

## **BOOKS ABOUT SOUTHWEST AIRLINES**

Cohan, Peter S. Value Leadership. San Francisco: Jossey-Bass. 2003.

Southwest Airlines is used as an example of hiring and promoting honest people. Hiring for values also contributes to its competitive advantage as well as combining fun with values.

Davidson, Paul. Consumer Joe. New York: Broadway Books. 2003.

Four letters from Southwest Airlines' Customer Relations department are included in this book of questions inspired by America's largest corporations.

Freiberg, Kevin and Jackie. NUTS! Southwest Airlines' Crazy Recipe for Business and Personal Success. Austin: Bard Press, Inc. 1996.

The true tale of how the people of Southwest Airlines have created, nurtured and sustained a very special culture radically different from that of most other companies.

Gittell, Jody. The Southwest Airlines Way: Using the Power of Relationships to Achieve High Performance. McGraw-Hill Trade. December 19, 2002.

The key to Southwest Airlines' success is the high performance relationships based on shared goals, shared knowledge and mutual respect among all levels of management, employees, and suppliers.

Goddard, Larry and David Brown. The Turbo Charged Company, Igniting Your Business To Soar Ahead of the Competition. The Parkland Group Inc. 1995.

Southwest Airlines is featured prominently in this book that describes those companies that dramatically outperform their competitors and achieve superior returns for their stockholders.

Harris Ph.D., Jim. Getting Employees to Fall in Love with Your Company. New York: AMACON, 1996.

Mentions Herb Kelleher, Employee commitment, productivity, LUV, spirit, one of three best companies to work for.

McConnell, Ben and Huba, Jackie. Creating Customer Evangelists. Wabash & Lake, Inc. 2002-2003.

Southwest Airlines is used as an example of how companies build their customer base and create targeted marketing programs in a move to generate grassroots support and customer loyalty.

Whiteley, Richard and Diane Hessian. Customer Centered Growth. Reading, MA: Addison-Wesley Publishing Co. 1996.

Southwest Airlines is featured in the chapter titled "Lighten Up," which is about using humor in the workplace.

## **SOUTHWEST AIRLINES ARTICLES**

Aaron, Kenneth. "Up Close: Katie Eldridge Stinson - Pilot to witness historic changes." **The Albany Times Union**. October 17, 2001.

- A captain at Southwest Airlines talks about all the changes after 9/11. Katie has a very positive and ready-to-fly attitude.

Acevado, Carlos. "Grant Elementary Students go on Aerial Field Trip to Seattle with Adopted Southwest Airlines Pilot." **The Spokesman-Review**. June 7, 2001.

- Story about the relationship between 5<sup>th</sup> grade students and Southwest pilot, Jim Davey.

Adams, Marilyn. "Two Kelleher Deputies to Succeed Him." **USA Today**. March 20, 2001.

- What Herb has accomplished for Southwest Airlines and his future plans with the airline. Herb selects Jim Parker and Colleen Barrett as his successors.

Adams, Marilyn. "Midway rules bigger share of Chicago sky." **USA Today**. April 22, 2003.

- The airlines at Midway Airport in Chicago offer travelers lower fares than the airlines at Chicago's O'Hare Airport.

Adams, Marilyn. "Discounters' determination to grow is likely to shrink fares." **USA Today**. August 8, 2003.

- Southwest Airlines is one of the healthiest and fastest-growing discount carriers in the nation.

Adams, Paul. "As Southwest Airlines soars, it lifts up BWI." **The Baltimore Sun**. August 19, 2003.

- As Southwest Airlines celebrates ten years at BWI, the airline experienced its fastest growth spurt of its 32-year history at BWI.

"Air Herb's Secret Weapon." **Chief Executive**. July/August 1999.

- Southwest Airlines' Herb Kelleher is Chief Executive of the Year for 1999.

Alexander, Keith. "Can Southwest Keep Flying High?" **Washington Post**. March 25, 2001.

- Southwest has work ahead to remain the premier airline.

Allaby, Norman R. "Southwest Airlines: Unique is so many ways." **Airline Pilot Careers**. October 2001.

- What it takes to be a pilot at Southwest Airlines and how it is very distinct compared to other airlines.

