



Standard Operating Procedures

Version 7.1

Revised: 06/01/2025

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Change Log

<u>NAME</u>	<u>DATE</u>	<u>CHANGE</u>	<u>VERSION</u>
Braden T.	06/01/25	Comprehensive SOP Revision.	7.1
Braden T., Will H., Chris W., Grant M.	01/01/25	Comprehensive SOP Revision. Updated CoC, Approved Airframes, and Pilot Ranks.	7.0
Matt G., Braden T.	11/12/23	PIREP Approval Criteria Updated	6.6
Braden T.	08/27/23	SVALife Access Updated Staff Positions Updated	6.5
Braden T.	06/30/23	Visual Refresh, Updated intro, added mission statement + values	6.4
Braden T.	05/13/23	Staff Positions Updated	6.3
Braden T.	04/02/23	Staff Positions Updated Logo Updated LUV CARS 5 Updates	6.2
Braden T.	02/13/23	Activity Requirement Change Code of Conduct Rewrite, Updated Staff Requirements, Grammar & Spelling	6.1

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This is an operational guide for members of Southwest Virtual Airlines.



Purpose & Scope

Purpose

This manual is designed to provide guidance for all pilots and staff of Southwest Virtual Airlines (SVA). It details how SVA operates in all legal, business, and operational matters.

Scope

This manual is approved by the Executive Team at Southwest Virtual Airlines and the 501c(3) Board of Directors. All SVA pilots, staff and admin are required to carry out operations in accordance with the regulations set forth in this document. Failure to comply may result in penalties up to and including dismissal from the airline.

Vision, Values, & Mission

Vision

To Become the World's Most Loved, Most Flown, and Most Enjoyable Virtual Airline.

Values

Encompass Southwest's Ideals

Warrior Spirit

Servant's Heart

Fun-LUVing Attitude

Work the Southwest Way

Reliability

Friendly Staff

Realism

Embrace our Community

Mission

The mission of Southwest Virtual Airlines is dedication to the highest quality of flight simulation with a sense of realism, warmth, friendliness, and company spirit.



Introduction

On behalf of the entire Southwest Virtual Airlines team, welcome aboard! As the CEO, it is my privilege to greet you as the newest member of our vibrant and passionate community. We are thrilled to have you join us on this journey, united by a shared love of aviation and a commitment to excellence in the skies—both virtual and beyond.

Southwest Virtual Airlines is more than a virtual airline; we are a family. Since our founding in 2008, we've built a reputation as a welcoming and inclusive organization, where pilots of all backgrounds and experience levels come together to connect, grow, and achieve. What started as a vision to simulate the joy of flight has blossomed into a dynamic community of over 1,700 aviation enthusiasts, each contributing to a legacy of professionalism and camaraderie.

For over a decade, we've been at the forefront of virtual aviation, combining cutting-edge technology with immersive operations that mirror the real-world airline experience. From our LUVCARS system to our extensive training programs and ATO-accredited certifications, every detail is designed to enhance your journey as a pilot. Whether you're taking your first steps in the cockpit or adding another stripe to your virtual epaulets, we're here to support your growth.

As you settle in, I encourage you to explore all that Southwest Virtual Airlines has to offer. From realistic flight operations and a diverse fleet to group flights and events, there's no shortage of opportunities to challenge yourself, forge lasting connections, and embrace the thrill of aviation. Our team and community are always ready to lend a hand, answer questions, or share their expertise.

This is your airline, your community, and your platform to soar. Together, we'll honor our rich history while paving the way for the future of virtual aviation. The skies are limitless, and we're excited to see how far you'll go with us.

Welcome to the family! Wishing you blue skies, smooth landings, and unforgettable adventures.

Braden Thompson

Braden Thompson
Chief Executive Officer
Southwest Virtual Airlines



Code of Conduct

To maximize the overall experience for everyone involved, SVA follows a strict Code of Conduct policy. Violations of this policy can result in disciplinary action taken against the offender up to and including termination and exclusion from the airline. Please note that although we are simply a not-for-profit group of enthusiasts, the management reserves the right to refuse participation for anyone for any reason and at any time. Also note that this is only a general overview and may not cover all aspects of the high level of conduct that is expected from our members.

The code of conduct is a general guide of behavior for individuals participating in any entity offered by the airline (including LUVCARS chat and the Discord server). Any official communications regarding the airline, or if members are actively representing the airline, fall under these codes as well.

Please review the Code of Conduct on swavirtual.com

Pilot Hiring Requirements / Joining

- All members must own a legal copy of Microsoft Flight Simulator (2004, FSX, 2020, 2024). PREPAR3D, or X-PLANE 11/12.
- All members must be at least 13 years of age and agree to abide by all laws and regulations that limit or concern online activity.
- All members must always maintain a valid e-mail address on file with the airline.
- All members are requested to hold a valid and active VATSIM account (WWW.VATSIM.NET)
- All members must have access to an internet connection.
- All members must be willing to download and use the LUVCARS flight tracking system (Free)
- All members must abide by our Activity Requirements and Code of Conduct.
- Members are **NOT** allowed to be affiliated with other airlines that solely simulate the operations of Southwest Airlines.
- Members are not permitted to “double-log” flights operated through Southwest Virtual Airlines.



Membership/Activity Requirements

It is required that each pilot submits at least two (2) pilot reports (or PIREPs) every 90 days. All PIREPs must be submitted using the LUVCARS flight logging and monitoring software.

