

McCartney™

Newsletter
May 2006

McCartney.com Newsletter, May 2006

Company News

Welcome to the May 2006 edition of the McCartney.com newsletter.
([created by Martin Nethercutt](#))

Happy Mothers' Day!

The American History of Mothers' Day (researched by [Angie McCartney](#))

For the modern Mothers' Day it seems that 150 years ago Anna Jarvis, an Appalachian homemaker, organized an awareness day for poor health conditions in her community, a cause she believed would be best advocated by mothers. She called it "Mothers' Work Day." In 1905 when Anna Jarvis died, her daughter, also named Anna, began a campaign to memorialize the life work of her mother. Legend has it that young Anna remembered a Sunday school lesson that her mother gave in which she said, "I hope and pray that someone, sometime, will found a memorial mothers' day. There are many days for men, but none for mothers."

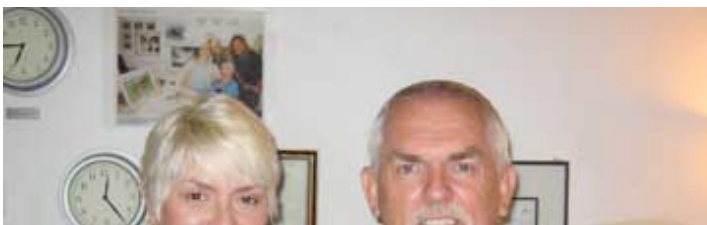
Anna began to lobby prominent businessmen like John Wannamaker, and politicians including Presidents Taft and Roosevelt to support her campaign to create a special day to honor mothers. At one of the first services organized to celebrate Anna's mother in 1908, at her church in West Virginia, Anna handed out her mother's favorite flower, the white carnation. Five years later, the House of Representatives adopted a resolution calling for officials of the federal government to wear white carnations on Mothers' Day. In 1914 Anna's hard work paid off when Woodrow Wilson signed a bill recognizing Mothers' Day as a national holiday."



To go back even further...."Some historians believe that the earliest celebration of Mothers' Day was the ancient spring festival dedicated to mother Goddesses. The ancient Greek empire had a spring festival honoring Rhea, wife of Cronus and mother of the Gods and Goddesses. In Rome there was a Mother's Day-like festival dedicated to the worship of Cybele, also a mother goddess. Ceremonies in her honor began some 250 years before Christ was born. This Roman religious celebration, known as Hilaria, lasted for three days - from March 15 to 18.

Angie notes: In England, Mothers' Day is traditionally mid-Lent Sunday, to honor Mary, the mother of Jesus. She is pictured above with McCartney Director of Operations, Christian Volquartz and the gorgeous gift he surprised her with.

Client Spotlight



Ratzenberger.com

John Ratzenberger recently visited with McCartney Multimedia to discuss his upcoming web site [Ratzenberger.com](#). The star of "Cheers" and Discovery Channel's "Made in America" is constructing a searchable database directory for "American Made or Assembled in



America Companies". This web site will also feature a subscription area for advice on how to start your own business, conversations with business leaders and CEO's in the "Members' Business Class Lounge", networking opps. etc.

It's going to be an invaluable resource for locating artisans, patriots, Mom and Pop operations and also for companies looking for suppliers of U.S made parts for their goods. Or you just might fall for a "U.S. Made" sandbox for the kids to play in. Grow your mind, and you grow your future....

JR trivia - did you know that he actually created his own role of Cliff in "Cheers" at the audition? He asked the producers: "can I read for the "know-it-all"? Since they hadn't yet thought of one, and John aced an impromptu characterization on the spot, the character of Cliff was born. Now you know.

The following McCartney and iFanz Toolz will be used in the construction process:
Content Management System, Admin System, Media Manager, US wide small business / companies database, iFanz and an e-marketing program.
Watch this space for launch notification!

Events

Orange County Choppers

The enigmatic Pauly and the boys are "Takin' It To The Streets."

The Orange County Choppers are on the road again - this time in Tempe, AZ and soon in Spokane, WA.

Check out what they are up to at OCCinAmerica.com

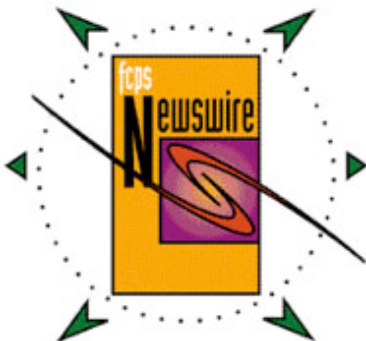


Product Spotlight

In this space, we introduce our readers to our latest products and services.
This month's spotlight is on:

McCartney "NetWire" Services

Do you need a Press Release written and distributed to the right target audience?
Use our NetWire Services.



