

# THE CONNOISSEUR CHRONICLE

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## From Dave's Desk

2014 is finally over. Looking back, it has been an exciting and challenging year. We understand that our success is *ONLY* possible with dedicated and hardworking team members; individuals that wake up every day wanting to *WIN* while making a difference in the lives of their Community, Colleagues, and Clients. I realize 2014 has not been easy, but most things worth doing are not easy. We have celebrated our *WINS*, weathered through adversity, and made it through another year. We all know work is a major part of our lives; that's why it's important to enjoy what we do and surround ourselves with like-minded individuals that have our back and want to *WIN*. In today's hectic business environment possessing and holding onto success can be tough, but I'm confident if we have a plan, analyze the plan, and work the plan, we will *WIN*. In 2015, I challenge each of you to wake up every day and motivate yourself to work smarter and harder than yesterday. I'm confident all of you want to *WIN*. Let's focus on what we can control, block out the noise and get busy being the *BEST* we can. Thank you for being part of the Connoisseur Team. I'm so proud of everything we have accomplished. Here's to a successful 2015!



Winning is not a sometime thing; it's an all the time thing. You don't win once in a while; you don't do things right once in a while; you do them right all of the time. Winning is a habit. Unfortunately, so is losing.

There is no room for second place. There is only one place in my game, and that's first place. I have finished second twice in my time at Green Bay, and I don't ever want to finish second again. There is a second place bowl game, but it is a game for losers played by losers. It is and always has been an American zeal to be first in anything we do, and to win, and to win, and to win.

Every time a football player goes to ply his trade he's got to play from the ground up - from the soles of his feet right up to his head. Every inch of him has to play. Some guys play with their heads. That's O.K. You've got to be smart to be number one in any business. But more importantly, you've got to play with your heart, with every fiber of your body. If you're lucky enough to find a guy with a lot of head and a lot of heart, he's never going to come off the field second.

Running a football team is no different than running any other kind of organization - an army, a political party or a business. The principles are the same. The object is to win - to beat the other guy. Maybe that sounds hard or cruel. I don't think it is.

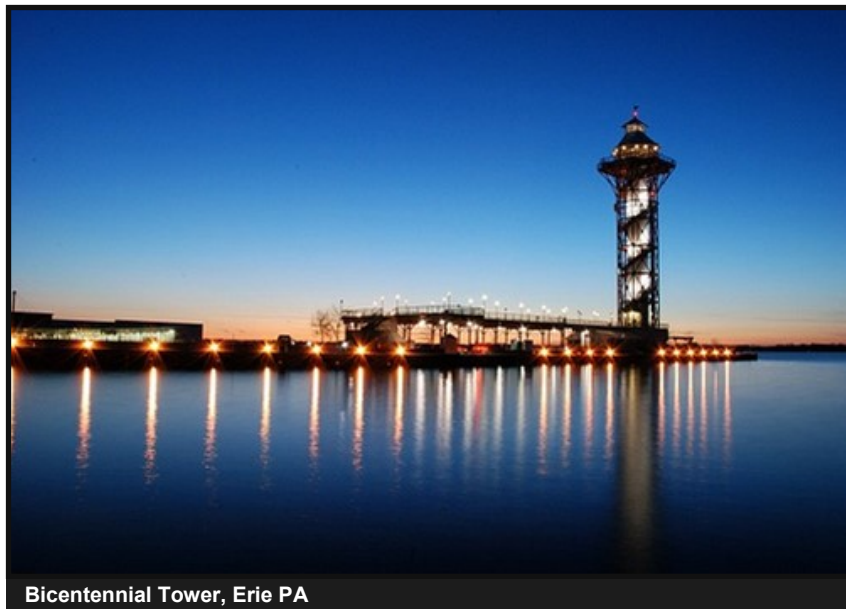
It is a reality of life that men are competitive and the most competitive games draw the most competitive men. That's why they are there - to compete. The object is to win fairly, squarely, by the rules - but to win.