Allen, Margaret. "Ground Controller." **Dallas Business Journal**. August 3, 2001.

- Interview with Colleen, discussing a variety of issues: herself, being president, and the past, present and future of Southwest Airlines.

Allen, Margaret. "Dallas Business Journal's Business People of the Year 2002." **Dallas Business Journal**. January 2, 2003.

- The Dallas Business Journal names Jim Parker and Colleen Barrett their first ever Business People of the Year. Jim Parker and Colleen Barrett "bucked a dire crisis in the nation's airline industry with extraordinary skill, hiring rather than laying off employees and posting a profit in every quarter since the Sept. 11, 2001, terrorism attacks."

Alexander, Keith. "The 21<sup>st</sup> Century's Answer To the Wright Brothers." **The Washington Post**. August 5, 2003.

- Mike and Nicole Lewis are the only father-daughter pilot crew at a major airline and among two percent of the nation's African American pilots.

Arizmendi-Peñaloza, Jorge y Frasher, Steven. "Airlines Give Wings to Latino Travelers." **La Prensa**. April 24, 2003.

- Southwest Airlines promotes services in Spanish and is responsible for 53% of passenger traffic from Ontario (California).

Arndt, Michael and Zellner, Wendy. "Holding Steady." **Business Week**. February 3, 2003.

- After September 11, 2001, Jim Parker and Colleen Barrett throttle back on Southwest's growth while leading the airline industry.

Bailey, Rita. "Southwest's 'crazy' people first policy." **Customer Service Management**. May/June 1999.

- Why the people at Southwest Airlines are special and happy.

Banstetter, Trebor. "Ahead of the pack." **Fort Worth Star-Telegram**. November 5, 2002.

- How Southwest Airlines' cost structure helps the airline stay profitable.

Barlow, Jim. "Southwest a model for robust business." **The Houston Chronicle**. January 17, 2002.

- An outline of how Southwest Airlines built its business model.

Barrett, Colleen. "Politics and a Texas Airline." **The New York Times**. October 17, 2001.

- Colleen writes about the values and politics of Southwest Airlines.

Belden, Tom and Fernandez, Bob. "Southwest to Start Phila. Flights." **The Philadelphia Inquirer**. October 28, 2003.

- With Southwest's move to Philadelphia, local travelers are guaranteed a sharp fall in the price of flights to cities Southwest serves.

Bennett, Jo. "The Little Engine That Did." **1 TO 1 Magazine**. May/June 2002.

- Colleen talks about the deeds and accomplishments she has at Southwest Airlines.

Bird, J.B. "Herb Kelleher." **Texas-The McCombs School of Business Magazine**. Spring/Summer 2003.

- Herb had plans to "throttle down" on October 1, 2001 then September 11, 2001, happened.

Birger, Jon. "The 30 Best Stocks." **Money**. Fall 2002.

- Southwest Airlines is the best performing stock with the best 30-year return since 1972. If you invested \$10,000 in 1972, that would be worth \$10.2 million in 2002.

Boals, Shanna. "The Executive Suite: Top businesswomen lead the way to success." **Women's Enterprise**. July 1999.

- Colleen Barrett was selected as one of the Top Women Executives in Texas.

Boehmer, Jay. "Southwest wins BTN Annual Airline Survey 2006." **Business Travel News**. November 6, 2006.

- Southwest Airlines took top honors in the ninth Business Travel News Annual Airline Survey.

Boule, Margie. "A flight into the heart of a fond relationship." **The Oregonian**. April 13, 1999.

- Eileen Graham's daughter-in-law recalls the Southwest Airlines' flight in which Eileen had a massive stroke. The care and loving tenderness of the Southwest Airlines crew and passengers on the flight is heart-warming.

Bovier, Constance. "Colleen Barrett: A Southwest Original." **Aviation for Women**. March/April 2005.

- Colleen Barrett is a devout servant leader who surpasses expectations with a passion for customer service.

Branch, Shelly; Borden, Mark; Maroney, Tyler; and Tarpley, Natasha. "The 100 Best Companies To Work For In America." **Fortune**. January 11, 1999.

