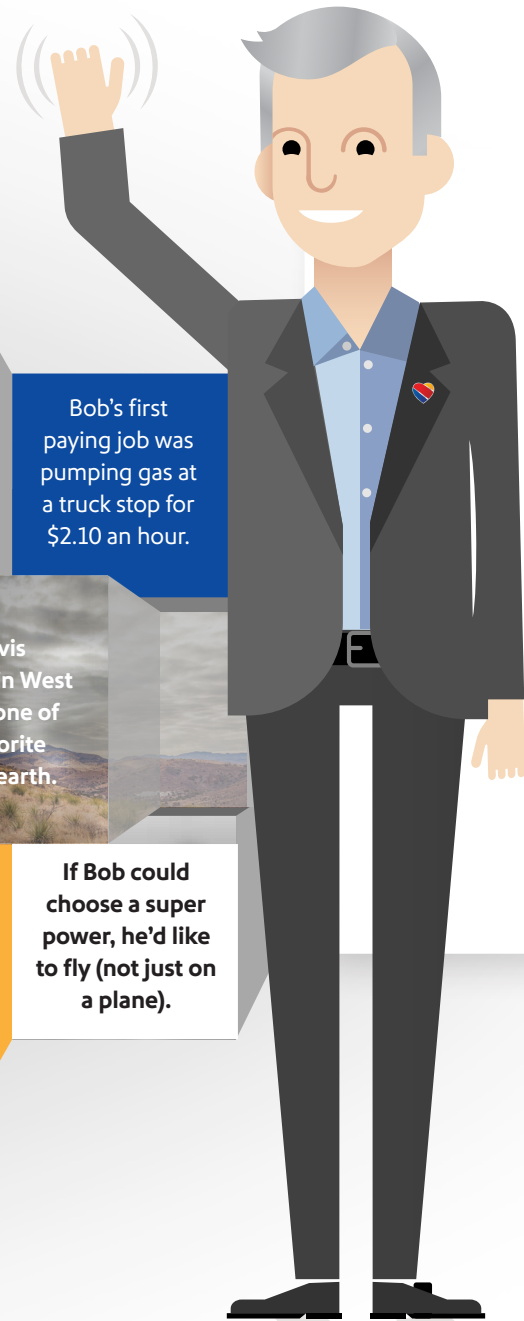


What about BOB?

As we move into Southwest's next 50 years and look ahead to the Company's sixth CEO in Southwest's history, here are a few things to know about Bob Jordan.



Bob's had 15 jobs at Southwest, his first being a Technology Programmer.

Bob holds an undergraduate degree in Computer Science and a master's degree in Business Administration.

Bob's first paying job was pumping gas at a truck stop for \$2.10 an hour.



Bob's hometown is Jeffersonville, Indiana.



He counts himself a Texan after 45 years in the Lone Star State.



The Davis Mountains in West Texas are one of Bob's favorite places on earth.

If Bob could choose a super power, he'd like to fly (not just on a plane).

Curling is Bob's Winter Olympics sport of choice.



Bob is a proud, former student of Texas A&M University. Gig' em!

Our Company Value of Humility is Bob's favorite. He believes it's the foundation of how we treat each other.



Bob and Kelly have two grown children and two grandsons, who call Bob "Papa."

Bob and Kelly recently celebrated their 40th anniversary!

Bob uses Google Maps any time he's driving.

Bob's favorite quote from a book is from the Bible (Proverbs):

"Seek a life filled with wisdom and discipline."



Bob can play about one bar of every song on the guitar.

"Just a city boy ..."
Bob claims he can't sing, but if forced to pick a karaoke song, he'd choose "Don't Stop Believin'" by Journey.

When it comes to pet peeves, Bob does not enjoy clutter!



Bob's favorite drink is a Manhattan with rye whiskey—he makes a mean one!



Ka-Ching! Bob's favorite vacation destination is Las Vegas, but it's more for the restaurants and less about gambling, because he always loses.

Prog Rock is Bob's favorite type of music (bands like Yes and Rush).



AC/DC's "Back in Black" is Bob's preferred walkup song.

Southwest goes all out for Halloween. Two of Bob's favorite HalloWN costumes at Southwest have been Han Solo (2019) and Spiderman (2017).





Things to Know About Bob Jordan.

Bob has run a half marathon a couple of times, and each time he thought he was going to die.



Bob has bungee jumped, and "it was awesome."



Bob has never been skydiving ... but he wants to! He has not been scuba diving ... and he doesn't want to!



Bob proudly sported a moustache for 20 years before his trainer convinced him to shave it. (His wife had been asking him to shave it for a decade.)

Bob could eat Mexican food every day.



Bob drinks coffee every morning.



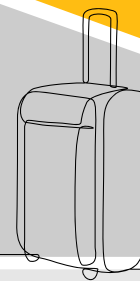
Bob takes his coffee ... in a mug.

A creature of habit: Bob eats an egg white breakfast every single morning.

Bob takes his steak medium rare.