- If a pilot is unable to submit their report via LUVCARS 5, they may submit a manual PIREP through the Southwest Virtual Airline's CrewHub.
 - However, if a pilot submits a PIREP manually, a link from an approved alternate source (VATSIM, ProjectFLY, Volanta, etc.) must be submitted in the comments section of the manual PIREP to verify that the flight was completed.
 - Failure to provide a link along with a manual PIREP, to verify the validity of the flight/hours, will result in that PIREP being rejected by the staff team.

INACTIVITY NOTIFICATIONS

1. Southwest Virtual will send **warning emails** to pilots who are approaching **90 days of inactivity**.
2. Flight Activity Requirement:
 - a. Pilots must complete two (2) flights every 90 days to maintain active status.
 - b. After 90 days of inactivity, pilots will be placed on warning status.
 - c. Pilots on warning status are not permitted to file manual PIREPs to restore active status.
 - d. If no valid flight is filed within 7 days after being placed on warning status, the pilot will be marked as terminated and lose access to all SVA systems, including the SVA website, SVA CrewHub, LUVCARS 5, or SVALife.
3. Pilots terminated due to inactivity must contact their Chief Pilot or the Human Resources Department to request reactivation and regain access to SVA systems.
4. Newly hired or re-hired pilots must file their first PIREP within 23 days of hire using LUVCARS
 - a. Failure to do so will result in termination for inactivity without notice.

Leave of Absence

1. Submitting an LOA Request
 - a. Pilots may request a Leave of Absence by submitting the LOA form found in the Operations tab of the SVA CrewHub.
 - b. A minimum of five (5) approved flights is required before an LOA request can be submitted.
2. LOA Duration and Frequency
 - a. All LOAs are granted for a **standard duration of 90 days**.
 - b. Pilots may not request an LOA more than twice within a 120-day period.
 - c. Any requests for exceptions to the 90-day standard must be sent via email to the Human Resources Department.
3. Returning from LOA
 - a. Upon return from a Leave of Absence, pilots have 23 days to file a valid and accepted PIREP.
 - b. Manual PIREPs will not be accepted to fulfill this requirement.
 - c. Failure to file an accepted flight within this window may result in the pilot being marked as retired due to inactivity.



Military/Special Leave

Members requesting a Military or Special Leave of Absence are exempt from the standard Leave of Absence policy. These requests should be submitted via email to the Human Resources Department. The email should include the reason for the leave, the organization or assignment involved, the anticipated return date, and any additional information that may assist in processing the request.

Crew Base Transfer

Pilots may request a Crew Base Transfer through the SVA CrewHub. Each pilot is permitted up to two (2) transfer requests every four (4) months. Transfers will be processed automatically, provided the pilot's account is in good standing with the airline.

SVALIFE

At Southwest Virtual Airlines, we leverage the power of Microsoft SharePoint® to faithfully replicate the intricacies of the actual Southwest Airlines flight operations system. This innovative platform empowers members to seamlessly coordinate their flight releases, gain entry to Station Information Pages, and peruse operational manuals tailored to various Southwest aircraft.

Upon achieving the rank of IOE Pilot within Southwest Virtual Airlines, members will be automatically granted access. An email containing personalized login credentials will be sent to the member's email on file, facilitating easy access to SVALife. For direct access to SVALife, navigate to the following URL:

<https://svaops.sharepoint.com/>.

Pilot suspensions

1. The Director of Human Resources alongside the Front-Line supervisors will be responsible for appropriately issuing any pilot suspensions. Pilot Suspensions are issued if the pilot is/was in violation of any regulations and policies found in this SOP or the Code of Conduct.
2. Suspension Rules:
 - a. First Offense: Maximum 14-day suspension
 - b. Second Offense: Maximum 90-day suspension
 - c. Third Offense: Discretion of Executive Team
 - d. Fourth Offense: Removal from Southwest Virtual Airlines and its entities.
3. Depending on the severity of the violation/situation, pilot suspension may be skipped and replaced with pilot termination.
4. Requests for appeals to a suspension may be addressed/sent to the Vice President of Operations (VPO), the Director of Human Resources and/or the Chief Operating Officer (COO).
5. During any suspension, members may face a temporary ban of the CrewHub, Discord, and any web address associated with Southwest Virtual.



PIREP Approval Criteria

If a member is unsatisfied with any of their flight reports or results, they should contact their Chief Pilot immediately. Members **do not** have to fly according to the exact times published. Times listed in LUVCARS/SVA Timetable are local to the departure and arrival airports. In the LUVCARS software pilots now have the option to enable/disable real world times if they do not wish to fly the real-world schedule. See the [LUVCARS 5 user guide](#) for more information.

LUVCARS Flights

LUVCARS flights are automatically processed to streamline PIREP approval. If a flight meets all required criteria, it will be automatically accepted. If it does not meet the standards, it will be flagged as “Held” for manual review by the assigned Chief Pilot. Pilots will receive an automated email with further instructions if their report is held. While it is not mandatory to contact your Chief Pilot, pilots are encouraged to reach out with any questions or additional context. If further information is needed to make a decision, your Chief Pilot will initiate contact. Please note that due to the nature of these reviews, held PIREPs may take up to 48 hours to process. The following are common reasons a report may be held:

Simulation Rate – This is the simulation rate that the flight was recorded in. Anything greater than 1X will result in a rejection.

Speed – This is triggered by breaking the 250kts under 10,000 feet (MSL) rule.

