

MOSAIC

WINTER 2011

A SOUTHWEST AIRLINES COMMUNITY AFFAIRS & GRASSROOTS PUBLICATION



YOUTH ARE SWEETENING THE WORLD




Hayley Horverter, CEO of Sweet (dis)SOLVE, with MasterCard representative and NFTE Founder, Steve Mariotti, winning \$10,000 for her business and \$5,000 for her education.

Can you imagine creating and executing a business plan as a high school student, competing in a national youth entrepreneurship program, and winning \$10,000 for your business and \$5,000 for your education? Your imagination is not playing tricks on you. The Network for Teaching Entrepreneurship (NFTE) has been creating these opportunities since 1987. NFTE has reached nearly 350,000 young people around the world since it was founded. To support this effort, Southwest Airlines serves as the Official Domestic Airline of NFTE National Youth Entrepreneur Challenge.

Hayley Horverter was the first place winner of the 2011 NFTE National Youth Entrepreneur Challenge. Hayley developed, designed, and patented Sweet (dis)Solve to reduce paper waste that results from the discarded sugar packets used in coffee and tea shops. Sweet (dis)Solve replaces the paper packets using an all natural, paper-thin, semi-transparent soluble casing to encapsulate a variety of sugars used in hot beverages. "I believe that my edible starch product will forever change both the way sugar is packaged and how people consume coffee and tea. I became passionate about being a good steward of our planet when I saw the tremendous amount of paper waste created by companies and consumers," said Hayley Horverter, CEO of Sweet (dis)Solve. Learn more at www.sweetdissolve.com.

"Serving as a NFTE judge made me realize NFTE has prepared our youth to serve as our future CEOs and beat the statistics below," said Karen Price-Ward, Southwest Airlines Community Affairs & Grassroots Manager.

The Need for Entrepreneurship Education (Statistics provided by NFTE)

- One in three high school students in the U.S. drop out—that's 7,000 students every day or one student every nine seconds—including nearly 50 percent of all African American, Latino, and Native American students.
- High school students from low-income families were six times more likely to drop out than students from higher income families.
- High school dropouts earn, on average, \$250,000 less over a lifetime than high school graduates, costing state and federal governments more than \$26 billion in lost income taxes.
- 81 percent of dropouts report they would have stayed in school if it were relevant to their lives. 

STABILIZING COMMUNITIES

ONE COMMUNITY AT A TIME
PAGE 2

THE PARTY CONTINUES

40TH ANNIVERSARY LIVES ON!
PAGE 5

YOUNG WOMEN SOAR

WINGS OF WOMEN CONFERENCE
PAGE 7

Meet

1



Jane McAtee

Jane McAtee has been with Southwest Airlines for 28 years. Prior to joining the Community Affairs & Grassroots Team, Jane worked in Southwest Airlines' Ground Operations, Marketing, and People Departments. She is extremely proud to work for a Company that strives to make a positive difference in the communities we serve. In her spare time, Jane enjoys hiking, golfing, reading, and spending time with family and friends. **M**



STABILIZING COMMUNITIES: One Neighborhood at a Time

In 2010, after undergoing a rigorous competitive process, Chicanos Por La Causa, Inc. (CPLC) was awarded \$137 million as the lead Community Development Corporation (CDC) in collaboration with the National Association of Latino Asset Builders (NALCAB) and its network of 13 CDCs. CPLC assists families with housing needs in the Phoenix area as well as other communities, and its mission is especially important in this economy.

The program continues to positively impact approximately 350 U. S. Census tracts, including Washington D.C. The service communities are: Albuquerque, Baltimore, Brownsville, Chicago, Denver (2 sites), El Paso, Las Cruces, Los Angeles, McAllen, Philadelphia, Phoenix, Salinas, and Washington D.C.

An added benefit to these communities is that they are located in or near communities where Southwest Airlines has a significant presence. For this reason, CPLC is not just a frequent Southwest Airlines flyer, but also a Southwest Airlines community partner.

The collective goal of CPLC and NALCAB is to place foreclosed and abandoned properties back into productive use, help stabilize real estate markets, and stimulate economies. Through the Neighborhood Stabilization Round II program and the efforts of CPLC and its partners, families are able to buy affordable homes, and continue to live the American dream.

For more than 42 years, CPLC championed efforts to bring affordable housing programs to families around the nation. These programs will ensure a more stable and secure future for our community.

For a list of the organizations participating in this program and more detailed information please visit www.cplc.org/housing/nspii.aspx **M**



Southwest Employees L to R
Joe Gonzalez, Carolina Guest, Sharon Hansen, and Frank McGinley



James Hunter is settling into his new home in Phoenix. Through the NSP II program and the help of CPLC, he was able to find a spacious and comfortable home that's just perfect for him and his loyal companion.