- "Swimming pools and surging pay may give employees a lift, but continual training and humane treatment get the best ones to stick around."

Brelis, Matthew. "Herb's way." **The Boston Globe**. November 5, 2000.

- "What Kelleher and Southwest have done in an old economy industry offers lessons for dot-com founders and Fortune 500 executives alike."

Brooker, Katrina. "Can Anyone Replace Herb?" **FORTUNE**. April 17, 2000.

- What would happen to Southwest Airlines when Herb leaves?

Brooker, Katrina. "The Chairman of the Board Looks Back." **FORTUNE**. May 28, 2001.

- Herb tells what it took to make Southwest Airlines a great company.

Bryant, Adam. "James Parker, CEO, Southwest Airlines." **Newsweek**. December 31, 2001 – January 7, 2002.

- Jim Parker was voted one of the ten most important people to watch in 2002 and beyond. A brief summary of him, his life, career, and Southwest Airlines.

Bullington, J.D. "Airline soars on service with smile." **The Albuquerque Tribune**. February 17, 2003.

- Southwest Airlines "never aspired to be the biggest; we've just aspired to be the best."

Calabro, Lori. "It Must Be the Peanuts." **CFO**. December 2001.

- Gary Kelly talks about how Southwest Airlines stayed afloat after 9/11, made money, and did not furlough employees.

Calder, Simon. "Cheap Trick." **Conde Nast Traveller**. June 2001.

- People are in awe about how Herb works and manages Southwest Airlines. Kelleher is an inspiration.

"Chief Executive of the Year 1999." **Chief Executive**. September 1999.

- Party celebrates Herb Kelleher being the Chief Executive of the Year for 1999 (complete with photos).

Choyke, Bill. "Barrett's personality helps keep Southwest Airlines flying high." **The Tennessean**. August 25, 2002.

- How Colleen Barrett leads 35,000 Southwest Airlines employees and 5.4 million passengers who fly on the airline monthly.

Clark, Kim. "Nothing But the Plane Truth." **U.S. News & World Report**. Dec. 31, 2001 - Jan. 7, 2002.

- Colleen Barrett gives advice and understanding about Southwest Airlines post-9/11. She talks about what she did after the attacks, how she started the patriotic commercials, and plans for the future.

Cohn, Meredith. "Southwest offers bonuses to lure baggage handlers." **The Baltimore Sun**. May 20, 2005.

- Southwest gives employees bonuses to relocate to its BWI and PHL airports.

"Colleen C. Barrett." **Feminine Fortunes**. Winter 1999.

- The life and career of Colleen C. Barrett.

"Colleen Barrett." **Feminine Fortunes**. 2003 Edition.

- Colleen Barrett shares her personal credo.

"Colleen: Woman of the Month." **Women In The Economy**. October 2003.

- Women in the Economy interview Colleen Barrett about her advice for young women.

Colvin, Geoffrey. "America's Most Admired Companies." **FORTUNE**. February 21, 2000.

- Southwest Airlines is number six on The Top Ten List of America's Most Admired Companies.

Colvin, Geoffrey and Huey, John. "The Jack and Herb Show." **FORTUNE**. January 11, 1999.

- Herb and GE CEO Jack Welch discuss "how to create great companies and keep them that way."

"Coming Soon- The Southwest Effect." **The Virginian-Pilot**. May 30, 2001.

- Norfolk eagerly awaiting airline prices to drop- otherwise known as the Southwest Effect.

Conlin, Michelle and Zellner, Wendy. "The CEO Still Wears Wingtips." **Business Week**. November 22, 1999.

- Six women at Southwest Airlines are corporate officers.

Cubbin, Ken. "Airline Reformation." **Airways**. February 2003.

- Southwest Airlines' people set the airline apart from the others in the airline industry.

Daniel, Caroline. "Southwest aims at 10% expansion." **The Financial Times**. March 22, 2005.

- Southwest Airlines intends to grow by 10% during the year of 2005.

Daniel, Caroline. "New boss adjusts to changing landscape." **The Financial Times**. March 22, 2005.

- Gary Kelly faces incredible challenges ahead as Southwest's fifth chief executive officer.

