Professional Women's Group have made a profound difference in a short period of time and their success is sure to continue and inspire others. **M**

LATINO VOTE
REACHES HISTORIC HEIGHTS
PAGE 4

50,000 ALUMNI
PAY IT FORWARD
PAGE 5

IT'S UNIVERSAL
THE LANGUAGE OF LEADERSHIP
PAGE 6



MEET

LIDIA S. MARTINEZ

MANAGER COMMUNITY AFFAIRS & GRASSROOTS

LIDIA began her career at Southwest Airlines in 1990 as the receptionist for the Vice President of Marketing. Lidia has played an integral part in identifying the Airline's role within the Latino community and successfully opened many of its doors. Her continued success in various positions at Southwest led to an expansion in her market reach and an increase in her responsibilities. She now serves as Manager of Community Affairs & Grassroots and leads a Team that handles Southwest's Community Affairs' relationships on the West Coast. She also continues to support national efforts in New York City and Washington, D.C. as well as her first international market.

In addition to her work at Southwest Airlines, Lidia serves on numerous boards and is involved in a variety of organizations dedicated to empowering under-represented communities. She's most proud of her work with organizations focused on issues impacting: Latinos, LGBT, women, and education. [M](#)



ADOPT-A-PILOT



Since Emily Kasinger was five years old, her life dream involved bright lights, a tutu, and slipping into pink satin pointe shoes. Now 12 years old, this little girl never imagined that a Southwest Airlines Pilot would play a big part in helping her realize her dream to be a professional ballet dancer.

Southwest First Officer Gary Hooyman volunteers for the Airline's Adopt-A-Pilot program where more than 42,000 fifth-grade students in nearly 1,500 classrooms adopt a Southwest Pilot to lead them through science, math, and other core subjects based on aviation-related activities.

Gary asked his 5th-grade class in Trenton, MO to write an essay on what they aspire to be when they grow up. He takes this essay assignment one step further for all of his students and makes an announcement on his flights asking if anyone would like to be a mentor to an aspiring child.

On a recent flight, he shared Emily's letter and dream of one day becoming a professional ballet dancer with a plane full of Southwest Customers. When Gary asked if anyone would like to mentor this little girl, NYC Ballet Gala Co-Chairman Andrea rang her Flight Attendant call button. She became the final ingredient in making Emily's dream come true with an invitation to learn from the NYC Ballet Principal Dancers and even go backstage to meet them before the spotlight was on their pique turns and jetés across the stage. Learn why dancing is Emily's life and how our Pilot took her dream on the dance floor into the skies by visiting the [NUTS About Southwest](#) blog. [M](#)



HAPPENINGS AROUND THE SYSTEM



Kim Delevett, Southwest Airlines Community Affairs & Grassroots Manager; and Senator Dianne Feinstein at the Angel Island Immigration Station Foundation 3rd Annual Immigrant Heritage Gala, San Francisco. Photo Credit: Frank Jang



Southwest Airlines Phoenix CS&S Employees at the Chicano Por La Causa 2012 Esperanza Latino Teacher Awards.



Esther Aguilera, CEO, Congressional Hispanic Caucus Institute (CHCI), and Congressman Charlie Gonzales (CHCI Board Chair); and Lidia S. Martinez Southwest Airlines Manager of Community Affairs & Grassroots at CHCI's 2012 Public Policy Conference in Washington, D.C.



Michael Lomax, UNCF President & CEO (left); Quinnie Jenkins-Rice, Southwest Airlines Community Affairs & Grassroots Manager; and Governor Nathan Deal (right) at the UNCF's Governor's Luncheon, Atlanta.



Kim Delevett, Southwest Airlines Community Affairs & Grassroots Manager; and Norman Fong, Chinatown Community Development Center (CCDC) Executive Director at the CCDC's Annual Dinner, San Francisco.



