

# McCartney™

## Newsletter August 2006

McCartney.com Newsletter, September 2006

### Company News

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

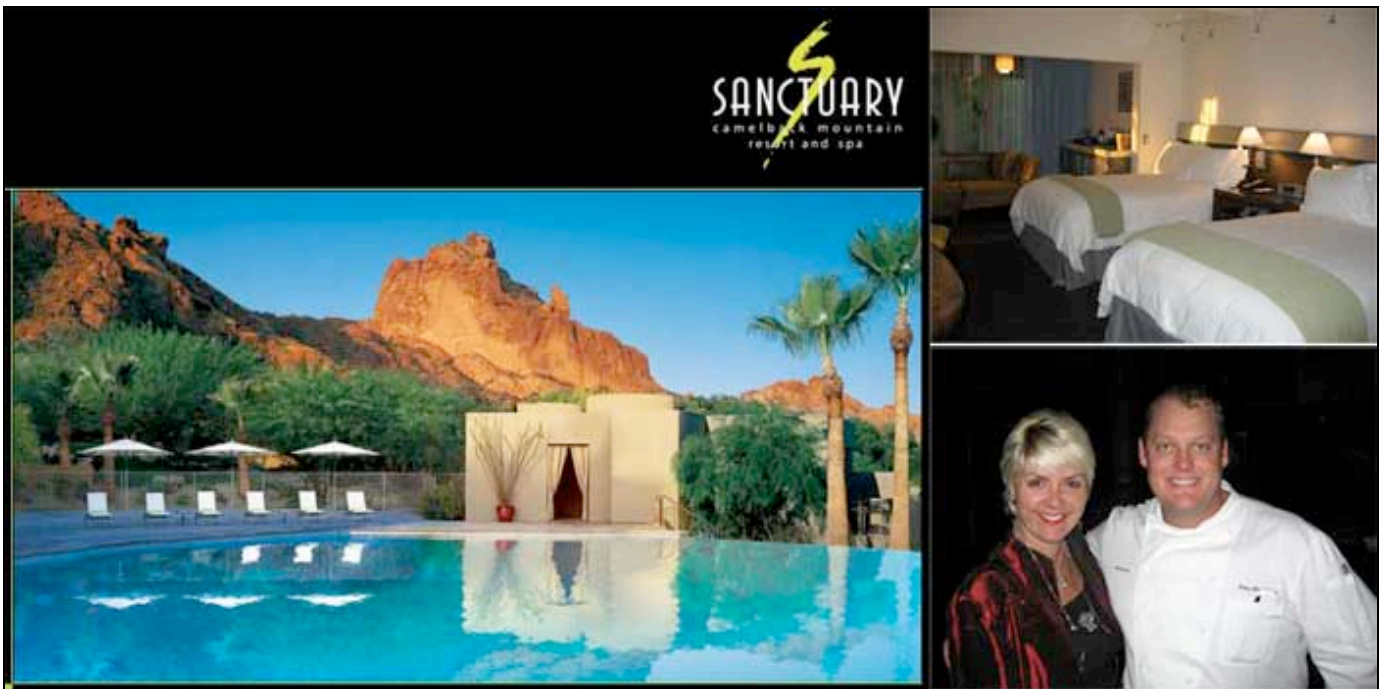
Hello and welcome to the September 2006 edition of the McCartney newsletter. This month's issue should have the headline: On the road again. Enjoy.

#### From the Road

This time we are coming to you from Phoenix, Arizona. After last month's debacle with Airlines and lost luggage we decided to drive out to Arizona, take in the breathtaking desert scenery and getting some business done. First off, we stayed at one of my favorite places in the world.

#### The Sanctuary on Camelback Mountain.

Photos: Official web site of the Sanctuary, Rooms, Ruth and Iron Chef Beau MacMillan.



'Sanctuary' aptly describes this stunning desert resort, recognized as one of 'The World's Best Places to Stay' by Condé Nast Traveler's Gold List 2003 and 2004, as well as one of the "10 top new resorts" in the Robb Report, March 2003. The 53-acre resort captures the spirit of its natural surroundings taking full advantage of the stunning views over Paradise Valley. The 74 spacious mountainside casitas and 24 new spa casitas, some with outdoor steeping tubs, nestle on terraces carved into the mountain. The indoor/outdoor Asian-inspired spa has the highest standards of contemporary luxury with 11 treatment rooms, meditation garden, shaded 25-yard outdoor lap pool, therapeutic Watsu immersion pool, and a state-of-the-art fitness centre with movement studio. The Sonoran panorama is ever present: in the stylish 'elements Restaurant', from the garden terrace as well as the resort's masterpiece - Arizona's largest infinity-edge pool.