Note: LUVCARS 5 contains buffers for the speed limitation as we are aware that external factors exist (wind, ATC Vectors, etc.) that may affect speed.

For example, the 250kts under 10,000 ft rule really is not triggered until it flags passing over 265kts at 9,900 feet.

Fuel – This is triggered by landing with less than company minimum fuel (4,000lbs) or by refueling once the flight has started (brakes released).

Landing Rate:

Aircraft lands with excessive force - Rate Exceeds -360 FPM **and** 1.5 G's.

The aircraft landing rate exceeds the maximum certified landing rate of -600 FPM **or** 2.2 G's.

Examples: If a pilot has a landing rate of -420 FPM, but only 1.3 G's, the report will be approved. If a pilot lands at -400 FPM and 1.6 G's, the report will be held. If a pilot lands at a rate of -610 FPM but only 1.2 G's, the report will be held for exceeding -600 FPM.

Departure Airport – Departing from an airport other than the scheduled departure airport.

Arrival Airport – Arriving at an airport other than the scheduled arrival airport.



Tips to ensure a successful flight:

- PRE-PLAN the fuel and load it *before* the doors are shut!
- “Full Throttle” is not needed for *most* departures. Pilots who often use full throttle find themselves exceeding 250kts on departure under 10,000 feet.
- Descend **or** Decelerate. Jet aircraft often cannot do both at the same time. Plan arrivals accordingly. Pilots should *already be* at about 250kts *before* passing through 10,000 feet during descent (not just starting to slow to that speed).
- Practice landings under different weather conditions, and during different times of the day. Remember that different aircraft models have different landing capabilities and characteristics.
- The aircraft should be fully configured for landing at the outer marker (prior to reaching 1,000 Feet RA (AGL). Although this varies by aircraft, airport, landing conditions (and much more) the aircraft should be set at flaps 30 and speed should be at around 138-140kts when landing. The Flare should begin at about 10ft from touchdown but be careful not to ‘over-flare’.
- DO NOT refuel the aircraft once the parking brake has been released at the gate. Also, DO NOT refuel or re-set the flight simulator until the flight report has been submitted.

Members are expected to be able to meet the general report standards and parameters before joining. If they feel uncomfortable with something (i.e. difficulty landing the aircraft safely), please contact our [Training Department](#) for advice or to book a training session.

Aircraft Substitutions

The following aircraft may be used interchangeably for any Southwest flights in the timetable.

727-200 (legacy)
737-200 (legacy)
737-300 (legacy)
737-500 (legacy)
737-600
737-700
737-800
737MAX-8



Diversions

Diverting is not a new concept in aviation. Diversions typically occur when one of the following happens:

In-Flight-Emergency

Aircraft Malfunction

Weather enroute

Weather at arrival airport out of limits

Fuel State

Passenger incident

To maintain MAX realism at Southwest Virtual Airlines, diversions must be due to one of the reasons listed above.

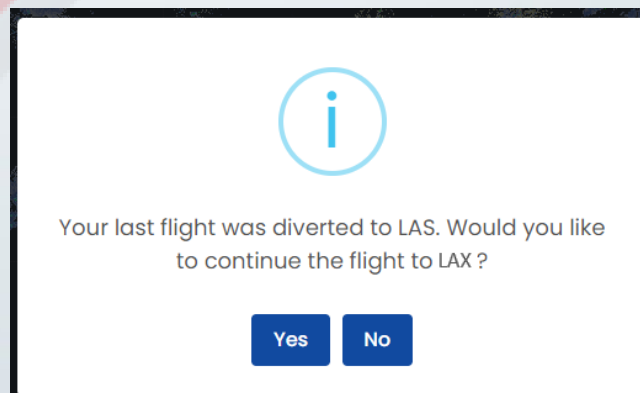
All Diversions will be treated like a manual report and will be reviewed by a Chief Pilot prior to being accepted/rejected. Diversions **MUST** include a reason for the diversion **with proof** to justify the need for the aircraft to divert. (i.e., Screenshot of Failure, Link from an addon such as PACX/FsPassengers, FS2Crew, IRL Flight track with diversion, etc.)

Diversions will not count as a flight to return the member to active status if the flight was after member was hired/re-hired or returning from LOA. Diversions should be in accordance with the [AUTHORIZED AIRPORTS MEMORANDUM](#) on [SVALife](#).

If a pilot diverts, they must set the parking brake and shutdown normally to complete the initial diversion leg. Pilots will then have the option, once on the ground at the diversion airport, to continue with the scheduled flight, referencing figure 4 below.

If a pilot selects 'Yes', they can expect for a continuation flight to the original destination to be loaded into the booked legs tab for 1 hour after the 'IN' time at the diversion airport. Flying the continuation leg is only optional and may be omitted, as desired.

If a pilot selects 'No', the continuation leg will be removed from the system altogether.



Pilot Ranks

The following is a list of Pilot Ranks. Promotions are now based on either the total number of approved flight legs **and/or** Trip-for-Pay (TFP) earned. TFP is a more realistic metric that reflects the operational value of flights- taking into account factors such as distance or time flown, rather than solely the number of flights completed. However, to honor our legacy system, the flight-based promotion criteria remain in place.

For example, to achieve the rank of IOE Pilot, a pilot must complete **5 approved flights** or accumulate **20 TFP**. If a pilot reaches 5 flights first, they will be promoted regardless of their TFP total.