Lidia S. Martinez and Christine Ortega, Southwest Airlines Managers of Community Affairs & Grassroots, host national community partners at the Congressional Hispanic Caucus Institute (CHCI) 2012 Gala, Washington, D.C. Photo Credit: Alycia Enciso

2013 UPCOMING EVENTS

JANUARY 10 CHARLESTON, SC

- CHARLESTON CHAMBER OF COMMERCE ANNUAL MEETING

JANUARY 12-13 NEW ORLEANS, LA

- CONGRESSIONAL GOLD MEDAL TOUR KICK OFF

JANUARY 23-17 ATLANTA, GA

- 25TH NATIONAL CONFERENCE ON LGBT EQUALITY: CREATING CHANGE

FEBRUARY 2 MESA, AZ

- MESA ARTS CENTER'S EVENING OF MUSICAL MAGIC GALA

FEBRUARY 12 WASHINGTON, D.C.

- NATIONAL ASSOCIATION OF LATINO ELECTED OFFICIAL'S EDWARD R. ROYBAL LEGACY GALA

FEBRUARY 13 WASHINGTON, D.C.

- LEAGUE OF UNITED LATIN AMERICAN CITIZENS NATIONAL LEGISLATIVE CONFERENCE AND GALA

FEBRUARY 14-17 CHICAGO, IL

- UNITED STATES HISPANIC LEADERSHIP INSTITUTE 2013 NATIONAL CONFERENCE

MARCH 9-13 WASHINGTON, D.C.

- NATIONAL LEAGUE OF CITIES 2013 CONGRESSIONAL CITY CONFERENCE

MARCH 12 TALLAHASSEE, FL

- PACE DAY, PACE CENTER FOR GIRLS

MARCH 12-16 CHICAGO, IL

- AGING IN AMERICA CONFERENCE

MARCH 16 HOUSTON, TX

- TOUR DE HOUSTON

MARCH 30 LOS ANGELES, CA

- LEGACY LADIES TORCH AWARDS

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

LATINO VOTE REACHES HISTORIC HEIGHTS

The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund estimated that more than 12.2 million Latinos voted in the general election – a historic record.

“Latinos were instrumental in determining the outcome of the 2012 Presidential race and key contests throughout the country,” said Arturo Vargas, Executive Director of the NALEO Educational Fund. “We worked tirelessly to ensure that Latino voters were informed, empowered, and inspired to participate in the 2012 election.”

NALEO Educational Fund’s collaborative non-partisan civic participation campaign, “Ya Es Hora” (“It’s Time”), is a collaboration with other Latino organizations. The campaign helped Latino voters navigate where, when, and how to vote. Individuals were able to call the toll-free 888-VE-Y-VOTA hotline – the only year-round, bilingual call center in the nation – as well as access yaeshora.info for comprehensive information about voting. The two



The NALEO Educational Fund is the leading nonprofit organization that facilitates full Latino participation in the American political process, from citizenship to public service.

...MORE HAPPENINGS AROUND THE SYSTEM



Oklahoma Governor Mary Fallin and Ana Schwager, Southwest Airlines Community Affairs & Grassroots Manager at the Oklahoma Diplomatic Luncheon.



Chris Barbre, Southwest Airlines Milwaukee Manager Ramp and Operations; with Buzz Marquette, Marquette's Basketball Coach; and Platinum Sponsors at CEO's of Growing Businesses event hosted by Metropolitan Milwaukee's Association of Commerce.



Northwest Florida Youth Village students, winners from Southwest Airlines "Showing LUV to Our Communities for 40 Years" contest, traveled to New York City for a learning experience.



Christine Ortega, Southwest Airlines with Elmer Rogers, Houston Area Urban League at the Mayor's Holiday Tree Lighting Celebration, where the Fireworks were sponsored by Southwest Airlines. **M**

vehicles served as the backbone to active social media accounts, stakeholder newsletters, multi-media/organizing tools, and RSS election news feeds.

Southwest Airlines has proudly supported the NALEO Educational Fund's efforts to build the Latino electorate and expand civic engagement, from citizenship to public service. “Our valued partnership has provided the opportunity to fulfill our shared mission to develop a vibrant democracy in which Latinos are empowered participants in the American political process. By investing in the political participation of our nation's Latinos, we are building a stronger future,” said Lidia S. Martinez Southwest Airlines Manager of Community Affairs & Grassroots.

