

McCartney™

Newsletter January 2008

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

([created by Martin Nethercutt](#))

Dear Sally💎,

Happy New Year!

We hope you all had a great start to 2008. So now it's time to get back down to business. This month's edition will focus on e-marketing, YouTube Channel creation and all the tips and tricks on how to service and maintain a great client / customer relationship. Did you know that this newsletter (and its information) is being read and shared by over 2000 readers? When we started this monthly publication in 2004 we only had a couple of hundred subscribers. Let us advise you on how to reach, grow and most importantly maintain a great relationship with your clients / readers.

Company News

So here's what happened this month:



Kenny G's web site (KennyG.com) in full production swing. We are happy to report that the graphic design layout process has been completed and we are now in content placement, functionality and section building mode.

We are also building Kenny's own KGTV Channel. You'll be able to see everything that's out there in the vast video vault online.

It's quite amazing how many fans have created their own slide shows of personal pictures set to Kenny's music. Very cool!

We are on schedule with the official launch deadline of Valentines Day, Feb. 14th, 2008.

Are you a KennyG fan?

On behalf of Kenny we'd like to invite you to join his mailing list and be notified when he launches his sexy new album "Rhythm & Romance" and new web site.

[Sign up here...](#)

Scottsdale Fashion Square Video

Westcor's Fashion Square of Scottsdale Arizona commissioned us to edit and score video footage shot at last year's Scottsdale Fashion Week.

The video showcases designer lines from Kate Spade, Betsey Johnson, Neiman Marcus, Electric Ladyland, St. John, Macy*s.

[You can watch the video here...](#)

The video was edited by Indra Marpaung, Music Score composed by Martin Nethercutt.

Special thanks to Linda Whitlow and the team at SFS.



iFanz gets a new look...

Welcome to iFanz Version 4.0

We have been busy reworking the front-end design of iFanz.com, making it more user friendly by streamlining services and features and giving the UI a face lift. After the new make over of the front-end (public) version of the web site is completed, the re-design of the account screens will follow.

The site will launch early March 2008.

Announcing McCartney Studios

For those of you who have heard the rumours - it's official. We're launching McCartneyStudios.com this year. The site will showcase our extended creative team in both music and film.

The basic idea behind this new division is to showcase the creativity of our many friends, freelancers, team members and colleagues. Using a digital "United Artist" approach, McCartney Studios will showcase the available talents of our worldwide team.

With the current writers' strike in Hollywood, the Studios are relying on more and more low budget, reality based, non-union content, so we've decided to provide a portal to showcase the talents of directors, producers, writers and actors, as well as

music composers, editors, animators and graphic designers.

The site will be an information tool, broadcast platform, artist showcase and corporate resource incorporating streaming video, music and booking enquiry areas.

If you're interested in joining the force, please provide a detailed resume of your works together with a headshot and email them to info@mccartneystudios.com.

Product of the Month

YouTube Channel Management



The success of YouTube is a new media phenomenon.

Think of YouTube as your commercial content channel.

Imagine, we can produce your videos on corporate training or sales materials; inform your clients and colleagues about latest news releases, and generally share your vision and brand with the rest of the world.

McCartney is now offering this new exciting product called: "YouTube Channel Management".

Here's how it works:

We open an account for you on YouTube, manage your media, play lists and comments / responses.

We track and give you feedback on a monthly basis, so you can see and decide which campaigns are working and which campaigns need promotion.

In this instantaneous global world, it's becoming more and more important for your corporate video message, training, product, fan messages or sales video to be represented and tagged correctly on this immense broadcast platform. In combination with an iCommuncationz or iFanz account, McCartney Multimedia is now offering **YouTube Channel Management** for everyone.

For more information on this product, please email: info@mccartney.com

Here are some basic facts and figures:

- YouTube was officially launched December 15, 2005
- After 6 months of business, 2.5 billion videos had already been watched on YouTube !
- Now, they serve 100 million videos per day, that's over 200 terabytes each day or 200 million page views...
- There are 65,000 new videos each day! - They spend 1 million USD per month in streaming and IT fees

- They have 20 million unique users per month (Nielsen//NetRatings) - YouTube videos account for 60% of all videos watched online
- Their business model : YouTube is pursuing advertising as its business model, and is exploring a range of possibilities including promotions, sponsorships, contextual-based advertising, traditional banner advertising, etc.

