

GREAT  
PUBLIC GOLF  
COURSES



SURF AIR'S  
ELECTRIC U.S.  
AIR TRAVEL



EXPLORE THE  
LANAI CAT  
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SPRING 2024

The Official Magazine  
of Southern Airways  
and Mokulele Airlines

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Feline Fun in the Sun:  
Exploring The Lanai  
Cat Sanctuary **6**



2024's Most Anticipated  
Blockbuster Movies **12**



**10-11** Surf Air is Electrifying Air  
Travel In The U.S.

PHOTOS COURTESY OF SURF AIR



**17** Navigating The  
Margarita Mile



**14**  
.....  
COVER STORY  
**ENJOYING THE  
2024 SPRING  
FESTIVAL SEASON**



**22** Getting Ready for Grilling  
and Smoker Season



COVER PHOTO:  
SIPA USA / ALAMY STOCK PHOTO

# CONTENTS

- 4** Chairman's Letter
- 6** Feline Fun in the Sun:  
Exploring the Lanai  
Cat Sanctuary
- 7** Fun St. Patrick's Day Drinks
- 8** Great Public Golf Courses  
Worth The Flight
- 10** Surf Air is Electrifying Air  
Travel In The U.S.
- 12** 2024's Most Anticipated  
Blockbuster Movies
- 14** Enjoy The 2024 Spring  
Festival Season
- 16** Easy and All Natural Easter  
Egg Dyes
- 17** Navigating The  
Margarita Mile
- 18** Southern Airways Express  
Route Map
- 20** Cloud Games
- 22** Getting Ready for Grilling  
and Smoker Season
- 23** 3 Reasons Advertising Fails &  
How To Avoid Them



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SPRING 2024

### EDITORIAL

[info@cloudninemagazine.com](mailto:info@cloudninemagazine.com)

Chief Editor | Clark Shelton

Art Director | Alexandra Rutan

### SALES

[sales@cloudninemagazine.com](mailto:sales@cloudninemagazine.com)

Head of Sales | Steven Ludwig

U.S. Southeast Region | Grant Merrill

### CLOUD NINE

[info@cloudninemagazine.com](mailto:info@cloudninemagazine.com)

Chairman and CEO | Stan Little

Chief of Staff | Keith Sisson

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## Chairman's Letter

Special guest contributor, Keith Sisson,  
co-founder and Chief of Staff

# One, Two, Three, and FORE!



"If you can't play well, at least be well-dressed," Keith Sisson, Southern/Mokulele Chief of Staff

It has been another harsh winter across many of the Southern Airways cities. Hub airports like Chicago, Washington-Dulles, Memphis, and St. Louis all experienced significant flight cancellations due to the winter weather. Though not with snow and ice, even Hawai'i was not spared from extreme weather as the seasonal "Kona Lows" hit the island chain in January affecting hundreds of flights throughout the islands. It is nice to be entering spring where travel can return to normal expectations, and everyone can enjoy warmer weather activities.

As the co-founder of Southern Airways, I have always been quite transient when it comes to fulfilling company needs. I first relocated to Memphis during the founding of the airline, then to Pittsburgh a for year when we opened the hub there, and ultimately to Kailua-Kona on Hawai'i Island.

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**"IN THIS EDITION OF CLOUD 9, WE EXPLORE SOME OF THE BEST PUBLIC GOLF COURSES LOCATED AROUND THE SOUTHERN AIRWAYS SYSTEM. TRAVELING WITH GOLF CLUBS IS EASY ON THE CESSNA GRAND CARAVAN (JUST NO HARD-SIDED TRAVEL CASES)."**

---

My family and I arrived in Kona roughly one year prior to COVID. The travel restrictions of 2020 left many of us in the airline industry with quite a bit of time on our hands. The social distancing protocols limited most every indoor public activity. In Hawai'i, for the most part, outdoor activities that did not involve groups were allowed. Since the airline had very few flights during this time and there were limited other options, I took golf lessons. I have been golfing occasionally ever since. I am still not good, but at least with the lessons, I know why my good shots are good (and I have a better understanding of why my bad shots are bad).

