

You are Invited to the  
Michael F. Price College of Business  
*Distinguished Speaker Series*



Colleen C. Barrett  
President Emeritus  
Southwest Airlines Co.

The Price College of Business Distinguished Speaker Series presents top level business executives from a broad range of backgrounds, industries and geographies. Designed to promote face to face interaction between global leaders, the Oklahoma business community and Price College students, the Distinguished Speaker Series focuses on guests from the Chairman and CEO levels of leadership. Other speakers have included Michael F. Price, Price College's namesake; Randall Stephenson, chairman and CEO of AT&T; Archie Dunham, former chairman of ConocoPhillips; Elaine Agather, chairman of Chase Dallas Region; Colin Reed, chairman and CEO of Gaylord Entertainment Co.; and Steve Malcolm, chairman, president and CEO of Williams.



Colleen C. Barrett  
President Emeritus  
Southwest Airlines Co.

Colleen Barrett is president emeritus of Southwest Airlines Co. after serving in numerous roles within the organization. She joined Southwest Airlines in 1978 after working for several years as the executive assistant to Herb Kelleher, Southwest's former executive chairman. In her more than 30 years with the company, she oversaw management, leadership and budget responsibilities for the divisions of marketing, corporate communications, administration, customer relations and Rapid Rewards, labor and employee relations, reservations, corporate security and executive office staff. Barrett also served as a member of the board of directors from 2001 to 2008, corporate secretary from 1978 to 2008, vice president of administration from 1986 to 1990, executive vice president of customer relations from 1990 to 2001 and president from 2001 to 2008.

She has received numerous awards during her career at Southwest. Among them, Barrett has been recognized as one of the World's Most Powerful Women by *Forbes.com*; 50 Most Powerful Women in Business by *Fortune*; Top 50 Leaders by *Fast Company Magazine*; and Best Managers by *BusinessWeek*.

*"Lead with LUV:  
A Different Way to Create Real Success"*

11:00 a.m.  
Reception Immediately Following  
Thursday, February 10, 2011  
Meacham Auditorium  
Oklahoma Memorial Union

Seating is Limited. Please RSVP by February 4 to the Price College Office of Alumni and Development (405) 325-4386 or [theatly@ou.edu](mailto:theatly@ou.edu)

For accommodations on the basis of disability, please contact Taylor Heatly at (405) 325-4386

