



FOR IMMEDIATE RELEASE
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Southwest Airlines Employee Receives International Tribute

Joan Ferris receives award for her contributions to the lives of those affected by traumatic events.

CALGARY, ALBERTA, CANADA – September 22, 2009 – Dallas resident, Joan Ferris, was honored at a reception last Tuesday night in Calgary where she was honored with a special tribute for her work with Southwest Airlines’ emergency response teams.

The Compassion Consciousness Award™ was presented to Ferris by the Atlanta-based Family Assistance Foundation (FAF) at an event held in conjunction with its 2009 Aviation Conference, hosted by WestJet Airlines. The FAF established the award to honor industry professionals who have made a significant contribution, over the course of their careers, to raising awareness of the needs of those who have been affected by tragedy. Ferris is the first recipient of this prestigious service award.

Ferris began her career of service to others with Southwest Airlines in 1999, serving as a learning facilitator. In 2001, she was promoted to senior facilitator with a focus on emergency response. In recognition of her work with the airline, Southwest, likewise, presented Ferris with its distinguished 2009 “President’s Award.”

“Joan has an extremely gifted training style,” Coarsey said. “To implement the lessons learned from air and other tragedies often requires changes both within the corporate culture and within the individuals being trained. The only way to achieve that is by engaging both in the process. Joan masterfully coupled her sense of humor with a compassion for others to train Southwest employees for the last decade.”

Three other individuals also received recognition for their contributions to programs that assist those who have been affected by a traumatic event. Barbara Webster, of Alberta, Canada, was presented with one of two Family Assistance Foundation “Sharing the Journey™” awards for her work expanding WestJet Airlines’ emergency response programs and stewardship. The second was presented to Richard and Marie Anderson, from Weaverville, NC. The Andersons became involved with family assistance after their 18-year-old daughter, Lauren, survived the crash of American Eagle Flight 3379 in North Carolina in December of 1994. Having experienced the benefit such programs provide first-hand, the Andersons were honored for their work as dedicated volunteers for and educators of programs that assist survivors. Richard Anderson also serves on the board of the FAF.

The Family Assistance Foundation, Inc. is an international non-profit organization founded in 2000 to empower people following tragedy. The Foundation takes a unique approach to helping organizations successfully meet survivor needs and enables

organizations worldwide to traverse corporate borders when disaster strikes, working together to assist those in need.

Foundation education and training programs support members by monitoring the long-term outcomes of those impacted by tragedy. Promoting awareness and building skills and knowledge for those who are charged with responding are crucial elements of the Foundation's fully integrated training and support programs for business and industry. Its annual symposium provides member organizations, as well as survivors, the opportunity to share lessons learned and information about how to continually improve response efforts and business practices.

For more information on the Family Assistance Foundation, go to the Family Assistance Foundation website at www.fafonline.org or contact:

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