

MARCH 2025

Monthly Musings Southwest Airlines LinkedIn Malls Savannah Bananas March Madness "Service Natural" – Are YOU One?

SOUTHWEST AIRLINES: Brand Conflict - Changing Your Legacy

First, the good news: **According to USA Today**, Southwest Airlines continues to boast the industry's best on-time performance.

Now, the bad news. First, Southwest has eliminated its open seating policy and now issues assigned seats. So, if you're in the first boarding group and want to snatch that ideal window seat, you'll be disappointed.

The second blow of bad news: Bags no longer fly for free unless you are at an elevated level of the airline's Rapid Rewards program.

This means that two of Southwest's legacy benefits—part of what defined the brand and made them America's first choice among no-frills airlines—have disappeared.

Say It Isn't So!

A little research reveals the reason. **Macrotrends reports** that Southwest showed net profits of \$465 million in 2023 but only \$262 million last year. In other words, something had to go.

Businesses face painful decisions they didn't have to make in better times. In Southwest's case, the choice was between losing profits by 44% again or changing the business model to become more profitable at the cost of customer enthusiasm.

What changes are you considering in your pricing model? Even something that may transform what your company has stood for? If you need solutions to current and anticipated future challenges, please call Fletch at 817-205-2334.



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Mall Conversions – Even PICKLEBALL!

We've read for years that old shopping malls have been transformed into new formats.

According to a CBSNews.com report, these conversions have included:

- **Data Centers:** Windsor Park Mall, San Antonio
- **Charter Schools:** Boise, Idaho
- **Residences:** Providence, Rhode Island (conversion to dozens of micro-lofts)
- **Restaurants and hotels:** Memphis, Tennessee, and Aventura, Florida
- **Large resorts:** The former Rainbow Centre Mall in Niagara Falls, New York, has become the "Wonder Falls" Resort
- **Self-storage:** Port Orchard, Washington
- **Office space:** Mountain View, California (Google signed a lease to use the property for an office complex)
- **Medical Center:** Jackson, Florida – (Converted the mall into a vast medical complex)

While not inside a mall, a Dallas high-rise has recently captured attention. Peridot Residences, located in what was once known as the Thanksgiving Tower, at one time held the title of the second-tallest building in Dallas.

The residential section, consisting of 14 of the now-named Santander Tower's 50 stories, recently added an indoor pickleball court and Pilates studio. Due to the noise level, I wouldn't want the space next to the pickleball court!

Innovation question: What are YOU doing to elevate the use of all of your office or corporate campus? The change agents will be the winners!



How Smart Are You on LinkedIn?

How many responses do you receive for your social media posts on Facebook, Instagram, or LinkedIn?

Terry Sullivan—known by many as the “Guru of LinkedIn”—shares insights that will raise your analytics and drive more eyeballs to your page. Having a smart strategy and the discipline to post regularly—even as little as 15 minutes daily—helps you stand out.

He shares five tips to elevate your LinkedIn (and other social media) presence:

1. **Start with a specific or thought-provoking question.** For example, instead of saying, “Networking is important,” try, “What’s one piece of advice you wish you’d received when you started building your professional network?” This not only hooks the reader but also invites authentic responses.
2. **Share insights that solve a pain point.** Think about your audience. Are they looking for ways to grow their business, boost their career, or connect with the right people? Share specific and practical advice, like “3 Ways to Make Your LinkedIn Profile Work for You” or “How to Use Storytelling to Win Over Prospects.”
3. **Tell a personal story.** Storytelling isn’t just for novels; it’s the glue that makes your message stick. Share a moment when a simple LinkedIn post led to a major opportunity or how a conversation in the comments turned into a professional collaboration.
4. **Make it easy to read.** Keep your paragraphs short and visually appealing. A post that’s easy to skim is more likely to be read. Think of your user scrolling during their coffee break—you have seconds to pull them in.
5. **Be consistent and visual.** Add a little spice with visuals or formatting tricks (bold key points, include bullets, or link to a resource). And don’t forget, consistency builds trust. Show up regularly on social media, and your audience will rely on your keen insights.

Terry shares an additional pro tip: Always end with an invitation for a conversation, whether it’s asking your readers to share their approach, experiences, or greatest challenges. Involving your audience in a discussion leads to stronger connections and value.



LinkedIn

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Unintended Consequences of a Not-Well-Thought-Out Idea

The idea in California originally seemed good. Raising the minimum wage of fast-food restaurant workers to \$20/hour would elevate their income levels and allow them to enjoy a higher standard of living.

Unfortunately, that idea was not very well researched. According to a **Fox News report**, the consequences were:

1. More than 10,700 fast-food workers lost their jobs in just 12 months due to the higher wages
2. Many workers saw their weekly work hours reduced, and they also lost overtime hours
3. Many of those restaurant positions were replaced by automation, such as ordering kiosks, etc.
4. Those fast-food restaurant prices soared by 14.5%
5. Further changes included reducing menu options, outsourcing some kitchen labor, and utilizing AI for back-office management

Lesson learned!

What are some unintended consequences you have experienced at your job?

CALIFORNIA TRADE GROUP REVEALS VICTIMS OF MINIMUM WAGE HIKES



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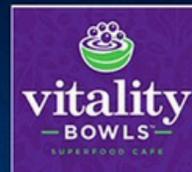
BAR MORUNO



ROUND TABLE PIZZA/
EXCALIBUR PIZZA



CINNABON/
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VITALITY BOWLS

CALIFORNIA BUSINESS AND INDUSTRIAL ALLIANCE



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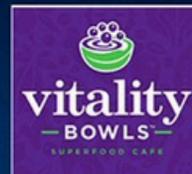
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Savannah Bananas Update:

The Savannah Bananas sold out the 65,000-seat Raymond James football stadium in Tampa Bay on Saturday, March 15. The venue was reconfigured to become a baseball stadium for that one game.

Athlon Sports shares that the game turned Major League Baseball on its ear with the massive draw from A MINOR LEAGUE EXHIBITION TEAM, drawing more fans for a single game than any team from our own Texas Rangers, the Los Angeles Dodgers, or the New York Yankees.

The article revealed a compelling insight: **a team using baseball as entertainment attracts more fans than a team playing for a championship!**

Fans flock to Bananas games because they are fun, fast, and unpredictable. Something clever and exciting will likely occur at any minute, from trick plays and the break-dancing umpire to the complete musical dance routines featuring both teams.

My favorite moment is Bananas Foster, when the team welcomes a local foster family onto the field, and **ALL THE PLAYERS FORM A GROUP HUG!**

What is YOUR company doing to change the norms in your industry?



March: The Madness Begins

Welcome to the three-week tournaments that name winners in men's and women's college basketball. As fans filled out their predictive brackets last week, their likelihood of picking all the winners is as remote as predicting snow in Honolulu in August.

The fun has already begun! So, let's look forward to shocking upsets and thrilling moments with both the men and women.