Davis, Elizabeth. "32 Years of LUV." **Boeing Frontiers**. June 2003.

- Southwest and Boeing have a long-standing partnership which is "outrageously" successful.

Davis, Elizabeth. "One-Man Band." **Boeing Frontiers**. June 2003.

- Bill Rogers, Southwest's representative to Boeing, believes in operating lean, treating everyone fairly, and partnering to find positive solutions.

De Lollis, Barbara. "Revenue takes wing on airlines' Web sites." **USA Today**. March 12, 2002.

- Southwest Airlines is the airline leading the airline industry in Internet revenue.

De Simone, Jim. "Adventures in the Air." **Today's CPA**. January/February 1999.

- Gary Kelly talks about how Southwest Airlines changed the airline industry.

Diba, Ahmad and Munoz, Lisa. "Americas Most Admired Companies." **Fortune**. February 19, 2001.

- Southwest Airlines ranks as the 4<sup>th</sup> best company to work for in America.

Donnelly, Sally. "One Airline's Magic." **TIME**. October 28, 2002.

- Southwest Airlines' employees work harder and smarter than its money-losing rivals.

Fairbank, Katie. "From Southwest's first trip to his last flight." **The Dallas Morning News**. March 9, 2002.

- Bob Pratt, the co-pilot for Southwest Airlines' inaugural flight, retires after 30 years of service.

Fairbank, Katie and Oldham, Charlene. "Flying or Driving?" **The Dallas Morning News**. November 4, 2002.

- Two reporters have a driving and flying race between Dallas and Austin. It deals with the issue of the new aviation security rules and post-9/11 travel lifestyle.

Fairbank, Katie and Kirkpatrick, John. "A Tough Guy who Understood 'spirit'." **The Dallas Morning News**. March 20, 2001.

- Herb, stepping down, discusses his accomplishments at Southwest Airlines and his retirement plans.

Feldman, Joan. "The king of the hill evolves." **Air Transport World**. September 2002.

- After September 11, Southwest maintains its founding philosophy as it evolves.

Fernandez, Bob and Belden, Tom. "Southwest to Start Phila. Flights." **The Philadelphia Inquirer**. October 28, 2003.

- With Southwest's move to Philadelphia, local travelers are guaranteed a sharp fall in the price of flights to cities Southwest serves.

Fisher, Steve. "Is There Such A Thing as Nonstop Growth?" **Forbes**. July 8, 2002.

- Jim Parker's outlook is good as CEO of Southwest Airlines.

Fitzpatrick, Dan. "Laying on the charm." **Pittsburgh Post-Gazette**. May 4, 2005.

- As Southwest Airlines starts new service in Pittsburgh, the airline lays on its Southern charm.

Flint, Perry. "Southwest Keeps It Simple." **Air Transport World**. April 2005.

- Southwest keeps the balance between "conservative management and aggressive expansion."

Forward, David. "A Day On The Airways With A Line Mechanic." **Airways**. August 1999.

- Airways spends a day with Southwest Airlines' Line Mechanic Randy Cole.

Forward, David. "Lunch with a Legend." **Airways**. November 1999.

- Herb Kelleher discusses the differences between Southwest Airlines and other carriers.

Foust-Peebles, Shanna. "Adopt-a-Pilot program has students buzzing." **Friends and Neighbors**. February 10, 1999.

- Tom Lowrey, Southwest Airlines' pilot, is adopted by Carver Elementary School students.

Frasher, Steven y Arizmendi-Peñaloza, Jorge. "Airlines Give Wings to Latino Travelers." **La Prensa**. April 24, 2003.

- Southwest Airlines promotes services in Spanish and is responsible for 53% of passenger traffic from Ontario (California).

Ganz, Kathleen. "Hunt Lands Buffalo." **Lockport Union-Sun and Journal**. November 20, 2000.

- "Plane Jane" is painted with the Buffalo area scenery and corporate sponsor Southwest Airlines livery.

Gee, Robert. "Southwest Airlines Chief is Flying High." **Austin American Statesman**. February 23, 2002.

- Colleen is honored as Texas Business Woman of the Year. She explains how she went from Herb's legal secretary to Chief Operating Officer of Southwest Airlines.