Christian's Corner



Domain Name Management Madness!!!

McCartney.com now launches <http://www.mccartney.com/hosting> which allows you to purchase your domain names, hosting accounts, SSL certificates, etc directly from McCartney.com.

Creating an account is free! Additionally we offer automatic renewals of domain names so you never have to worry about domains expiring. To transfer your current domains to your McCartney Registrar account just open an account and click on "Transfer domain names." It's that simple!

If you have any questions about any of your domain names or any other digital service(s) please don't hesitate to contact: Christian@McCartney.com.

Net.Work News

Congratulations Danielle!

McCartney and iFanz client Danielle Bisutti just appeared as character "Teri Long" in a second episode of "Without A Trace".

In this episode her scenes were with Anthony LaPaglia ("Jack Malone") "We share a pretty



powerful moment together- I am excited to have been able to share it with all of you."



Jörg Cremer's special Bike Tours for Germans!

[Attention German Harley Davidson Fans!](#)



Have you always wanted to travel the western US by motorcycle? If so, we've developed an amazing trip that will guide you through this land of diversity and natural phenomenon while highlighting the glitter of the big cities as well.

The Grand Canyon, Vegas, San Francisco and Palm Springs are only a few of the famous stops we will visit while touring through California, Nevada & Arizona. Experience the freedom of the west directly from the saddle of a Harley Davidson and ride - enjoying the seemingly endless countryside - with a great group of bikers like yourself.

You will leave the Wild Wild West with an unforgettable impression and want to come back and visit again for sure!

Hi Bikerinnen und Biker,

Route 66 - der Name dieser wohl berühmtesten Straße der Welt steht noch immer als Inbegriff von Abenteuer und Freiheit eines jeden Motorradfahrers; doch die USA haben mehr zu bieten! Habt auch Ihr Lust, mit dem satten Sound einer Harley im Ohr die Sonne, die Weite und die Landschaft Amerikas zu erleben?



Sollten Euch die Straßen unserer Heimat zu eng werden, erfüllt Euch Euren Traum!

Richard Lawson Studios



Catch Richard on channel BETJ on "The Turn On".

Richard is interviewed at his home and covers a wide variety of subjects. Don't miss

this exciting, provocative and humorous retrospective of his enduring and successful career as an actor and teacher.

The show airs on:

The BETJ Network
Direct TV Channel 330
Time Warner Cable Channel 123
Sunday January 20th 11pm
Monday January 21st midnight
Tuesday January 22nd 7pm

Also, come and join up for the Free Open Classes beginning on:

Monday January 28th 11am
Tuesday January 29th 11am and 7pm
Wednesday January 30th 11am and 7pm
Friday February 1st 11am and 7pm
Saturday February 2n 4pm

Choose Your Candidate for '08

I know we ran this little fun feature in one of our issues last year, but with all that's going on in Politics this year, I think we should feature it again, especially for those of you who skipped it the first time around.



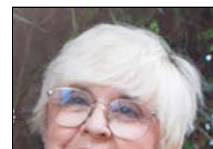
Answer the **14 questions** to find out which candidates are most aligned with your views and opinions. You may skip questions if you do not want them factored into the results. This quiz is not meant to pick your candidate for you. It is designed to inform the public of the various stances candidates make. Results are not scientific. The WQAD candidate survey is based on the original SELECT A CANDIDATE survey developed by Minnesota Public Radio [click here](#).

Thanks to Evy Chipman for finding this one.

Angie's One Liners

Never ruin an apology with an excuse!

One thing you can give and still keep is your word.



Take everything in moderation - including moderation.



P.S. Liverpool is the European Capital of Culture for 2008 and festivities will go on throughout the year. The weekly Pete Price show is moving to a new, bigger radio station and Angie's weekly live broadcasts will commence on that station at approximately 4 p.m. PST on January 29th. CityTalk.com .

The New Liverpool radio station 105.9. Pete begins on Monday 28th, and she will be on at approx. 4 p.m. on Tuesday 29th.

