

# 53<sup>RD</sup>

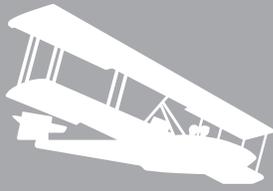
TONY JANNUS AWARD  
FRIDAY, JAN. 13, 2017



**GARY C. KELLY**  
*Chairman of the Board,  
President & Chief Executive Officer*

THE VINOY® RENAISSANCE  
ST. PETERSBURG RESORT & GOLF CLUB

RECEPTION AT 6:30 PM  
DINNER BANQUET AT 7:30 PM



On behalf of the Tony Jannus Distinguished Aviation Society,  
you are cordially invited to join us in presenting the 2016 Tony Jannus Award  
for extraordinary accomplishments in the field of commercial aviation, to:

**GARY C. KELLY**

*Chairman of the Board, President & Chief Executive Officer*

**G**ary Kelly serves as the Chairman of the Board, President, and Chief Executive Officer at Southwest Airlines. Under Gary's leadership, Southwest has grown to become the nation's largest airline in terms of originating domestic passengers carried and is a mainstay on Fortune magazine's list of the most admired companies in the world, ranking seventh in 2015. Gary has pioneered the airline's transformation through several key initiatives, including the acquisition of AirTran Airways, the repeal of the Wright Amendment, and the launch of international destinations for the first time in Southwest's history.

Gary is a 30-year Southwest veteran who began his career at Southwest Airlines as Controller, moving up to Chief Financial Officer and Vice President Finance, then Executive Vice President and CFO, before being promoted to CEO and Vice Chairman in July 2004. Gary assumed the roles of Chairman and President in 2008.

Gary has received numerous awards and recognitions over the years, including being named to Fortune magazine's list of the Top 20 People in Business in 2014. Gary was twice named D CEO Magazine's CEO of the Year; Gary has been named one of the best CEOs in America by Institutional Investor magazine three times; and Gary was selected as Dallas Business Journal's CEO of the year for 2011. In 2013, Gary was inducted into the McCombs School of Business Hall of Fame at the University of Texas at Austin. Gary is a lifelong Texan and received a B.B.A. in Accounting from the University of Texas at Austin. As a proud alumnus, Gary has served the University in a number of capacities, including on the McCombs School Advisory Council. Gary is a Certified Public Accountant and serves on the Board of Directors of the Lincoln National Corporation and Airlines for America, the airline industry advocacy group (serving as Chairman from 2012 - 2014). Gary previously served on the President's Job Council.

## OUR MISSION

Since 1964, the Tony Jannus Award has recognized extraordinary accomplishments in the field of commercial aviation. Given annually by the Tony Jannus Distinguished Aviation Society, the award perpetuates the legacy of the world's first scheduled commercial airline, initiated and piloted by Tony Jannus on January 1, 1914 between St. Petersburg and Tampa, Florida.

Your support of the Annual Tony Jannus Award program is critical to the Society's success in achieving its three purposes:

- To perpetuate the legacy of the world's first scheduled commercial airline, piloted by pioneer aviator Tony Jannus. To commemorate this monumental event, we present the Tony Jannus Award to Gary Kelly, Chairman of the Board, President & Chief Executive Officer.
- To promote and provide financial support to students enrolled in college level courses leading to a degree in fields related to potential careers in commercial aviation at colleges and universities.
- To encourage the interest of high school students throughout the State of Florida in scheduled commercial aviation and in Tony Jannus' history-making role in the inception of this world-wide industry. To do this we annually sponsor an essay contest.

On behalf of the entire Tony Jannus Distinguished Aviation Society, thank you for continuing to support the Jannus Legacy, and for joining us to honor Gary Kelly with the prestigious 2016 Tony Jannus Award.