Ghitelman, David. "A Few Good Managers." **Corporate Meetings and Incentives**. July 1999.

- Southwest Airlines meets the Marines.

Gibson, Dobby. "Elvis is Alive - Creativity Case Study." **EFFECT**. Winter 2001.

- This case study examines Southwest's success through self-expression.

Gilbertson, Dawn. "Southwest's CEO sees growth ahead." **The Arizona Republic**. March 8, 2005.

- Gary Kelly sees a lot of opportunities at Sky Harbor in Phoenix, Arizona.

Gilbertson, Dawn. "The Friendly Frequent Fliers of Flight 1544." **The Arizona Republic**. January 24, 2006.

- A group of Southwest frequent fliers calls themselves Club 1544.

Gimbel, Barney. "Southwest's New Flight Plan." **FORTUNE**. May 16, 2005.

- As Southwest's employees "outhustle competitors," the CEO will keep the airline profitable.

Goldberg, Laura. "Southwest's approach still flies." **Houston Chronicle**. June 18, 2000.

- Southwest Airlines maintains culture that makes work fun although times are more difficult.



Goldberg, Laura. "Southwest's New Co-Pilots." **Houston Chronicle**. April 22, 2001.

-Herb is stepping down. Jim Parker and Colleen Barrett are stepping up, taking his spot. Other management changes at Southwest Airlines.

Goldstein, Alan. "Southwest breaks the mold online, too." **The Dallas Morning News**. January 16, 2002.

- Southwest Airlines' website brings in 30% of passenger revenue. It's more economical and rewards Customers.

Grant, Elaine. "The Jet Set." **Travel Agent**. January 4, 1999.

- Herb is Travel Agent's Person of the Year.

Guinto, Joseph. "Southwest's Herb Kelleher: Focus On Improvement Helped Him Soar To The Top." **Investor's Business Daily**. October 25, 1999.

- Herb shares things he learned before and during his career at Southwest Airlines.

Gwynne, S.C. "Mother Nurture." **Texas Monthly**. February 2003.

- Colleen Barrett credits her career as a secretary for her rise to president at Southwest Airlines.

Hall, Cheryl "Southwest's fourth CEO keeps it business abnormal." **The Dallas Morning News**. April 19, 2002.

- Jim Parker is stepping up as Chief Executive Officer. He says he cannot fill Herb's shoes but walks the walk.

Hamilton, Scott. "Southwest Air CEO Interview: How the Airline Worked Through September 11 and Why It Might Apply for a Federal Loan Guarantee." **Airline Monitor Weekly**. January 2002, Issue II.

- How Southwest survived 9/11 and what they did to overcome the hardships to stay afloat.

Harris, Joyce. "Mother of the flock." **The Dallas Morning News**. August 4, 2002.

- Colleen Barrett has a work ethic of hard work and integrity. She is a straight-shooter, too.

Harrison, David. "A Ticket to Ride." **Current Technology Magazine (Dallas/Fort Worth)**. January 1999.

- Southwest Airlines' ticketless travel and Internet reservations.

Hazell, Naedine. "Southwest Lands." **The Hartford Courant**. July 14, 1999.

- How the Southwest Effect will lower air fares out of Bradley.

Holmes, Paul. "How Herb Keeps Southwest Hopping." **MONEY**. June 1999.

- Herb discusses how Southwest Airlines is cost conscious and constantly looking for ways to increase productivity.

Holmes, Paul. "How Is Southwest Airlines' Herb Kelleher Like A Japanese Automaker?" **Best Fares**. January 2000.

- Herb has changed the airline industry.

Hueske, Joel. "Meet Southwest Airlines' New Management Team." **Meeting Planners Guide**. November/December 2001.

- Interview with Jim Parker and Colleen Barrett about their new positions in management.

Huettel, Steve. "Southwest's direct route to top." **St. Petersburg Times**. August 9, 2006.

- Southwest Airlines manages to grow relentlessly through the toughest of times in the airline business.

Huettel, Steve. "Southwest's Tiger." **Tampa Bay Times**. April 18, 2005.

