

McCartney™

Newsletter October 2008

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

([created by Martin Nethercutt](#))

Hello AI,

First off, we want to apologize for the late date of this edition, normally we send our newsletter out at the last day of the month, but this time the date fell on Halloween, one of America's biggest holidays. We know most of you were busy finding the right costume and getting your party on.

But without further ado - Happy Birthday today to [Christian Volquartz](#) and [Roseanne Barr](#) - there will be some cake eating going on in Playa del Rey today for sure! Roseanne just completed two sold out nights at The Leicester Square Theatre in London, and a two-night comedy festival in Dublin, Ireland.

So here's this month's issue:

McCartney's 3rd annual Rocktoberfest.



In good old German tradition, we celebrated our 3rd annual Rocktoberfest. The customary dress code for women is the Dirndl. Ruth prepared Brats, warm soft pretzels with sea salt, red cabbage with apple, Sauerkraut - and Peter Trunk brought his famous sausage, potato, sour cream and gin Kraut, Martin brought out his CRAZY mustard collection and a good time was had by all!

Everyone needed a bit of relief after all the global market disasters. It was a beautiful event with a very diverse crowd of friends, clients, neighbors and family. Thanks for coming, thanks for all the "bar contributions" and see you next year!

Pictured: Petra Luna, Margit Pfeiffer, Iva Franks, Ruth and Angie (sorry - Susan Ludwig left early but was equally stunning).

GreenWorks on PBS with Host Syeda Jafri



We all recently appeared on Greenworks - a PBS show about the environment, business and all things green.

Ange talked about organic tea growing and green tea (of course), and Ruth and Martin discussed the greener way to advertise using [McCartney's Greenspots](#) over the internet.

Thanks Syeda, Pete and Hermon of A&A Livery for the

5-star treatment.

Web Sites In Development

McCartney.com

As many of you have noticed by now, our web site is undergoing a major face-lift.

We are going to put out a series of mini commercials (GreenSpots) that will showcase our products and services whilst the construction is taking place on the back end.

Other sites in production are - Legendary Canadian bass player **NeilMerryweather.com**; Spiritual, green, e-cards **NotOnlyCards.com**; 15 year old Guitar Hero phenom **James Like Coulter.net**; a new look for actor **AlexHydeWhite.com**; veteran media placement company **NewAndImprovedMedia.com**; convention and commercial transportation giant **ProductionTransport.com**; and last but not least, private air charter company **NeptuneAviation.com**.

Lounge of the Month

The Edison Downtown



Want to relive the great depression in style? Why not check out the old Edison power plant in the heart of Downtown Los Angeles.

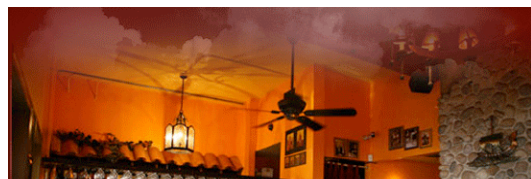
From their web site:

"At the Edison we experience the New Historic L.A. Hand-crafted cocktails and the majestic relics of a long lost era of glamour and intrigue mark the Edison as one of the nation's most unique lounge spaces. A blend of the past, present and future. The Edison inspires the nostalgia of such legendary nightspots as The Coconut Grove and Ciro's while reminding us that we live in a City of dreams and at a time of great invention. [Go ahead enjoy the nostalgia.](#)"

Restaurant of the Month

Ulysses Voyage Greek and Mediterranean at Farmer's Market LA.

Ruth and I celebrated our 10th wedding anniversary on 10/10 at this authentic Greek restaurant in the middle of the ever-fabulous Farmer's Market. Situated at the edge of the **Rick Caruso** development "The Grove", this



is the closest kitchen we have found to replace the much-loved tastes of Europe such as Tzatziki, Moussaka, Dolmades and yes, they even have Retsina. Call for reservations: (323) 939-9728 or [visit their website](#)



Featured Site of the Month

[Ingleside Inn](#)

Proprietor Mel Haber and the staff of the Ingleside Inn and the 5 star Melvyn's Restaurant and Lounge decided, that after venturing to another web design firm last year, they would come back to the fold at McCartney. We have recently launched a new look for them featuring iFanz content management tools, which allows the staff on property to manage and update various sections of their site through a browser. A new fan of Ingleside, Lance Bass, is developing a TV series about this truly Legendary Location. Watch Ruth's interview with Mel [here on YouTube](#) .

