

**THANKS, HERB**  
(Taken from The 21 Irrefutable Laws of Leadership by John C. Maxwell)

On Boss's Day in 1994, a full-page ad appeared in *USA Today*. It was contracted and paid for by the employees of Southwest Airlines, and it was addressed to Herb Kelleher, the company's CEO.

Thanks, Herb

For remembering every one of our names.

For supporting the Ronald McDonald House.

For helping load baggage on Thanksgiving.

For giving everyone a kiss (and we mean everyone).

For listening.

For running the only profitable major airline.

For singing at our holiday party.

For singing only once a year.

For letting us wear shorts and sneakers to work.

For golfing at the LUV Classic with only one club.

For out-talking Sam Donaldson.

For riding your Harley Davidson into Southwest Headquarters.

For being a friend, not just a boss.

Happy Boss's Day from Each One of Your 16,000 employees.

“A display of affection like that occurs only when a leader has worked hard to connect with his people. Don't ever underestimate the importance of building relational bridges between yourself and the people you lead. To lead yourself use your head; to lead others use your heart. Always touch a person's heart before you ask her for a hand.”