And in truth, I've never known a man worth his salt who in the long run, deep down in his heart, didn't appreciate the grind, the discipline. There is something in good men that really yearns for discipline and the harsh reality of head to head combat.

I don't say these things because I believe in the 'brute' nature of men or that men must be brutalized to be combative. I believe in God, and I believe in human decency. But I firmly believe that any man's finest hour -- his greatest fulfillment to all he holds dear -- is that moment when he has worked his heart out in a good cause and lies exhausted on the field of battle - victorious."

- Coach Vincent T. Lombardi

# CONNOISSEUR ERIE



ERIE'S #1 HIT MUSIC STATION



WRTS-FM "Star 104" ERIE, PA: when "Erie's #1 hit music station" purchased a new van, they wanted to make sure it had "star power" as it traveled the streets of Erie. During a brainstorming session with a local sign company about a vehicle wrap, the artist raised the possibility of creating a mosaic design. The rest, they say, is radio history!

Setting a three week window to start production, it took under 24 hours for the Morning Show to write and produce a promo and our webmaster to post a slide and hyperlink at [Star104.com](http://Star104.com) for submitting photos. By the end of the promotional window, hundreds of photos were submitted for inclusion. In the meantime, the station decided to utilize a well known Erie Cityscape as the design. The idea was to incorporate the Market with the listeners whose pictures would ultimately create the design of the van. The finished product is a perfect personalization from the Market Leader, celebrating its legacy in style!





Erie's New Country **93.9 The Wolf** held a pre-party for the October 9th sold out Jason Aldean Concert at McCoy's Barrel House (new business). The event included register-to-win point of purchase displays for a Band Meet 'n Greet & an autographed guitar courtesy of Coors Light. The event was packed from start to finish and proved to be a great way to brand the station with "one hot country artist"! It also created a strong station presence with both listeners and a new client.



# CONNOISSEUR ERIE



BOB's "Rollin in the Dough" and he wanted Erie businesses to roll too! **94.7 BOB-FM** asked their audience "Where do you Listen to Bob on the Job?" Numerous businesses were randomly chosen and visited by the BOB Squad with a special dice game for chances to roll for \$10,000! This popular promotion got BOB into offices all over the Erie area several times per week for an entire month.



Bob's "No Worries Winter" was a three-phase promotion with monthly opportunities for listeners to win items to make their winter more bearable: 1) heated gutters, 2) garage door, 3) indoor sauna. Each month, qualifying took place three times per day via a sounder and all finalists received instant lottery tickets.



For example, during Phase 2 listeners qualified to win a new overhead garage door from one of North America's largest and most trusted garage door brands. All listeners who qualified that month were invited to Plyler Overhead Door's showroom on November 1<sup>st</sup>. Over 100 finalists took place in the festivities where they were randomly selected to punch a code into a garage door key pad on display to see whose code opened the door and won the Grand Prize. This event also gave our sponsor an opportunity to showcase all the products and services they provide.





ERIE'S #1 HIT MUSIC STATION



It's a sure sign that the holidays are approaching when the Trans-Siberian Orchestra comes to Erie. This holiday tradition also includes Live Nation partnering with Connoisseur Erie for a Revenue Share & Community Charity Donation of partial proceeds from TSO's Holiday Concert. **Rocket 101 & Star 104** are the welcoming stations and are given the privilege of choosing the charities that benefit. This year's sold out show allowed two local charities to receive a generous donation and Connoisseur Erie's Revenue Share was the best to date!



# CONNOISSEUR ERIE



Whether it was Louis Vuitton or Juicy Couture, both women AND men were excited to win genuine designer handbags during **Star 104's** "Pick Your Purse" Fall promotion! Listeners were qualified all week long with a winner chosen every Monday Morning. They were given 14 minutes to call-in and "pick" their designer purse of choice valued between \$200 and \$1,000! The promotion lasted for six weeks until all purses were claimed.



