



**SOUTHWEST AIRLINES CO.**

Jim Ruppel  
Vice President  
Customer Relations/Rapid Rewards

Love Field  
P.O. Box 36647  
Dallas, TX 75235-1647  
(214) 792-4534

---

Mr. Randy Snow  
P.O. Box 266  
Terrell, TX 75160


Dear Randy:

With all the changes facing our country, our industry, and our Company, your message of Attitude, Accountability and Action was exactly what Southwest Airlines Customer Relation/Rapid Rewards Employees needed to hear.

Your humor and story telling not only entertained but also opened our minds to the principles of Leadership within your speech, and we cannot thank you enough. In fact, our Employees are still talking about your speech, so I'm certain that your message will continue to inspire and motivate them long after your time spent with us.

Thanks again for a brilliant performance, and we hope to have another opportunity to hear you in the future.

Sincerely,

  
Jim Ruppel

JR/jj