For more information on the NALEO Educational Fund 2012 Latino Vote, please visit: www.naleo.org/latinovote.html. **M**

50,000 ALUMNI PAY IT FORWARD FOR THE NEXT GENERATION

The six attributes to define the 50,000 alumni of The Washington Center (TWC) for Internships and Academic Seminars include: civically engaged, passion for change, on the path for leadership, globally minded, sense of purpose, motivated, and accomplished. According to The Washington Center's President, Michael B. Smith, "TWC makes it possible for students to explore government, business, not-for-profit, and international careers."

Today, TWC's alumni provide leadership within our society's most important institutions and help make it possible for a new generation of students to aspire and find direction professionally, personally, and civically. TWC works in partnership with colleges, universities, corporations, foundations, and employers in the Washington, D.C. Region to deliver internship experiences that transform lives. TWC acknowledges that it takes loyal partners, volunteers, and donors to invest in each generation of students. Southwest Airlines established a relationship with TWC to support students to learn in Washington, D.C.

At the gala, TWC's Lifetime Achievement Award was bestowed on Norman Yoshio Mineta who currently serves on TWC's National Advisory Board, co-chairs the annual TWC gala, and served as the Secretary of Transportation among other political offices. George W. Bush praised Secretary Mineta and TWC by writing, "Thank you for your work to inspire and enable young people to devote themselves to public service as you have over the years." Southwest Airlines is proud to support and values organizations that inspire others to have a Servant's Heart. **M**



Karen Price-Ward, Southwest Airlines Community Affairs & Grassroots Manager and TWC 1992 Alum with Norman Y. Mineta at the TWC 50,000 Alumni Gala 2012.



GOING THE EXTRA MILE FOR PATIENTS ONE *LUV* Seat AT A TIME

Imagine a child with a tumor who requires travel across the country each year for treatment. The parents declared bankruptcy, lost their home, and their car. How do they afford travel?

This example is a mere glimpse into the thousands of lives who have received complimentary air travel through Southwest Airlines' Medical Transportation Grant Program. Over the past five years, we've been humbled to lessen the burden of travel expenses for nearly 20,000 families who are facing serious illness through this unique program by donating roundtrip tickets to nonprofit hospitals and medical organizations. In 2012, Southwest provided more than \$2.4 million in free transportation to more than 70 hospitals and organizations nationwide. Southwest allows participating nonprofit hospitals and medical transportation nonprofit organizations the freedom to determine how to distribute the tickets to patients and/or caregivers. To learn more about this unique program, visit southwest.com/medicalgrant.

It is our hope that the caring attention of our Employees, and the opportunity to use our airplane seats for good, helps ease the difficulties for these patients and families who are already going through so much. **M**



THE *Language* OF Leadership IS UNIVERSAL

Women of all ages gathered recently at Mujeres Latinas en Acción's Second Annual Maria Mangual Leadership Conference. The conference was named in honor of the late Maria Mangual, one of the founders of Mujeres Latinas en Acción. More than 300 Latinas participated in the seven workshops offered at the conference. The workshops covered a wide range of issues important to Latinas and provided the tools to help Latinas advance their families, careers, and personal finances.

A highlight of the sold-out conference was a speech and rousing call to action delivered with great passion by 82-year-old civil rights activist, Delores Huerta.

As part of the conference, Mujeres unveiled the comprehensive research study, *Latina Portrait: The Reauthorization of the Violence Against Women Act – A Focus on Latinas*, which examines the history of the Violence Against Women Act (VAWA) and the impact it has on special populations including immigrant women. The report offers recommendations for service providers, law enforcement, state administrators, communities, and members of Congress on how to support the continuation of the immigration provisions of VAWA.