## Outsource International

Introducing: Outsource International, McCartney's official Sales / Business partner in Arizona.

Yes, folks it's official, McCartney now has officially set up shop in Scottsdale, Arizona.

The wonderful team of Outsource International  
Photo from left to right:

Roger Levy (Esq.), David Miller, Martin (bedhind), Donavon Ostrom, Ruth McCartney, Jim Thomas, Judy Curran and Tom Headley.



Besides developing McCartney product, sales and financial strategies, Outsource has introduced the iFanz system to the world of politics. Using iFanz as creative and email deployment engine, candidate Len Munsil of Arizona brought more awareness of current issues to the voter via a creative iFanz email campaign.


(Click on graphic to the right to view full size.)

Thanks to all the fine people of Arizona that made our trip fun and successful. We will be back soon.Okay, enough with the pillow talk. Team, Go To Work!

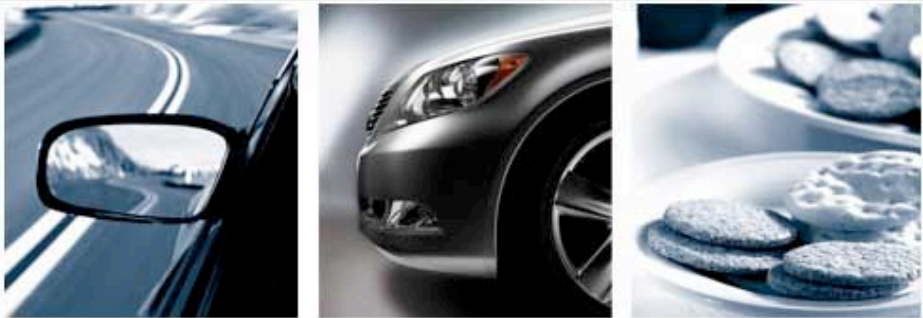
## Client Spotlight


### Taste of Lexus

We just launched the "Taste of Lexus" online reservation system. McCartney and Electricshoes provided the backend reservation system for 10 unique event locations all around the U.S. [Visit the site here...](#)



**RESERVE YOUR PLACE TODAY  
FOR THE EVENT OF THE SEASON.**





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Join us for this prestigious event and be among the first to experience the newest Lexus vehicles.

See, touch and drive the all-new ES 350, GS 450h Hybrid and the unprecedented LS 460 on a thrilling closed road course.




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**TEST DRIVE A NEW LEXUS  
AT ONE OF THE CITIES BELOW**

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**Orange County, Chicago, Dallas**  
**Miami, Houston, Washington D.C.**  
**Atlanta, San Francisco**



Must be 18 years or older to provide information. ©2006 Lexus, a division of Toyota Motor Sales USA, Inc.

## THE EVENT OF THE SEASON

Join us as we share with you the finest examples of our pursuit of perfection. Slide behind the wheel of today's most advanced Lexus vehicles. Drive our newest and finest – as well as competing vehicles. No salespeople. No pressure. No stress.

### LS 460: Luxury and Performance.

Be among the first to see, touch and drive the unprecedented new LS 460, the world's most perfect automobile. Feel its power. Luxuriate in its atmosphere. Smile at its statement.

### GS 450h: No compromises.

Drive the world's first hybrid luxury performance sedan: the GS 450h. When you get behind the wheel and feel the rush, you'll see that when Lexus builds a hybrid, there are no compromises.

### ES 350: All new.

Discover the acceleration, surefooted handling and outstanding road manners of the all-new, highly acclaimed ES 350. Experience what innovation is all about.

**Driving excitement.**

Indulge any and all of your automotive whims on the Lexus full-line drive area, a tight, autocross-style course. Whether you select a Lexus sedan or luxury SUV, this promises to be a drive and a day to remember.