For reservation information, please [visit the new site.](#)

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

[Corbin Bleu](#) :High School Musical 3

Largest grossing opening box office of any musical EVER

Disney's "[High School Musical 3: Senior Year](#)" hoofed its way to the top of the class with **\$42 million**, while Lionsgate's horror sequel "Saw V" had to settle for second-place with \$30.5 million, according to studio estimates on opening weekend.



A big-screen sequel to the Disney Channel TV movies, "[High School Musical 3](#)" had a record opening for a song-and-dance flick, easily beating the previous best of \$27.8 million set last summer by "Mamma Mia!"

Corbin's new site, built by McCartney.com and powered by iFanz is at CorbinBleu.com

Pictured: Corbin performing at the SoulFest LA in Crenshaw. Photo by Ruth McCartney.

Kenny G nominated for 2 Latin Grammys.

Inspired by his love of Stan Getz's early bossa nova albums, the disc is a milestone in many ways:

- It's his first record nominated for a Latin Grammy Award, in the best instrumental album and best engineered recording categories.
- It's his first project mixed at his home studio.
- It's his first album after leaving Arista Records, his label home since debuting in 1982 with [Kenny G](#) .

That last accomplishment carries particular weight. Arista Records and its founder, Clive Davis, with whom Kenny worked closely throughout much of his career, rejected *Rhythm & Romance*.

"The bottom line is I asked them to trust me, trust my instincts," he says by phone from his home in Los Angeles. "And they didn't. ... They didn't think it would make any money. I thought, 'Haven't you done the math on my CDs?' Whether you think this is going to make money or not, we've made enough. Be in my camp."

He is no slouch when it comes to record sales. According to the Recording Industry Association of America, Kenny G has shipped 48 million CDs to retailers since 1982. *Rhythm & Romance*, which debuted on *Billboard*'s pop album chart at No. 14, has sold 185,000, according to Nielsen SoundScan.



Steve Tyrell's Album "Back to Bacharach" also Grammy nominated.

Award News: [Steve Tyrell](#) Received the award as Best Jazz Singer of the Year by LA Jazz Society!!!

Gig News: Tyrell Continues Bobby Short's Legacy : Opens Cafe Carlyle for the 3rd Year in a Row. Tuesday, Oct 30th thru New Years Eve, Dec 31st, Steve Tyrell once again appears at the legendary Cafe Carlyle in New York City's Upper East Side. His show this year is entitled Bacharach and Beyond, and will include songs from his current album Back to Bacharach, as well as his classic movie recordings, and songs from his earlier albums. After Thanksgiving Steve will once again include Holiday Music in his repertoire. [Don't miss this year's exciting new show.](#)

Grammy Nominations:

Category 1

Record of the Year

689. What the World Needs Now Is Love

Steve Tyrell, Burt Bacharach, Martina McBride, Rod Stewart, James Taylor and Dionne Warwick

Category 2

Album of the Year

636. Back to Bacharach

Steve Tyrell

Category 8

Best Collaboration with Pop Vocals

106. This Guy's In Love with You

Steve Tyrell, Burt Bacharach and Herb Alpert

107. What the World Needs Now Is Love

Steve Tyrell, Burt Bacharach, Martina McBride, Rod Stewart, James Taylor and Dionne Warwick

108. Don't Make Me Over

Steve Tyrell, and Patti Austin

Category 6

Best Male Pop Vocal Performance

158. A House Is Not A Home

Steve Tyrell

Category 14

Traditional Pop Vocal

37. Back to Bacharach

Steve Tyrell

Category 87

Instrumental Accompanying a Vocal

131. The Look of Love

Bob Mann, arranger (Steve Tyrell)

198. This Guy's In Love

Burt Bacharach, arranger (Steve Tyrell, Featuring Herb Albert & Burt Bacharach)

216. What the World Needs Now Is Love

Burt Bacharach, Bob Mann, Steve Tyrell, arrangers

(Steve Tyrell, Burt Bacharach, Martina McBride, Rod Stewart, James Taylor and



Dionne Warwick)

Category 92

Best Engineered

19. Back to Bacharach

Jon Allen, Darwin Best, Bill Schnee, engineers
(Steve Tyrell)

Category 93

Producer of the Year

166. Bob Mann and Steve Tyrell

a. Back to Bacharach

Steve Tyrell

b. What the World Needs Now Is Love

Steve Tyrell, Burt Bacharach, Martina McBride, Rod Stewart, James Taylor and
Dionne Warwick

Edgar Winter Grammy Nominations:

Edgar's Rebel Road has made it in to the following categories on the Grammy Ballot:

Album of the Year # 694

Best Rock Song # 134

Best Rock Album # 255

As with all the foregoing McCartney clients, if you are a **NARAS** member - please vote vote vote!