In this edition of Cloud 9, we explore some of the best public golf courses located around the Southern Airways system. Traveling with golf clubs is easy on the Cessna Grand Caravan (just no hard-sided travel cases). We hope that our passengers will take the opportunity this spring to take to the sky and hit the links. Traveling for a vacation that includes golf is easy on Southern Airways:

**ONE:** Book your trip to or from any Southern Airways/Mokulele city on [iFlySouthern.com](http://iFlySouthern.com) or [MokuleleAirlines.com](http://MokuleleAirlines.com) (you can book tickets between our airports and any airport in the United States at the same time).

**TWO:** Check-in your golf clubs at your originating airport.

**THREE:** Collect the clubs at your final destination.

**FORE!**

I hope you enjoying flying with us this Spring, and for any golfer that may reading this, please allow me to add that I have had a hole-in-one (kind-of). The Par 3 green was under repair and the golf course put the flag in the middle of the fairway. My tee shot bounced off a lava rock and rolled down hill to hit the pin. I am not sure if counts, but since I couldn't take a second stroke, I am counting it! As my father-in-law taught me, there are not any pictures on the score card!

Onward and upward,

**Keith Sisson**

Chief of Staff,  
Southern Airways and Mokulele Airlines



# *The Southern Fleet*



*Cessna Grand Caravan*



*Tecnam P2012 Traveler*



*Pilatus PC-12*



*Saab 340 B*

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# Feline Fun In The Sun: Exploring The Lanai Cat Sanctuary



See Some Tips  
On Visiting The  
Cat Sanctuary!



Imagine a paradise where feline friends roam free, basking in the warm Hawaiian sun and living their best lives. Welcome to the Lanai Cat Sanctuary, a haven for cats located on the beautiful island of Lanai. In this article, we will take you on a journey to explore this unique sanctuary, learn about its mission and history, discover its facilities and amenities, and get to know the whiskered residents who call it home.

Lanai Cat Sanctuary was established in 2008 with a noble mission: to provide a safe and loving environment for homeless cats on the island of Lanai. The sanctuary strives to protect and care for these vulnerable felines, offering them a second chance at life. It is a non-profit organization that relies on the generosity of donations and volunteers to carry out its mission.

The history of Lanai Cat Sanctuary is as heartwarming as its purpose. What began as a humble shelter for a few cats has now grown into a sprawling sanctuary that houses over 600 feline residents. It all started when Kathy Carroll, the sanctuary's founder, noticed the increasing number of stray cats on the island and decided to take action. With the support of the local community, Lanai Cat Sanctuary was born, and its impact on feline welfare continues to inspire.

They enjoy a taste of the outdoors in a safe and controlled environment. This enclosed space allows them to soak up the sun, feel the grass under their paws, and experience the joy of nature. Seeing these cats revel in their newfound freedom and happiness is a sight to behold.

While Lanai Cat Sanctuary primarily serves as a forever home for its residents, adoption is also a part of its mission. The sanctuary carefully screens potential adopters to ensure that the cats find loving and responsible homes. If you're lucky enough to find your purrfect match among the residents, the adoption process is straightforward, and the sanctuary provides ongoing support to ensure a successful transition.





# Fun St. Patrick's Day Drinks

Check Out All  
The Drinks You  
Can Try Here!



With St. Patrick's Day falling on Sunday, March 17<sup>th</sup> this year, it's a long weekend for many who are Irish for a day (please remember to drink responsibly). If you are looking for some shenanigans to celebrate the green this year, check out these delicious, and sometimes fun, cocktail recipes with an Irish twist.

## Irish Floats

An enjoyable, easy drink for the holiday. Great with a slice of Guinness Chocolate cake. And if you drop the booze the kids can enjoy it also.

### Ingredients:

- 2-3 scoops vanilla ice cream
- Chocolate syrup
- 1 ounce Baileys Irish Cream
- 8.5 ounces Guinness beer

### Instructions:

1. Put 2-3 scoops of vanilla ice cream per glass.
2. Pour a generous amount of chocolate syrup over the ice cream.
3. Add an ounce of Bailey's to the drink.
4. Finish off the glass with Guinness beer.
5. Drizzle with additional chocolate syrup.
6. Serve and enjoy!





# Great Public Golf Courses Worth The Flight

We fly to some awesome spots, and there are some great public golf courses you may have never heard of. Here are some ideas for that next corporate golf outing, or if you have time to burn.