# STAFF



October 1<sup>st</sup> marked the addition of the newest member to Connoisseur Erie's Sales Team – Kyle Hendricks!

No stranger to Connoisseur Media, Kyle has been a radio personality for **The Wolf** and **Star 104** in addition to holding the position of Program Director at Forever Broadcasting in Meadville, PA. Most recently, Kyle was the Marketing Manager for Iadaluca Chiropractic Center here in Erie.

Kyle brings a unique blend of experience with him: radio personality, programmer, and marketing & sales. We look forward to great ideas and a successful career on the "Peach Street" side of the building!



# INDIANAPOLIS

4<sup>th</sup> Quarter in Indianapolis was fairly active for station promotions. **WEDJ** (Radio Latina) held a huge concert event in early October, and **WNTS** threw a big Halloween bash at a local nightclub to end the month.

In November we completed our 10<sup>th</sup> annual, 2-day **Radiothon** to help raise money for St. Jude Children’s Research Hospital. The event raised over \$56,000 in pledged donations!

The weekend before Thanksgiving “**Love Indy**” helped a local food bank give away 1,000 meals to Indianapolis families in need. Each meal included a turkey and all the trimmings to make a full Thanksgiving meal!



On Black Friday we set up in downtown Indy for the annual “**Lighting of the Tree**” ceremony. The event takes place at the city’s largest monument, where lights are strung about a hundred-fifty feet high, with a live music stage and dozens of vendors. About 100,000 people attend the event, so it was great visibility for our Love Indy campaign.



In December our focus shifts to Christmas on **WSYW** with Pescador Radio, as we prepare to countdown the top 100 Latin Hits of 2014 on **WNTS**, and a special “**Sonidera**” music mix for New Year’s Eve, on **WEDJ**.





# STAFF

We also added a new Chief Engineer. **Mike** has worked in the Indianapolis market for years and has a great reputation as a very skilled radio engineer. We are very pleased to have him on our team!



We're excited to announce the addition of two new Salespeople in Indianapolis this quarter. **Jennifer Buddenbaum** came to us from Radio Disney, and **Benito Vega** had previously worked for **WNTS** as a competitor—before we took over the station. Both sellers are fitting in well with our team and making good contributions to our sales effort. We look forward to 2015 with a fully-loaded sales staff and three great stations to sell!



# CONNOISSEUR BILLINGS



Pioneer Park



**Planet 106.7** was the radio sponsor for the Summer Fair, the largest school fundraiser event of the year at Pioneer Park.

**Planet 106.7** and a local dentist office teamed up for a \$5,000 Treasure Hunt. Clues were given out on social media and on-air. The winner received \$4,000 cash and \$1,000 to the school PTA of their choice.



# THE ZONE 96.3 Everything Rocks

Planet 106.7 and 96.3 The Zone are out every Game Day at a local bar qualifying listeners for the trip of a lifetime to the Big Game 49.



## PLANET 106.7

# THE ZONE 96.3 Everything Rocks

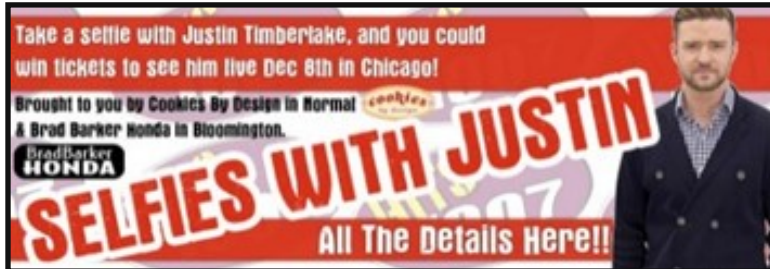
96.3 The Zone took contest winners back stage for Five Finger Death Punch.



