



SSI NEWSLETTER

Revenues, Ratings...Results!

The Rick & Bubba Show



2014 has been special for our popular program, The Rick & Bubba Show. Rick Burgess & Bill "Bubba" Bussey successfully celebrated their 20th Anniversary and held special one-night events to sold-out crowds in 5 cities during the summer months. The program has continued to grow and it's now seen on 65+ network television outlets and heard on 60+ network radio affiliates. The Rick & Bubba platforms also include vibrant social media vehicles, website showcasing, online streaming, merchandising to a live studio audience, 24/7 digital channels via TuneIn.com & UStream.TV. Stay connected via <http://tunein.com/radio/The-Rick--Bubba-Show-s208566/> or <http://www.ustream.tv/channel/rick-and-bubba-live1>. ***Rick & Bubba can also help you complete all your holiday shopping easily this year with their 2014 Sponsors' Holiday Gift Guide via this link -- <http://www.rickandbubba.com/R&B-SPONSORS-HOLIDAY-GUIDE-2014-LR.php>***



SSI Affiliate Welcome



Comments from SSI's President Bob Carey



It's November and the flurry of finishing the year strong while preparing for a successful start to the new year ahead is upon us. We all have so much to be thankful for and I'm looking forward to finding time to celebrate another great year with family, friends & business associates. Hopefully you'll be doing the same.

November is a busy a month as we're preparing to debut our new company website that illustrates how the firm has evolved over 16 years & showcases many of our multiple platforms. Here's a short video we've just created for the new home page that details SSI - http://youtu.be/O43ysYFd_Xs. We're welcoming a number of new sponsors this month to our popular programs - Rudy Maxa's World, The Rick & Bubba Show, etc. They include eMeals.com, Full Moon Bar-B-Que, Cremo Cream, ManGrate, ChordBuddy, Erin the Excellent Elf, UrgentRX and Lifelock.com. Please patronize these companies & products.

The BuzzBox Coffee program we offer in association with Camano Island Coffee Roasters is growing. It's so rewarding to be creating Income, Influence & Impact "one-cup-at-a-time" via many great causes through our various partners, offering what's truly the "best-of-the-best" coffee available anywhere. If you're interested in creating a BuzzBox Coffee program, let's do it!

Mary & I continue to expand our role with Rudy Maxa's World - America's #1 Travel Radio Show, and we'll be broadcasting from Northern Ireland this month. On Saturday, November 29th, while Rudy broadcasts live from Derry, we'll be in Fermanagh broadcasting from the renowned Lough Erne Resort. Be sure to check out these broadcasts on the hundreds of affiliated stations across America or via our 24/7 TuneIn Channel - tunein.com/radio/Rudy-Maxas-World-s222107.

November also marks the 14th anniversary of Steve Downes joining SSI, as well as the 12th anniversary of Bob Bucci's addition to our team. Congratulations and thank you to both.

Best wishes for a Happy Thanksgiving! Safe travels.



SSI Sponsors Showcase

SSI delivers results via our multiple platforms of audience engagement. This month we recognize the following long standing sponsors and thank them for trusting us with their business.



Experience the FREE Orbitz Rewards program and earn up to 5% on hotels, 2% on flight, and 1% on packages. No hurdles, no waiting forever to redeem. The math is simple and you can even stack rewards with other deals/savings. Just book your travel through Orbitz and get rewarded instantly. Info & more at www.Orbitz.com/Rewards



Since 1994, no one has helped more people fight bad breath than TheraBreath. Over 6 million people in 98 different countries have used this clinically proven system. Eliminate halitosis and regain confidence. Info & more @ www.TheraBreath.com/RickandBubba

Rudy Maxa's World

Here's some savvy travel advice from America's #1 Travel Radio Show to keep in mind for your next adventure –

- *Fly on Tues, Wed or Saturday to save the most money and have the greatest chance of securing mileage-award seats!*
- *If you're a LinkedIn member, join the group LunchedIn and when traveling internationally grab lunch with a fellow professional with a similar job. Or have lunch with international visiting colleagues while they're passing through your city. It's an interesting and fun way to network, meet new people and also try local cuisine!*



Rudy Maxa's World has a weekly audience reach over 1.4 million via 250+ affiliated stations, a 24/7 TuneIn Channel, Armed Forces Network, Social Media, a Weekly Newsletter, Carey CheckIn Blogs, website showcasing, etc. Secure your place with this popular show/brand today!



SSI Fun



Here's a quick & easy recipe from SSI's Jeanette Kouroupas for PUMPKIN SOUP with Chili Cran-Apple relish to enjoy this Thanksgiving....

INGREDIENTS:		
6 cups chicken stock	2 cups heavy cream	3 tablespoons all-purpose flour
1 can cooked pumpkin puree (28 ounces)	2 tablespoons butter	1 tablespoon extra virgin olive oil (EVOO)
2 ribs celery with greens, finely chopped	1 fresh bay leaf	1 medium yellow onion, finely chopped
1/2 teaspoon freshly grated nutmeg	2 teaspoons hot sauce, or to taste	2 teaspoons poultry seasoning or ground thyme
Salt & Pepper (to taste)		
RELISH:		
1 crisp apple, such as Granny Smith, finely chopped		
2 tablespoons lemon juice	1/4 red onion, finely chopped	1/2 cup dried sweetened cranberries, chopped
2 teaspoons honey	1 teaspoon chili powder	1/2 teaspoon ground cinnamon

Serves 8 as first course; Serves 4 as an entrée

PREPARATION: Heat a medium size soup pot over medium to medium-high heat. Add the EVOO and melt the butter. Add the bay leaf, celery & yellow onion. Season the veggies with salt & pepper. Cook for 6-7 minutes, until tender. Add the flour, poultry seasoning and hot sauce, to taste, then cook the flour for a minute. Whisk in the chicken stock, bringing the liquid to a bubble. Whisk in the pumpkin in large spoonfuls to incorporate it into the broth. Simmer the soup for 10 minutes to thicken, then add in the cream & nutmeg. Reduce the heat to low, keep warm until ready to serve. While the soup cooks, assemble the relish: combine the apple, red onion, lemon juice, cranberries, chili powder, honey and cinnamon. Adjust the seasonings in the soup and relish to taste, and serve the soup in shallow bowls with a few spoonfuls of relish.



BuzzBox Coffee

BuzzBox Coffee is a positive Corporate Social Responsibility Program that's structured as an annuity program to provide sustained Income, Influence & Impact. By providing the "best-of-the-best coffee" available anywhere, that's Organic, Shade-Grown, Top 1% Arabica Grade,

Fairly-Traded and more, audiences/consumers are engaged to support a charitable cause via their favorite program. Without changing lifestyle or habit, together we create transformational change "one-cup-at-a-time" as 10% of each purchase goes to support the various charitable causes. Create your BuzzBox Coffee program today!



Welcome

Dave Arnott is Vice-President New Business Development, based in Birmingham, AL for SSI. He recently joined the firm after a long & successful tenure in the hospitality industry with Hilton, Marriott and others.