

# Standard Operating Procedures

Version 6.6

Revised: 11/12/2023

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## Change Log

<u>NAME</u>	<u>DATE</u>	<u>CHANGE</u>	<u>VERSION</u>
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 LUVCARS 5 Updates	6.2
Braden T.	02/13/23	Activity Requirement Change Code of Conduct Rewrite, Updated Staff Requirements, Grammar & Spelling	6.1
Braden T.	09/26/22	Airline SOP Update/Refresh	6.0

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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. 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, I would like to extend a warm welcome to you as our newest pilot! We are thrilled to have you join our close-knit community of aviation enthusiasts and embark on this exciting journey together.

At Southwest Virtual Airlines, we pride ourselves on being more than just a virtual airline. We are a passionate group of individuals who share a deep love for aviation and a commitment to fostering a supportive and engaging environment for our members. We believe in creating an inclusive community where pilots from all backgrounds and experience levels can come together to learn, grow, and connect.

As you settle into Southwest Virtual Airlines, it is important to understand our roots and the strong foundation upon which our organization was built. Dating back to 2008, we have been at the forefront of the virtual aviation community, dedicated to providing an immersive and realistic flight experience. Over the years, we have evolved and grown, adapting to the ever-changing landscape of virtual aviation, and incorporating new technologies and features to enhance our members' experience.

With over a decade of experience, Southwest Virtual Airlines has established itself as a trusted and reputable organization in the virtual aviation world. Our commitment to excellence, professionalism, and a strong sense of community has earned us a dedicated following of over 1,400 active members. Together, we strive to create a dynamic and enjoyable atmosphere where pilots can challenge themselves, develop their skills, and forge lasting friendships.

As a new pilot at Southwest Virtual Airlines, you can expect a range of exciting opportunities and resources to support your growth. Our extensive training programs, comprehensive flight operations, and diverse fleet of aircraft will provide you with the tools and knowledge to navigate the virtual skies with confidence. Furthermore, our supportive community of experienced pilots is always ready to lend a helping hand and share their expertise.

We encourage you to actively engage with our community, participate in group flights, training sessions, and social events. Don't hesitate to reach out to our team if you have any questions, need assistance, or simply want to connect with fellow aviation enthusiasts.

Once again, welcome to Southwest Virtual Airlines! We are delighted to have you on board, and we look forward to witnessing your journey as you soar to new heights with us. Together, we will continue to build upon our rich history and shape the future of virtual aviation.

Blue skies and tailwinds!



Ryan Flynn  
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.

- Any member of Southwest Virtual Airline must abide by the rules and regulations of any entity or organization for which they are consuming under the name or representation of SVA. Southwest Virtual Airline resources and communities are to be used only to enhance our hobby; therefore, all content should remain aviation (or SVA) related. Please do not use our resources for promoting other organizations or politics.
- Respect is a very crucial concept to understand with organizations that foster learning and are home to a diverse group of members. Southwest Virtual Airlines emphasizes that all members should respect one another, the organization, and the hobby in general.
- All members are expected to follow the laws and regulations of their residence, as well as the location where they are accessing Southwest Virtual Airlines entities from.
- Southwest Virtual Airlines encourages the exchange of information, expression, and resources, so long as it is legally obtained and shared. We respect one's freedom of speech, however, expect individuals not to use it disrespectfully and destructively. Our community is no place for political discussion.
- We are committed to privacy and expect the same from our members. All Southwest Virtual Airlines endorsed, and materials/entities provided are copyrighted and should not be shared without expressed written permission from an Executive Staff Member of the VA. Any violation of this rule will result in the permanent removal from the VA and possible Legal actions against that member.
- Although there are many products used to enhance the flight simulation hobby, we ask our members not to advertise or spam on any Southwest Virtual Airlines entity. Members are however welcomed and encouraged to give their opinions or offer technical/operational support for products related to the hobby. Any form of media posted in our channels may be used for VA advertising and/or branding purposes on SVA official media outlets.
- As we are home to a diverse group of individuals, profanity is not welcome on any Southwest Virtual Airlines entity. Derogatory terms are also not welcome and will not be tolerated. We also have no place for harassment and discrimination.
- As a member of Southwest Virtual Airlines, members are not to use the entity for advancement of any illegal activities. Our organization cooperates with any law enforcement agency conducting investigations of members (current or inactive).
- Any form of multimedia that is considered graphic in nature is not welcome at any Southwest Virtual Airlines entity.