Scotty Simmons with 96.3 The Zone Trophy Elk Hunt. Listeners tracked the clues to find the prize, worth over \$1,000 to a hunting store.



# CONNOISSEUR BLOOMINGTON



Listeners find a cardboard cutout of Justin Timberlake at a client location and snap a selfie with Justin for a chance to win tickets to see him LIVE in Chicago.



Listeners tune in to Elvis Duran and the Morning Show to hear the daily keyword and call when they hear the cue to call to score \$100 cash. On Thursdays, we hook our winner up with \$500!





BOB is sending one listener and guest on a luxurious Caribbean Cruise with the group Train. Bob's winner will cruise through Key West and the Great Stirrup Cay. With music, food, and a wine festival, the Twin Cities are invited to Sail Across the Sun with BOB.



In December, 96-7 I-ROCK will announce our VIP Treatment Winner for 2015. Our VIP will receive tickets to every event we get our hands on in 2015. They will see everything from movie premieres, sporting events, concerts, and everything in between. The VIP will also get exclusive Meet & Greet access when available.



I-ROCK's **Big Load of Prizes** hooks listeners up with prize packs including hair cuts, salon certificates, VISA gift cards... Our Grand Prize winner scored a new home entertainment center complete with a 60" TV, sub woofer, and surround sound system.

# CONNOISSEUR CONNECTICUT



Connoisseur Corporate, Westport

"Pinktober" was a huge success for **Star 99.9** on air, on site, online, and with social media. The month-long campaign was supported by various sponsors and kicked off with the "Pink for the Cure" fundraising evening at Riverview Bistro, then traveled to Darien Sport Shop for an inspirational gathering with a "Survivors Fashion Show." An evening of "Lipstick, Love & Relationships" with Dr. Laura Berman put a kiss on "Pinktober" events. Shannon Kinney led this campaign with title sponsor Norwalk Hospital and was proud to report more than \$6,000 raised for the Smilow Cancer Center.



**Star 99.9**, over the course of 2014, has booked a number of acoustic sessions. In 4<sup>th</sup> quarter, we saw Vance Joy & Fitz and The Tantrums play private, intimate shows at a local client. We expect to continue to book these throughout next year.



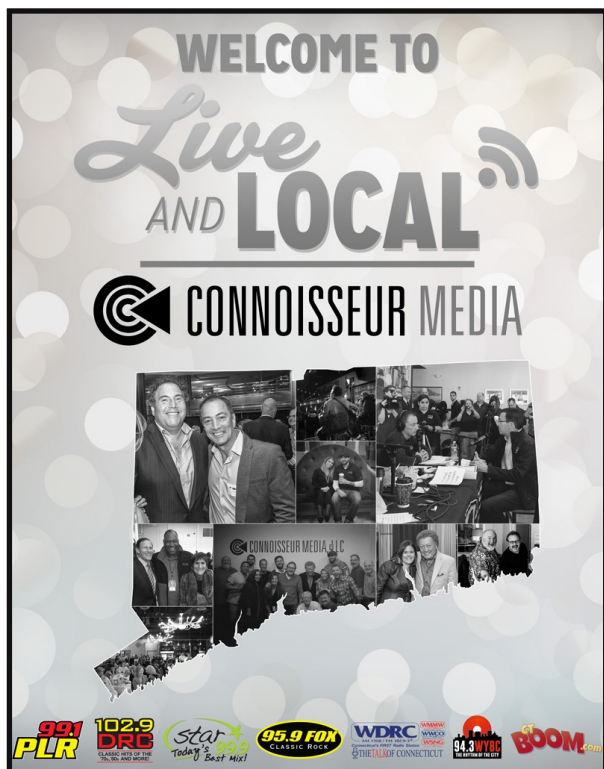
**102.9 DRC** in conjunction with **95.9 The Fox** and **99.1 PLR** set a CT Children's Medical Center one day record and raised \$115,376. It was truly a touching day and nice to carry on such a wonderful **WDRC** tradition in an even bigger way. We broadcast from Frank Pepe's pizza locations in West Hartford, New Haven and Fairfield.



