



Going, Gone
Auctions
take Loren
up the coast.

Loren Wheeler

PARTNER, PROFESSIONAL AUCTIONEERS AND ASSOCIATES;
FOSTER CITY, CALIFORNIA

Loren Wheeler is *sold* on Southwest Airlines and has been for the past 15 years. A partner in Professional Auctioneers and Associates, Loren believes in selling things to the highest bidder, but at Southwest, he often finds that low is the way to go with the airline's low fares.

Loren travels throughout the West Coast performing auctions for charity events and fundraisers. He says that auctioneering is his professional love, and he has been involved in more than 4,000 auctions. Luckily, Loren has Southwest to help get him to his events, and he says that Southwest is one of his items for success: "Southwest is like my partner, and I have the comfort of never worrying about being late."

Loren flies out in the morning and likes to be home in time for dinner. Without Southwest's dependable flight schedule, he would have to spend an extra night away from the family. But since Southwest has so many flights to choose from—whether he is leaving from San Jose, California, or Oakland, California—he always gets to where he needs to be.

As a result of Loren's incredibly busy travel schedule (more than 720 flights in the last three years), his wife has become his designated Companion Pass holder, which allows her to travel with him free

for 12 months—a great perk of Southwest's Rapid Rewards frequent flyer program. One of Loren's favorite things about Southwest is A-List, which gives him the best "A" boarding pass available upon making his reservation. He says the A-list lets him be one of the first on and off the plane and allows him to get his seat of choice. Another perk Loren loves about Southwest is its free water and soft drinks onboard, after a day of auctioneering, he gets pretty thirsty!

When Loren is not flying to Southern California to auction items like cars, sports memorabilia, or exotic vacation packages, he is often on Southwest traveling to see old college buddies or vacation with his wife and children. The ability to easily reconnect with old friends and create new family memories is another reason why he chooses Southwest Airlines. No matter where or why he is traveling, Loren says, Southwest "always tries to make traveling as much fun as possible."

Just like it's Loren's job to get items to their next owner or "destination," it is Southwest's job to get Loren everywhere he needs to be. You may be *sold* on us, Loren, but we are definitely *sold* on you!
—Dustin Perry