



Southwest Airlines proudly sponsors the Ronald McDonald House

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## WHY HIRE

Gate  
**A**

Gate Closes

**BAYLOR**

Seat

**GRAD**

Class

**Steve Conlon**

Class

**Senior Manager  
of Technology**

Departure

**BA Business &  
Communication  
Information Systems '99**

**Southwest Airlines**

**FIRST CLASS**

**"WE ALL KNOW THAT ANY BUSINESS' CUSTOMERS ARE VITAL TO THEIR SUCCESS. HOWEVER, SOUTHWEST AIRLINES, AS WITH BAYLOR UNIVERSITY, UNDERSTANDS OUR WORLD-CLASS PEOPLE ARE EQUALLY AS IMPORTANT AS OUR CUSTOMERS, IF NOT MORE SO.**

My education and experiences at Baylor mirror the culture at Southwest in that opportunities for servant leadership and excellence abound, both within the company and the community. Both organizations foster a relentless drive to succeed, innovate and lift up all of those around us. It is with an esprit de corps that we at Southwest Airlines often find ourselves sharing our success and humbly giving back to our community with organizations such as the Ronald McDonald House. These values are woven into our DNA and are the cornerstone of our success. It is these same values that personally drew me to Baylor University and that I find common in Baylor alumni I've hired, worked with and had the good fortune to know. I can't help but acknowledge the experiences at Baylor that prepared myself and prepares future graduates to take on the challenges of today and tomorrow as Leaders, both in our careers and in our communities."

### ABOUT SOUTHWEST AIRLINES CO.

In its 44th year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other carriers with exemplary customer service delivered by more than 45,000 Employees to more than 100 million customers annually. Based on the most recent data available from the U.S. Department of Transportation, Southwest is the nation's largest carrier in terms of originating domestic passengers boarded. The airline also operates the largest fleet of Boeing aircraft in the world to serve 93 destinations in 40 states, the District of Columbia, the Commonwealth of Puerto Rico, and five near-international countries. Some flights are operated by wholly owned subsidiary AirTran Airways. Southwest is one of the most honored airlines in the world, known for its triple bottom line approach that takes into account the carrier's performance and productivity, the importance of its people and the communities it serves, and its commitment to efficiency and the planet. The

**2013 Southwest Airlines One Report™** can be found at [southwest.com/citizenship](http://southwest.com/citizenship).

[bbr.baylor.edu/why-hire-spring-2015](http://bbr.baylor.edu/why-hire-spring-2015)