# TONY JANNUS AWARD RECIPIENTS FOR OUTSTANDING CONTRIBUTION TO SCHEDULED AIR TRANSPORTATION

Tony Jannus Distinguished  
Aviation Society  
P.O. Box 10934  
Tampa, Florida 33679  
Tonyjannus.org

1964	Honorable A.S. Mike Monroney <i>U.S. Senator, Oklahoma</i>	1979	Jehangir R.D. Tata <i>Founder, Air India</i>	1994	Alan S. Boyd <i>Secretary, U.S. Dept. of Transportation</i>	2006	Richard Reitz <i>Special Award</i>
1965	Juan Terry Trippe <i>Founder, Pan American World Airways</i>	1980	Thomas H. Davis <i>Founder &amp; President, Piedmont Airlines</i>	1995	William A. Krusen <i>Special Award</i>	2007	Colleen C. Barrett <i>President and Corporate Secretary, Southwest Airlines</i>
1966	Donald W. Douglas, Sr. <i>Founder, Douglas Aircraft Company</i>	1981	Honorable Howard W. Cannon <i>U.S. Senator, Nevada</i>	1995	J. Martin Schröder <i>Founder &amp; CEO, Martinair Holland</i>	2008	Larry Kellner <i>President &amp; CEO, Continental Airlines</i>
1967	Captain Edward V. Rickenbacker <i>Chairman, Eastern Air Lines</i>	1982	Manuel Sosa de la Vega <i>President, Mexicana Airlines</i>	1996	J. George Mikelsons <i>Chairman &amp; CEO, American Trans Air</i>	2009	Honorable James L. Oberstar <i>U.S. Congressman, Minnesota Chairman, House Committee on Transportation and Infrastructure</i>
1968	W.A. Patterson <i>Founder, United Air Lines</i>	1983	David C. Garrett, Jr. <i>President, Delta Air Lines</i>	1997	Charles E. Yeager <i>Brigadier General, USAF Ret.</i>	2010	Jaen Albrecht <i>CEO, Star Alliance Services GmbH</i>
1969	Sir Frank Whittle <i>O.M., K.B.E., C.B., F.R.S. Developer of Jet Engine</i>	1984	Knut Hamnarskjöld <i>Director General, IATA and Wayne W. Parrish Aviation Writer-Publisher</i>	1998	Angus James Kinnear <i>President, Canada 3000 Airlines Limited</i>	2011	Frederick W. Smith <i>Chairman, President &amp; CEO, FedEx</i>
1970	Daniel J. Haughton <i>Chairman, Lockheed Aircraft Corp.</i>	1985	Edward C. Wells <i>Aircraft Designer-Engineer</i>	1999	Federico Bloch <i>President &amp; CEO, TACA Group</i>	2012	Frederico Fleury Curado <i>President and Chief Executive Officer, Embraer S.A.</i>
1971	William McPherson Allen <i>Chairman, The Boeing Company</i>	1986	Frank Borman <i>Chairman, Eastern Air Lines</i>	2000	Sir Richard Branson <i>Founder, Virgin Atlantic Airways</i>	2013	Richard H. Anderson <i>Chief Executive Officer, Delta Airlines</i>
1972	Lt. Gen. James H. Doolittle <i>USAF Ret. Developer of Instrument Flight</i>	1987	Jerome H. Lederer <i>Flight Safety Pioneer</i>	2001	Robert L. Crandall <i>Former Chairman &amp; CEO, AMR Corporation &amp; American Airlines</i>	2014	Pedro Heilbron <i>Chief Executive Officer, Copa Airlines</i>
1973	Geoffrey E. Knight and Henri A.L. Ziegler <i>Co-Developers, Concorde SST</i>	1988	Claude I. Taylor <i>Chairman, Air Canada</i>	2002	Sir Freddie Laker <i>Chairman &amp; Managing Director, Laker Airways (Bahamas) Limited</i>	2015	Maurice Gallagher <i>Chief Executive Officer, Allegiant Travel</i>
1974	William Powell Lear <i>Pioneer, Aircraft Radios and Avionics</i>	1989	Sir C. Lenox Hewitt <i>Chairman, Qantas Airways, Ltd.</i>	2003	Gordon M. Bethune <i>Chairman &amp; CEO, Continental Airlines</i>	2016	Gary Kelly <i>Chairman of the Board, President &amp; Chief Executive Officer, Southwest Airlines</i>
1975	Captain Elrey B. Jeppesen <i>Founder &amp; Chairman, Jeppesen Company</i>	1990	Edwin I. Colodny <i>Chairman, USAir</i>	2004	Honorable Norman Y. Mineta <i>Secretary, United States Department of Transportation</i>	<b>Special Award Recipients</b>	
1976	C.R. Smith <i>Founder, American Airlines</i>	1991	Sir Colin [later lord] Marshall <i>Deputy Chairman &amp; CEO, British Airways</i>	2005	Air Mobility Command <i>Special Award</i>	1995	Mr. William A. Krusen
1977	Robert F. Six <i>Founder, Continental Airlines</i>	1992	T.A. Wilson <i>Chairman, The Boeing Company</i>	2005	David Neeleman <i>Chairman &amp; CEO, JetBlue Airways Corporation</i>	2005	United States Air Force Air Mobility Command
1978	Donald W. Nyrop <i>Chairman, Northwest Airlines</i>	1993	Herbert D. Kelleher <i>President &amp; CEO, Southwest Airlines</i>	2006	Joseph Leonard <i>Chairman &amp; CEO, AirTran Airways</i>	2006	Mr. Richard Reitz
						2013	Mr. Kermit Weeks