## Jackson, TN

This is one destination with 2 great courses! The Jackson National Golf Club is a well-maintained public, daily fee golf course (par 72, 7011 yards from black tees) providing a great challenge to every level of golfer. Bent Tree Golf Course is a city-owned public course (par 72, 6658 yards from the black tees) and provides a challenge to every level of player. Bent Tree is known for its rolling hills and wetlands that come into play on 13 out of 18 holes, including their signature 14th hole!

## Muskegon, MI

Chase Hammond Golf Course is elegantly carved out of the surrounding forest. Pines and hardwoods beautifully frame each shot and offer a challenge to even the most seasoned golfer. Chase Hammond was built in 1970 and has served Muskegon and the surrounding communities for over 50 years.





## DuBois, PA

Two of the most gorgeous courses in Pennsylvania are at Treasure Lake Golf Resort. Featuring a Silver 18-hole course more designed for all golfers and a Gold Course for those who are looking for a more precision-type course. Add in the amenities of the Golf Course and DuBois is a great spot for a weekend golf outing!

## Burlington, IA

This public golf course has it all. Rated one of the Top 2 golf courses in Iowa, Spirit Hollow Golf Course offers 4 different tee boxes, so it is perfect for all golfers. They also offer lodging, a chef-driven restaurant, and a TopTracer Range for those wanting to have some fun at night.

## Show Low, AZ

The Bison Golf Club is a semi-private course offering a combination of 18 picturesque golf holes, several of which snake through tall pine trees while others meander through a spacious grand meadow.

## Pueblo, CO

For those looking to take their golf game to higher elevations, let us suggest Walking Stick Golf Course in Pueblo. Since 1991 Walking Stick GC has been one of Pueblo's pre-eminent public golf facilities and the leading major tournament venue in Pueblo.

See Our Favorite  
Hawaiian Courses  
Here!





# We're building a regional air mobility platform to sustainably connect the world's communities



## ELECTRIFICATION

### Electrified Cessna Grand Caravan EX

As aircraft become cheaper to operate with electrification, we believe we can catalyze new routes and increase access to more people in more places



With ~5,000 underutilized public airports sitting nearly empty across the U.S., we believe connecting these airports with short flights can change how you live, work, and explore

## THE MOBILITY LANDSCAPE

We believe we can better serve 50 to 500 mile regional travel

 DRIVE

~0-30 miles

 EVTOL

~15-50 miles



~50-500 miles



COMMERCIAL AIRLINES

500+ miles



By upgrading the Cessna Grand Caravan EX, one of the most prolific family of aircraft in the single engine turboprop category, we believe we will be able to significantly reduce the amount of time we spend in the certification process. We believe that the hybrid variant can have up to 25% cost reduction and up to 50% emissions reduction, while the fully electric variant can have up to 50% cost reduction and up to 100% emissions reduction.



# We plan to bring electrified flight to people throughout the U.S.

## A LETTER FROM OUR CEO

Cars have made tremendous progress towards electrification over the last decade. Planes, however, will work differently. This is due to both the physics of flight and the necessity to use smaller, lighter aircraft that the commercial airline industry has largely moved away from over the years.

There is a significant investment and innovation happening in electrified flight, much of which focuses on new aircraft types and new ways of flying. We love that and can't wait to try to integrate those products onto our platform. The problem is that many of these approaches will take a long time and expend huge amounts of capital before they can actually fly passengers. We believe the approach we've designed helps solve both of those problems.

“ WE CURRENTLY HAVE A LEADING POSITION WITHIN THE REGIONAL AIR TRAVEL MARKET.

Surf Air Mobility, along with our Southern and Mokulele brands, is the largest commuter airline in the United States by scheduled departures. Unlike other companies pursuing electric flight, we have an established operating business today - flying nearly half a million passengers in 2022.

The first aircraft that we will bring to market are hybrid and fully electric variants of one of the most prolific existing turboprop aircraft, the Cessna Caravan. We believe that this approach creates a faster path to market through the supplemental type certification process. It's important to note that our hybrid electric variant is being designed to operate without charging stations on the ground, and will target delivering similar performance and range as combustion variants do today. This will make the hybrid EP1 able to fly almost every use case in the market today and be addressable to almost every existing operator.

