
UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of Earliest Event Reported):

August 7, 2006

Southwest Airlines Co.

(Exact name of registrant as specified in its charter)

Texas

1-7259

74-1563240

(State or other jurisdiction
of incorporation)

(Commission
File Number)

(I.R.S. Employer
Identification No.)

P. O. Box 36611, Dallas, Texas

75235-1611

(Address of principal executive offices)

(Zip Code)

Registrant's telephone number, including area code:

(214) 792-4000

Not Applicable

Former name or former address, if changed since last report

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 5.02 Departure of Directors or Principal Officers; Election of Directors; Appointment of Principal Officers.

On August 7, 2006, Southwest Airlines Co. announced that Mike Van de Ven, currently Executive Vice President of Aircraft Operations, will become the Company's new Executive Vice President and Chief of Operations, effective Sept. 1, 2006. As Executive Vice President and Chief of Operations, Van de Ven, 44, will oversee all operating departments at Southwest Airlines, including Ground Operations; Inflight and Provisioning; Flight Operations; Maintenance and Engineering; Flight Dispatch; and Safety, FAA Airport Security, and Environmental Services. Mr. Van de Ven has worked for Southwest Airlines Co. for more than the past five years.

The press release issued in connection with this announcement is attached as Exhibit 99.1 to this Current Report on Form 8-K.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

99.1 - Press Release issued by Southwest Airlines Co. on August 7, 2006

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Southwest Airlines Co.

August 7, 2006

By: Deborah Ackerman

Name: Deborah Ackerman

Title: Vice President-General Counsel

Exhibit Index

Exhibit No.	Description
99.1	Press Released issued by Southwest Airlines Co. on August 7, 2006

SOUTHWEST AIRLINES NAMES CHIEF OF OPERATIONS

DALLAS – Aug. 7, 2006 /PRNewswire-FirstCall/ – Southwest Airlines (NYSE:LUV) announced today that Mike Van de Ven, Executive Vice President of Aircraft Operations, will become the carrier's new Chief of Operations reporting to Southwest's CEO Gary Kelly, effective Sept. 1, 2006.

As Executive Vice President and Chief of Operations, Van de Ven, 44, will oversee all operating departments at Southwest, including Ground Operations; Inflight and Provisioning; Flight Operations; Maintenance and Engineering; Flight Dispatch; and Safety, FAA Airport Security, and Environmental Services.

In addition to Executive Vice President of Aircraft Operations, Van de Ven has held several other leadership roles at Southwest, including Senior Vice President of Planning and Vice President of Financial Planning and Analysis. Prior to joining Southwest in 1993 as the Director of Internal Audit, he was a Senior Audit Manager at Ernst & Young in Dallas.

"Mike is a gifted leader and has been serving Southwest in various roles since 1993," Kelly said. "He was, and remains, focused on continuing to improve Southwest's ability to deliver safe, reliable, efficient, and enjoyable travel experiences for our Customers. Additionally, we are proud that we have such capable leaders ready to step up and take on added or new responsibilities."

Southwest also announced two other leadership changes, effective Sept. 1, 2006:

- Daryl Krause, currently Vice President of Inflight, will expand his duties and become the new Senior Vice President of Inflight and Provisioning.
- Scott Halfmann, currently Senior Director of Provisioning, will be the new Vice President of Provisioning.

Southwest Airlines is the nation's largest carrier based on domestic passenger boardings. The airline, based in Dallas, operates more than 3,100 daily departures in 62 states and has more than 32,000 Employees nationwide.