



SOUTHWEST AIRLINES CO.

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June 22, 2009

Jim Whitt  
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P.O. Box 700897  
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Dear Jim:

I hope this letter finds you well. I think of you every time I leave my office and see the custom branding iron you had made for us...what a fabulous reminder of your unique message!

The Members of our Culture Committee still rave about your visit. I think your belief about the importance of finding one's purpose really hit home with our Employees. As you know, we are all passionate about this "cause" we call Southwest Airlines.

Thanks again for inspiring our People to reach their full potential and to find their true purpose in life. Times are trying in the airline industry (as they are everywhere!) and your values and principles continues to hit home with all of the Southwest Warriors.

I hope you are well and I hope my favorite "people provoker" continues to find success helping to motivate others!

LUV,

Colleen Barrett