Every year Chaz & AJ throw a large holiday live broadcast with a special mission, to collect toys and raise funds for kids in Connecticut's children's homes that otherwise would have nothing for the holidays. **102.9 DRC**, **99.1 PLR**, and **95.9 The Fox** morning team Chaz & AJ held their 11th annual Toy Drive at the Webster Bank Arena in Bridgeport. It was a free event featuring performances from Ed Kowalczyk of the band Live, as well as '70s rock sensation Rick Derringer. The event helps support five separate charities from Norwalk to Hartford. The broadcast raised more than \$80,000 in toys and cash donations!



# CONNOISSEUR CONNECTICUT



Keep it in Connecticut is a new cause marketing campaign developed by Director of Sales Andy Alcosser. Andy designed a program to showcase our Connecticut advertisers and promote the importance of shopping local. The program runs across all Connoisseur stations and features many of our Connecticut based advertisers and helps them tell their story and stand out. As a Connecticut based company ourselves, Keep it in Connecticut and it's shop local mission has even more credibility and relevance.

The Connecticut stations held an Open House for our clients at the new corporate offices in Westport. The event "Live & Local" was organized by Rowena White and was a huge success! After gathering at the new office, Clients and employees headed next door to a restaurant to toast our commitment to Connecticut and or dedication to remaining live and local.





Chaz & AJ held the last Gubernatorial debate on November 3rd. It is no surprise that it was flawlessly executed and included a perfect blend of fun and well thought out questions. Between the brotherly hug to kick it off, to tough questions about the State of Connecticut, and the final Rock'em Sock'em Robots game—it was radio at it's best. Malloy won his seat back and he continues to make regular appearances on the show.



The holiday food drives for all of the CT stations were a huge success thanks to the great work by our promotion teams. This is the biggest charity drive we do all year and without the insight, organization, and passion of our marketing departments, it would never be as successful as it was. Also, kudos to all the jocks who volunteered their time to help. Connoisseur Media CT raised: 1,720 turkeys, 7,705 pounds of food, and \$34,603 cash. A special thank you to Brad Davis who alone raised over 1,000 turkeys.



# CONNOISSEUR STROUDSBURG

Again this year we helped the American Cancer Society raise funds and awareness for Breast Cancer. **SBG** formed a team sponsored by Shirley Katz Insurance and Marshall & Marshall CPA's. Together we walked to help the American Cancer Society finish the fight against breast cancer through research, free information and services for those fighting the disease, and offering access to mammograms for women who need them.



**SBG** teamed up with Brown Daub Kia and Robert Laubscher Insurance to collect school supplies for Monroe County Headstart. The **SBG** team camped out at the local Staples from 9am to 4pm on a Saturday to give the local kids in the program entering Kindergarten some much needed school supplies. We collected over 1,200 items for them!



**SBG** hosted their annual bus trip to New York City. We qualified listeners on the air to win tickets to the Radio City Christmas Spectacular, New York City Passes, and passes for Liberty Cruises to see the Statue of Liberty. Listeners were treated to a ride into the city from Easton Coach and a day in the city that ended with seeing the Radio City Christmas Spectacular.



The **SBG** Fall Book was a success with our Triptoberfest contest. We gave away a daily prize pack with tickets for listeners to go to the Crayola Experience and see Love Letters on Broadway. One weekly winner won a trip to Riu Hotels and Resorts in Punta Cana, Dominican Republic.

We teamed up with Halterman's Toyota Scion Mitsubishi for their first Trunk & Treat. It was a great success with hundreds of children in attendance. Each child trick or treated in a safe environment for goodies from Herr's Snack Foods, Just Born, free fries from McDonald's, and candy from Halterman's! Parents enjoyed a Pig Roast while the kids were treated with Halloween balloon art. Also collected were gently worn winter clothing for needy local families.