## Pilot hiring requirements / joining

- All members must own a legal copy of Microsoft Flight Simulator (2004, FSX, 2020). 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](http://WWW.VATSIM.NET))
- All members must achieve a score of at least 70% on an operations and basic aviation knowledge test. The test is an open book and open note. Most of the exam is regarding our operations manual so we expect all individuals applying to pass. Most other answers are readily available on most search engines.
- All members must have access to an internet connection.
- All members must be willing to download and use the LUVARS flight tracking system (Free) or LUVARS for MacOS (Free).
- All members must be able to abide by our Activity Requirements.
- Due to prior incidents and for information protection, our members are **NOT** welcome to be members of 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 one (1) Pilot Report (or PIREP) every 60 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, they may submit a manual PIREP through the Southwest Virtual Operations Center on the website.
  - 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 form, 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 out warning emails at 60 days to members who are about to go inactive.
2. Pilots are required to complete one (1) flight every sixty (60) days to remain as an active pilot. After a total of 60 days of inactivity, pilots will be placed on a warning status within the VA. Pilots on warning status are **NOT** authorized to file a manual PIREP to count as their returning to active flight. After 7 additional days of inactivity, pilots will be set as terminated and will no longer have access to the SVA website or operations tab.
3. Pilots who have been terminated after 60 days of inactivity will have to write to their crew base manager, the VPO, COO, or HR asking to be returned to active status, so that they may regain access to our SVA website.
  - a. A leave of absence may be requested through the [Operations Tab](#) which will submit an LOA request to the appropriate staff members.
  - b. Leaves of absence must be:
    - i. Between 30 and 90 days.
    - ii. Not repeated more than twice per calendar year.
  - c. Once pilots have returned from their leave of absence, they will have fourteen (14) days to file a PIREP which must be ACCEPTED to avoid being marked as retired due to inactivity.
    - i. For this reason, this PIREP **cannot be a manual PIREP**.
4. New or re-hired members must file their first report within 14 days of hire using LUVCARS or LUVCARS for macOS.
  - a. Failure to do so will result in termination for inactivity without notice.

## Leave of absence

Pilots requesting a Leave of Absence “LOA” can do so by filing the LOA form located on the **Operations** panel of the website under **Settings**. Although most virtual airlines require a 90-day period before they are allowed to make the request, our pilots must only have 5 approved flights before requesting a LOA. Each LOA can only last up to 90 days maximum. Any special requests to deviate from this policy must be submitted to the Director of Human Resources via e-mail. Please **DO NOT** wait until your account is on a termination warning to request a LOA as sometimes, we do not activate the LOA in time.





## Military/Special leave

Members requesting a Military Leave of Absence (or special leave of absence due to elongated training for emergency services positions) do not follow the general Leave of Absence policy. Individuals requesting a Military Leave of Absence should make the request via e-mail to the Vice President of Operations. In the e-mail, members should include as much information as possible about their leave including an expected return date and the organization for which they are a part of.

## Crew base transfer

Crew Base Transfers may be requested within [OPERATIONS > Settings](#). Pilots shall be allotted a transfer of crew base request one (1) time every (four) 4 months.

## SVLIFE

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 Second Officer within Southwest Virtual Airlines, members will be automatically granted access. An email containing personalized login credentials will be sent to the members 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. Executive Staff and the Director of Human Resources 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 manual.
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 COO.
5. During any suspension, members may face a temporary ban of the Operations Center, 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 Crew Base Manager 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 speed up PIREP Approval times. Should a flight meet all the listed requirements, the flight will automatically be approved. Should it fail to meet the requirements, it will be "Held" for further review by the respective crew base manager. If a report is held, pilots will receive an automated e-mail with instructions on how to proceed including contacting their crew base manager within 24 hours. Please note that, due to the nature of the held reports, the report may take up to 48 hours to be processed. Here are the codes under which the reports are 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.



## Standard Operating Procedures

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### 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)  
737-700  
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 en-route

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.

