



TRANSPORT WORKERS UNION LOCAL 555

REPRESENTING THE RAMP, OPERATIONS, PROVISIONING, AND FREIGHT AGENTS OF SOUTHWEST AIRLINES
TRANSPORT WORKERS UNION OF AMERICA • AFL-CIO • AIR TRANSPORT DIVISION • TWU555.ORG
ESTABLISHED IN 1996 • 2608 INWOOD RD. SUITE 150. DALLAS. TX 75235 • 1.800.595.7672

January 4, 2019

Brothers and Sisters,

As you have probably heard by now our founder and beloved leader, Herb Kelleher, passed away yesterday. Herb started an airline during a time of strict governmental regulation, many other failed airlines, and against all odds. But against those odds, Herb and Southwest Airlines succeeded where many failed because of one enduring quality of the company: The employees! Herb had many inspirational quotes, but this might be his most telling and relevant when it came to why Southwest was successful in business:

“Your employees come first. And if you treat your employees right, guess what? Your customers come back, and that makes your shareholders happy. Start with employees and the rest follows from that.” – Herb Kelleher

We need to remember this mentality is what makes us so successful still today as an Airline; further, we can still be united in our membership with this same principle because Herb was one of us, as he was made an honorary TWU Local 555-member years ago.

Each individual member that has ever had any interaction with Herb came away touched by his personality, enthusiasm, and energy. Those members are reflecting on their interaction and personal relationship with Herb and remembering the profound impact he had on their lives, careers and the positive impact that he had for so many.

So please take some time out of your day to remember not only our founding father and friend; but also, a fellow Union Brother: Herb Kelleher March 12, 1931 - January 3, 2019.

***If you would like to mail a card to Herb's family, please send them to:
Kelleher Family, care of Southwest Airlines
2702 Love Field Drive
Dallas, TX 75235***

Fraternally,

TWU 555 L.E.B.