NetWire is ...a press release wire service, providing the most cost efficient electronic distribution of your news, directly targeted access to the press and media, at a fraction of the cost of traditional PR wire services.

With NetWire each client has the confidence of knowing that their release is getting to the right people. With over 300,000 journalists covering a wide selection of industries and interests, NetWire is able to direct a client's release to the desk of journalists specifically concerned with the client's industry and interests.



[Download the PDF here...](#)

McCartney Net.Work News

TV Music

NBC Universal daytime drama "Passions" is using music composed by [Ruth](#), [Martin](#) & [Andi Slavik](#). Composer Andi's new web site just went live at [Digital-Suite.com](#). Take a break and head on over to hear some fabulous classical and film music. Special thanks to Paul Antonelli.

New Online

Liverpool Legend, Pete Price host of the radio show to which Ruth contributes the "VIP Hollywood" half hour every Tuesday, has just launched [his website](#) too. We suppose since gas prices are on the rise, everything is going on line. Fine and dandy by us!

[Barefoot Servants](#) News

The Servants join [The Hot Rod Power Tour](#) : A Power Tour Finale to Remember! There's no better way to end the Power Tour than hanging out with Toyo Tires crew at the Old Bridge Township Raceway in Englishtown, New Jersey. Join the boys on Friday June 9 for an unforgettable finale to this year's Power Tour, including fun runs on the drag strip, awesome giveaways, and a special performance by the band Barefoot Servants, all brought to you courtesy of Toyo Tires.

[Playa del Racing](#) News

Sue Schafer and Gary Sallee's boys Jacques Lazier and Roger Yasukawa in cars #12 and #21 at the 90th annual Indy 500 finished, most importantly safely, and in 16th and 17th places respectively in what was the second year for the team. Congratz to all and let's see you do it again in 2007!

Tech Tips of the Month

Save A Buck

A way to save money - directory assistance is free if you dial: 1-800-FREE-411

Real Estate Sleuthing

Wanna know what your neighbor's house is worth?
Or anyone's in the USA? Just click on [www.zillow.com](#)

The Facts About MySpace

What You Need to Know Before Your Kids Sign On
By Kimmy Powell courtesy of [geeks.com](#)

Bogus Email Forward Donation Claim

Subject: Debbie Shwartz
Claim: AOL is donating 15¢ for every 12 forwards of a plea from Debbie Shwartz, a single mother of four.
Status: False
More: [click this link](#)

Artist Spotlight

This month's Artist Spotlight is on the new Canadian Rock Sensation "[Jonas](#)". Ruth and I had the pleasure to be invited to his Los Angeles debut performance at the Key Club (formerly known as the Roxy, for us old rockers!). What a show it was. Jonas, Corey and the band were terrific. All we can say is: "Allez les Canadiens!" (You are listening to "Edge of Seventeen", a Fleetwood Mac song that the guys covered to the fullest extent. Volume 11.

Read the official press release below.



"... he is the best live rock singer I have seen in 30 years!"
Writer and singer, Ruth McCartney

"Charisma, sex appeal, stage presence, voice: he has it all!"
Promoter, Jerry Lembo

Montreal, Friday May 5, 2006 – The Los Angeles **Key Club**'s barometer exploded as **Jonas** took over the stage with pure energy and diabolic presence. He has accomplished yet another phase in his conquest of the rock world. Last Sunday, the Montreal rocker astounded some of the most powerful people on the international music scene, who had come together on Sunset Boulevard during the must see convention, MusExpo.

After this first victory round for **Jonas** and the **DEJA Musique** team, the singer conquered some new fans such as Ruth McCartney (singer, writer, and Paul McCartney's sister), Jerry Lembo (promoter for Peter Gabriel, Janet Jackson, Céline Dion), as well as many other record company artistic directors and representatives.