When you consider our addressable market, our playing field is 50-500 mile regional travel. There is approximately a \$75-\$115BN global opportunity for regional air mobility by 2035, with most of these trips being served on the ground today. We have a data driven growth plan with a goal to efficiently move these trips to the air.

“ WHAT IF THAT SMALL AIRPORT HAD QUICK, DIRECT FLIGHTS TO THE DESTINATIONS ALL AROUND YOU?

Everyone has a local airport not too far from his or her home or office. What if that small airport had quick, direct flights to the destinations all around you? We've set out to connect as many of the dots on the map as possible. We believe we can better connect many of the 5,000 underutilized local public airports and the communities they serve to the broader transportation infrastructure. We believe this regional mobility market is both underserved and under optimized as neither cars nor commercial airlines can effectively deliver the combination of time savings and flexibility that passengers demand. We believe we're simply giving people a better alternative to sitting in traffic, either on their way to a commercial air hub or on their way from their home to their destination.

Onward and upward,

Stan Little, CEO Surf Air Mobility



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Statements in this article are forward-looking. They are based on management's current expectations and subject to substantial uncertainty. Actual results or outcomes could differ for a variety of reasons including, among other things, changes in Surf Air Mobility's operating results and financial position, the success of its strategy and technological developments, and the timing of regulatory approvals.



# 2024's Most Anticipated Blockbuster Movies

2024 cinematically will be heavily into musical productions, animated films and sequels for the big screen. Here is our list for the movies we are looking for in 2024:

Check Out  
The Full List Of  
Movies Here!



## *Gladiator 2 - November 2024*

This will be a sequel to the original and Denzel Washington will play a significant role. Ridley Scott directs.

## *Wicked Part 1 - November 2024*

Broadway's fourth-longest-running show, surpassing Cats and earning over a billion dollars. Add to that the vocals of Ariana Grande, and this will be a holiday movie with a taste of horror and a blockbuster on a grand scale.





## ***IF-May 2024***

A script about a young girl who can see people's discarded imaginary friends. This partially animated film includes the voices of Matt Damon, Steve Carell, and Emily Blunt. Stars Ryan Reynolds in both a live and animated character. It won't be the last time we see Ryan Reynolds in 2024.

## ***Twisters - July 2024***

From the Director of Top Gun : Maverick the classic Helen Hunt and Bill Paxton movie gets a climate-changing update. This is more of a modern-day re-boot than a "sequel" and stars Daisy-Edgar Jones of Where The Crawdads Sing. Sorry, those hoping for Helen Hunt to make surprise appearances will be disappointed.

## ***Roadhouse - March 2024***

In this modern re-make of the Patrick Swayze 1989 hit, a ripped Jake Gyllenhaal plays a former UFC fighter turned "cooler" (bouncer) in the Florida Keys. UFC fans will see many familiar faces including that of bad boy Conor McGregor and also UFC owner Dana White.



# Enjoy The 2024 Spring Festival Season

It's Festivals galore and here are some of our picks for the 2024 Spring/Summer festival season!

## World Championship BBQ Cooking Contest

With the Beale Street Music Festival canceled in Memphis this year, it's going to be all about the BBQ and then running off the calories this year at Memphis in May 2024. The World Championship Barbecue Cooking Contest will be held at Liberty Park May 15-18, 2024, and the Great American River Run will be held in Downtown Memphis, on May 25, 2024.



## Shaky Knees Festival

Let's head to the ATL and check out the annual Shaky Knees Festival. May 3-5 in Atlanta, this festival. Drawing in nearly 40,000 attendees, Shaky Knees Festival brings a highly desired indie scene to the streets of downtown Atlanta, Georgia. Featured acts this year include Foo Fighters, Billy Idol, The Offspring, Young The Giant and more!



Make Sure To  
See The Entire  
List Here!



## Total Solar Eclipse 2024

Did you know? Hot Springs, Arkansas and Jonesboro, Arkansas will both be in the path of the Total Solar Eclipse April 8th, 2024. Make a long weekend out of it as April 8<sup>th</sup> falls on a Monday!

