

Dear Spirit,



CHECK YOUR SPELLING

I love reading Spirit when I fly, but I have to comment on the October 'Heroes of Productivity' article. Will Schwalbe suggests saving time with phone e-mails by including a signature line such as 'Sent from my iPhone, please excuse typos.' No, no, no. I teach business writing and etiquette, and e-mail typos and text-message talk are some of my clients' biggest complaints. E-mail, no matter where it comes from, is business communication and needs to be treated as such.

—*M. Swallow*
USA

You are singing our song. We editorial types believe that if everyone wrote with perfect grammar and spelling, the world would be a better place. And, um, some of us would be out of a job.

SEND 'EM IN

Go to spiritmag.com or mail letters to:
Spirit Magazine
2811 McKinney Ave.
Suite 360
Dallas, TX
75204-8600

Our favorite letter (♥) wins a Spirit magazine T-shirt.

Comments directed at Southwest Airlines that don't pertain to Spirit should be mailed directly to:
Southwest Airlines
Customer Relations
P. O. Box 36647
Dallas, TX
75235-1647

THANKS FOR THE MEMORY

While waiting for my flight home, I read "Why Save Your E-mail" [October] by Kimberly Garza. As a certified records manager, I spend a great deal of time advising clients about determining what to retain and how long to retain it. In the world of government and business, there are clear criteria for determining an appropriate retention period—criteria like legal or regulatory requirements, fiscal or administrative needs, or any long-term historical desires. You can learn more about the field of records management at arma.org.

—*Tod Chernikoff*
USA

Thanks for protecting our paper trail, Tod.

ALL OVER THE MAP

As a Southwest employee, I'm embarrassed to have such a cheap-looking map of destinations in Spirit magazine. For one thing, in the November issue, the map showed routes and destinations via ATA Airlines that have been shut down since the spring. Also, I saw that the pictured location of Reno, Nevada, was grossly inaccurate. I can't help but notice that the route

maps of any other airline magazine look much better than ours. I hope you can come up with a better one.

—*Mike Sparks*
USA

Boy, did we goof up. The wrong version of the map slipped into that issue, and we let it happen. We deserve to be banished to places Southwest doesn't fly. As for the look of the map, our motto is Simple, Useful, and Fun. We sort of blew the useful part in November. You obviously don't find it much fun. But you can admit it's simple, right? We'll take a hard look at the design nonetheless. Thanks for the critique.

WE WHISTLE WHILE WE WORK

I look forward to reaching into the seatback for Spirit, where I always find compelling stories. I've noticed that the pleasure derived from Southwest's flight crew carries over to your staff's obvious enjoyment in creating each issue.

—*Ron Grant*
USA

That's high praise, Ron. We try to make a magazine that lives up to the onboard experience that Crew Members provide. Without the peanuts.