- With its expansion moves, Southwest Airlines proves itself a tough competitor.

Huettel, Steve. "High Flying Granny." **St. Petersburg Times**. March 12, 2002.

- Feature on "Granny," Bernice Belland of Tampa. She loves Southwest Airlines and helps on the airplane, dressing up in Southwest Airlines attire.

Huettel, Steve. "The Chair." **St. Petersburg Times**. July 21, 2003.

- Southwest Airlines introduces the "HDK armrest" seat which provides extra hip room.

Huey, John and Colvin, Geoffrey. "The Jack and Herb Show." **FORTUNE**. January 11, 1999.

- Herb and GE CEO Jack Welch discuss "how to create great companies and keep them that way."

Huey, John and FORTUNE PANEL. "Outlaw Flyboy CEOs" **FORTUNE**. November 13, 2000

- Herb and Continental's CEO Gordon Bethune rant about the wreckage of the U.S aviation industry- and explain how they have managed to do things right.

Jackovics, Ted. "Southwest Shows Way On Low Costs." **Tampa Tribune**. April 19, 2005.

- Southwest's management focuses on keeping its costs low during its growth.

Jasper, Chris. "Southwest Bullish on Growth as Boss Kelleher Steps Back." **Business News**. March 27, 2001.

- Southwest continues its steady growth as Herb Kelleher remains Chairman.

Jeffreys, Bill. "Ready for Takeoff." **Texas Lawyer**. May 21, 2001.

- From Hamburger Helper to Southwest CEO, Jim Parker's enjoying the ride.

Jenkins, Darryl. "Southwest Destiny?" **Airport Business**. October 2000.

-In a study of potential airline mergers by George Washington University, it is discovered that Southwest Airlines is being overlooked.

Jones, Chip. "Southwest Chooses Norfolk, Virginia." **The Richmond-Times Dispatch**. May 25, 2001.

- Neighboring Norfolk is the latest Southwest city added.

Jones, Kathryn. "Herb's Flight Plan." **Texas Monthly biz**. March 1999.

- Southwest Airlines' and Herb's plans for the future.

Kaminski, Carol. "Madame President." **Bestfares.com**. January 2002.

- Colleen Barrett talks about Southwest Airlines' success, fares, and company atmosphere.

Kelleher, Herb. "The US Needs an Interstate Runway Program." **Aviation Week**. June 4, 2001.

- Herb speaks his mind.

Kirkpatrick, John and Fairbank, Katie. "A Tough Guy who Understood 'spirit'." **The Dallas Morning News**. March 20, 2001.

- Herb, stepping down, discusses his accomplishments at Southwest Airlines and his retirement plans.

Kitchen, Patricia. "Up, Up and Away." **Newsday**. March 15, 1999.

- Southwest Airlines Inaugural from Islip, New York.

Koenig, David. "Southwest Airlines To Add 4,000 Jobs This Year." **The Turtle Creek News**. February 24, 2002.

- After the terrorist attacks, Southwest Airlines is hiring employees while other airlines are furloughing employees.

Kontzer, Tony. "Wings of Change." **InformationWeek**. March 28, 2005.

- As Southwest Airlines grows, its technology strategy enhances customer relationships.

Kosta, Christina. "LUV in the air." **Interline Adventures**. July/August 1999.

- Herb Kelleher puts his employees first then the customers will follow.

Laing, Jonathan. "Nothing But Blue Skies." **Barron's**. July 2001.

- Southwest Airlines continues to please passengers and make good money.

Lakamp, Patrick. "Buffalo lands Southwest." **The Buffalo News**. June 20, 2000.

-How Buffalo airport officials lured Southwest Airlines to serve Buffalo, New York.

Lam, Marcy. "Women take the lead in Southwest's NFL ads." **Sports Business Journal**. September 20, 1999.

- Southwest Airlines targets women in three of its four NFL advertisements.

Lancaster, Hal. "Herb Kelleher Has One Main Strategy: Treat Employees Well." **Wall Street Journal**. August 31, 1999.

- Herb discusses Southwest Airlines' culture. He also chats about employees' attitudes and how allowing employees to be proactive increases productivity.