Demonstrating a soldier-like attitude, **Jonas** is on his way to conquer Hollywood. L.A. has acknowledged his undeniable talent and the diamond in the rough that he is. On stage, along with **Corey Diabo** (guitar virtuoso who ignited and astounded the crowd several times by his dexterity), **Ange Curcio** (drums) and **Domenic Romanelli** (bass), **Jonas** gave it his all. In all his fury, he delivered his current cult classics **Daddy** and his version of **Edge of Seventeen**. He also performed his new single **SuperSexMe** for the first time. It will be the first smash hit from his second album and a soon-to-be rock anthem, which will be released on radio airwaves by the end of May.

Stay alert: Jonas is back and he will be part of all events and festivals scheduled throughout the summer.

- 30 -

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www.jonas-music.com

click below to tell your friends

Introducing "The MopTops in Nowhere Land" Webisodic Television

"The MopTops in Nowhere Land" Part 4

This is the last part of the series.
 We hope you enjoyed the show!
 Hmmm - that would make a good lyric!
 The only Beatles Tribute Band to be endorsed by Angie and Ruth has just released their brand new film "The MopTops in Nowhere Land".
[McCartney.com](http://mccartney.com) is proud to be the digital distributor of choice who will show this movie in four parts.

[Part 4 is now available for viewing here.](#)

Stay tuned to the upcoming McCartney newsletters for the next Webisodes.

In case you missed these parts, click links below.

[\("The MopTops in Nowhere Land" Part 1\)](#) | [\("The MopTops in Nowhere Land" Part 2\)](#)

| [\("The MopTops in Nowhere Land" Part 3\)](#) |



Recipe of the Month

Grillin' Time is Here!

(Unless you're in the Southern Hemisphere - sorry!)

Bratwurst a la Hot Tub



Grilling for a crowd can be a challenge. And no self-respecting grillmeister serves brats that have overstayed their welcome on the grill. One sure-fire way to make certain all your guests get a piping hot, juicy bratwurst is to create a simple sausage jacuzzi. This works GREAT for chicken or vegetarian sausages too.

Here's what you'll need:

- * One aluminum foil holding pan
- * An 8" x 4-1/2" x 2-1/2" loaf pan will hold about a dozen brats. If you need to hold more, use a larger pan.
- * 2 - 3 beers
- * 2 tablespoons butter

- * 3 - 4 slices of yellow or white onion

Put the pan right on the grill, careful not to singe your knuckle hair or melt your Rolodex, pour in the beers and add the butter and onions. Then grill your sausages to a juicy, golden-brown perfection. Serve immediately and place any remaining bratwurst into the steaming hot tub. When folks are ready for seconds or thirds or when stragglers show up late, grab a bratwurst out of the hot tub and enjoy!

Side Dish Suggestion

German Potato Salad with Cucumber :: Bay'rische Kartoffelsalat

Ingredients:

1 lb potatoes, scrubbed
 1 1/4 cups hot chicken or veggie stock
 5-6 Tablespoons rapeseed oil
 2 Tablespoons German vinegar
 1 teaspoon German mustard
 1/2 teaspoon sugar
 1/2 teaspoon sea salt
 1/3 cucumber
 1 large pickle
 2 spring onions, chopped
 2 small onions chopped finely
 2 tablespoons chopped fresh chives
 Black pepper to taste



Method: Cut the potatoes into large cubes and boil in salted water until tender. Drain and pour the hot stock over them. Leave until cool, by which time they should have absorbed the stock. Whisk the oil with the vinegar, mustard, sugar, salt and pepper. Halve the cucumber lengthways, scoop out the seeds with a teaspoon and dice the flesh into cubes. Chop the pickle to the same size. Mix the cucumber, pickle, onions, chives and dressing into the cooled potatoes. Set aside in the fridge for an hour or two. Check the seasoning and serve. Finally — a simple serving tip — don't serve potato salad straight from the fridge. It is best only lightly chilled so remove at least half an hour before serving.

Brain Teaser of the Month

How Can This Be? And, if it's true - let's all move to Venezuela!