**SBG** hosted their annual food drive to help the local food banks in the community at the beginning of November. **SBG** on-air personalities were at various locations throughout the Poconos collecting non-perishable food items. Together we collected over 1,500 items for the local food banks.



# CONNOISSEUR ALLENTOWN



Oktoberfest at the SteelStacks, Bethlehem

On October 12, **99.9 The Hawk** hosted its second annual Ultimate Bingo Bash. The event was held at Oktoberfest presented by Yuengling at the SteelStacks in Bethlehem. Over 700 participants registered to play for the chance to win a brand-new 2014 Hyundai Elantra from Lehigh Valley Hyundai and Phillipsburg-Easton Hyundai. Robert Mack of New Hope, PA ultimately walked away with the grand prize. Nine other winners scored big with other prizes donated from the State Theatre, Dorney Park, Harold's RV Center, Paul Wright Roofing, Scherline & Associates, Arrow Master Pools, Service Electric Cable TV & Communications, Scott's Collision Centers, and Westgate Jewelers.



**99.9 The Hawk** and **ESPN Radio** of the Lehigh Valley received solid publicity from *The Morning Call* and Penn State Extension during the fourth quarter. *The Morning Call* published an article about ESPN "Happy Hour" host Tom Fallon calling play-by-play for the Lehigh-Villanova basketball game that took place on November 14 at the PPL Center. The Penn State Extension shared a piece on their website promoting The Hawk's "Friday Feast Lunch Perk" with mid-day host Kara Curry, which they won after being randomly selected.



On Halloween, **WWYY-FM** changed its music format from Active Rock to Alternative, making history as the first-ever local alternative music station in the Lehigh Valley. The station's new playlist is headlined by bands such as The Black Keys, Foo Fighters, Green Day, Weezer, Red Hot Chili Peppers, Imagine Dragons, and more. The new station is streaming live at [www.spinradio.fm](http://www.spinradio.fm). Spin Radio's Twitter handle is @ILOVESPINRADIO, and Spin Radio can also be found on Facebook [www.facebook.com/spinradio](http://www.facebook.com/spinradio).



**99.9 The Hawk** delighted music fans with their interactive "Hawkplatz" at Musikfest from August 1-10. We had a ball thanks to our friends at Harold's RV, who provided the luxurious Itasca Sunstar Class A Motorhome. The Hawk also teamed with NFI Industries, Service Electric Cable TV & Communications, Mike & Ikes Candy, Lehigh Valley Air Show, Lehigh Valley Hyundai, and Phillipsburg-Easton Hyundai to give away an iPad to Alan Raisman of Allentown, PA. Raisman beat out the competition by posting the Facebook photo with the most likes.



# CONNOISSEUR TRENTON



“Taste of Home Cooking School” Event

**94.5 PST** in Princeton hosted their first “Taste of Home Cooking School” Event in November. It was a success with 435 happy listeners in attendance and \$30,000 in sponsorship sales. The **PST** team is excited to bring the event back next year! The audience was excited and engaged in the Live Cooking Demonstrations. The vendors and venue were pleased with the crowd. Plus, Taste of Home Magazine was impressed by a unique promotion that **PST** created for the event, “Pepsi Tasting Tables.” Stars from the **PST** Morning Show hosted the Pepsi Tasting Tables and listeners won seats to join them via on air promotion. The Morning show and the winners sampled the chef’s creations during the live cooking demo!

[https://www.youtube.com/watch?v=pNMkHBRuN\\_c&list=UUJYbAOgcowW61MTsHx3Nofw](https://www.youtube.com/watch?v=pNMkHBRuN_c&list=UUJYbAOgcowW61MTsHx3Nofw)

The 3rd Annual **94.5 PST** Bucks County Bridal Show held on Sunday November 16, 2014 at the Rosebank Winery in Newtown featured over 40 wedding vendors in every category to help a bride plan her dream wedding. L&H Bridal of Philadelphia executed a professional and beautiful fashion show featuring wedding gowns, tuxedos, flower girl dresses, and bridesmaid dresses. The event saw over 200 brides and over 1000 attendees.



