

McCartney™

Newsletter
November 2008

Welcome to the November 2008 edition of the McCartney.com newsletter.

([created by Martin Nethercutt](#))

Hello Alan,

We hope you had a great Thanksgiving holiday! We feasted courtesy of Scott and Cindy - thanks guys...so here is the November wrap-up.

Speaking of giving...

We are all aware of the recent tragedy that hit close to home during the latest California Wild Fires. We decided to help the victims of the Sylmar fire, where over 600 homes were destroyed. Ruth started a neighborhood drive for donations right here in Playa Del Rey...which reached all the way to **Switzerland.**



We live in a great neighborhood where the outpouring of love filled the cargo hold of our big Suburban! Our good friend Mike pitched in so that we could have a huge shopping spree at the 99 cent Store for stuff like toiletries, food, utensils, flashlights etc.

We took all the donations directly to the victims of the Sylmar Fire. Getting off the freeway we could smell the fire remnants in the air and the sky was still very hazy.



We arrived at the drop off destination in Sylmar Park and were greeted by Church Volunteers who helped us unload all the goodies.

We hope that we contributed a little in making this holiday season more bearable for those who have lost everything and so wish to extend a special thanks to all of you who sent clothes, food, money etc. we made sure it got right to the people who needed it most.

From The Road

iFanz in Houston, TX to judge the music contestants of the Houston Freedom Fest, benefiting the Troops with Post Traumatic Syndrome Disorders. iFanz was also a proud prize sponsor for the music contest.

We were invited by Charles, Roy and the good folks at URLLabel.net to travel to Houston

to be a part of this amazing event in the downtown Grant Park complex. Thanks also to Barry Coffing and the crew at MusicSupervisor.com for the hook up.

It was a day of music, food, family fun and we must say, picture-perfect weather. The festival was broadcast live over the internet to tens of thousands, including the troops who are so bravely keeping our great Nation safe as we sleep, work and play.

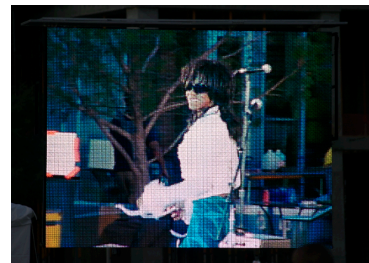
On Friday, Ruth attended the Gala Event at the Hilton with Label Chief Charles Danna and family, label President Randy Miller and is pictured below with the Danna's and Mr. Gene Birdwell. On Saturday, the park was alive with music and faces - congratulations to winners New Maximum Donkey. On Sunday, PR guru Kristen Cannon arranged for a photo session at Hotel ZaZa with hair and makeup by [Edward Sanchez](http://EdwardSanchez.com) and photos by the Potts Gentlemen of [Bohemian Photography.com](http://BohemianPhotography.com). Thanks to all. And we mean all y'all.



The Danna Family, Ruth and Mr. Birdwell.



R&M pictured by Jack Potts.



Valerie Davis rocks the crowd.

What we Actually do For a Living

Someone recently asked us "what is it you guys do over there?" so we thought we would run down a quick glimpse of projects currently in production. Don't forget during vacation time for your employees and even in the case of staff trimming, we can offer a range of [digital services by the hour.](#)



E-marketing campaigns continue for [Avnet / HP](#) ... Online copyright policing for David Cassidy...Social media management for [Corbin Bleu](#) and [Kenny G](#) ...SEO and site maintenance for [Sea Venture Resort](#) and [Sycamore Mineral Springs](#) ...Logo development for Not Only Cards...Live streaming video coordination and merchandise design for [Roseanne Barr](#) ...Customer acquisition for AIM LA and their Activision recruitment program...Hospitality NetSpot for UCLA...eCRM, list management and incentive campaigns for [Two Bunch Palms](#) Resort & Spa...Web sites for Neil Merryweather - Canadian Musician and producer...Martin Perlich- classical interviewer par excellence...Not Only Cards.com - a spiritual e-greetings card site which will also benefit charities...Cast & Crew - Hollywood's premiere payroll company - the site is being conceptualized by DJLA and powered by McCartney and our CMS tools....Neptune Aviation - Montana based private air charter firm...Production Transport - new site for nationwide transpo. experts Richard Einhorn and his team....Site management for actor Alex Hyde-White...Speech at Intel campus in San Jose...