Langford, Terri. "Penguins, remove the tuxes!" **Dallas Morning News**. February 1, 2003.

- Southwest Airlines irons out a few security details before bringing back its popular Sea World penguins tours after September 11, 2001.

Lazare, Lewis. "Southwest spins out ads." **Chicago Sun-Times**. July 3, 2007.

- Southwest is moving aggressively to woo business travelers with a new advertising campaign from longtime agency GSD&M.

LeClaire, Jennifer. "Southwest Airlines Celebrates Diversity." **AviationCareer.net**. August/September 2002.

- Southwest Airlines enjoys and celebrates people of all ethnicities and genders.

Lengell, Sean. "Southwest to begin service from Dulles." **Washington Post**. October 5, 2006.

- Southwest launches inaugural service to Washington Dulles International Airport.

Levering, Robert and Moskowitz, M. "The 100 Best Companies." **Fortune**. January 8, 2001

- Southwest ranks 4<sup>th</sup> best company to work for in America.

Levinson, Meridith. "SWA: Sky-High Performance (Melanie Stillings)." **CIO**. December 1, 2001.

- Melanie talks about her job of providing convenience and ease in marketing since 9/11.

Lorek, L.A. "The Outrageous Colleen!" **San Antonio Express-News**. April 3, 2005.

- The highest ranking woman in the airline industry doesn't fit the 'perfectly quaffed, power suit, high-heel-wearing image.'

Lusk, Brian. "A Southwest Cockpit Odyssey." **Airways**. May 2002.

- Reporter Brian Lusk reports on his trip with a Southwest Airlines cockpit crew for three days.

Lusk, Brian. "Bedtime for Southwest's Dash 200s." **Airways**. April 2005.

- Southwest employees wear pajamas as they put their last 737-200 'to bed.'

Lusk, Brian. "Southwest at 30 - A New President Looks Ahead." **Airways**. July 2001.

- Colleen discusses the changes in management and how Southwest Airlines has changed in 30 years.

Lusk, Brian. "Temples of the Golden Age." **Airways**. May 1999.

- A list of ten of airline history's most historically important airports. Love Field is one of them.

"Making the Best of A Bad Situation." **Business Week**. January 13, 2003.

- How Jim Parker and Colleen Barrett prove themselves worthy leaders of Southwest Airlines.

Marta, Suzanne. "Southwest adds access for business travelers." **Dallas Morning News**. May 16, 2007.

- Southwest signed a 10-year agreement with Galileo, the nation's second-largest global distribution system operator. Under the deal, travel agents who use Galileo's central reservations system will be able to book Customers on Southwest flights.

Marta, Suzanne. "The model for a free love?" **Dallas Morning News**. June 7, 2005.

- Southwest explains how Hobby Airport in Houston, Texas, can be used as a model for what would happen if the Wright Amendment were repealed at Love Field.

Marta, Suzanne and Torbenson, Eric. "Southwest's handle on the future." **Dallas Morning News**. June 19, 2003.

- 7.5 is how many cents Southwest Airlines typically pays to fly a passenger a mile.

Mauborgne, Renee. "How Southwest Airlines found a route to success." **Financial Times**. May 13, 1999.

- A London newspaper discusses Southwest Airlines and short-haul air transport.

Maxon, Terry. "Southwest Expecting A Profit; Airline Won't Change its Business Plan." **The Dallas Morning News**. June 6, 2001.

- Southwest still pulling profits despite lull in economy.

Maxon, Terry. "Heir Born." **The Dallas Morning News**. May 16, 2001.

- Southwest Airlines' incoming CEO earned his wings behind the scenes.

Maxon, Terry. "Southwest Upgrades." **The Dallas Morning News**. December 8, 2001.

- Southwest Airlines grows to be the nation's 6<sup>th</sup> largest airline.

Maxon, Terry. "Jobs Cleared to Land." **The Dallas Morning News**. February 19, 2002.

- Southwest Airlines plans to hire 4,000 people while others carriers suffer.

Maxon, Terry. "Kelleher introduces successors." **The Dallas Morning News**. May 17, 2001.

- Herb is stepping down but he will stay active with Southwest Airlines' transition and future.