One standard TFP equals 243 nautical miles. For flights exceeding 243 nautical miles, additional TFPs are accrued based on the extra distance. Specifically, an additional 0.1 TFP is earned per 40 extra miles flown, rounded to the nearest 40 miles.

Promotions are automated. Should pilots experience any issues with receiving a rank promotion, please contact your Chief Pilot for assistance.

Old Rank	New Rank	Flights Complete / TFP
Trainee	New Hire	0 Flights or 0 TFP
Second Officer	IOE Pilot	5 Flights or 20 TFP
First Officer	Junior First Officer	30 Flights or 100 TFP
Captain	First Officer	70 Flights and 300 TFP
Senior Captain	Senior First Officer	140 Flights or 500 TFP
Executive Captain	Junior Captain	250 Flights or 800 TFP
Chief Pilot	Captain	400 Flights and 1200 TFP
Senior Chief Pilot	Senior Captain	700 Flights and 1800 TFP
Executive Chief Pilot	Check Airman	1200 Flights and 2500 TFP










Pilot Awards

In addition to the rank structure, pilots also have awards that they can obtain through achieving certain objectives. The awards based on numbers/statistics are automated.

Award	Insignia	Achievement
One Year Award		Awarded to pilots who have completed one continuous year of service
Six Month Award		Awarded to pilots who have completed six continuous months of service
100 Flights Award		Awarded after completing the 100th accepted flight report
Distinguished Service Award		Awarded for service to the VA Above and beyond reasonable Expectations
Good Conduct Award		Awarded for 1-year continuous service without LOA or Term. Warnings in the Calendar Year
Pilot of the Month Award		Awarded to the POM of their respective Crew Base primarily based on flight totals



Staff Award		Awarded to members who hold a current staff position
500 Flights Award		Awarded after completing the 500th accepted flight report
1000 Flights Award		Awarded after completing the 1000th accepted flight report
Three Year Award		Awarded to members who have remained with Southwest Virtual for three (3) years
VATSIM Pilot Rating		Awarded to members who have successfully completed any of the 4 VATSIM Ratings offered by the training department!
Southwest Virtual Initial Training Complete (Boeing 737 Type Rating)		Awarded to members who successfully completed the Initial Training with the Southwest Virtual Training Department!
Captain Upgrade		Awarded to members who successfully completed the captain upgrade with the Southwest Virtual Training Department!



Pilot Training

At Southwest Virtual Airlines (SVA), we take pride in our innovative training department, which offers optional/voluntary training for our pilots. As an approved training organization, we utilize advanced tools such as flight simulators, online computer-based training, and screen sharing programs to deliver comprehensive training to our virtual pilots who express an interest or a need for it. The best part is that there are no charges associated with our training services, ensuring that all SVA pilots can avail themselves of the offered training without any financial burden.

We are proud to be a certified Authorized Training Organization (ATO) with [VATSIM](#), a prominent simulated Air Traffic Control organization. Our team of highly qualified instructors and mentors, including experienced flight simulators and real-world airline Captains, generously volunteer their time to provide a range of training sessions and practical exams to enhance your virtual pilot career. By partnering with VATSIM, we ensure the highest quality of training, leveraging VATSIM's servers to create a more realistic simulation of communications with Air Traffic Control. SVA holds the certification to train VATSIM members and guide them through ratings ranging from P1 to P4. These optional pilot ratings include:

P1: Private Pilot Rating

P2: Instrument Pilot Rating

P3: Commercial Multi-Engine

P4: Airline Transport Pilot (ATP)

For detailed information on the training programs we offer, and the content covered in each rating, please log into your VATSIM account, and navigate to the [Pilot Training](#) section on the left-hand menu.

We are committed to providing top-notch training opportunities to our pilots, and we look forward to supporting your virtual pilot journey.

