



## DEAR READERS:

If you're like me, there are two questions that come to mind every October, both of equal importance. The first is, "how is my football team doing?" The second question is, "what am I going to be for Halloween?" While both can create some anxiety, both are equally FUN to think about. This month, I want to hone in on that word "FUN," as I think it is a relevant and timely topic.

Having a Fun-LUVing Attitude is an important component to Living the Southwest Way. There is a strong and direct tie between our Fun-LUVing Attitudes and our unique and special Culture. Our Culture is stronger today than it has ever been at any point in our history. With all the festivities surrounding our 40th Anniversary, we've done more celebrating in the first nine months of this year than we have in any other year in our history—and for good reason.

Indeed, we've had a lot to celebrate, including 40 years of success, job security, and just having FUN. We've thrown three Southwest-style anniversary celebrations in our original cities of San Antonio, Dallas, and Houston this year. We hosted our largest ever Annual Awards Banquet in Dallas in June, along with the annual Messages to the Field, three new city openings, and joint OneLUV celebrations across both the Southwest and AirTran systems. We even announced that we'll be launching Southwest service to Atlanta beginning in February of 2012. Atlanta is the largest U.S. destination that we don't currently serve, and it will play a key role in our future. Culture is one of the most important assets that we have at Southwest Airlines. Celebrating is just one way that we contribute to our Culture, but it's an important one.

This is why we are proud to present Marcos Rodriguez in this edition of our Leadership Landing. Marcos knows that life is much more than challenges, it's the way you see life and enjoy it. Through comedy, Marcos opens the door to the Latino world to provide us a different look into the Hispanic culture. Just like Marcos, Southwest Airlines is proud of the mosaic of cultures, perspectives and individuals who are dedicated to provide the best Customer Service in the industry.

We hope you enjoy the celebrations around October and we hope to see you soon in one of our LUV jets.

Enjoy!

**Gary C. Kelly**  
Chairman, President and CEO  
Southwest Airlines

# LEADERSHIP LANDING

## MARCOS RODRIGUEZ

ACTOR, WRITER & DIRECTOR

**I**f all the world's a stage, then the characters on that stage represent the world: different cultures, different faces, different stories. Through his writing, acting and directing, Marco Antonio Rodriguez is leading the way in celebrating multiculturalism throughout the performance art world. This multimedia savvy, multi-talented Latino is on a mission to dice up the proclivity of ethnic-specific casting, and serve up his own, more precise, version of the American cultural landscape — a true 'Pico de Gallo' of performance roles.

With much success, Marco has consciously managed his career in a way that sheds light on overlooked minority groups, and to ethnically diversify character roles, challenging the stereotypes and type casting that has plagued Hollywood.

He has acted, written, co-produced, and directed such mega hits as 'Pico de Gallo', a multicultural comedic play that premiered in Dallas, TX. "No one had ever seen a multiethnic show that was making fun of being multiethnic," Marco said. "We had a Panamanian, a Mexican, an African American, a Caucasian, a Dominican...a Pico de Gallo, so to speak."

Born and raised in New York City, Marco's roots stem from the Dominican Republic. Hoping to continue making his mark, he now splits his time between Dallas and New York. As a writer, he has commissioned work for ANTHEM, a national organization that promotes positive family dynamics, and has received national acclaim for writing 'Heaven Forbid(s)!', an equally revered show in which Marco and an African American actress alternate male and female roles from various cultural backgrounds.

As a commercial and television actor, Rodriguez recognizes that the line between imagination and "reality" is much more predefined. Television casting directors, and audiences are not as easily persuaded to accept non-race-specific roles. Marco has participated in numerous national commercials for radio and television, most recently roles on 'Prison Break', 'Chase', and 'The Good Guys' starring Collin Hanks. "What used to be my greatest challenge is now my biggest plus," Marco explained. "The [TV/Commercial] industry, for example, now looks to cast multi-ethnic people. They want that ambiguity. It's becoming more and more popular."

Marco Rodriguez' talent has propelled his cross-medium successes and ambitions. His most recent work as Writer/Director/and Co-producer is a personal story entitled, 'La Luz De Un Cigarillo: Una historia dominican-York (The Light Of A Cigarette: A Dominican-York story)'. This New York stage play has received local, national and international media coverage. The play illuminates universal themes — tolerance, acceptance, and immigration — in which all Americans can relate. Marco's writing does not inherently carry an agenda; it's simply a confession of personal experience and illustrates his appreciation for his Latino culture. Ultimately, it's the universality of the message in the play that will resonate with audiences.

To this young artist, inspiring new theater audiences is just as important as the show itself. He challenges theaters to break their subconscious segregation of patrons saying, "If you want to have a multi-ethnic audience, cast a multiethnic show. If you're going to do 'Romeo & Juliet', mix it up. Have a Black Romeo and a Latina Juliet and mix up the other characters, too. Otherwise, it's been done. Mix it up, and that will bring a diverse audience...it's not just the stories. It's also about seeing the individual actors."

Marco aspires to one day own his own multimedia production company - internet videos, film, TV, theater. Like the environment he was raised in, he wants to create a true artistic platform for the multi-ethnic community. Said Marco: "I want to continue to do work that reaches many levels and do it in a multimedia way, simply because that's the world we live in."