Please Sign the SAG NO STRIKE petition

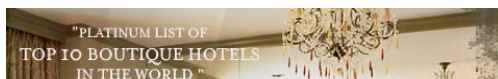
Please take a moment to sign and PLEASE pass along.

Please copy and paste hyperlink: <http://www.petitiononline.com/DealNow/petition.html>

You do not have to be a SAG member or affiliated with any other Union. This petition is to show the lack of support and concern by the public for the SAG strike. During the WGA strike many small businesses went chapter 11 many more will not make it if there is another strike. Homes will be foreclosed and most of the country is already at an all time high for unemployment.

Hotel of the Month

The Hotel ZaZa in the Houston Art District



During our trip to Houston, the folks at URLabel.net had us staying at the [Hotel ZaZA](#) in Downtown



Houston in the Museum District.

The hotel was beautiful, the staff very friendly and accommodating and they even allowed us to hold a photo shoot in the Rock Star suite. Thanks to all in Houston for making us super comfortable.

From their web site; "This decadent urban resort is a mix of glamour and warmth, of high style and creature comforts. With exquisite lighting and swooping drapes, it's a theater to entice the senses and intrigue the mind. This is Hotel ZaZa. An unexpected blend of history, business and fashion,

brilliantly located in Houston's beautiful Museum District. We are the luxury hotel of luxury hotels, welcoming you deal makers, fun-lovers and trendsetters into our delightful world of possibilities. With amazing attention to detail and a careful balance of work and pleasure, we'll make sure your Texas stay is wonderfully unforgettable. Hotel ZaZa Houston – almost mystical, always memorable."

[Hotel ZaZa Houston](#)

5701 Main Street Houston, Texas 77005
713.526.1991
Toll free 888.880.3244

Restaurant of the Month

[Heart Attack Grill](#)

6185 W Chandler Blvd, Chandler, AZ, 85226



No kidding - their are all about meat, cheese, fries, more meat and more cheese. Not to mention Lucky Strike cigarettes, cokes and fries.

The "nurses" can wheel you out to your car if you manage to finish one of their mondo Quadruple Bypass Burgers and a side of Flatliner Fries.

Some Q&A from their media section:

Q: What really goes on at Sponge Bath Sunday.

A: We can't tell you, but we promise that you'll get squeaky clean!

Q: Why don't you carry diet coke?

A: Next question.

Q: I've been told that Dr. Jon and the Italian male model Fabio are really one in the same person. Is that true??

A: That's possible, we've never seen them together in the same room.

Featured Site of the Month

[For Your Love Of Food.com](http://www.foryourloveoffood.com)

Please take a moment to visit this incredible web site. Open just in time for the Holidays, ForYourLoveofFood.com lets you find that special foodie gift for that special person.



From their McCartney-powered web site: "There's something for everyone. From fresh Maine lobsters to prime grass fed steaks to great wines. Fresh Fruits, Beautiful Gift Baskets, Gourmet Cheeses & Olives. Delicious Candies and Baked Goods, Gourmet Regional Cuisine, Home Cooked Meals, Gourmet Coffee & Teas.

Sign up for our Wine, Beer, or Cheese Clubs.

Cookbooks and other great Gifts. Just too much to list. You'll need to see it to believe it!!!! A great place to order. We look forward to your comments and thank you in advance for your support." If you enjoy the web site please [share it with your friends.](#)

net.work news - spotlight on McCartney Clients and Network Members

It was a month for birthdays - all you Scorpios out there had a big ol' time... Angie celebrated her 79th birthday, Christian reached an undisclosed number, [Marino DeSilva](#) rocked on in Vegas on 11/11, Dale Jensen and Don Dale are our Thanksgiving babies, and Roseanne is an eternal 39... not to mention Karotti and HD who are languishing in Lanzarote - Happy Birthday to you all.