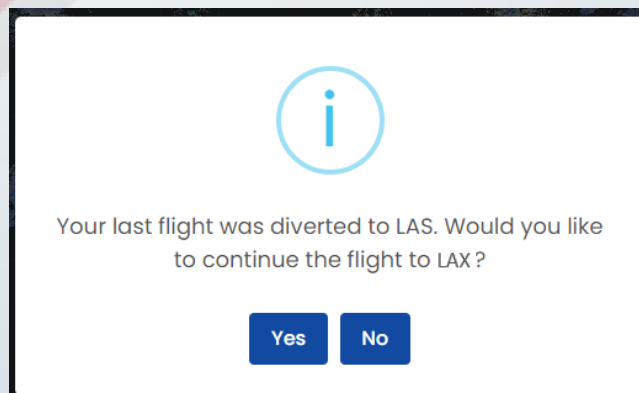
All Diversions will be treated like a manual report and will be reviewed by a CBM prior to being accepted/rejected. Diversions ***MUST*** include a reason for the diversion ***with proof*** to justify the need for the aircraft to divert. (i.e., Screenshot of Failure, Link from an addon such as PACX/FsPassengers,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

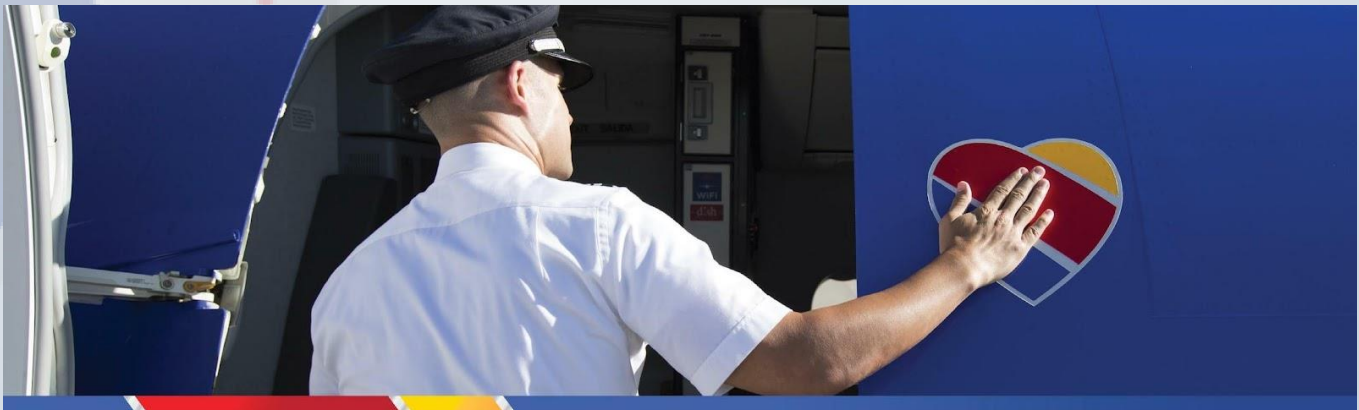




## Pilot ranks

The following is a list of Pilot Ranks. Promotions are based on the total number of approved flight legs, not flight hours. Promotions are automated. Should pilots have any problems with not receiving a rank promotion, they shall contact their crew base manager no *earlier* than 48 hours after the approval of their flight to place that pilots in their rank category.

Rank	Flights Completed
Trainee	0
Second Officer	5
First Officer	30
Captain	70
Senior Captain	140
Executive Captain	250
Chief Pilot	400
Senior Chief Pilot	700
Executive Chief Pilot	1200