To get started, simply visit us at <https://www.swavirtual.com/training>



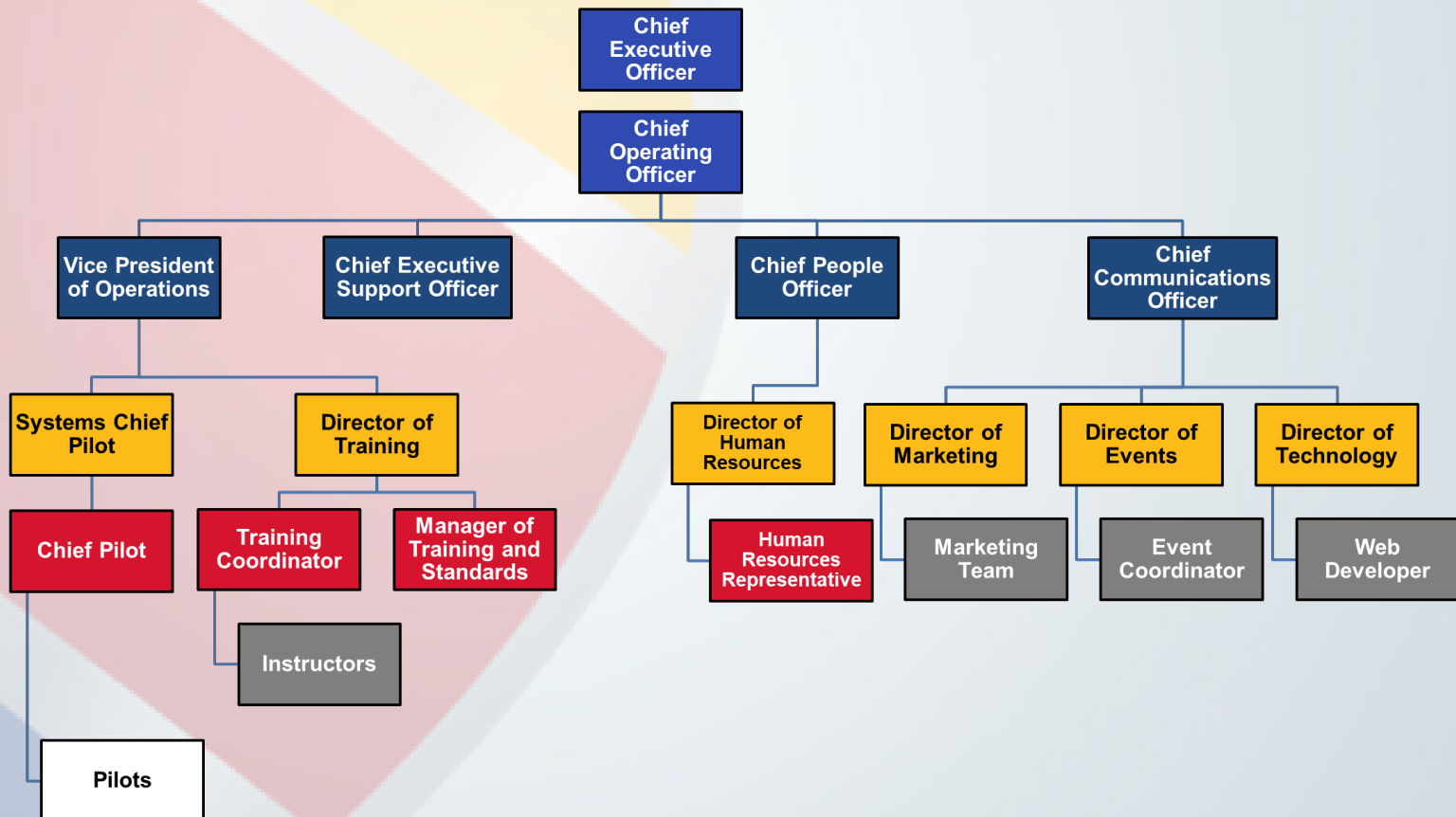
Staff Requirements

1. All staff members must complete a minimum of **three (3) flights every 90 days** to maintain active status.
2. Staff members **may not be affiliated with any other virtual airline that exclusively simulates Southwest Airlines operations.**
3. Staff may serve in staff roles at other virtual organizations **only with prior CEO approval.** Such roles must not present a conflict of interest or interfere with SVA responsibilities or job performance.
4. All staff members must be **at least 18 years of age** at the time of appointment.
5. Staff members are expected to attend **quarterly staff meetings**, typically held within the first week of each calendar quarter.
6. Applicants must hold at least the rank of **First Officer** within Southwest Virtual Airlines.
7. Staff must be in **good standing with the airline**, with no recent disciplinary actions or unresolved conduct issues.
8. Applicants must be **active, engaged, and sociable members** of the community both before and after joining the staff team.
9. All new staff hires will undergo a **30-day probationary period**, during which performance and fit for the role will be evaluated. Continuation in the position is subject to review at the end of this period.



Staff Structure

The following lists the current staff structure of the virtual airline. This list follows a 'top-down' hierarchy structure where senior administration is located at the top of the list. All staff contact information can be found on the public area of the main website.



Executive Staff



Braden Thompson
SWA13682

Email – CEO@swavirtual.com

Chief Executive Officer (CEO)

The CEO assumes a pivotal role in guiding and unifying all members of the Administrative and Executive Staff Teams. With ultimate authority, the CEO holds sole veto rights on matters brought before the Board, ensuring that decisions align with our strategic direction and vision.

Responsibility for the successful accomplishment of all tasks beneficial to SVA rests squarely on the CEO's shoulders. This includes providing decisive leadership, effective management, and meticulous oversight of the virtual airline's large-scale strategic operations.

The CEO actively contributes to the marketing efforts of the virtual airline, driving brand awareness and ensuring our unique value proposition reaches aviation enthusiasts worldwide. Collaborating closely with the Administrative and Executive Staff Teams, the CEO shares responsibility for managing the day-to-day operations of SVA. By fostering a culture of operational excellence and innovation, the CEO ensures that the virtual airline runs smoothly and efficiently. This includes actively participating in the implementation and management of new corporate, pilot, and staff policies and programs, fostering an environment that encourages growth, engagement, and continuous improvement.

With the authority to suspend or remove pilots or staff members from the roster, the CEO upholds the integrity of the operations. Non-compliance with the Pilot SOP or Staff SOP is met with swift and decisive action, preserving professionalism and adherence to standards that define the virtual airline.

Beyond operational matters, the CEO plays a critical role in shaping the long-term vision and strategic direction of SVA. By exercising foresight and leveraging industry insights, the CEO guides the growth trajectory, explores new opportunities, and ensures we remain at the forefront of the virtual aviation landscape.



Executive Staff (cont.)



VACANT
SWAXXXXX

Email – COO@swavirtual.com

Chief Operating Officer (COO)

The COO has a pivotal role in leading and coordinating the day-to-day operations of the virtual airline. Collaborating closely with the Administrative and Executive staff teams, the COO will jointly share the responsibility of ensuring the seamless functioning of the organization.