And we don't JUST mean tomorrow November 4th.



John Cleese on Keith Olberman

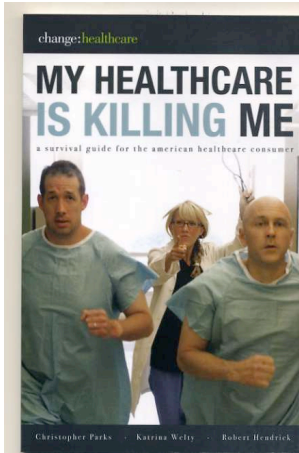
Our old friend John recently popped up to express his first amendment rights in the form of a poem on MSNBC's Keith Olberman show.

The usual witty banter was exchanged and a good-natured jab at fellow talking head Bill O'Reilly was delivered with John's usual relish.

Click on the image to watch the video on YouTube



change:healthcare featured on CNN



Update on Robert Hendrick's new book: "My Healthcare is Killing Me"

Ruth recently completed the voice over portion of the Changehealthcare.com website for Nashville based Rob Hendrick's company. Rob and his partners are all about saving both you and large employers' money by acting as the sane voice of reason when it comes to prescription, hospital and medical charges. How come one hospital charges one price and across town, the same procedure is 20 or sometime 30% less? It's an interesting read. And best of all it's FREE.

CNN's health guru Dr. Sanjay Gupta featured the company and Rob's new book, "My Healthcare is Killing Me". Download the FREE e-book by [clicking here.](#)

The book has also been featured on the network show "The Doctors"



On October 30th, Ruth taught an online class via Skype at Ontario Canada's [The Business of Music Seminar](#) featuring Michael Wood, [Dale Penner](#), Peter Gilroy & Ruth McCartney

"The music business. Many musicians' seem to forget that their music is a "business". Something that is part of a multi-million billion industry.

The music business is unlike any other industry in so many different ways. Confusing for so many. Today, more and more musicians are educating themselves on the "business" of music and there has never been a better time to be an independent musician. All you need is a great product and a little know how and you could be making a great living from your art. This groundbreaking seminar will discuss things that all musicians need to know to maximize their efforts and more importantly, their profits."

Tony Parinello has a [new book](#) out -

5 Minutes With V.I.T.O. (Very Important Top Officer) - it is a fascinating strategic look inside how to really get the attention of the Big Cheese. Here's a little blurb about Tony's success story in selling - in his own words.

How I made a science out of C-level executive selling



"If you're trying to sell to VITO, making it up as you go along is a mortal sin." Tony Parinello



Back in 1995, I coined the phrase VITO -- for Very Important Top Officer -- and wrote my first bestselling book, *Selling to VITO*.

Over a million books later, I've personally trained well over two million salespeople -- and I've trained the majority of the Fortune 100 sales teams on how to get appointments with and sell to difficult to reach CEOs, Presidents and owners -- the people I call VITO (the Very Important Top Officer). I've talked to more VITOs, interviewed more VITOs and have taught more salespeople how to get to VITOs than anybody else.

I tell you that, not to impress you, but to impress upon you the point that VITO Selling has been tested extensively in the field. In other words: This stuff works.

"Our sales cycle has been cut by 50% and we now have 10 times the amount of multi-million dollar opportunities in our funnel. My team is selling faster, bigger, and smarter ... to VITO!"

Mike Adami, Vice President, Moore USA



[Language Liaisons, Inc.](#)

Whether you are involved in international business or everyday activities, selecting a language service company for interpreting and/or translating information can be the most critical decision you make. We are Language Liaisons, Inc. (LLi). LLi was established in 1989 and is an 8(a) certified minority, privately owned business with offices on the West and East coast and dedicated to interpreting and translating with an emphasis on quality, efficiency and customer satisfaction.

While communicating in today's global network, you must select someone who is committed to working closely with you to insure your communication is effective from a linguistic, cultural and technical perspective. Our extensive personnel and material resources allow us to provide foreign language services for a wide variety of industries such as legal, computer manufacturing, entertainment, advertising, bio-medical, law enforcement, general services, environmental, health care and many, many more.

Danielle Bisutti - Network Appearances

From Danielle: "Just a reminder that my episode of "Raising the Bar" is TONIGHT Monday Nov. 3rd @ 10:00 p.m. on TNT Episode title "Shop 'till You Drop" and I am playing Ms. Emma Troutman AKA "The Troutman!"

