



McCartney.com Newsletter, October 2006

Company News

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

Hello and welcome to the October 2006 edition of the McCartney newsletter.

This month's issue should have the headline: "Rocktoberfest chez McCartney".

In the true Bavarian sense of the celebration, we decided to have some fun for a change. Ruth cooked up a storm of European goodies, from original bratwurst, to pretzels, we had it all. It was good music, good eats and drinks, and most of all great company! Just to be politically correct, we also featured a belly dancing performance by Leila from Minotaure restaurant and tapas bar in Playa Del Rey.

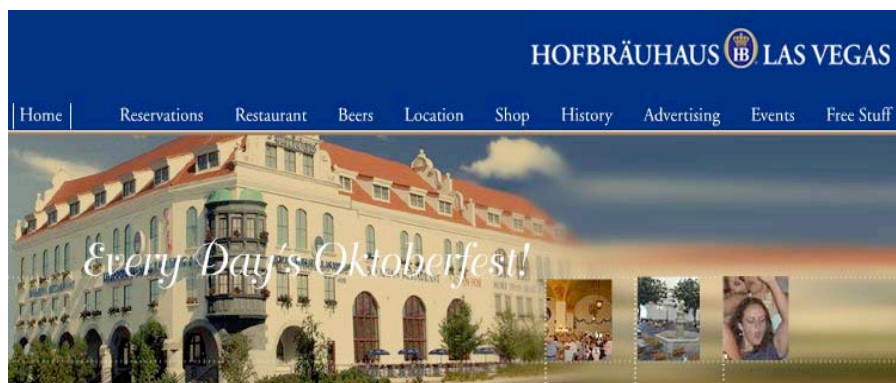
For those who attended, follow the links below, for those who didn't well, here's what you missed....

[Click here](#) or the image on the right to view pictures from the party. Enjoy!



Oktoberfest wouldn't be complete without mentioning our iFanz client [Hofbrauhaus, Las Vegas](#).

Authentic food and beer from Munich, Germany right next to the Hard Rock Hotel in the heart of Sin City.



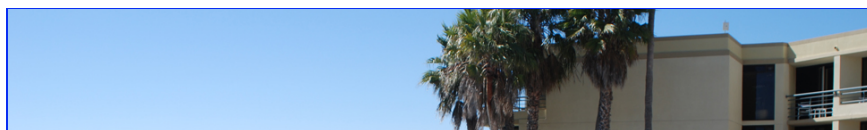
In a city built on fantasy, Hofbräuhaus Las Vegas is an original. It is fully licensed by and is an exact reproduction of Hofbräuhaus München, which was originally commissioned by Duke Wilhelm V in 1589.

Hofbräuhaus Las Vegas can seat more than 800 guests in two distinct settings, the beer hall or "Schwemme," seats 380 guests, while the beer garden or "Biergarten," seats 430. The beer served daily at Hofbräuhaus Las Vegas is brewed in Munich according to the over 400-year-old Bavarian purity law.

Client Spotlight

The Cliffs Resort

Another fine King Ventures property. Enjoy your private beachfront oasis.



Have breakfast on the beautiful decks of the restaurant and watch as the pelicans cruise by.

If you are ever heading up the Central California Coast, we urge all McCartney clients to stay at this beautiful location.

California's finest beaches can be found along its stunning Central Coast, drenched in sunshine over 300 days a year. And here, atop the towering bluff for which it's named, is The Cliffs Resort, a sophisticated, intimate retreat unlike anything you've ever experienced.



Fresh from the recent multimillion-dollar renovation, The Cliffs Resort serves up stunning views, impeccable service, and the best combination of getaway seclusion and easy access to widespread attractions you'll find anywhere.

(Photo by Ruth McCartney)

Online Campaign of the Month

NetSpot® Campaign for Prop 203

The Proposition 203 campaign was one for Arizona's kids. The NetSpot we created for them is a part of the overall campaign to ensure early education programs and to provide health, vision, and dental screenings for the Arizona's most vulnerable children. In November, Arizona residents voted YES on Prop 203, in order to set the proper foundations for success which children need. This NetSpot allowed Arizona residents to view a short internet commercial sent directly to their individual e-mail box, which then linked to the full animated online promotion and video. NetSpots are the perfect way to reach your audience, whilst also being able to track success. We also provided music clearance services for the classic Louis Armstrong hit "What A Wonderful World".



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Prop 203 in AZ (for the protection of children) publicized via our NetSpots, passed successfully in the recent elections.

