

John Sutton & Sonja Lee

JOHN SUTTON AND ASSOCIATES, ANNAPOLIS, MARYLAND

John Sutton finds himself tuned into the same wavelength as Southwest Airlines when it comes to running a business: "We strive to be as efficient as possible for our clients, while Southwest continues to be the most efficient airline for John Sutton and Associates."

He credits the growth of his business to the efficiency and reliability of Southwest. "Being based in Annapolis, Maryland, it's no coincidence that my company has grown right alongside Southwest," John says.

John's journey began in 1997, providing research, training, and consulting services to various nonprofit public radio stations. As his client base grew, so did his team. In 2007, Sonja Lee was brought on to help expand the reach of John Sutton and Associates to clients nationwide.

"We love the fact that Southwest flies where most of our clients are located," Sonja says. "We work in nonprofit and are always looking to find the best fare to save our clients money. We strive to be as efficient as possible, and we do that with the help of Southwest Airlines."

It's safe to say Southwest Airlines acts as a "company plane" for John and Sonja. "Southwest helps us function like a bigger company because it's so easy to find and book low fares," John says. "It allows us to use our time efficiently so two people can do the work of many. Without my BlackBerry and Southwest Airlines services like the Rapid Rewards frequent flyer program, I could not run this company."

The success of John Sutton and Associates also depends on how often John and Sonja can visit their clients. "I'm home literally three days at a time, so my time is extremely valuable," says Sonja. "Because of Southwest's low fares, we are able to visit our clients multiple times throughout the training process and provide them with better service."

Flying as many as four multi-city business trips per month, Sonja relies on **southwest.com** to get the job done: "The way the website is set up makes it really easy to organize these trips. You know exactly what each leg of the trip costs, which helps us organize our expense reports for our clients." **Southwest.com** also gives Sonja the ability to choose one-way flights, ultimately saving clients' money.

Thanks to Southwest's efficiency, our Customers John and Sonja keep right on sharing the airwaves and our friendly skies.

—Michelle Agnew

Hear This
Sonja and
John stay
tuned into
Southwest.



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