



# SSI NEWSLETTER

Revenues, Ratings...Results!

## Rudy Maxa's World



Take flight with America's #1 Travel Radio Show and start experiencing the results of a winning brand, that engages and entices a loyal audience of upscale leisure and business travelers. Rudy Maxa's World has a weekly audience reach over 1.4 million via 260+ affiliated stations, a 24/7 TuneIn Channel, Armed Forces Network, Social Media, a regular Newsletter, Carey CheckIn Blogs, website showcasing, live remote broadcasts, and more!

### LISTEN TO RUDY MAXA'S WORLD ANYTIME VIA -

<http://tunein.com/radio/Rudy-Maxas-World-s222107/>

*Robert & Mary Carey broadcast Rudy Maxa's World from Iceland in April, click this link to view a short video recap of that remote -- <https://www.youtube.com/watch?v=mduw-v2M0Ak>*

## SSI Affiliates Welcome



### Comments from SSI's President Bob Carey



The challenging winter we experienced here in the New York City area has finally passed, and Spring is clearly here! However, for most of the country, it seems we're bypassing the season and heading rapidly into Summer. 2015 is shaping up to be a good year as SSI and our programs are prospering nicely. New sponsors who've aligned with us for the first time include: Emerald Waterways ([EmeraldWaterways.com](http://EmeraldWaterways.com)); Iceland Tourist Bureau ([ITBTravel.is](http://ITBTravel.is)); Premier Meat Co. ([WeBeMeats.com](http://WeBeMeats.com)); MyPillow ([MyPillow.com](http://MyPillow.com)); Osmose ([OsmoseHiring.com](http://OsmoseHiring.com)); Bouqs ([bouqs.com](http://bouqs.com)); Dirt Cheap Stores ([iLoveDirtCheap.com](http://iLoveDirtCheap.com)); King's Hawaiian ([KingsHawaiian.com](http://KingsHawaiian.com)); ML Docks ([MLDocks.com](http://MLDocks.com)); EarVisors ([EarVisors.com](http://EarVisors.com)) and more. We thank these companies for their new sponsorships, and extend sincere thanks to our other sustaining sponsors as well! SSI's 24/7 TuneIn.com Channels for Rudy Maxa's World (<http://tunein.com/radio/Rudy-Maxas-World-s222107/>) and The Rick & Bubba Show (<http://tunein.com/radio/The-Rick-Bubba-Show-s208566/>) continue to attract new listeners each week and they've expanded our reach worldwide. Also, over 3 million fans have now watched Rick & Bubba via our 24/7 UStream.TV Channel (<http://www.ustream.tv/channel/rick-and-bubba-live1>). Thanks to our friends @ Zeekee Interactive ([zeekee.com](http://zeekee.com)), this month we'll debut our new [SyndicatedSolutions.com](http://SyndicatedSolutions.com) website, and the modern hub will incorporate considerably more video, while clearly illustrating the various platforms we utilize to engage our audiences and deliver Results. In the next 45-60 days, a brand new website will also be launched for Rudy Maxa's World – creating a dynamic central point to showcase America's #1 Travel Radio Show, and all the vehicles that make the program so successful. Mary & I continue to expand our Contributing Host roles with Rudy Maxa's World, and we're having fun transitioning and growing the show with Rudy. Regardless of what's ahead for you, we extend our best wishes and look forward to SSI being a part of it in some way. Safe travels.



## SSI Sponsors Showcase

SSI delivers results via our multiple platforms of audience engagement. This issue 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, 1% on flights/packages and up to 10% with Orbitz Rewards Visa Card. 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](http://www.Orbitz.com/Rewards)



If you suffer from muscle pain, joint pain, inflammation or other chronic aches ..... stop popping those popular over-the-counter-pain killers as you're just harming your body -- instead try Relief Factor. It contains just four all-natural ingredients and it really works! Currently available via a \$19.95 Quick Start Pack, visit [ReliefFactor.com](http://ReliefFactor.com) for more information or to order.

## The Rick & Bubba Show

A Top-10 morning program, The Rick & Bubba Show continues to grow as it's now seen on 70+ network television outlets and heard on 60+ network radio affiliates. Other strong Rick & Bubba platforms include vibrant social media vehicles, website showcasing, online streaming, merchandising to a live studio audience, 24/7 digital channels via TuneIn.com & UStream.TV, monthly newsletter, and more.

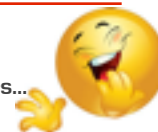


Experience Rick & Bubba today!

Listen via this link - <http://tunein.com/radio/The-Rick--Bubba-Show-s208566/>

Watch via this link - <http://www.ustream.tv/channel/rick-and-bubba-live/>

## SSI Fun



Some of the frequent cliches/sayings used by SSI team members...

- Bob Carey - "It Is What It Is..."
- Mary Carey - "That's The Way It Goes..."
- Steve Downes - "Make it Sparkle..."
- Dave Arnott - "Hey Man..." or "Fascinating..."
- Bob Bucci - "That's Neat..."
- Ken Nettleship - "No Risk, No Glory..."
- Rita Lewis - "Great Things Never Come From Comfort Zones..."
- Jeanette Kouroupas - "Don't Put Off Tomorrow What You Can Do Today..."
- Amanda Corona - "LOL..."

## Tony Tantillo's Fresh Eating



**WATERMELON FETA SALAD** — Enjoy for lunch or as a side with dinner. 1lb Watermelon, Cubed; 3oz Crumbled Feta Cheese; 1 medium Jalapeño, seeded/sliced; 4 Mint leaves, chopped; 2oz Balsamic Reduction; 2oz Champagne Vinegar. Mix ingredients in a bowl, serve cold.

**CHERRY, MANGO & AVOCADO GREEN SALAD** — Great lunchtime salad, or add grilled chicken for a quick/easy dinner. 8 cups Mixed Salad Greens; 1 ripe Mango, peeled/chopped; 1 ripe Avocado, chopped; 1/2 cup pitted, sliced Cherries; 1/4 cup sliced Almonds; Raspberry Vinaigrette bottled dressing to taste. Divide the salad greens into 8 serving plates, top each with mango, avocado, sliced cherries & almonds. Drizzle with raspberry vinaigrette.



## Welcome

Ken Nettleship is Senior Director/Business Development, based in Maine, for SSI. He recently joined the firm after a long & successful tenure with Legacy Publishing, and his past experiences include management positions with American Airlines and others.