## 44<sup>th</sup> Annual Los Angeles Spring Fair

Held March 29th-April 14, 2024, the 44<sup>th</sup> LA Spring Fair is the largest Spring Festival in Los Angeles County, 12 acres of Kids & Adults carnival amusement rides, live music (on Sat. and Sun.), carnival games, local artisans, food court, and free photos with Easter Bunny.

## Merrie Monarch Festival

Looking for some Hawaiian fun? The Merrie Monarch Festival happens in Hilo from March 31 to April 6, 2024. The week-long festival features an internationally acclaimed hula competition, an invitational Hawaiian arts fair, hula shows, and a grand parade through Hilo town.





# Easy And All Natural Easter Egg Dyes

Check Out  
Some Tips For  
Dyeing Your  
Eggs Here!



Looking to add some natural color to your Easter eggs? Look no further! There are plenty of options for creating beautiful, vibrant dyes using ingredients you may already have in your kitchen. From deep reds made with beets to sunny yellows from turmeric, the possibilities are endless. Get creative and experiment with different combinations to achieve the perfect hues for your Easter egg decorating.

One popular option for natural Easter egg dyes is using red cabbage. Boiling red cabbage leaves in water creates a stunning blue dye that can be used to color eggs. Another option is using onion skins, which produce a rich, golden hue. By simmering onion skins in water, you can create a dye that adds a warm and earthy tone to your Easter eggs. Don't be afraid to try out different natural ingredients and techniques to create unique and beautiful colors for your Easter egg creations.

If you're looking for a more vibrant and intense color, try using spinach leaves. Boiling spinach leaves in water will create a vibrant green dye that can be used to color your Easter eggs. Another option is using purple grape juice, which will give your eggs a deep purple hue. Experimenting with different natural ingredients will allow you to create a stunning array of colors for your Easter egg creations.

For a subtle and delicate touch, consider using chamomile tea. Steeping chamomile tea bags in hot water will produce a soft yellow dye that adds a gentle and natural hue to your Easter eggs. Another option is using coffee grounds, which can create a warm and earthy brown color. By brewing coffee and allowing the eggs to soak in the mixture, you can achieve a beautiful and rustic look. Don't be afraid to mix and match different natural ingredients to create a unique and personalized palette for your Easter egg decorating.

If you're feeling adventurous, consider experimenting with spices like paprika or saffron. These ingredients can add a touch of warmth and complexity to your Easter egg dyes. Paprika can create a lovely reddish-orange hue, while saffron can produce a beautiful golden yellow.

If you prefer a more unconventional approach, consider using natural materials like flowers and herbs to create unique patterns on your Easter eggs. Pressing flower petals onto the eggs and securing them with a nylon stocking before boiling will result in beautiful imprints. Alternatively, wrapping the eggs in onion skins or leaves before boiling can create interesting and organic designs. Let your creativity run wild and experiment with different materials to make your Easter egg creations truly one-of-a-kind.







# Navigating The Margarita Mile

The Margarita Mile is a popular attraction in Dallas, Texas, offering a delightful journey through the city's vibrant cocktail scene. This self-guided tour takes participants on a mile-long route, showcasing some of the best margaritas in town. With around 17 participating venues, Margarita Mile offers a diverse range of flavors and styles, ensuring there's something for everyone to enjoy. From traditional margaritas to unique creations, each stop on the Margarita Mile provides a chance to savor the city's rich drink culture. Whether you're a local or a visitor, Margarita Mile is a must-visit destination for any cocktail enthusiast in Dallas.