McCarthy, Michael. "Southwest Ad's Quick Return Works." **USA Today**. December 4, 2001.

- Polls taken on the reaction to Southwest Airlines' patriotic ads after September 11.

McCartney, Scott. "Southwest makes inroads at hubs." **Wall Street Journal**. May 1, 2007.

- Southwest Airlines shift in strategy appears to be working, resulting in lower fares for customers and more revenue for Southwest.

McCartney, Scott. "Southwest Sets Standard on Costs." **The Wall Street Journal**. October 9, 2002.

- Major U.S. carriers would have to cut their costs by 29% to function at the operations level of Southwest Airlines.

McCollam, Douglas. "In Herb's Shadow - Interview with Jim Parker." **The American Lawyer**. August 2001.

- Questions to Jim Parker about his new promotion and whether he is ready for the job.

McGeehan, Patrick. "On the Whole, They'd Rather Fly From Philadelphia." **The New York Times**. March 13, 2005.

- New Yorkers drive two hours to take a flight from Philadelphia on Southwest Airlines.

McKinnon, Shaun. "Call Centers Stress Details; Southwest Targets Return Customers." **The Arizona Republic**. June 21, 2001

- Description of how Southwest keeps its nine call centers operating smoothly.

McNulty, Shelia. "Southwest Airlines: Short on frills, big on morale." **Financial Times (FT.com)**. October 20, 2001.

- How Southwest Airlines was one time little and looked down upon. It is now a model for struggling US carriers. Discusses history of attitudes, fares, and not ever furloughing people.

Messina, Debbie. "Arriving Soon: The 'Southwest Effect'." **The Virginian Pilot**. August 26, 2001.

- Southwest Airlines is bringing the Southwest Effect to Norfolk, Virginia.

Meyer, Brian. "'Southwest effect' is expected to boost Buffalo's economy." **The Buffalo News**. October 8, 2000.

- The "Southwest effect" attracts more companies to Buffalo and increases tourism.

Meyer, David. "25 Most Influential Executives of 1999." **Business Travel News**. January 11, 1999.

- Herb's influence in the Northeast earned him this award.

Miller, William. "Airlines Take To The Internet." **Industry Week**. August 16, 1999.

- Air carriers realize big savings by using the Internet as a selling tool.

Moskowitz, Milton and Levering, Robert. "The 100 Best Companies." **Fortune**. January 8, 2001.

- Southwest ranks the 4<sup>th</sup> best company to work for in America.

Munoz, Lisa and Diba, Ahmad. "Americas Most Admired Companies." **Fortune**. February 19, 2001.

- Southwest Airlines ranks as the 4<sup>th</sup> best company to work for in America.

Nazareno, Analisa. "Meet the new boss." **San Antonio Express-News**. November 27, 2004.

- San Antonio native Gary Kelly differentiates himself from Herb Kelleher.

"New on the Airways." **Airways**. April 2001.

- In marking their 30<sup>th</sup> Anniversary, Southwest Airlines has added canyon blue to its traditional color scheme of gold, red, and orange.

Newton, Graham. "Low cost to high profits - the route to success." **Airlines International**. January/February 2000.

- What airports do to attract low cost carriers to their markets.

Oldham, Charlene and Fairbank, Katie. "Flying or Driving?" **The Dallas Morning News**. November 4, 2002.

- Two reporters have a driving and flying race between Dallas and Austin. It deals with the issue of the new aviation security rules and post-9/11 travel lifestyle.

Olsen, Patricia. "I Earn My Wings Under the Plane." **The New York Times**. June 13, 2001.

- Domenic Bufalini, a Southwest Airlines mechanic at BWI, talks about his job and gives stories about what he has done/seen/helped with.

Pallatto, John. "2002 Industry Leaders (Transportation SWA)." **Internet World**. February 2002.

- Kevin Krone and Steve Taylor talk about what they do with interactive marketing at Southwest Airlines.

Pedersen, Daniel. "Wal-Mart of the Sky." **Newsweek**. March 1, 1999.

- Southwest Airlines' revenues, prospective entry into the New York market, Shamu joke with Crammer from American Airlines, and good relationships with its unions.

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