The COO is responsible for implementing and managing various policies and programs pertaining to SVA. The COO will aid in shaping these initiatives, ensuring they align with our overarching goals and contribute to the continued growth and success of the virtual airline.

The COO possesses the necessary power to suspend or remove a pilot or staff member from our roster in instances where non-compliance with our Pilot SOP or Staff SOP is identified.

In addition to the operational oversight, the COO will actively contribute to the strategic direction of the virtual airline. The insights and expertise will inform important decisions related to fleet management, route optimization, member experience enhancements, and other key areas of focus. The COO will stay attuned to industry trends and leveraging the knowledge of industry to play a pivotal role in shaping the competitive edge and ensuring the sustained growth of the virtual airline.

Reports to: Chief Executive Officer (CEO)



Executive staff (cont.)



Chris Woolbright
SWA9359

Email – VPO@swavirtual.com

Vice President of Operations (VPO)

The Vice President of Operations is primary responsibility for developing and executing operational strategies that align with the virtual airline's overall goals and objectives. This includes overseeing and optimizing flight operations, ground operations, maintenance and engineering, customer service, safety and security, and other operational functions.

The VPO will collaborate closely with other executive staff and department heads, to drive operational excellence. This involves establishing performance metrics, setting operational targets, and implementing processes to monitor and improve efficiency, cost-effectiveness, and member satisfaction.

The Vice President of Operations is accountable for ensuring compliance with VATSIM regulations, industry standards, and company policies. The VPO will provide leadership, guidance, and support to department heads and their respective teams.

The VPO is entrusted with the authority to ensure adherence to our Pilot SOP and Staff SOP, and in cases where compliance is compromised, they possess the necessary authority to suspend a pilot or staff member from the roster of our virtual airline.

The VPO plays a vital role in strategic planning and decision-making, participating in the development of business strategies, expansion plans, route optimization, and other key initiatives. The VPO will evaluate trends, industry developments, and emerging technologies to identify opportunities for growth and operational enhancements.

As a representative of the virtual airline, the VPO will engage with regulatory authorities, industry associations, and other organizations/developers to build strong relationships, influence policy development, and ensure the virtual airline's interests are effectively represented.

Reports to: Chief Operating Officer (COO)



Executive staff (cont.)



Grant Matos
SWA9630

Email – CCO@swavirtual.com

Chief Communications Officer (CCO)

The CCO is responsible for overseeing all aspects of communication, marketing, outreach, and branding for Southwest Virtual Airlines. This executive position ensures that the SWA brand is consistently and professionally represented across all platforms and in all interactions, both internally and externally. The CCO is charged with driving pilot engagement, managing public relations, and expanding the virtual airline's reach by fostering strong relationships with media outlets, partners, and the broader aviation community.

The CCO leads the planning and execution of marketing campaigns, social media strategies, and outreach programs to grow SWA's pilot base, enhance brand awareness, and foster loyalty among members. They oversee event coordination, including online group flights, virtual tours, and VATSIM/VATUSA events, ensuring a dynamic and engaging calendar that reflects the organization's values. Collaborating with other executives and departments, the CCO ensures alignment between communication efforts and operational goals while maintaining high standards for messaging, branding, and community engagement.

The CCO possesses the necessary power to suspend a pilot or staff member from our roster in instances where non-compliance with our Pilot SOP or Staff SOP is identified.

As the face of SWA's communications, the CCO plays a strategic role in promoting the virtual airline's mission and vision, contributing to the development of long-term plans to enhance its reputation and impact. The CCO also evaluates emerging trends and technologies to strengthen SWA's marketing and outreach strategies, creating innovative solutions to connect with current and prospective members. Reporting directly to the COO, the CCO works alongside the Vice President of Operations (VPO) to ensure a cohesive and unified executive leadership team.

Reports to: Chief Operating Officer (COO)



Executive staff (cont.)



Geoff Ballentine
SWA2702

Email – CESO@swavirtual.com

Chief Executive Support Officer (CESO)

The Chief Executive Support Officer (CESO) at Southwest Virtual Airlines plays a key role in supporting the executive leadership team by ensuring alignment across departments, providing policy guidance, and driving accountability in organizational operations.

The CESO is responsible for drafting and maintaining executive-level policies, procedures, and governance documents that guide the VA's direction and uphold its mission. Working closely with the CEO and executive staff, the CESO tracks high-priority projects, monitors progress and ensures that strategic initiatives are completed on time and in alignment with VA goals.

This role also assists in the oversight and coordination of departmental directors, helping to ensure clarity in roles, responsibilities, and performance expectations. As a central point of contact between executive leadership and other departments, the CESO acts as a liaison to communicate decisions, gather feedback, and reinforce operational standards across the organization.

Reports to: Chief Operating Officer (COO)





Kevin Hornaday
SWA1007

Email – CPO@swavirtual.com

Chief People Officer (CPO)

The Chief People Officer (CPO) at Southwest Virtual Airlines serves as the executive leader responsible for the organization's people strategy, culture, and community development, mirroring the values-driven approach modeled by the real-world Southwest Airlines. The CPO oversees all aspects of the pilot and staff experience, from recruitment and onboarding to engagement, recognition, and retention. This role ensures the VA maintains a welcoming, inclusive, and high-energy environment that reflects our core values of fun, respect, and service.