## TONY JANNUS AWARD SPONSORSHIP LEVELS

### TONY JANNUS LEGACY - \$12,500

- 2 tables of 10 at Dinner Banquet – premiere location
- Recognition as Tony Jannus Scholar Award Patron
- Full page color ad – premiere location
- Featured recognition: At Awards Dinner, Representative invited to assist in presentation of Scholar Awards, Press Conference & Press Releases, Website and Event Signage
- Sponsor guests receive introduction and group photo with Honoree at Awards Dinner
- 3-5 minute podium presentation in honor of recipient
- Recognition as Tony Janus Scholar Award Patron
- Company/organization's logo on signage
- 200 word company profile on website
- Four tickets for VIP reception with Award recipient

### FANSLER ENTREPRENEUR - \$5,000

- 1 table of 10 at Dinner Banquet – premiere location
- 6 additional individual seats as requested
- Recognition as Essay Contest Patron
- Full page black & white as in event program
- Featured recognition: At Awards Dinner, Website and Event Signage
- Sponsor guests receive introduction and group photo with Honoree at Awards Dinner
- Two tickets for VIP reception with Award recipient

### BENOIST - \$2,500

- 1 table of 10 at Dinner Banquet
- Half page black & white ad in event program
- Featured recognition: At Awards Dinner, Website and Event Signage

## SPONSORSHIP OPPORTUNITIES:

- I would like to be a Tony Jannus Legacy Sponsor (\$12,500)
- I would like to be a Fansler Entrepreneur Sponsor (\$5,000)
- I would like to be a Benoist Sponsor (\$2,500)

## BANQUET:

- I would like to purchase \_\_\_\_\_ individual seats at the dinner banquet at \$175 per person

## SCHOLAR FUND DONATIONS:

- I would like to make a \$5,000 donation (includes name recognition at press conference and full-page b/w ad)
- I would like to make a \$2,500 donation (includes name recognition at press conference and half-page, b/w ad)
- I would like to make a \$1,000 donation (includes name recognition at press conference)
- I would like to make a \_\_\_\_\_ donation

## SPONSOR INFORMATION:

Name \_\_\_\_\_ Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State / Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail (required) \_\_\_\_\_

Enclose this form with your payment. Make check payable to:

Tony Jannus Distinguished Aviation Society  
P.O. Box 10934, Tampa, Florida 33679

For any questions, please contact us at (727) 821-5155 ext. 123 or info@tonyjannus.org.

Ad requirements: Black and white.

Sizes: Full page 7.5" x 10" — Half page 7.5" x 4.75"

Accepted file formats: PDF (Press ready), Photoshop TIFF or JPEG (Resolution 300 dpi), Illustrator EPS (Outline fonts, include linked files), InDesign (include all fonts and links).

Ad materials must be received by Friday, November 4, 2016.

We are also accepting donations for the silent auction. Please contact info@tonyjannus.org for more information. The Tony Jannus Distinguished Aviation Society is a tax-exempt 501(c)(3) organization. • Tonyjannus.org