AND the pilot episode of my new TV show "True Jackson V.P." will premiere this SATURDAY Nov. 8th @ 9:30 p.m. on Nickelodeon. IMDB also says that it will repeat Sunday November



9th @ 8:30 p.m. and Monday Nov. 10th @ 8:30 p.m. so be sure to tune in! You can watch the preview trailer by [clicking on this link](#) "

Recipe of The Month

Ruth's Maple-Glazed Yams with Butter Pecan Topping

INGREDIENTS

- 4 pounds yams, peeled and cut into 1/4-inch chunks*
- Salt, to taste
- 1/2 cup pure maple syrup
- 3 tablespoons butter, chilled and cut into 1/2-inch pieces
- 2/3 cup all-purpose flour
- 2/3 cup light brown sugar, packed
- 1/2 cup butter
- 1 cup pecans, coarsely chopped



DIRECTIONS

1. Preheat oven to 400 degrees F. Butter 13x9x2-inch baking dish. Bring large pot of water to boil; add yams. Cook about 4 minutes or until water returns to simmer; drain. Rinse under cold water.
2. Arrange yams in prepared dish. Season with salt. Pour syrup over yams. Dot with 3 tablespoons butter. Cover and bake about 25 minutes or until yams are almost tender.
3. Mix flour and brown sugar in medium bowl. Add remaining 1/2 cup butter. Cut in until mixture resembles coarse meal. Add pecans; mix.
4. Sprinkle pecan mixture over yams; bake 20 minutes or until tender.

FOOTNOTE

*Sweet potatoes may be substituted.

Angie's One Liners and "Investment Tips" *

Now, most dentists' chairs go up and down, don't they? The one I was in went back and forwards. I thought 'This is unusual'. Then the dentist said to me, "Mrs. McCartney, get out of the filing cabinet".'



We do not stop playing because we grow old; we grow old because we stop playing. Never Be The First To Grow Old!!!!



News of the Weird:

Statistics have proved that there are more automobile accidents on Presidential Voting Day than the Tuesday before or the Tuesday after.

Statistics also show that heart attacks go DOWN when the clocks go back - as everyone gets an extra hour of sleep.

Speaking of health, don't forget, the holidays have officially begun - so why not give the gift of health to your friends and family with my line of all organic, imported, gourmet, splendid teas! [Click here to order.](#)

Investment Tips

** Not to be taken seriously - all beer drinking is at risk.*

If you had bought \$1,000 in shares in Delta Airlines one year ago, you'd have \$49.00 today.

If you had bought \$1,000 in shares in AIG one year ago, you'd have \$33.00 today.

If you had bought \$1,000 in shares in Lehman Brothers one year ago, you'd have \$0.00 today.

But... if you had bought \$1,000 worth of beer one year ago, drank all the beer, then turned in the aluminum cans for a recycling refund, you'd have received \$214.00...! So... based on the above, the best current investment plan is to drink heavily & recycle. It's called..... the 401-Keg.

Also, a recent study found that the average American walks about 900 miles a year, and another study found that Americans drink, on average, 22 gallons of alcohol a year. This means that, on average, Americans get about 41 miles to the gallon! Now THAT's what I call green.

Tech Tip of The Month

Beware of a spoof email purporting to be from UPS saying that they were unable to deliver a recent package due to an incorrect address. **DO NOT** click on the attachment which is an alleged copy of the delivery slip. This is a serious virus.

iFanz™ Artist Spotlight

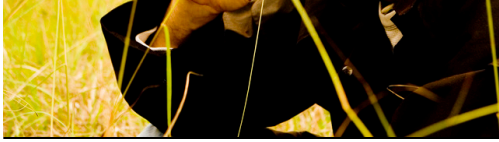
Your Fanz Are Your Future

Mark Leland



Mark Leland has been performing in front of a crowd since the young age of 7 years old. He first started singing while his mother played the piano in the church his father pastored.

Now he performs in front of thousands people



and each time he performs, makes it a commitment to bring awareness for autism. For years, Leland has focused his energy and spare time on creating music that holds true to the original idea of country songs - telling stories. In addition to his songwriting skills.

Leland's baritone, smooth voice has a range that has allowed him to be compared to the likes of Toby Keith and Vince Gill.

You are listening to his song: "Red White and Blue Americans", a great message for all of us reminding us who ever wins the election to be the President of this great country, we are all still Americans!

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