# PERFORMANCE HIGHLIGHTS

Our Annual One Day Sale is a longstanding event. We look forward to it every year as a means to load Q1 business, offer new and existing advertisers a discount incentive to commit now, and to have some competitive fun.

In the midst of appropriate sawing, drilling, and hammering “sound effects” our sales team did some “revenue” building of our own - billing **\$1,004,455!!!**

- \* With just over a year here at **PST, Dan Bershad**, multiplied his one day sale billing by more than 5X – bringing in more than \$205,000 and \$23,000 in new business. Great job, Dan!
- \* Speaking of new business, **Brian Nagy**, edged out First Place in the *“One Day Sale New Business Category”* with more than \$25,000 from new advertisers. Thanks for all the hard work, Brian!
- \* Continuing his forever relentless pursuit of auto dealers, **Mike Scarpati**, drove in more than \$330,000. Way to go Mike!
- \* And holding on as the reigning “One Day Sale Champion”, **Suzanne Montoya**, lead the team with nearly \$340,000 in business booked yesterday. Relentless client contact and regimented organization is Suzanne’s secret to One Day Sale success. All of her hard work paid off as Suzanne wins the One Day Sale top spots for *“Most Overall Revenue”*, *“Most # of Orders”*, AND *“Most # of orders that beat 2013 by +5%”*. Phenomenal performance, Suzanne! Thank you!

# CONNOISSEUR LONG ISLAND



**B103's** The Wiseman hosted the annual Long Island State Vets Home Golf Outing. Here he is with a foursome playing "beat the DJ." The annual event raises over \$150,000 for the home and for LI's Veteran population.



The Wiseman accompanied The Long Island Ducks to deliver toys to kids in 3 different local hospitals with Ducks mascot Quackerjack. The Wiseman is B103's mascot.



September 9, 2014 is the date that changed the landscape of radio on Long Island... Connoisseur Media closes on the sale/acquisition of **WALK 97.5**, making the LI Cluster bigger and better than ever!

- New signage was installed
- Moved the **WALK** staff from Patchogue to Farmingdale
- Held a Welcome brunch with the full staff together for the first time on 9/15



In September, we had our first company mixer as a new staff inclusive of **WALK 97.5**



Staff wearing company t-shirts  
Shirt front: 5 Great Stations  
Shirt back: 1 AWESOME Company



# CONNOISSEUR LONG ISLAND



Nick Parker (afternoons on WALK 97.5) with a family making a donation

**WALK's** Live Broadcast at King Kullen to collect food for "Long Island Cares Food Bank."

Live Broadcast and toy drive from Walt Whitman Mall.



**WALK** Breakfast Club with Mark & Cindy kicks off the day.



Nick Parker and collected toys.

**WALK** Engineer, Jesse Sayer, and his wife welcomed their first child, Autumn Jae Sayer, born 9/24/14 weighing 5lbs 5 oz. and 19 inches long.



CMLI reserves a tree each year at the United Cerebral Palsy's Festival of Trees where dozens of trees are decorated and put on display for public viewing and silent auction. The CMLI tree was decorated by Alissa Marti (and her Mom Dena) with beautiful ornaments and tickets to 17 different concerts to local venues. Tickets ranged from kids' shows to Fleetwood Mac. Our tree sold for \$850 (one of the top selling trees) and all the proceeds go to UCP of Nassau. **WALK** and **K-98.3** crews were onsite and K-98.3's Kara Reifert hosted the festivities from the stage. The festival alternated each day playing **WALK 97.5** and **K-98.3**.