2012 UPCOMING EVENTS

HAPPENINGS AROUND THE SYSTEM



40th Anniversary Chamber Open House, Matt Garcia, Outreach Coordinator, Congressman Pete Sessions, 32nd District of Texas; Christine Ortega, Manager of Community Affairs & Grassroots Southwest Airlines.



Kim Delevett, Community Affairs & Grassroots Manager, with Medal of Honor and Congressional Gold Medal Recipient George Joe Sakato.



Southwest Airlines' Phoenix Employees attend One Community Annual Luncheon in October 2011.



Charleston Operations Supervisor Jim Brown, Customer Service Agent Debbie Fielder, Station Leader Grady Glover, Station Admin Barbie Hawkins, and Customer Service Supervisor Jacque Molnar spread the Southwest Spirit at the Slim Down the South Celebrity Softball Challenge to benefit Louie's Kids.



On November 4, 2011, Regina Jordan, Southwest Airlines Technology Manager, was recognized as a Gold Rising Star in Technology at the Women of Color Science, Technology, Engineering, Mathematics (STEM) Conference. Regina was nominated by the Southwest Airlines Diversity Council.



Colorado Hispanic Heritage Foundation 2011 Youth Awards: Devin Bell, Jane McAtee, Community Affairs & Grassroots Manager; Camille Brauch and Joy Benavides.



Henry Cisneros, Lidia S. Martinez, Community Affairs & Grassroots Manager, and Mickey Ibarra at the Latino Leaders Luncheon Series honoring Henry Cisneros on September 8, at the The California Club in Los Angeles.



Chamber of Commerce of the Palm Beaches Athena Awards. Alison Hoefler, Community Affairs & Grassroots Manager and Flo Holden, Customer Service Agent, West Palm Beach. 

JANUARY 25-29 BALTIMORE, MD

- THE NATIONAL CONFERENCE ON LGBT EQUALITY CREATING CHANGE

FEBRUARY 1-4 GALVESTON, TX

- 37TH ANNUAL TACHE (TEXAS ASSOCIATION OF CHICANOS IN HIGHER EDUCATION) CONFERENCE

FEBRUARY 8 WASHINGTON, D.C.

- NALEO (NATIONAL ASSOCIATION OF LATINO ELECTED AND APPOINTED OFFICIALS) EDWARD R. ROYBAL LEGACY GALA

FEBRUARY 9 GREENVILLE, SC

- SAFE HARBOR'S FASHION WITH A PASSION

FEBRUARY 15-16 WASHINGTON, D.C.

- 15TH ANNUAL LULAC (LEAGUE OF UNITED LATIN AMERICAN CITIZENS) NATIONAL LEGISLATIVE AWARDS GALA

FEBRUARY 16-19 CHICAGO, IL

- UNITED STATES HISPANIC LEADERSHIP INSTITUTE 30TH NATIONAL CONFERENCE

MARCH 7-11 WASHINGTON, D.C.

- NATIONAL BLACK LAW STUDENTS ASSOCIATION 44TH NATIONAL CONVENTION

MARCH 14 WASHINGTON, D.C.

- GREATER WASHINGTON URBAN LEAGUE WHITNEY M. YOUNG MEMORIAL GALA

MARCH 21 - 22 BALTIMORE, MD

- WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL SUMMIT & SALUTE TO WOMEN'S BUSINESS ENTERPRISES

MARCH 28-APRIL 1 WASHINGTON, D.C.

- AMERICAN SOCIETY ON AGING CONFERENCE

MARCH 28 ST. PETERSBURG, FL

- ICONIC WOMEN OF ST. PETERSBURG CELEBRATING THE WOMEN WITH VISION AWARDS KEYNOTE SPEAKER -SOUTHWEST AIRLINES PRESIDENT EMERITUS, COLLEEN BARRETT

MARCH 31 LOS ANGELES, CA

- LEGACY LADIES ANNUAL TORCH AWARDS

An International Gem Unveiled: **“REMEMBER THEM” HONORS 25 INTERNATIONAL HUMANITARIANS**

Remember Them: Champions for Humanity, a unique bronze sculpture dedicated to diversity, was unveiled during a memorable ceremony at the new Henry J. Kaiser Memorial Park in downtown Oakland, California.

The unveiling was the first of three events tied to the September 11 weekend. The activities also included a black-tie Remember Them Gala, featuring humanitarians Maya Angelou and Ruby Bridges, and a silent candlelight vigil at the monument site on the morning of September 11th. In the meantime, fundraising continues for the unveiling of the fourth section of the monument.