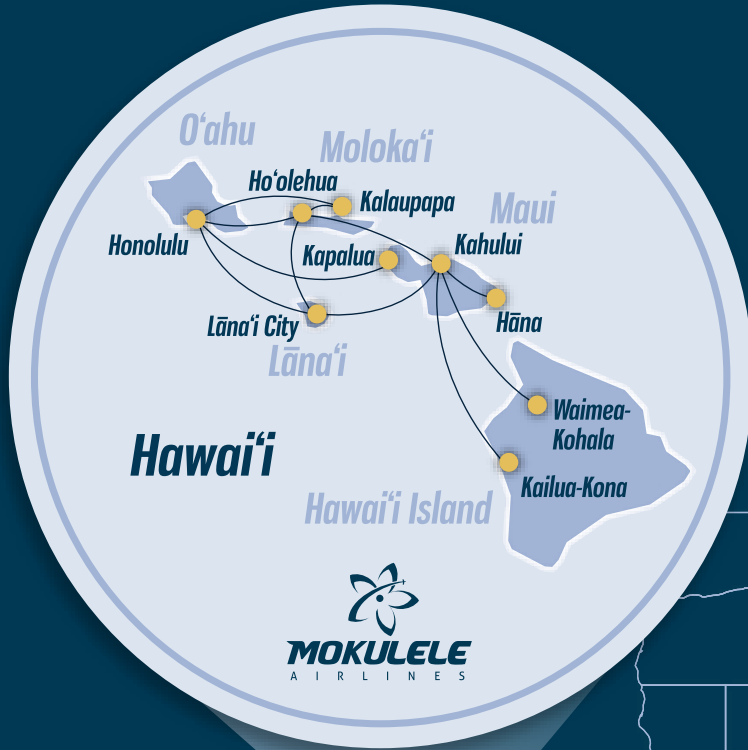
As you embark on the Margarita Mile, you'll be treated to a sensory experience like no other. From the moment you step into the first venue, the vibrant atmosphere and expertly crafted margaritas will transport you to a world of flavor and fun. Whether you prefer your margaritas on the rocks or frozen, with a salted rim or a fruity twist, the Margarita Mile has it all. So grab your friends, raise your glasses, and get ready to embark on a memorable journey through Dallas' cocktail scene.

As you make your way along the Margarita Mile, you'll also have the opportunity to learn about the history and art of margarita-making. Each venue showcases its own unique style and expertise, making the tour not only a delicious experience but an educational one as well. Soak in the knowledge and craftsmanship behind each margarita, and gain a deeper appreciation for the city's cocktail culture. With every sip, you'll discover new flavors and techniques that will leave you wanting to come back for more.

As you continue your journey along the Margarita Mile, you'll also have the chance to indulge in some delectable food pairings. Many of the participating venues offer mouthwatering dishes that perfectly complement their margaritas. From savory tacos to zesty ceviche, these culinary delights will enhance your margarita experience and satisfy your taste buds. So be sure to come hungry and prepare for a delightful combination of flavors on this one-of-a-kind tour.







**SURFAIR**  
A Surf Air Mobility Company

**COMING 2024**





# Route Map

Now serving 49 cities with over 250 daily departures!



Read more about your favorite destinations







PUZZLE #1

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49						50				51

**ACROSS**

- 1 Dot follower
- 4 Flat-screen type (Abbr.)
- 7 Winter malady
- 10 Government consumption advice
- 11 Iridescent gem
- 13 Enfold
- 14 Broadcast
- 15 Those completing a race
- 17 Damp
- 19 First Marxist Chilean President
- 20 Feeble
- 21 Surgeon's knife
- 22 Male heirs
- 24 Louse egg
- 25 Slugger's stat.
- 26 Army snack bar
- 29 Torpedo vessel (Abbr.)
- 32 Scrooge's expression of disdain
- 33 Worn clothes
- 36 In the slightest
- 38 Political top dog (Abbr.)
- 40 "--- and old lace"
- 42 Take over illegally
- 43 Tidal measures
- 45 Wharton product
- 46 President and Chief Justice
- 47 Love god
- 48 Needed to use an ATM
- 49 Lyric poem
- 50 Rocky crag
- 51 Tibetan ox

**DOWN**

- 1 E.g. charley horse
- 2 Detestable
- 3 Dolphins quarterback Dan ---
- 4 Barn upper level
- 5 Cost-of-living yardstick
- 6 SNL comic --- Carvey
- 7 Like fries or leave
- 8 Pantry
- 9 Discombobulates
- 12 Actress --- Langtry
- 13 As soon as
- 16 Roofer
- 18 Coordinate
- 23 Californian pine
- 24 Ultimate degree
- 27 Indigenous
- 28 Siestas
- 29 Therefore regarding
- 30 Ill-informed
- 31 Take care of yourself!
- 34 Irritable
- 35 Novak Djokovic's homeland
- 37 Slack support
- 39 Slap on the bottom
- 41 Breath mint
- 42 A k a C C C P
- 44 Old card game



# Sky High Potential



Cloud Nine Magazine is a unique in-flight experience, combining this magazine in the seat-back pocket of hundreds of flights to over 50 destinations with our digital companion packed full of comprehensive traveler resources on-line, before and after the flight. See all the creative new ways we're helping you influence frequent travelers and grow your business!