WORLD GAS PRICES MAY 2006

Netherlands Amsterdam \$6.48
 Norway Oslo \$6.27
 Italy Milan \$5.96
 Denmark Copenhagen \$5.93
 Belgium Brussels \$5.91
 Sweden Stockholm \$5.80
 United Kingdom London \$5.79
 Germany Frankfurt \$5.57
 France Paris \$5.54
 Portugal Lisbon \$5.35
 Hungary Budapest \$4.94
 Luxembourg \$4.82
 Croatia Zagreb \$4.81
 Ireland Dublin \$4.78
 Switzerland Geneva \$4.74
 Spain Madrid \$4.55
 Japan Tokyo \$4.24
 Czech Republic Prague \$4.19
 Romania Bucharest \$4.09
 Andorra \$4.08
 Estonia Tallinn \$3.62
 Bulgaria Sofia \$3.52
 Brazil Brasilia \$3.12
 Cuba Havana \$3.03
 Taiwan Taipei \$2.84
 Lebanon Beirut \$2.63



South Africa Johannesburg \$2.62
 Nicaragua Managua \$2.61
 Panama Panama City \$2.19
 Russia Moscow \$2.10
 Puerto Rico San Juan \$1.74
 Saudi Arabia Riyadh \$0.91
 Kuwait Kuwait City \$0.78
 Egypt Cairo \$0.65
 Nigeria Lagos \$0.38
 Venezuela Caracas \$0.12

iFanz® Artists' Spotlight

In the studio with [REO Speedwagon](#).



Martin and Ruth recently visited with the boys in their Agoura Hills, CA studio and were treated to a sneak preview of some of the new tracks.

"Dangerous Combination" and "Smilin' In The End" are quite simply amongst some of the best written, classic rock songs either of us has heard in the last dozen years, and we are very proud to be a part of the team behind the marketing and online promotion for what is sure to be a best seller for the REO boys once again.

So - where was Neal? No need for any vicious rumours, he just had a dentist appointment that day! Phew!

Join REO June 10th at [Mandalay Bay in Las Vegas](#) at The Beach for what is sure to be a rockin summer night.

iFanz® Breaking Newz

[Introducing the new iFanz V3.0 Message | Media Editor](#)

Unless you haven't logged in to your account lately to communicate with your peeps, the iFanz message composition section just went thru' a major upgrade. Don't worry, we're not raising prices, we just wanna make iFanz better and easier to use, so you can take advantage of controlling your brand and communications.

[Read on...](#)

iFanz is Official Tech Sponsor of the 2006 Academy of Country Music Awards Gift Baskets

Courtesy of [Distinctive Assets](#).

Founder Lash Fary and Ruth recently worked out a deal for iFanz to become an official gift basket participant and sponsor in the tech-marketing category for this year's [ACMAs](#), Latin Grammy's and 2007's American Music Awards. This gives iFanz the chance to introduce our EZ online marketing software to major artists and labels as well as the 1200 of you who have supported us through the last 5 years. Many thanks to Lash and ACMA.

iFanz Portable Code :: iData and iPlayer®

Barefoot Servants

Clean Rock / Rock / Blues

"Barefoot Servants"

WOODLAND HILLS, California

United States

Profile Views: 177

Last Login: 5/24/2006

View My: Pick | Videos

Connecting Barefoot Servants

Send Message

Forward to Friend

Add to Friends

Add to Favorites

Instant Message

Block User

Add to Group

Thank User

MySpace URL:

http://www.myspace.com/barefootservants

BarefootServantsGeneral Info

Member Since:

4/23/2006

Band Website:

barefootservants.net

Band Members:

Leland Baker, Ben Schultz, Ben Butcher, Ben Whitman.

Influences:

Please Enjoy the "Rule Book" Video courtesy of the amazing band of Men.

Barefoot Servants's Latest Blog Entry [Subscribe to this Blog]

Welcome to BarefootServants site... [View more]

[View All Blog Entries]

About BarefootServants

Please join our mailing list by filling out the form below. Your privacy is our policy and we will never sell you down the street... promise! If you become a MySpace Friend - we'll never know how to get in touch with you about cool stuff so please make sure you also join the mailing list below this MySpace account. Thanks, Lela, Ben, Jon, and Neil

Email *

First Name *

Last Name *

Address *

State / Apt. *

City *

State *

Postal Code *

Country *

Comments *

Date of Birth:

1 / 1 / 1900

Are you over 13 years old? *

Select One

Wanna be able to collect your Fanz names inside your MySpace page instead of just having invisible "friends"? It's very easy to do! Join iFanz to find out how... [or just click here...](#)

We are also announcing a VERY exciting upgrade in the next 2 weeks, so if you haven't joined iFanz yet (and why not - it's free?), then now is the time to get with the program and be able to host and stream your own music and copyrights safely AND see where in the world people are listening to you..... for a sneak preview visit myspace.com/milesionend.

Special kudos goes to Darby, Joe and Broen.

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