Founded in 1973, Mujeres Latinas en Acción is a bilingual/bicultural agency that empowers Latinas through providing services, which reflect their values and culture, and being an advocate on the issues that make a difference in their lives. Southwest Airlines has been a longtime supporter of Chicago-based Mujeres Latinas en Acción and was proud to sponsor this wonderful day of learning, leadership, and inspiration. **M**



Delores Huerta, Civil Rights activist, addresses the crowd at Mujeres Latinas en Acción's 2nd Annual Maria Mangual Leadership Conference.

HONING LEADERS AND HONORING HEROES

Founded in 1996, the Sikh American Legal Defense and Education Fund (SALDEF) is the nation's oldest Sikh American advocacy group. SALDEF is dedicated to protecting and promoting Sikh American civil rights through advocacy, education, media relations, and youth development programs.

SALDEF's youth development initiative, called SikhLEAD, is supported by Southwest and comprises an internship program and a leadership development program. The Internship Program partners with Congressional offices and federal agencies to provide Sikh American college students with enriching internship experiences. Through this program, students are afforded first-hand perspective on the functions of the federal government and the legislative process. The Leadership Development Program is designed to inspire, train,

and support a diverse and entrepreneurial group of young Sikh leaders as they prepare for a lifetime of community engagement. Southwest Airlines was also a proud sponsor of SALDEF's National Gala in Washington, D.C. SALDEF was joined by members of the Oak Creek Sikh community for a dedication to the victims of the tragic shooting that took place in Wisconsin. Over 500 attendees participated in the sold-out event, including the Oak Creek Mayor, the US Attorney for the Eastern district of Wisconsin, and the son of the slain Temple president. Awardees included civil rights leader Karen Narasaki; D.C. Police Chief Cathy Lanier; and Dr. Amarjit Singh Marwah, to name a few.

"We simply could not do the work we do, or have the impact we have, without the support of Southwest. Their generous contribution over the past few years have helped us build programs we had only imagined, and our community is seeing the result of that support in a real way," said SALDEF Executive Director Jasjit Singh. **M**



SALDEF Leadership Development Program, May 2012, Los Angeles, CA.

A TRUE WELCOME HOME CELEBRATION!



Imagine walking into a Southwest Airlines' Maintenance Hangar. Instead of a plane, picture flags, banners, and balloons adorning a stage. The hangar fills with cheers and tears for the return of 50 Veterans, honored in the Southwest way—with LUV!

This is exactly what happened November 12. In this specially-created place, the group was met by their families, friends, other veterans, and, of course, many caring Southwest Airlines Employees.

The Veterans were part of Operation Freedom Bird, a non-profit organization founded 25 years ago by Vietnam Veteran Patrick Lynch. Each year, the program provides a healing journey to Washington D.C. to commemorate Veterans' Day with these special retired military heroes. The group consists primarily of Vietnam Veterans. With the success of the organization, recent attendees now include a number of Veterans from Afghanistan and Iraq. Operation Freedom Bird raises funds to cover the costs associated with this trip including: ground transportation, food, and hotels. So the veterans, whom have already sacrificed so much, do not have to spend a dime. For 14 years, Southwest has provided roundtrip tickets for the veterans. During the three-day journey, the group visits—among other places—"The Wall" to honor their fellow comrades who gave their lives during the Vietnam War. The group is carefully selected by the Arizona Veterans Center, which has partnered with Operation Freedom Bird since its inception.

"Our Veteran's Day is made extra special because of the heroes from Operation Freedom Bird that we Welcome Home each year," says Jackie Thompson, Southwest Airlines Community Affairs Manager. "Congratulations on your 25th Anniversary!"

For more information on Operation Freedom Bird, please visit www.operationfreedombird.org. M



CHARLESTON LEADERS VISIT NASHVILLE TO EXPLORE INNOVATIVE IDEAS & BEST PRACTICES



Leaders from the Charleston Metro Chamber of Commerce and a delegation of regional business, government, civic, and charitable leaders traveled to Nashville to explore innovative ideas at the 2012 *Metro Leadership Visit*. The Charleston leadership met Nashville leaders to learn how they addressed similar problems in their region including Airport Renovation, Regional Branding, Revitalized Performance Center, and Transportation and Infrastructure.