An inspirational and educational world-class monument, Remember Them: Champions for Humanity, had its first three sections unveiled to honor 14 of 25 international humanitarians, including: the Rev. Martin Luther King Jr., Mother Teresa, Chief Joseph, Susan B. Anthony, Oskar Schindler, Thich Nhat Hanh, Helen Keller, and others.

Oakland Chamber President and CEO Joe Haraburda presided over the unveiling. “Nearly ten years in the making, ‘Remember Them’ is not just a work of art in a city known for its artists,” said Haraburda. “It’s more than just a statement of diversity in a city known for its great collection of peoples and languages. It’s a symbol of freedom in a country known around the world for its many freedoms and privileges.”

“The dream of Oakland native Mario Chiodo now stands majestically in downtown Oakland,” said Southwest Airlines Community Affairs & Grassroots Manager Kim Delevett. “The Champions for Humanity monument is truly an awe-inspiring masterpiece that transcends race, religion, and gender and unites all humanity.”

Haraburda added, “We’re grateful to Southwest Airlines for donating to the monument and for being the official airline of the project. Southwest enabled us to offer airline courtesies to relatives of those being honored.”

For more information about the monument and to make a donation, visit www.remember-them.org. **M**



© Photographers@Large-2011
 U.S. Congresswoman Barbara Lee presents a proclamation to artist Mario Chiodo that she initially read to the House of Representatives in Washington, D.C. honoring Chiodo and describing the monument. Photo by Photographers@Large



Remember Them: Champions for Humanity Grand Unveiling at Henry J. Kaiser Memorial Park, Oakland, CA



Kim Delevett with Malcolm X's Daughter, Ambassador Shabazz, at the Remember Them: Champions for Humanity Grand Unveiling



Kim Delevett and Ruby Bridges at the Remember Them: Champions for Humanity Gala

THE PARTY CONTINUES... 40TH ANNIVERSARY LIVES ON IN DALLAS!

Southwest Airlines and the Dallas Regional Chamber celebrated two incredible occasions; first, Southwest Airlines' 40-year anniversary and second, a 40-year Chamber relationship.

In honor of the celebration, Southwest hosted a Business After Hours event for Dallas Regional Chamber members at Southwest's Headquarters in Dallas. "We could not have asked for a better day or location to commemorate this event," said Jim Oberwetter, President and CEO of the Dallas Regional Chamber. The event was on Southwest's deck overlooking downtown Dallas and Love Field to the east; all the while watching a beautiful Texas sunset to the west.

Southwest has been a part of the Dallas Regional Chamber since day one. "Southwest enhances the productivity of companies in Dallas and the region; Southwest is a job creator in its own right; and Southwest is headquartered right here in the fastest growing region of the USA," Jim added. "It doesn't get much better than that. It is now an integral part of making Dallas and the region a prosperous and most desirable place to live and work."

Several lucky people took home a copy of the book, *Nuts! Southwest Airlines' Crazy Recipe for Business and Personal Success*, and a few lucky folks won roundtrip tickets. Bob Montgomery, Vice President Properties for Southwest Airlines, humorously relayed the airline's history and shared the SOUTHWEST SPIRIT as "spirits" flowed.

Cheers to a great community partnership! Together, Southwest Airlines and the Dallas Regional Chamber are looking forward to what's to come in the next 40 years.



Mike Baggett, 2011 Chairman of the Board Dallas Regional Chamber, Bob Montgomery, Vice President Properties, Jim Oberwetter, President and CEO DRC, Ed Bowman, DRC Board Member



Darrin Weber and DRC Member Services Coordinator, Dexter Freeman. Darrin Weber attended the Southwest Airlines & Dallas Regional Chamber Business After Hours event. He is an On The Rise Member of the chamber, and is the President of IMA of Texas, Inc.

BROOKE RODRIGUEZ, SOUTHWEST AIRLINES MARKETING, was on hand that evening with exciting prizes for those who signed up for Click 'N Save. Click 'N Save offers special weekly e-mails, to keep Customers in the know about fantastic travel deals on...

- ➔ SOUTHWEST FLIGHTS
- ➔ CAR RENTALS
- ➔ HOTEL OFFERS
- ➔ CRUISES
- ➔ AND SOUTHWEST VACATIONS

...delivered directly to your inbox each week! **M**

Couch Potato to Healthy Kid in 5-4-3-2-1

Imagine yourself standing in front of a crowd of more than 2,000 people gathered on the South Lawn of The White House. You step to the microphone to tell your story and introduce First Lady Michelle Obama. Now, imagine that you are 12 years old. Alex Roman recently had that incredible experience.