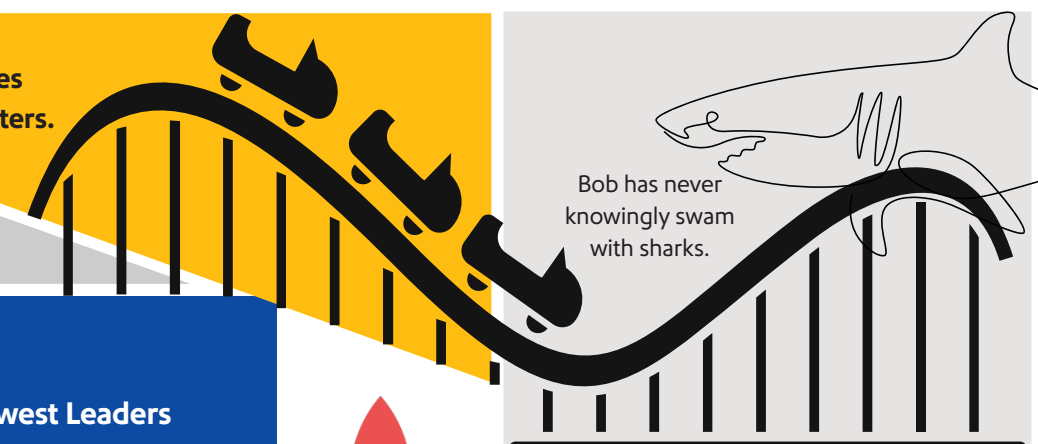


Bob doesn't have any allergies ... that he's found.

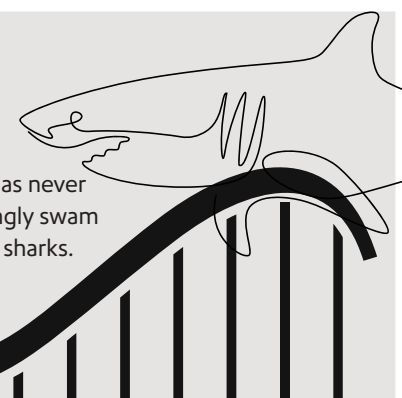


Bob once fell asleep at his gate and missed his flight.

Bob loves roller coasters.



Bob has never knowingly swam with sharks.



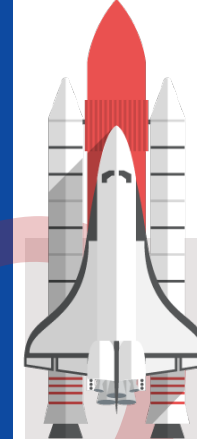
Bob's favorite seat on the plane is any seat next to someone interesting to talk to.



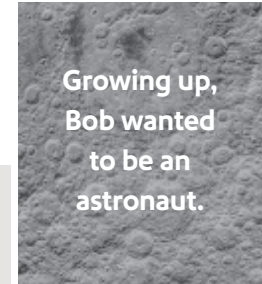
Non-Southwest Leaders

Bob Admires:

Satya Nadella, Chairman and CEO Microsoft; Elon Musk, CEO Tesla and SpaceX; Danny Meyer, CEO Union Square Hospitality Group; and Mary Barra, Chair and CEO GM.



Growing up, Bob wanted to be an astronaut.



Two of Bob's favorite authors are Ayn Rand and Kurt Vonnegut.

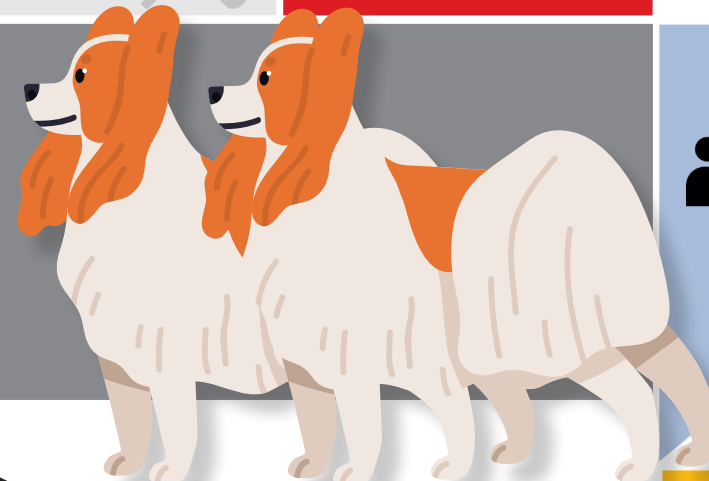


Woodworking is a hobby, and he made old fashioned wooden blocks for his grandsons this past Christmas.

Bob's hero is his grandfather, who could talk to literally anyone.

A day off doesn't mean relaxing for Bob—he prefers to spend it running around getting things done.

When it comes to pets, Bob and Kelly have two papillons, Sasha and Sofia.



Favorite TV show of all time: Modern Family



Ew, David!

Bob's current favorite TV show is Schitt's Creek.



Bob's favorite board game is Risk—he loves to strategize!

Bob won the "Best 6th Grade Camper" award growing up. The prize was a Frisbee!



If Bob could have dinner with six people (living or dead) he would choose: Gary Kelly, Herb Kelleher, Colleen Barrett, Abraham Lincoln, Winston Churchill, and The Apostle Paul.