Southwest Airline’s Partnership with The Aviation Weather Center

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The mission of Southwest Airlines is dedication to the highest quality of Customer Service delivered with a sense of warmth, friendliness, individual pride, and Company Spirit.

To Our Employees
We are committed to provide our Employees a stable work environment with equal opportunity for learning and personal growth.

Creativity and innovation are encouraged for improving the effectiveness of Southwest Airlines. Above all, Employees will be provided the same concern, respect, and caring attitude within the organization that they are expected to share externally with every Southwest Customer.
About the Company

• The airline began service June 18, 1971 with flights to Houston, Dallas, and San Antonio.

• Southwest topped the monthly domestic originating passenger rankings for the first time in May 2003.

• Southwest is also the largest carrier based on scheduled domestic departures.

• Year end results for 2008 marked Southwest's 36th consecutive year of profitability.

• Southwest became a major airline in 1989 when it exceeded the billion-dollar revenue mark.

• Southwest is the United States’ most successful low-fare, high frequency, point-to-point carrier.
Southwest Airlines Distinctions

• Southwest’s average passenger airfare is $106.60, and the average passenger trip length is about 815 miles.

• Since 1987, Southwest has maintained the fewest overall Customer complaints as published in the Department of Transportation’s Air Travel Consumer Report.

• The airline adopted the first profit-sharing plan in the U.S. airline industry in 1973. Through this plan and others, Employees own at least 8 percent of the Company stock.

• The airline is approximately 87 percent unionized.
• Southwest received **329,200 resumes** and hired **4,200 new Employees** in 2007.

• In 2007 Southwest served **64.9 million** cans of soda, juices, and water; **11.3 million** alcoholic beverages; **6.1 million** bags of pretzels; **103.8 million** bags of peanuts; **14 million** snackpacks; and **32 million** other snacks.

• Southwest consumed **1.5 billion** gallons of jet fuel in 2007.

• In 2007, Southwest moved **223 million** pounds of cargo.

• The **shortest** daily Southwest **flight** is between Ft. Myers (RSW) and Orlando (MCO) (**133 miles**). The **longest** daily Southwest **flight** is between Baltimore (BWI) and San Diego (SAN) (**2,295 miles**).
SWA Core Values

• Profitability
• Low Cost
• Family
• Fun
• Hard Work
• Individuality
• Ownership
• Legendary Service (POS)

• Egalitarianism – equality among all
• Common Sense / Good Judgment
• Simplicity
• Altruism - unselfish regard for or devotion to the welfare of others
LEADERSHIP EXPECTATIONS

❤️ **Warrior Spirit**
Work Hard
Desire to be the best
Be courageous
Display a sense of urgency
Persevere
Innovate
LEADERSHIP EXPECTATIONS

❤ Servant’s Heart
Follow The Golden Rule
Adhere to the Basic Principles
Treat others with respect
Put others first
Be egalitarian
Demonstrate proactive Customer Service
Embrace the SWA Family
LEADERSHIP EXPECTATIONS

❤ Fun-LUVing Attitude
   Have FUN
   Don’t take yourself too seriously
   Maintain perspective (balance)
   Celebrate successes
   Enjoy your work
   Be a passionate Teamplayer
LEADERSHIP EXPECTATIONS

Develop People
Know your People
Set clear expectations
Communicate consistently
Delegate responsibility; hold People accountable
Encourage strengths; address weaknesses
Provide timely, candid feedback
Build a bench
Build Great Teams
Identify the right People for the right job
Build and maintain trust among Teammembers
Encourage vigorous debate and dialogue
Gain commitment to shared goals
Seek diversity
Always be on the lookout for great People
Think Strategically
See beyond today’s activities
Act like an owner
Strive for continuous improvement
Understand the relationship between current actions and future consequences
Embrace problem solving
Translate broad objectives into specific action plans
Get Excellent Results

Focus on safety, low cost, and high Customer Service delivery
Meet operational objectives
Complete projects on time and on budget
Maintain a bias for action
Adhere to all internal controls
Demonstrate integrity in all actions

- Be honest
- Be ethical
- Be trustworthy
LEADERSHIP EXPECTATIONS

**Live the Southwest Way**

- **Warrior Spirit**
  - Work Hard
  - Desire to be the best
  - Be courageous
  - Display a sense of urgency
  - Persevere
  - Innovate

- **Servant’s Heart**
  - Follow The Golden Rule
  - Adhere to the Basic Principles
  - Treat others with respect
  - Put others first
  - Be egalitarian
  - Demonstrate proactive Customer Service
  - Embrace the SWA Family

- **Fun-LUVing Attitude**
  - Have FUN
  - Don’t take yourself too seriously
  - Maintain perspective (balance)
  - Celebrate successes
  - Enjoy your work
  - Be a passionate Teamplayer

**Build Great Teams**

- Identify the right People for the right job
- Build and maintain trust among Teammembers
- Encourage vigorous debate and dialogue
- Gain commitment to shared goals
- Seek diversity
- Always be on the lookout for great People

**Think Strategically**

- See beyond today’s activities
- Act like an owner
- Strive for continuous improvement
- Understand the relationship between current actions and future consequences
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**Develop People**

- Know your People
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**Get Excellent Results**

- Focus on safety, low cost, and high Customer Service delivery
- Meet operational objectives
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- Adhere to all internal controls
- Demonstrate integrity in all actions
  - Be honest
  - Be ethical
  - Be trustworthy
SWA Leadership Principles - Rick’s Version

- **Employees** are **assets** not liabilities
- It’s OK to have **fun** (work hard - play hard)
- Hire for **attitude** - train for skill
- **Promote** personal/professional **growth**
- Disallow “**tribalism**”!
- “Push” **authority** down
- Establish a “**family**” atmosphere
- **Communicate** (Message to the Field, Weekly Hot Line calls etc.)
- Offer and **encourage** training
SWA Leadership Principles - Rick's Version

• Manage the “good times” like the “bad”. Promote financial responsibility.

• Take the initiative to make things better.

• Focus on the situation, issue or behavior - not the person.

• Maintain constructive relationships with coworkers

• Celebrate Employees and each other!
"While our Employees are working harder than ever to secure our future, they continue to deliver warm, caring, and friendly Southwest-style service. Our People have incredible Warrior Spirits and huge hearts, which is why we lead the industry in Customer Satisfaction according to the American Customer Satisfaction Index and most recently captured The Reputation Institute's top ranking of the U.S. airlines by reputation. Their efforts are remarkable, their results superb, and I and am very grateful to each of them. Our People are, truly, the core strength of our Company."

- Gary Kelly

CEO, Chairman of the Board, and President of Southwest Airlines

Southwest Airlines Reports Second Quarter Earnings DALLAS, July 24, 2008 /PRNewswire
"Our first quarter 2009 financial results are disappointing, but not surprising given the current economic environment. We face the toughest revenue environment in our history. A rapid weakening in passenger demand during first quarter, particularly among business travelers, led to our first quarter net loss. Although competitively strong and financially resilient, we are not immune to the challenges the worldwide recession is having on air travel.

"Still, I am very proud of the efforts of our People. Our operations and Customer Service delivery continues to be outstanding. Our revenue trends continue to outperform our U.S. competitors. These revenue results demonstrate the strength of our Low Fare brand, the benefits of our aggressive flight schedule optimization, and the effectiveness of our Marketing and Revenue Management efforts.

- Gary Kelly

CEO, Chairman of the Board, and President of Southwest Airlines

Southwest Airlines Reports First Quarter Earnings DALLAS, April 16, 2009 /PRNewswire