Just three years ago, Alex was a chubby kid who liked to eat junk food and play video games. Then, he decided to make a positive change in his life. Alex's school began participating in the Healthier U.S. Schools Challenge, a key component of the First Lady's Let's Move initiative to end childhood obesity within a generation. He began to follow the U.S. Department of Agriculture's "5-4-3-2-1 Guidelines" to lead a healthier lifestyle. Today, Alex is a very healthy and happy kid who has run in several 5K and 10K races.

The reception at which Alex spoke was hosted by First Lady Michelle Obama to honor schools that successfully met the requirements of the Healthier U.S. Schools Challenge. Chicago Public Schools simply didn't have the funding to fly Alex and the principals from the schools that met the challenge to Washington, D.C. for the reception. Southwest Airlines was able to step in and help by providing transportation for them.

Alex continues to inspire many kids and adults to make positive changes in their lives. Way to go, Alex! For more information on this program, please visit <http://www.fns.usda.gov/tn/healthierus/index.html>.



Alex Roman, U.S. Secretary of Agriculture, Tom Vilsack, and First Lady Michelle Obama

5-4-3-2-1 Guidelines

5 servings of fruits and vegetables, 4 servings of water, 3 servings of low-fat dairy, 2 hours or less of screen time, and 1 hour or more of physical activity per day. **M**



2011 NACC National Conference on Juvenile Law: Robert Fellmeth, NACC Board Chairman and Betsy Fordyce, Recipient of Annual Stephen Cahn Young Lawyer Award for making a significant contribution to the field of Child Welfare during his/her first five years of practice.



2011 NACC National Conference on Juvenile Law: Youth from the Playwrights Project performing a "story" about foster care experiences.

SOUTHWEST AIRLINES AND THE NATIONAL ASSOCIATION OF COUNSEL FOR CHILDREN

Promote Access to Justice for Colorado's Vulnerable Children

The National Association of Counsel for Children (NACC) is a 34 year old non-profit child advocacy and professional membership organization dedicated to enhancing the well being of America's children and families. In addition, NACC is home to the newly created Colorado Child Protection Ombudsman Program.

The mission of the NACC is to strengthen and enhance the delivery and quality of Legal Services for children, improve courts and agencies serving children, and advance the rights of children.

NACC works tirelessly to improve the lives of children involved in the child welfare system by ensuring judicial proceedings and legislative matters result in justice.

NACC programs include training and technical assistance, a public and professional information referral center, the National Children's Law Resource Center, child welfare attorney specialization, and policy and legislative advocacy at the national and local levels. Additionally NACC participates as Amicus Curiae (Friends of the Court) in cases of national significance.

For the past two years, Southwest Airlines has supported NACC in its efforts to achieve justice for children. In order to carry out responsibilities as a national organization, this support enables NACC to assist its members' child clients and their families with travel related expenses in emergency situations.

NACC is proud to partner with Southwest Airlines and appreciates its willingness to invest in our communities. **M**

Young Women Soar at **Wings of Women Conference**



Wings of Women Conference Attendees and their Aviation Mentors

Amelia Earhart once said “Adventure is worthwhile in itself.” What an adventure young women from Ohio had when they attended the Wings of Women (WOW) Conference during the National Aviation Hall of Fame Enshrinement Weekend in Dayton.

WOW gives young women, grades nine through 12, the opportunity to learn from Women Aviators around the world and helps them develop their personal “flight plan”. Southwest had the honor of flying in some of these aviation legends. “The National Aviation Hall of Fame greatly appreciates the support from Southwest Airlines as we seek to empower young people,” said Betty Darst, WOW coordinator and NAHF board member.

In just two days, attendees traveled to the Wright Brothers Aviation Center and listened to Aviation Ambassador Amanda Wright Lane share the story of her famous family’s contribution to aviation history. They then took a bus ride through Huffman Prairie Flying Field where the Wright brothers created a dependable, fully controllable airplane and trained themselves to be pilots.

After learning Harriet Quimby’s story (the first licensed female pilot in the U.S.), the girls toured some of the aircraft flown by Women Air Force Service Pilots and Tuskegee Airman and listened to stories about their experience being part of the select group of young Women and African American Pilots to serve our country in World War II.

One WOW attendee said it best when asked what she liked best about her experience—“Everything, just everything!”

Southwest is proud to support this organization that honors aviation pioneers for their service to country, their ingenuity, their courage and their vision. **M**

AN INFLUENTIAL DREAM

Just ten years after the Wright Brothers’ historic flight, Tony Jannus helped create the world’s first commercial airline in Florida from St. Petersburg to Tampa, and in doing so formed the foundation of today’s multibillion-dollar commercial aviation industry.