The CPO develops and enforces HR policies, manages internal conflict resolution, and leads initiatives that foster team cohesion and morale. They partner with department heads to support leadership development, promote accountability, and ensure a culture of transparency and collaboration across the organization. In addition, the CPO is instrumental in designing recognition programs, coordinating community outreach efforts, and shaping the tone of internal communications.

Reports to: Chief Operating Officer (COO)



Administrative staff



Director of Training

Email – Training@swavirtual.com

Responsible to the Vice President of Operations for all Pilot training along with the efficient and timely operation of the Flight Training Program. The Director will ensure the accuracy of and the adherence to the Flight Training Manual as prescribed by VA. The position is responsible for the leadership of the Flight Training and Standards sections, its programs, and all associated duties. This responsibility includes, but is not limited to, assurance and enforcement of specific flying evaluation programs, oversight of the Check Airman Program, quality review, and assurance of operations and training procedures within all Flight Training departments.

Reports to: Vice President of Operations (VPO)



Director of Marketing

Email – Marketing@swavirtual.com

The Director of Marketing is responsible for fostering pilot engagement, driving brand awareness, and strengthening the community at Southwest Virtual Airlines. This role combines marketing and event coordination by developing and executing integrated campaigns across digital, social media, print, and events while ensuring consistent branding and messaging. The director organizes engaging group flight events, virtual tours, and updates on VATSIM/VATUSA activities, collaborating with Event Coordinators to maintain a dynamic schedule. Additionally, the role involves building relationships with media, influencers, and partners, analyzing performance metrics to meet organizational goals, and leading a team to create impactful materials. This position ensures alignment across departments and cultivates a vibrant, connected, and loyal pilot community.

Reports to: Chief Communications Officer (CCO)





Director of Events

Email – events@swavirtual.com

The Director of events is primarily responsible for setting up online group flight events, creating and executing new Southwest Virtual tours, and keeping our pilots updated with new VATSIM/VATUSA events that are posted within our Discord server. Event Coordinators will work together to ensure we are offering weekly/biweekly/monthly group flights and events.

Reports to: Chief Communications Officer (CCO)



Director of Human Resources

Email – hr@swavirtual.com

The Director of Human Resource will plan, lead, direct, develop, and coordinate the policies, activities, and staff of the Human Resource (HR) department, ensuring legal compliance and implementation of the organization's mission and talent strategy. The Director of Human Resources is responsible for answering any questions that any potential new pilots may have. They will also be responsible for hiring and processing all new Executive and Administrative staff and any promotions of staff within the organization.

Reports to: Chief People Officer (CPO)





Director of Technology

Email – Tech@swavirtual.com

The Director of Technology for Southwest Virtual Airlines is responsible for overseeing the development, maintenance, and optimization of all technological systems and platforms that support the airline's operations. This includes managing the airline's website, flight tracking systems (such as LUVCARS), and communication tools (like Discord). The role involves ensuring the security, reliability, and scalability of these systems while integrating new technologies to enhance the pilot experience. The Director collaborates with other departments to support training programs, implement software updates, and address technical issues promptly. Additionally, they play a key role in innovating and streamlining processes to align with the Virtual Airline's goals and vision.

Reports to: Chief Communications Officer (CCO)



System Chief Pilot

Email – SCP@swavirtual.com

The SCP is responsible for managing the Chief Pilots (CPs). The SCP will be the frontline supervisor to CPs. They are responsible for the management of day-to-day operations as well as ensuring their members are complying with the requirements set forth in the Brand Guide & Staff Supplement.

Reports to: Vice President of Operations (VPO)



Chief Pilot

To see a CURRENT and up-to-date list of all Chief Pilots, visit this link:
<https://www.swavirtual.com/wn/index.php?lib=team#managers>

The Chief Pilots is responsible for managing the pilots assigned to their specific crew base. The CP will be the front-line supervisor to all pilots within the VA. They are responsible for the *daily* management of PIREPS both MANUAL and those submitted through LUVCARS as well as ensuring their members are complying with the requirements set forth in this document.

Reports to: System Chief Pilot (SCP)



DISCORD



Discord

Southwest Virtual Airlines provides an engaging Discord server that is accessible to all active members. We kindly request that all members adhere to the code of conduct rules while using the Discord server. It's important to note that official requests to staff members should be made via email rather than through Discord.

We highly encourage the use of our Discord server for flight coordination, training, and general conversation, as it offers an excellent opportunity to enrich your SVA experience. Upon joining Southwest Virtual Airlines, all pilots receive the Discord server information through a welcome message.

We want to emphasize that recruiting for other organizations or engaging in advertising activities is strictly prohibited on our Discord server. We aim to maintain a focused and supportive environment for our members.

Discord Download: [Click here to download Discord](#)

SVA Discord Server Link: <https://discord.gg/swavirtual>



VATSIM

At Southwest Virtual Airlines, we highly encourage our pilots to make use of the Virtual Air Traffic Simulation Network (VATSIM). It is a free platform that provides a realistic air traffic simulation experience. All members of Southwest Virtual Airlines are required to be members of VATSIM; however, utilizing this feature is optional.

To ensure a positive and professional environment, all pilots must comply with the VATSIM Code of Regulations and the VATSIM Code of Conduct. It is essential to remember that while on the network, pilots represent Southwest Virtual Airlines and are expected to conduct themselves accordingly.

For more information about VATSIM and its functionalities, please visit www.vatsim.net.