**Delicious style.**

What would Taste of Lexus, Design and Innovation Edition, be without the finest food and beverages? Expect fine cuisine from noted international chefs that is sure to please the most discriminating palate. You are invited to sample the fare as often as you like.

**Ownership benefits.**

Discover the many advantages afforded to Lexus owners while you are attending Taste of Lexus, Design and Innovation Edition.

Culinary delights. A closed-course track. An atmosphere of luxury.

**Movie Spotlight****The Jungle is now live on iFilm!!!**

Well, it only took about a year to edit the first installment of the webisodic comedy: "TheJungle".

After having great meetings with National Lampoon and Comedy Central, the overall opinion was to re-edit the 11-minute initial trailer down to 5:30 sec and make it more web friendly. Well, it's now on iFilm and here's the link you all have been waiting for. Click the graphic on the right.

**Warning:** *This film contains content of adult nature and may not be suitable for all viewers. Proceed with caution!*

**"TheJungle" created by Pat Healy and Martin Nethercutt ©2005**

(Comedic Webisodes)

It's where Twin Peaks meets South Park - at the Beach.

It's where unemployed actors mingle with B-Movie producers, Ex-Porn Stars and retarded ghosts.

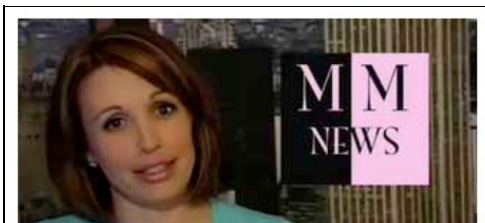
It's just *NOT* the OC.

The story of "The Jungle" is told through the eyes of two east coast film school grads (Nick and Spencer) that move into an apartment in a small Southern California beach community called "TheJungle". In the first webisode, Nick and Spencer meet their surreal neighbors and find out that there's a treasure buried somewhere within the community.

Aahhh yes, almost forgot about the retarded ghosts who interrupt most of the phone service in TheJungle. The Hotline to Hollywood has cracks. Actors never get their "call backs". (*"You can check out any time you like, but you can never leave."* Hotel California The Eagles.)

Welcome To The Jungle!

[www.thejungle.tv](http://www.thejungle.tv)

**Net.Work News****MediaMogirl.com launches!**

"Dear Friends,  
It is with great anticipation that I announce the launch of [www.mediamogirl.com](http://www.mediamogirl.com) - the new website that I've been working on over the last year that was developed by the great folks at McCartney.com.







Whether you know me from my time at NBC 7/39, MSNBC, the Kennedy School, The Cleveland Clinic (or the shoe department at Bergdorf where I am a frequent flyer,) I'm sure you all have great story ideas and we'd love to hear them. So check out the site, forward to a friend...and if you have a story you'd like to see covered in a non-traditional format, email us at

query@mediamogirl.com. Besides, I know all of you have something to say. If you are interested in contributing an item, contact me. I'd love to hear from you. Mediamogirl.com is all about "news you can abuse," interesting commentary, humor and video features. I have teamed up with viral video producer "Nalts" of www.willvideoforfood.com and www.cubebreak.com who has joined us as our new "weatherman." Our motto is "first we make you laugh, then we make you listen," hoping that with a little humor and levity, perhaps some of the more important features we've produced (on such topics as humanitarian aid in Africa, understanding Islam, and profiles of emerging artists) will get the attention of a wider, younger audience. With everything going on in the world right now, it sure doesn't hurt to laugh, but it sure does hurt to remain ignorant. Our first newscast features the lead singer of "Tremolo"- a band that has created an on-line mechanism for its fans to direct 50% of its royalties to humanitarian causes. And of course some general ridiculous behavior on the part of our weatherman. Here you go... It's been nice knowin' ya. If you cannot view the newscast in the embedded window below, click or cut & paste this URL to view the first newscast... or go to www.mediagirl.com

Visit the site: <http://www.mediagirl.com/>



### Supermax is back!

Our good friends from Austria are hitting the road again. Many of us Euros remember the smash hit: "Love Machine" from the album World of Today. If you are in Europe, please check out the web site, go see the show and get your groove on!

### Recipe of the Month



### Honey Baked Apples with Raisins and Cinnamon

This dish is well suited to apples with high moisture content, such as Jonagold, Braeburn, and Gala; they soften nicely and produce a full flavored juice that can be spooned over the top of the apples when served.