Fifty years later, the Tampa and St. Petersburg Chambers of Commerce established the Tony Jannus Distinguished Aviation Society. Each year, the Society recognizes a distinguished individual for outstanding contributions to scheduled air transportation. Founder of Pan American World Airways Juan Terry Trippe, Brigadier General Chuck Yeager, Secretary of the U.S. Department of Transportation Norman Mineta, Southwest Airlines’ Chairman Emeritus Herb Kelleher, and President Emeritus Colleen Barrett are just a few who have received this distinguished honor. This year, Fredrick W. Smith, Chairman, President and CEO of FedEx Corporation, was the recipient.

Among these notable aviation pioneers, another important winner was recognized at this year’s Tony Jannus Awards. Gaither High School student Farhan Hiya submitted the winning essay, “The Past and Future of an Influential Dream,” in a contest held by The Tony Jannus Society and the Florida Council on Economic Education. Southwest Airlines is a proud sponsor of the Tony Jannus Essay Contest that encourages students to pursue aviation careers. Farhan’s essay described some little known facts about the history of commercial aviation, its current effect on Florida’s trade and tourism, and his dreams of becoming a commercial pilot. Farhan, his parents, and his teacher were awarded tickets for travel on Southwest Airlines. **M**



Fred Smith, Chairman, CEO and President of FedEx Corporation and 2011 Tony Jannus recipient handing Farhan Hiya, Tony Jannus Essay Contest Winner a model



Vice President Diversity & Inclusion, Ellen Torbert

JOIN THE CONVERSATION ABOUT CIVILITY

The Southwest Airlines Diversity Council was proud to host their second annual Diversity Summit at the airline's headquarters in Dallas. Nearly 100 business professionals representing 53 companies "joined the conversation" about diversity and inclusion with this year's theme being civility. Participants enjoyed a number of great speakers including our very own President Emeritus, Colleen Barrett. In addition, Southwest Airlines Employees were invited to watch live feed of the summit in the Company's training rooms.

Attendees were moved as Ellen Torbert, who now serves Southwest Airlines as Vice President Diversity & Inclusion, shared her life experiences and the valuable lessons she has learned. In her new role, Ellen provides Leadership, vision, and advocacy as Southwest continues its work to foster an inclusive work environment. As part of Ellen's responsibility for Southwest's diversity and inclusion efforts, she provides coordination and Leadership to our supplier diversity, diversity recruiting, and training efforts. Ellen also works with the Corporate Diversity Council on other initiatives and awareness efforts. We are excited to have such a great Leader dedicated to Southwest's diversity and inclusion efforts. 



Left to Right : Stedman Graham, Lidia S. Martinez, Chancellor Marye Anne Fox, Carmen Spurling, District Director for Congressman Bob Filner


INFLUENCING THE CAMPUS CLIMATE

The University of California, San Diego (UCSD), widely recognized as one of the best research universities in the nation, offers unlimited educational, personal, and professional development opportunities for students. In 2010, the Washington Monthly ranked UCSD as the number one university in the nation for its contribution to the public good.

Over the past year, UCSD has revisited and strengthened its commitment to programs and policies that enhance their campus climate and broaden the richness and diversity of the community and curriculum. Their number one action commitment is to increase the enrollment of underrepresented and first-generation students. Southwest Airlines' support of the Overnight Program, the Bouchet Graduate Honor Society, and the Hispanic Scholarship Council have played a pivotal role in this effort and as a result, a record number of underrepresented new students attended UCSD this academic

year, a significant 23 percent increase for both freshmen and transfer students.

According to UCSD's Chancellor, Marye Anne Fox, "seemingly simple things, such as transportation, can have a profound effect on the trajectory of a life, and I have no doubt that the kindness that Southwest Airlines has shown toward our students has had, and will continue to have, a profound ripple effect."

Southwest Airlines is proud to contribute to the positive influence that UCSD is able to have on the health, growth, and intellectual advancement of these promising students. We believe that a diverse educational environment helps to prepare students for successful careers and to contribute to a more just and healthy society. 

Of the 36 students flown by Southwest Airlines, to visit the campus, 27 accepted attendance to and are currently enrolled at UCSD!



Vice President, Communication & Strategic Outreach | Linda Rutherford
Director, Strategic Outreach & Preparedness | Laurie Barnett
Managing Editor | Laura Nieto
Editors | Christine Ortega, Anabell Odisho, Brian Lusk
Creative Editor | Eric Daniels

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