Furthermore, we are proud to announce that Southwest Virtual Airlines is an Approved Training Organization (ATO) for VATSIM. We offer various training curriculums to enhance your skills and knowledge as a virtual pilot. Detailed information about our available curriculums can be found at <https://www.swavirtual.com/training>. If you have any further inquiries, please feel free to reach out to our Department of Training at Training@swavirtual.com.

We are dedicated to providing exceptional training opportunities and promoting a professional virtual aviation experience for our pilots.



VATSIM CALLSIGN USAGE

Our pilots are encouraged to use the actual flight number as their VATSIM callsign. Alternatively, pilots are also allowed to use their SWA ID number as their callsign. Please refer to the chart below for more information on callsign usage.

Airline Flight	Callsign Prefix	Callsign Pronounced
Southwest	SWA	"Southwest"

Pilots are also encouraged to support our airline by providing a link to us in the 'remarks' section of your flight plan. (This is automatically accomplished if prefiling the flight through LUVCAR5)



Frequently Asked Questions (FAQ)

To help our staff respond to general inquiries faster, please read the following frequently asked questions to see if they answer any questions that you might have before contacting our staff team.

1. **Do I have to fly online on VATSIM?**
No. Although you do not have to fly online on VATSIM, we are a VATSIM Virtual Airline Partner and a VATSIM Authorized Training Organization, so we require that you have an active and valid VATSIM ID. Our system checks this automatically upon registration. VATSIM is also where we conduct event flights.
2. **How do I request a Leave of Absence/Crew Base Change/Change my password for the website?**
All of this can be done through the SVA CrewHub. Please remember that there are limitations to LOA's, and Crew Base changes as outlined earlier in the SOP.
3. **I was once a former member of the virtual airline. Can I come back?**
We welcome back pilots who have been terminated for inactivity or who have voluntarily left the airline. To do this rather re-apply to the site or contact Human Resources at HR@swavirtual.com
4. **I no longer have the time to partake in the hobby. How can I resign on good terms?**
The best way to inquire is to e-mail Human Resources at HR@swavirtual.com and explain your situation. If you do this, you will be considered 'retired' and allowed to come back on good terms later.
5. **I have received an e-mail stating that I have a held flight report. Who do I contact?**
You need to contact your Chief Pilot for any flight report issues. If you are not sure how to contact your Chief Pilot, please look on our website under ABOUT > TEAM for a staff e-mail contact list.
6. **Am I restricted to a certain airplane?**
No. You may fly any airplane *in our fleet* but please look at our [Aircraft Substitution Policy](#) for specific information regarding what airplanes can be flown on what flights.
7. **Do I have to fly out of my Crew Base?**
No. We do not restrict flights to your crew base. You may fly any flight on our schedule.
8. **Southwest is going to offer a new flight starting on XXX. Will you offer it also?**
Yes. Our virtual airline is one of the only VA's around in which the flight schedule is updated DAILY to reflect the schedules of our real-world counterparts. If they only fly to a destination on certain days, our flight schedule will reflect that accurately. It is updated automatically at 04:45 ET every morning.
9. **If there is weather or an aircraft malfunction, can I Divert?**
Yes, simply select the DIVERT button on your active flight in L5 and input the diversion airport and reason for diversion. Once on the ground at the diversion airport it will auto submit your report. You will have the option to continue the flight to the original destination from the diversion airport.



Legal notice

Southwest Virtual Airlines (SVA) and its partners are not affiliated with Southwest Airlines or any other real-world airline. Southwest Virtual Airlines is a fully owned non-for-profit entity of the Virtual Airline Simulation Organization (VASO). Southwest Virtual is an organization instituted to enhance the enjoyment of the flight simulation hobby and is not interested in engaging in for-profit business activity. Southwest Virtual Airlines utilizes the logo of Southwest Airlines under license from Southwest Airlines. This usage is governed by a licensing agreement that ensures compliance with intellectual property rights. The inclusion of the Southwest Airlines logo is for simulation purposes only and does not imply any direct affiliation or endorsement by Southwest Airlines.

Privacy Policy

Southwest Virtual Airlines adheres to a straightforward privacy policy for the Virtual Airline (VA). We do not collect personal information from our Pilots for third-party use. Pilots applying to Southwest Virtual Airlines must use their real names and disclose their actual age. The collected information is solely utilized for the hiring and membership process. Demographic data from Pilot applications is securely stored to tailor programs for our Pilots. Southwest Virtual Airlines limits the use of personal information to VA purposes only, ensuring the confidentiality of such data on our web servers. The display of certain information on the password-protected pages of the Southwest Virtual Airlines website is limited to the Pilots' name, join date, and country of residence. This information is accessible only to the Southwest Virtual Airlines Executive Staff and is not shared with any private entities or individuals, in compliance with the Data Protection Act 1988.

Links to Other Sites

Southwest Virtual Airlines advises users that its website contains links to external sites and is not responsible for the privacy practices of those sites. Users are encouraged to review the privacy statements of each site collecting personally identifiable information. This privacy statement is applicable exclusively to information gathered on the Southwest Virtual Airlines website.

Piracy

Southwest Virtual Airlines strictly prohibits the distribution of pirated software or any unauthorized intellectual property. We are dedicated to combating piracy and will take decisive action against any member engaging in such activities. Violators will be immediately placed on administrative leave, and details of any piracy transactions will be promptly reported to the relevant software developer and/or authorized distributor. Southwest Virtual Airlines maintains a zero-tolerance policy towards the unauthorized distribution of intellectual property.