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



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



## 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.training>



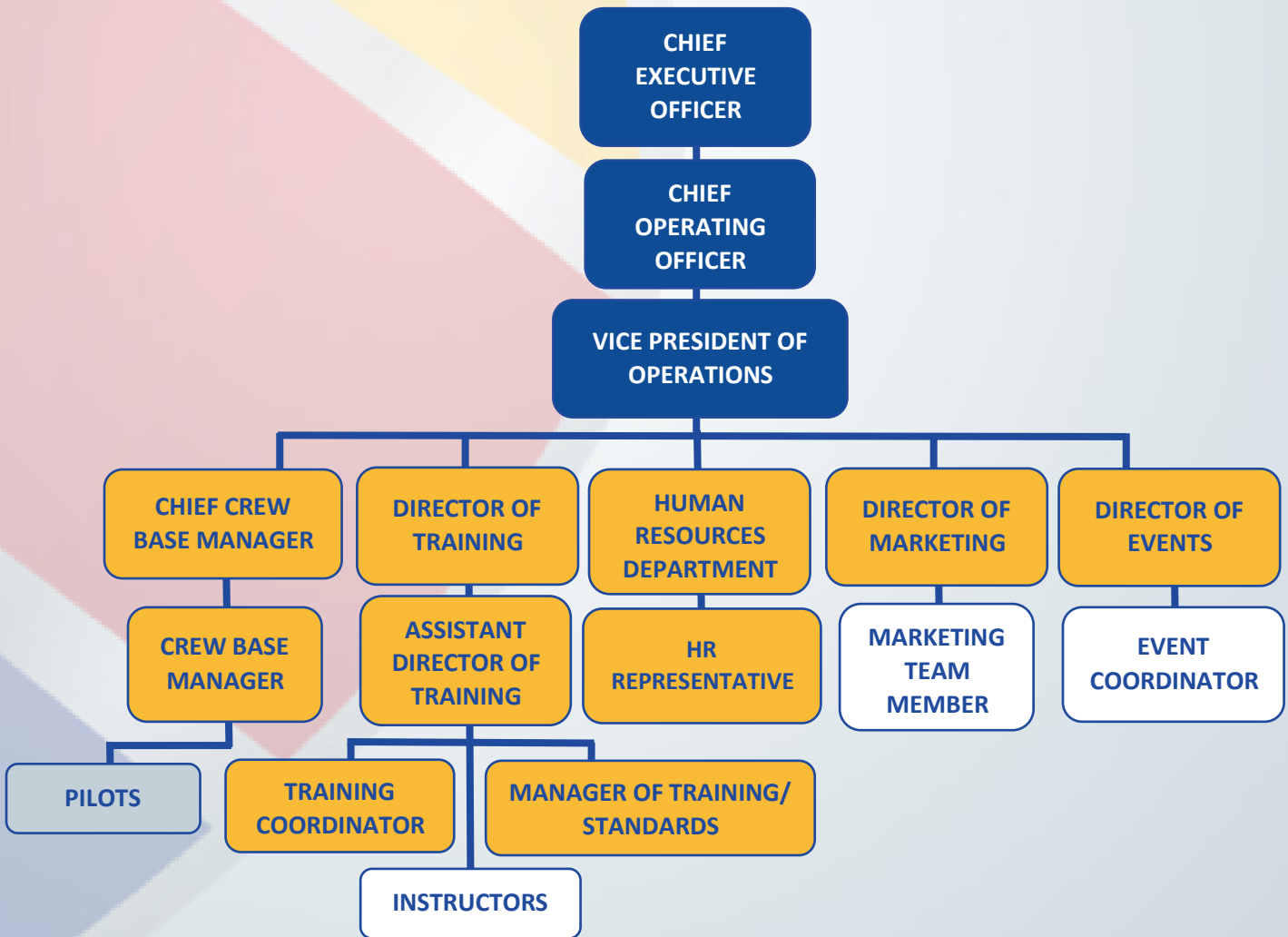
## Staff requirements

1. Staff members are required to complete two (2) flights every 60 days to remain active.
2. Staff members will **NOT** be in a staff role with another virtual airline and will not be members of another Virtual Airlines that solely simulate the operations of Southwest Airlines.
3. Staff members must be at least 18 years of age.
4. Staff members are required to be able to attend a monthly/quarterly staff meeting, held within the first week of each month/quarter.
5. Staff members must have achieved at a minimum the rank of Captain within the VA.
6. Must be in good standing with the airline.
7. Must be an active and sociable member on our Discord server prior to and upon placement onto the staff team.
8. All staff new hires are subject to a probation period of one (1) month for performance evaluation and reconsideration of position hired if necessary.
9. Staff members must be actively working to obtain the instructor role within the VA. Members must have instructor role within 30 days of their probationary period.



## Staff structure

The following lists the current staff structure of the virtual airline. This list follows a ‘top-down’ hierarchy structure with the top administrative staff located at the top of the list. All staff contact information can be found on the public area of the main website. Staff members shall not be staff members with other virtual airlines due to our need for committed staff members.





## Executive staff



**Ryan Flynn**  
SWA 1002

Email – [CEO@swavirtual.com](mailto: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.)



**Matt Grimes**  
**SWA 5858**

Email – [COO@swavirtual.com](mailto: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 corporate, pilot, and staff policies and programs. 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.)