[CloudNineMagazine.com/Advertise](https://CloudNineMagazine.com/Advertise)



# GETTING READY FOR GRILLING AND SMOKER SEASON

Even More Smoker and Grill Tips Can Be Found Here!



Time to pull the cover off the grill and smokers and get ready for yet another start to grilling and smoker season! Use these helpful tips to make the most of the Spring and Summer outdoor cooking season.

When it comes to smoking and grilling, there are a few key tips to keep in mind. First, make sure to properly season your meat before cooking to enhance the flavor. Additionally, using a meat thermometer can help ensure that your food is cooked to the perfect temperature. Lastly, don't forget to let your meat rest before serving to allow the juices to redistribute and create a more tender and flavorful result.

One important tip to remember is to choose the right type of wood for smoking. Different types of wood can impart different flavors to your meat, so it's worth experimenting to find your favorite. Another tip is to maintain a consistent temperature throughout the cooking process. Fluctuations in temperature can affect the cooking time and result in unevenly cooked meat. Lastly, don't be afraid to get creative with your marinades and rubs to add extra flavor to your dishes.

Use indirect heat when smoking or grilling larger cuts of meat. This helps to ensure that the meat cooks evenly and prevents it from drying out. Additionally, consider using a drip pan to catch any excess fat or juices that may cause flare-ups. This can help prevent any potential burning or charring of the meat. Lastly, don't forget to clean your grill or smoker regularly to maintain its performance and extend its lifespan.

Most importantly be patient when smoking or grilling. Slow and low cooking is key to achieving tender and flavorful results. Rushing the process can lead to tough and dry meat. Additionally, consider using a brine or marinade to add moisture and enhance the flavor of your meat. Experiment with different combinations of herbs, spices, and liquids to create unique and delicious dishes. Lastly, don't forget to enjoy the process and have fun while experimenting with different smoking and grilling techniques.





# 3 Reasons Advertising Fails & How To Avoid Them



See The Full Video Interview Here!



A recent survey of small business owners listed marketing as 1 of the top 3 most frustrating aspects of running a business today. So, we sought out some advice from a local marketing expert about how to simplify marketing and make it easier. We interviewed Steven Ludwig, the CEO of Source Local Media, a nationwide advertising agency focused on growing small businesses. He is a self-proclaimed advocate for small business and local marketing who writes a popular blog on local marketing.

"Like most things, marketing a small business just keeps getting more and more complicated. It's become virtually impossible for a small business owner to handle advertising, website, social media, directory listings, and every other aspect of marketing alone," Ludwig said. "It's no wonder people fail and don't know why. We all know something is keeping us from success, but it's hard to pinpoint."

"I've talked with thousands of small business owners, and almost all of them have a horror story to tell about advertising. Even I have horror stories to tell about advertising. And after 30 years, I decided we had to figure out the commonalities of failure in order to unlock the keys to success. We found that most advertisers give up right on the precipice of success. And the workshop came out of that."

In a recent video workshop, Ludwig shared the 3 most common reasons advertising fails, and how to avoid them.



## Reason #1: Ready. Fire. Aim.

"We typically buy media first. And the reason is simple; people are selling advertising, not plans. We buy reach before we've figured out WHO we want to talk to (targeting) and WHAT we want to say to them (messaging)," Ludwig said. "About a decade ago, we developed this basic marketing formula. Whenever we break from this strategy, we fail."

## Reason #2: Too Many Roadblocks

"The goal of advertising is to generate actionable leads, meaning people you can contact who have expressed interest in your product or service," Ludwig said. "Since most small businesses don't sell on-line, the goal of advertising is most commonly a phone call, a form fill on your website, a chat or text exchange, a store or showroom visit, or some other step that creates an actionable lead you can then convert into a new customer."

## Reason #3: Blurry Vision

"We interviewed hundreds of small businesses and asked them if they felt their advertising was successful. Here's what was amazing: regardless of whether they felt successful or not, most small business owners were just basing that on 'feel' rather than real data," Ludwig shared. "That blew me away. Because the results can easily be tracked today, and you can base your success or failure on real information."





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