

## **CORPORATION OF THE YEAR**

### **Southwest Airlines**



Southwest is the United States' most successful low-fare, high frequency, point-to-point carrier. Southwest operates more than 3,300 flights a day coast to coast, making it the largest U.S. carrier based on domestic departures.

In June 2004, Southwest celebrated the launch of its Spanish booking engine, [southwest.com/vamonos](http://southwest.com/vamonos), where Customers can make flight reservations and find helpful information, including Southwest's policies, travel tips, airport information, and route map entirely in Spanish. Southwest is among the first major airlines to offer such a service.

Since 2000, HISPANIC magazine has listed Southwest Airlines as Corporate 100 for Leadership in providing opportunities for Hispanics and for supporting recruitment, scholarships, and minority vendor programs. Southwest Airlines also received the Dallas/Fort Worth Network of Hispanic Communicators Corporate Award at their Scholarship Awards Brunch in April of 2007.

MANA recognizes the outstanding contributions of Southwest Airlines toward our educational and training programs, including the Legislative Issues Dialogue, MANA Annual Educational and Training Conference, HERMANITAS® Leadership Institute, AvanZamos® Fellowship and Las Primeras Awards Gala. It is through this generous support that participants and leaders from across the country are able to attend and participate in such vital opportunities as financial literacy and child passenger safety training. Without the continued support of Southwest Airlines, many MANA members would not otherwise have the means to travel to these training sites. It is this continued commitment to Latina leadership and advancement that makes Southwest Airlines an invaluable partner and the 2007 Corporation of the Year.