3 1/2 cups apple cider  
1/2 cup packed brown sugar, plus 2 tablespoons  
1/3 cup honey (preferably 100 percent raw honey from a small producer)  
1 teaspoon ground cinnamon

1/8 teaspoon salt  
Pinch freshly ground pepper  
6 unpeeled Braeburn, Golden Delicious or McIntosh apples, halved and cored with a melon baller  
1/2 cup golden raisins or currants  
1/2 cup dried apricots, julienned  
6 whole cloves  
2 or 3 star anise pods  
2 to 3 cinnamon sticks, optional  
1/4 cup apple brandy

In a medium saucepan, combine the apple cider, brown sugar, honey, cinnamon, salt, and pepper. Bring to a boil, reduce heat, and simmer for about 25 minutes or so, or until mixture is syrupy and reduced to about 2 2/3 cups.

Preheat the oven to 350 degrees F. Put the apples, cut side down, in a 12-inch baking pan. Distribute the

raisins, apricots, cloves, star anise, and cinnamon sticks, if using, over the apples. Pour the hot syrup over the apples. Cover the pan with aluminum foil.  
Bake 25 to 30 minutes, or until the apples are almost tender when pierced with the tip of a sharp knife. Remove from the oven, turn the apples over, add the brandy. Baste apples with the apple cider and apple brandy many times, allowing the apples to absorb the flavor. Let the pan stand, covered, for 15 minutes. Serve baked apples with the liquid and dried fruits spooned over them in a bowl. Served with whipped heavy cream or ice cream and a sprinkle of powdered sugar.

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## Book Tip of the Month

### iCon

(notice the spelling???)

Attention all you Mac fans out there. This book is a must have. After reading and digesting Steve Jobs' career path I feel a little better myself in day-to-day company matters. Go bold!

Here's a review from Amazon:

Apparently, this book hit a nerve. Or several.

According to media reports, Apple Computer removed all of the titles published by John Wiley & Sons from its retail stores to protest this book. Included were the successful Dummies series, as well as computer-related volumes from popular authors Andy Ihnatko and Bob LeVitus.

So what's the fuss?

This biography of Apple's co-founder is fairly well balanced. The authors keenly admire Jobs despite the many personal shortcomings they catalog, gleefully referring to sundry over-the-top idiosyncrasies as examples of Jobs' "Stevian" hubris.

But there's much to admire about Jobs. An adopted child of a northern California working class couple, he parlayed rabid curiosity about electronics, preternatural entrepreneurial zeal and a fierce sense of self into a partnership with the brilliant Steve Wozniak and created the revolutionary Apple II, the first popular personal computer.

The pair became multimillionaires, though Wozniak eventually left the company to pursue other interests -- including flying small airplanes -- after nearly dying in a plane crash.

Jobs subsequently latched onto and took over a wayward project at Apple to develop the next generation machine, and the resulting Macintosh became the computer of choice for artists and other creative folks.



## Joke of the Month

Little boy goes to Mall with his grand dad. Gets lost, is crying, and goes to a Security man and says, "I've lost my grandpa." Security guard asks: "What's he like?" The little boy ponders for a moment and replies: "Well mostly Jack Daniel's and tall skinny blondes."

## iFanz® Spotlight



Introducing new iFanz Member

### [Adam Watts](#)

Most artists, if they were in Adam Watts' shoes, would have been more than content with the impressive musical resume he had amassed in his career. Having co-produced three highly successful Jeremy Camp records (Stay, Carried Me, Restored), been honored with a nomination for singer/songwriter of the year at the Los Angeles Music



Awards, secured a songwriting contract with Disney, and co-wrote/produced a song that reached the Top 5 on the Billboard Top 40 Mainstream chart ("Beautiful Soul", Jesse McCartney), he was already in a category that few will ever achieve. Then he wrote, produced, performed and recorded virtually every aspect of his debut solo album, The Noise Inside, and landed himself amongst the top ten best new artists in Contemporary Christian Music (Christianity Today).

You are listening to: "Crawl" from his upcoming release Sleeping Fire.  
Make sure you visit Adam's site here: [www.adamwatts.com](http://www.adamwatts.com)



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