Kara (w/Santa hat) with dance troupe

# CONNOISSEUR LONG ISLAND



Together, **WALK** and **K-98.3** hosted/presented holiday concerts: Christina Perri, Gavin DeGraw and Daughtry. An e-blast was sent out, with the 2 station image below, to the Paramount database of over 50,000 members.



**HOLIDAY CONCERTS THIS WEEK...**  
CHRISTINA PERRI 12/10, GAVIN DEGRAW 12/11 & DAUGHTRY ACOUSTIC TRIO 12/14



CHRISTINA  
PERRI





We're giving away a 2 year lease on a 2015 C Class Mercedes for the MERCEDES CHRISTMAS promotion!



K-98.3 followed up the 2013 Grab Your Bag with the 2014 edition and it performed better than last year. This contest is a new annual tradition yielding great on-air TSL, digital metrics, and growth in cultivating our mobile txt club. This year, we had 6 Michael Kors bags, 5 Coach bags, and other great names like Kate Spade, Cole Haan, and Vince Camuto. We are looking forward to the 2015 edition!



# CONNOISSEUR LONG ISLAND



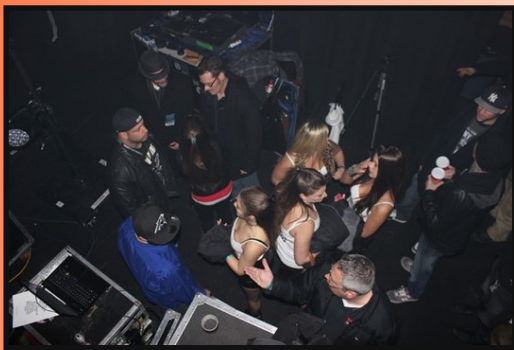
**94.3 The Shark** wrapped up the summer (Q3) with the finale of the first annual Bikini Contest. Check out PD, Don Harrison next to the winner in peach and Brian Orlando (am drive host). The winner, Kate, has become our newest Shark Girl and is featured in the 2015 Shark Girl calendar, sponsored by Security Dodge (GREAT NTR!!!) that will hit in the New Year!

**The Shark** hosted a contest asking listeners to tell us why they deserve to win a meet and greet with the band Chevelle at the 12/12 show. A teacher submitted a video of her class reciting a speech pleading to win. We loved it so much we surprised her with the winnings and a pizza party and premiums for her class. Check out the video which includes the video entry, the visit to the school from **The Shark** and the teacher meeting Chevelle. A great piece for us to use in a “perception vs. reality” campaign to help dispel the myth of who the Shark listener is!

<http://vimeo.com/114592449>

**The Shark** also hosted the first annual Ho Ho Ho fest with 3 concerts at The Paramount, including: koRn, Chevelle and Buckcherry. Premier venue and great exposure in a key zip (Huntington). Shows were awesome and the crowd was full of Sharkaholics!

Backstage at koRn before the staff went out to warm up the crowd.



Clockwise: Rob Rush, Shark Girl Shannon, Shark Girl Christi, Shark Girl Niki, Shark Girl Nicole, Sean Lynch, Jesse Sayer, Orlando, and Don Harrison

Joe Varecha, employee of the year CMLI, with 5 of the Shark Girls (L-R): Niki Ro, Shannon, Julianne, Christi, and Kate



These shows all had a live broadcast that benefited the Big Brothers Big Sisters of Long Island as we collected toys for their annual drive "Holiday for Kids Sake" toy drive.



Singer from koRn signing guitars for The Shark's "12 days of Axe-Mas" giveaway.

# CONNOISSEUR LONG ISLAND



Million Dollar Club

(L-R): Dave Widmer, Ron Fried, Jim Cesiro, Arny Levy, Eric Schwatz, Darren DiPrima, Gina Turco, Louise Clemente

Dave Widmer with Employee of the Year, Joe Varecha



2 Million Dollar Club -  
Dave Winfield and Dave Widmer





Connoisseur Media

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December 2014