**Braden Thompson**  
**SWA 13682**

Email – [VPO@swavirtual.com](mailto: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 or remove 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)



## Administrative staff



### Director of Training

Email – [Training@swavirtual.com](mailto: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](mailto:Marketing@swavirtual.com)

The Director of Marketing is primarily responsible for developing and executing marketing campaigns that drive brand awareness, and pilot growth and loyalty. The director is responsible for ensuring that the marketing department is developing and implementing marketing strategies that align with the virtual airline's goals and objectives. The director will lead the development and execution of integrated marketing campaigns across multiple channels, including digital, social media, print, and events. The Director is responsible for managing a team to aid in the creation of material for the airline. The director will ensure consistent messaging and branding across all customer touchpoints. The director is responsible for building and maintaining strong relationships with media outlets, influencers, and partners to drive brand awareness and positive perception. The director will analyze marketing performance metrics and adjust strategies as needed to meet targets and KPIs. The director will collaborate with other departments, such as Events, Flight Operations, and Human Resources, to ensure alignment and integration of marketing efforts.

Reports to: Vice-President of Operations (VPO)







### Director of Events

Email – [events@swavirtual.com](mailto: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: Vice-President of Operations (VPO)



### Chief Crew Base Manager

Email – [CCBM@swavirtual.com](mailto:CCBM@swavirtual.com)

The CCBM is responsible for managing the Crew Base Managers. The CCBM will be the front-line supervisor to CBM's. They are responsible for the daily 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)



### Crew Base Manager

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

The CBM is responsible for managing the pilots assigned to their specific crew base. The CBM 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: Vice-President of Operations (VPO)





## 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](http://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.training>. If you have any further inquiries, please feel free to reach out to our Department of Training at [Training@swavirtual.com](mailto: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 VATISM 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 prefilling 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.

- 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.
- 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 [OPERATIONS > SETTINGS](#) page once you log into the website. Please remember that there are limitations to LOA's, and Crew Base changes as outlined earlier in the pilot operating handbook.
- 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. SVA will reinstate previous members up to 2 times within a 6<sup>th</sup> month window after being terminated. To do this, please **do not** file a new application but rather contact Director of Human Resources at [HR@swavirtual.com](mailto:HR@swavirtual.com).
- 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 the Director of Human Resources at [HR@swavirtual.com](mailto: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.
- I have received an e-mail stating that I have a held flight report. Who do I contact?**  
You need to contact your Crew Base Manager for any flight report issues. If you are not sure how to contact your crew base manager, please look on our website under [ABOUT > Team](#) for a staff e-mail contact list.
- 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.
- 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.
- 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.
- 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 is a fully owned non-for-profit entity of the RF Company. 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.

### Privacy Policy

Southwest Virtual Airlines has instituted a privacy policy for the VA that is simple: We will not collect any personal information about our Pilots for use by third-party entities. In applying for Southwest Virtual Airlines, Pilots must use their real names and advise us of your real age. The information we collect will be used specifically for the purpose of the hiring and membership process. All information collected will be used for that purpose. Southwest Virtual Airlines will store demographics information collected from our Pilot applications, so that we may provide Pilots with the best programs. Southwest Virtual Airlines does not collect personal information for any other purposes. Some information provided from Pilot applications (name, join date and country of residence) may be displayed on the password-protected pages of the Southwest Virtual Airlines web site. When your account is approved, Southwest Virtual Airlines will use your real name, e-mail address, country, password, age and VATSIM ID for Southwest Virtual Airlines purposes only. This personal information will be stored on our web servers and can only be viewed by the Southwest Virtual Airlines Executive Staff. All information provided is not given to any private organizations or private persons, in accordance with the Data Protection Act 1988.

### Links to Other Sites

Because the Southwest Virtual Airlines web site contains links to other sites, please be aware that Southwest Virtual Airlines is not responsible for the privacy practices of such other sites. Southwest Virtual Airlines encourages its users to be aware when they leave our site to read the privacy statements of each web site that collects personally identifiable information. This privacy statement applies solely to information collected by this web site.

### Piracy

Southwest Virtual Airlines prohibits the distribution of pirated software or any unauthorized intellectual property. We are committed to combating piracy and take strong action against any member who engages in such activities. If a member is found to be in violation of this policy, they will be immediately placed on administrative leave. Furthermore, we will promptly report the details of any piracy transaction to the relevant software developer and/or authorized distributor, as we do not tolerate the distribution of intellectual property without proper authorization.