Flowers, chocolates, cookies.



Ruth, Rox and the Birthday Boy.



Yum. Cake.

Honey Honey Update

honeyhoney
First Rodeo



To the friends and potential lovers of honeyhoney,

On the heels of being the iTunes "Video of the Week" last week, honeyhoney is one of the featured artists this week on MtvU's new



artist show "The Freshmen!"

The show spotlights emerging artists on air and online, and "Little Toy Gun" has the chance to get an automatic add into rotation on MtvU next week.

You can vote for honeyhoney's "Little Toy Gun" online until Friday at noon!

It only takes a second, so please vote for honeyhoney "Little Toy Gun" [HERE](#) and help us keep "Little Toy Gun" on the air! At last,

the wait is FINALLY over! honeyhoney's debut album First Rodeo hit stores today!

[You can also purchase it on iTunes by clicking here!](#)

Thumbelina appears on Chelsea Lately

The world's smallest horse, little [Thumbelina](#) made friends with Chelsea Lately's Chuy in a Hollywood park, before jetting off to appear on the Dallas Christian Network's international TV show. Special Thanks to Michael Goessling for the backstage access...we've never rolled up and told the security guard " we're with the horse" before!



Thumby, Chelsea Handler & Chuy



Angie and Thumby



She really is that small...

A Fond Farewell

Some of us are feeling slightly deflated to see George Bush step down as US President as over the past eight years Bush has provided us with endless amusement as a result of his faux pas or 'Bushisms' as they've been dubbed.

Here are some of our favourites;

"Those who enter the country illegally violate the law." - Nov. 28, 2005

"We don't believe in planners and deciders making the decisions on behalf of Americans." - Sept. 6, 2000

"If this were a dictatorship, it'd be a heck of a lot easier, just so long as I'm the dictator." - Dec. 19, 2000

"I think we agree, the past is over." - May 10, 2000



"This foreign policy stuff is a little frustrating." - April 23, 2002

"I want everybody to hear loud and clear that I'm going to be the president of everybody." - Jan. 18, 2001

"One of the great things about books is sometimes there are some fantastic pictures." - Jan. 3, 2000

"I'm honored to shake the hand of a brave Iraqi citizen who had his hand cut off by Saddam Hussein." - May 25, 2004

"There's an old saying in Tennessee - I know it's in Texas, probably in Tennessee - that says, fool me once, shame on - shame on you. Fool me - you can't get fooled again." - Sept. 17, 2002

"I know the human being and fish can coexist peacefully." - Sept. 29, 2000

"Rarely is the questioned asked: Is our children learning?" - Jan. 11, 2000

"They underestimated me." - Nov. 6, 2000

Not to be a Downer but Just FYI...

If you are thinking of buying store related gift cards this Xmas - make sure the store is still gonna be in business....



This may be a serious problem this year - if these stores are in your area - it *might* pay not to buy their gift cards - but a generic AMEX, Mastercard or Visa to give as a gift. If you have gift cards for any of these stores you may want to check with them if they are still valid. Clark Howard, the consumer reporter, suggests not giving gift cards at all this year. If the business goes under, the card will be no good and that will just be money down the drain. Below is a list of business which are closing some, if not all of their stores.

Ann Taylor... Eddie Bauer ...Cache...Catherine's...Talbots...Lane Bryant...Gap... Zales...CompUSA... Sharper Image...Bombay Company...KB Toys...and there are Circuit City, Rite Aid, Linen's & Things that are all in bankruptcy.

Send a Holiday Card to an American Service Member or Veteran

When you're writing your holiday cards this year, take a minute to address one to a service member, then mail it to the address below.

The American Red Cross has partnered with Pitney Bowes to deliver 1 million holiday cards as part of their "Holiday Mail for Heroes" program.

To participate, mail the card to:

Holiday Mail for Heroes
PO Box 5456

Capitol Heights, MD 20791-5456

Some important guidelines to keep in mind:

All cards must be postmarked no later than Wednesday, December 10, 2008.

If sending more than one card, please mail all cards together in one large shipping envelope. Cards sent in this manner do not need individual envelopes or postage.