[Click on graphic to view the NetSpot](#)

Excalibur, Las Vegas

Client: Excalibur

Promotion: [Crazy Fights](#)

Description: Excalibur is having a CRAZY 8 promotion, with a chance to win \$80,000. With more than one way of winning, this promotion is like no other.

[Crazy Fights Part 2](#)

Description: Get out of the snow, and come to Las Vegas, where you can stay in the castle this winter.

A room at the Excalibur starts at \$39, with specials such as \$20 Match Play and \$20 Dining Credit.



From November 5 to January 31, you could be staying at the Excalibur with rates from \$39 a day and packages including \$20 Match Play and \$20 Dining Credit.



Net.Work News

Our Client and iFanz member, **Edgar Winter**, appeared at the big Harley bike Love Fest 23, www.loveride.org in Glendale, CA, on Nov. 3rd, hosted by Jay Leno. www.edgarwinter.com

Our Client and iFanz member **John Cleese** has just completed another successful round of appearances in Australia, and is currently in England for a short spell. [See his latest newsletter here.](#) Or [join his free](#) iFanz list here.

Our Client and iFanz member **Steve Tyrell** will be playing for two months from 11/14 thru Dec 31 at the celebrated Carlyle in New York. www.stevetyrell.com or get [tickets here](#).

Thanks to all you Jungle fans, we're happy to announce that **The Jungle has reached 2,081 unique views on iFilm.com**. That is fantastic! Let's keep working, send this email to friends and family over the holidays. [Let's get the Jungle in the Top100 of Comedy on iFilm!](#)

Our iFanz member, John Hall (founder member of Orleans) recently won a seat in Congress. www.johnhallforcongress.com.

Wa Wa Wee Wa!

We celebrated Ops Director Christian Volquartz's birthday on November 3rd with a staff and friends sushi luncheon followed by an opening day visit to [Borat](#). A vile, funny, shocking, politically incorrect and fabulous time was had by all. Happy Birthday, and *JAGSHEMASH* Christian!



Recipe of the Month



At this time of get-togethers, holidays and over-eating, this is a nice alternative to pumpkin pie, and what a way to mix two delicious holiday flavors together! Great for a holiday dessert or anytime you want a good 'comfort' food. Enjoy! I use CoolWhip French Vanilla for extra oomph!

Pumpkin Gingerbread Trifle

- 2 (14-ounce) packages gingerbread mix (or store bought soft gingerbread)
- 1 (5.1-ounce) package cook-and-serve vanilla pudding mix
- 1 (30-ounce) can pumpkin pie filling
- 1/2 cup packed brown sugar
- 1/3 teaspoon ground cardamom or cinnamon



1 (12-ounce) container frozen whipped topping
1/2 cup gingersnaps, optional

Bake the gingerbread according to the package directions; cool completely. Meanwhile, prepare the pudding and set aside to cool. Stir the pumpkin pie filling, sugar, and cardamom into the pudding. Crumble 1 batch of gingerbread into the bottom of a large, pretty bowl. Pour 1/2 of the pudding mixture over the gingerbread, then add a layer of whipped topping. Repeat with the remaining gingerbread, pudding, and whipped topping. Sprinkle of the top with crushed gingersnaps, if desired. Refrigerate overnight. Trifle can be layered in a punch bowl.

Tech Tip of the Month

Scam of the SEASON

Some folks in Poland are sending out fake order confirmations purporting to be from retailers such as Best Buy and Circuit City, with viruses attached and also phishing for your credit card # on confirmation click thru. JUST SAY NO.

Apple Teams Up With Six Airlines to Deliver iPod Integration

Apple is teaming up with Air France, Continental, Delta, Emirates, KLM and United to deliver the first seamless integration between iPod and in-flight entertainment systems. These six airlines will begin offering their passengers iPod seat connections which power and charge their iPods during flight and allow the video content on their iPods to be viewed on the their seat back displays.

Factoids of the Month

SO YOU THINK YOU KNOW EVERYTHING?

"Stewardesses" is the longest word typed with only the left hand and "lollipop" with your right.

No word in the English language rhymes with month, orange, silver, or purple.

"Dreamt" is the only English word that ends in the letters "mt".

Our eyes are always the same size from birth, but our nose and ears never stop growing.

The sentence: "The quick brown fox jumps over the lazy dog" uses every letter of the alphabet.

More next month!

iFanz® Spotlight



Welcome new iFanz Member: **Landon**

You are listening to "**Angry**" by Landon Band.

Rarely do we see an artist with so much to offer: brilliant, insightful songwriting, energy that never stops, a serious rock voice that kicks ass, and a raw attitude to match!"-Bob Clearmountain

[More on Landon, visit their site here...](#)



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