As a sponsor of the trip, Southwest Airlines Community Affairs & Grassroots Manager Ana Schwager hosted a pre-flight reception at Charleston International Airport in true Southwest style—peanuts, pretzels, drinks, travel organizers, and the famous Nashville treat produced by Standard Candy Company, the Goo Goo Cluster.

After the short one hour flight, the delegation hit the ground running with an informative tour of the Nashville Airport renovation. Some of the other educational sessions included visits to The Entrepreneur Center, Schermerhorn Symphony Center, and the Career Academies.

The visit explored economic and cultural assets that, when well-planned, contribute to a higher quality of life. Southwest was proud to support the Charleston Metro Chamber of Commerce in their efforts to examine best practices and explore regional opportunities for Charleston. M

FLORIDA CHAMBERS CELEBRATE!

It has been a busy year for Chamber of Commerce organizations throughout Florida, many of which have a big reason to celebrate. As a member of many chambers throughout the country, Southwest Airlines partners with and supports chamber efforts in business growth and development.



CHAMBER OF COMMERCE OF THE PALM BEACHES
This well-respected organization celebrated its 100th Anniversary at the Annual Gala and Installation Meeting. The President of the Florida Chamber of Commerce, Mark Wilson, congratulated Dennis Grady, President/CEO of the Chamber of Commerce of the Palm Beaches, for his 26 years of leadership and tireless effort to build a strong business community. A new logo was revealed to commemorate 100 years of service.



JAX CHAMBER
The Regional Chamber of Jacksonville honored their local Military by hosting a Military Appreciation luncheon. Southwest Airlines, a sponsor of the luncheon, hosted 200 military

personnel and their spouses at the event. With an impact of \$14.3 billion to the Jacksonville economy, Mayor Alvin Brown stated, "The military in Jacksonville defines who we are and the high value we place on civic responsibility, service, and sacrifice." Lieutenant General William M. Faulkner, Deputy Commandant for Installations and Logistics with the U.S. Marine Corps, was the keynote speaker. Southwest guest Al Djock, Navy Commander and Training Officer of the VP 30 said, "What a great way to start a very important week for military personnel. I appreciate Southwest Airlines for giving my wife and I the opportunity to attend."

THE SOUTH FLORIDA HISPANIC CHAMBER OF COMMERCE



SFLHCC, an organization dedicated to promoting and developing the Hispanic business community, held their annual Sunshine Awards in Miami, FL. The event recognized the contributions and achievements of executives and businesses in South Florida. Southwest Airlines was an honoree and received the Notable Sponsor Award. Liliam Lopez, President and CEO of the chamber, acknowledged Southwest as a friend and valuable supporter and expressed her appreciation for our sponsorship of the Education Enhancement Program. **M**

To our Valued Community Partners.

Congratulations on another great year! Thank you for allowing us here at Southwest Airlines to be a part of the wonderful work you're doing in your communities.

We are all feeling the effects of this difficult economic time and as we look forward to 2013, we are dedicated to continuing to offer the wonderful Customer experience on which our Customers have come to rely.

At Southwest Airlines, we like to think of ourselves as a Customer Service Company that just happens to fly airplanes. Second only to Safety, Customer Service has always been the main focus for Southwest Airlines because we know that taking

a flight is about a lot more than getting from "point A" to "point B". We are always working hard to ensure that we are providing our Customers with an Airline that meets their needs. While that might mean different

things to business and leisure travelers, we have found that one thing is universally important to our Customers; their communities. That's why our community partnerships with organizations like yours are invaluable to Southwest Airlines.

During this holiday season, we hope you'll take the time to celebrate the extraordinary differences you make in your communities each day.

*With LUV,
Your Community Affairs & Grassroots Team*



Vice President, Communication & Strategic Outreach | Linda Rutherford
Director, Corporate Outreach & Preparedness | Laurie Barnett
Managing Editor | Laura Nieto
Editors | Christine Ortega, Anabell Odisho, Rachel Barry
Creative Editor | Katelyn Osborne

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