Please ensure that you sign your cards and use generic salutations such as "Dear Service Member."

Do not include personal information like your home address or email, and do not enclose any letters or other inserts (including photos, glitter, confetti, etc).

All cards received may be used in program publicity efforts.

Recipe of The Month

Ruth's Banana Nut Muffins

Ingredients

3 or 4 ripe bananas, smashed
1/3 cup melted butter
3/4 cup sugar
1 egg, beaten
1 teaspoon vanilla
1 Tbsp espresso or strong coffee (optional)
1 teaspoon baking soda
Pinch of salt
1 1/2 cup of flour
1 cup chopped walnuts (toasted or raw)



Method

No need for a mixer with this recipe.

1 Preheat the oven to 350°F. With a wooden spoon, mix butter into the mashed bananas in a large mixing bowl.

2 Mix in the sugar, egg, espresso and vanilla.

3 Sprinkle the baking soda and salt over the mixture and mix in.

4 Add the flour, mix until it is just incorporated. Fold in the chopped walnuts.

5 Pour mixture into a prepared muffin tin. Bake for 25-30 minutes. Check for doneness with a toothpick inserted into the center of a muffin. If it comes out clean, it's done. Cool on a rack.

Makes 12 muffins.

Angie's One Liners

All generalizations are false, including this one.



Give a man a fish and he will eat for a day. Teach him how to fish, and he will sit in a boat and drink beer all day.

If Barbie is so popular, why do you have to buy her friends?

It's lonely at the top, but you eat better.

Quantum mechanics: The dreams stuff is made of.

The shortest distance between two points is under construction.



PS - I have my new order of Organic Teas in boxes - it's not too late to [order for the holidays...](#)

Tech Tip of The Month

Last Call.



An iPhone app which calculates when you need a taxi.

Similar to other drunk-calculating iPhone apps, Last Call determines how smashed you are by your weight and how many drinks you've knocked back.

However, unlike all those other apps, it's free, it also calculates your drunkenness by the specific type of alcoholic beverage you've consumed, and it gives you options on what to do next now that you're super drunk.

If you've had a few too many drinks to drive, you can press a button on the app that'll call a taxi for you.

And if you've disregarded the taxi button, there's another button that'll help you to find a local lawyer for when you get that DUI, tsk tsk.

iFanz™ Artist Spotlight

Your Fanz Are Your Future

New Maximum Donkey



Winners of the URLabel.net Houston Freedom Fest, [New MaximumDonkey](#) hail from Southern California and are a lively, eclectic 4 piece band. New MaximumDonkey (est. 1996) has created a successful musical career off of their high-energy live performances and catchy songwriting influenced by sixties rock, but with an edge. "The Beatles" meets "Jane's Addiction" and "Nirvana."

- House band for the comedy sketch show For the Kids for the past 3 years, leading to a WB Development Deal.
 - House band for Late Night with Drew Carey for Lee/Moffitt productions and HBO at the Aspen Comedy/Arts Festival.
 - Album recorded with Elicit Productions (whose engineering/producing work can be heard on albums for artists as diverse as Christina Aguilera, Michael Jackson, Hole, and others).
 - Music video for their song, "Sex Offender" was featured in the 2003 Independent Music Festival, where it was aired in multiple cities across the US.
 - "Good Time" featured on Toyota.com website for launch of "Yaris" for 2008/2010.
 - Music featured in "The Day Arnold Schwarzenegger Kicked My @\$\$" and Action Sports Company "Extreme Sports" DVD release as well as the "Tony Hawk's Underground" gaming commercial.
 - Recently recorded instrumental tracks to be used in a European advertising campaign for Mercedes/Benz ("Hello") and featuring vocals by Christina Aguilera; became a charted single.
 - Told by Sally Struthers that they had "nice butts" and would be welcome to play her "next wedding."
 - Played on national radio stations/self-booked a successful national tour in Fall 2006.
 - Recording and distributing their next album in the spring to be followed by another 2-month national tour.
- Catchy melodies, great harmonies, and power-pop rock with a bit of silliness thrown in. You MUST catch their live show!!

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