

SOUTHWEST AIRLINES®

Supplier Diversity Program
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HOW TO DO BUSINESS WITH SOUTHWEST AIRLINES®



Sourcing Solutions That Take Flight



Supplier Diversity in a Nutshell...

Southwest Airlines Co. values diversity and seeks to create an environment that encourages and supports diversity both in the workplace and within our supplier base. Our Supplier Diversity Program was designed to enable Southwest to extend opportunities to qualified Small, Disadvantaged, HUBZone, Minority, Woman, Veteran and Service Disabled Veteran-Owned Businesses (Diverse Suppliers). It is the goal of this program to assist Diverse Suppliers in their development as competitive suppliers of products and services.

Our Commitment...

Southwest is committed to providing quality Diverse Suppliers with the opportunity to compete and participate in the procurement process through the Supplier Diversity Program. Our program consists of steps to:

- actively seek these suppliers
- maintain an open line of communication
- make participant information available to internal purchasers
- continually encourage our major contract suppliers to utilize qualified Diverse Businesses as strategic alliance partners and/or as subcontractors.

How to Get Started...

The supplier diversity team is your advocate for doing business with Southwest Airlines. They will help match your business with interested buyers and commodity managers across the company. A critical step in this process is completion and submission of your supplier registration packet.

Register online at:

<http://swa.aecglobal.com>

During the registration process you will be asked to:

- Complete a Supplier Registration Form
- Attach 3rd party diversity certifications
- Sign and return your Supplier Certification Form

Once you successfully register, you will receive a login and password so you can update your profile as needed.

Within 20 business days, you will receive a follow up letter including the name of the person to whom your information was forwarded.

All materials you send to us will be reviewed and if a need is identified that matches your product or service, a Southwest Procurement professional will contact you with information about the next steps in the procurement process.



Getting Connected...

Maintaining our position as an industry leader in low cost air transportation requires constant innovation and a relentless pursuit of cost effective solutions. What makes your company better than the rest? When registering your company, we want you to tell us:

- What makes your company different from your competition?
- What are your company's strengths?
- How can your company benefit Southwest Airlines?
- If you are in a service industry, does your company have airline/airport experience?

Simply filling out the registration may not be enough to give decision makers the full picture of your company's capabilities. After completing your initial registration, attach materials describing your product/service offering in the Extended Profile section.

Be clear and concise! Prepare responses and materials that briefly and accurately describe your company's product/service offerings.

Keep your profile updated. Keeping your company profile up to date will help ensure you don't miss out on any opportunities.