Tech Tip of The Month

Helpful 'Out of Office' Automatic E-mail Replies:

1. I am currently out of the office at a job interview and will reply to you if I fail to get the position. Please be prepared for my mood.
2. You are receiving this automatic notification because I am out of the office. If I was in, chances are you wouldn't have received anything at all.
3. Sorry to have missed you, but I'm at the doctor's having my brain and heart removed so I can be promoted to our management team.
4. I will be unable to delete all the emails you send me until I return from vacation. Please be patient, and your mail will be deleted in the order it was received.
5. Thank you for your email. Your credit card has been charged \$5.99 for the first 10 words and \$1.99 for each additional word in your message.
6. The email server is unable to verify your server connection. Your message has not been delivered. Please restart your computer and try sending again. (The beauty of this is that when you return, you can see who did this over and over and over....)
7. Thank you for your message, which has been added to a queuing system. You are currently in 352nd place, and can expect to receive a reply in approximately 19 weeks.
8. Hi, I'm thinking about what you've just sent me. Please wait by your PC for my response.
9. I've run away to join a different circus.
10. I will be out of the office for the next two weeks for medical reasons. When I return, please refer to me as 'Lucille' instead of Steve.

Recipe of the Month - Matzo Ball Soup

Light a fire, grab a blankie, it's that time of year...

SOUP:

4-6 lb. hen (or chicken)
 1 lg. onion
 2 carrots, julienned
 3 stalks celery, cut in thin pieces
 3 qts. water
 1 tbsp. chicken bouillon
 1 cup egg noodles (Manieschewitz preferred)
 S&P

In a large stock pot, cover hen with water, add above ingredients and boil until very tender. Allow chicken to cool in the liquid. Remove chicken and reserve for some other future use. Strain remaining broth but keep the cooked vegetables. Add salt and pepper to taste. Bring broth to a boil and add egg noodles. Boil for 3 minutes or until al dente. Add cooked matzo balls (see below) and thoroughly heat them or drop uncooked matzo balls into broth following directions on the matzo ball recipe.



MATZO BALLS:

1 tbsp. olive oil
 1 tbsp. chopped parsley
 1 c. boiling water
 Salt & pepper to taste
 2 eggs, separated
 1 c. matzo meal
 1 lg. celery stalk, chopped
 1 clove garlic, chopped
 1 sm. onion, chopped

Chop seasonings very fine, then fry in oil. When clear, add cup of boiling water; then cool a few minutes. Add matzo meal, well beaten egg yolks, then fold in stiffly beaten egg whites. Form into small balls and drop into boiling chicken soup or you can drop them into boiling salted water. Cover pot and simmer for approximately 30 minutes or until puffed up and done.

(PS you can always cheat and use Streit's packaged matzos and follow the instructions on the box, including refrigeration for 15 minutes before cooking)

Mazel tov!

iFanz® Artist Spotlight and News

Shannon Noll

Our friends Brian Cadd and Amanda Pelman in Australia have turned us on to this exciting new artist. Shannon Noll. You are listening to "Everybody Needs A Little Help" from his Australian Debut CD Turn It Up.

(excerpt from Shannon's web site)

"Shannon Noll has already raised the roof, as one



Australia's finest and most exciting talents, but grab your earplugs, because the volume is about to skyrocket with Shannon's brand new single, 'LOUD'! After an intense 8 week writing session in Australia, Los Angeles, Nashville and New York where Shannon worked with some of the industries' top songwriters, the dynamic vocalist and performer is back and raring to go with the release of LOUD, the first single from his forthcoming third album 'Turn It Up'"

[Visit Shannon's web site for US release information here...](#)

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McCartney™

Newsletter
February 2008

Welcome to the February 2008 edition of the McCartney.com newsletter.
([created by Martin Nethercutt](#))

Dear Sally💎,

Well, after quite some time in town, February put us back on the road again. We had a wonderful time at the Phoenix Open (FBR) and the Superbowl! Thanks to Kerry and Cynthia Dunne (and R Entertainment), Vicky and Dale Jensen, we had a great time at the 944 Superbowl Village, saw most of the festivities and mingled with the stars! We watched Paris Hilton lose at Poker (for charity) and getting thrown of stage by 50Cent. Slash and Velvet Revolver played good ol' rock n' roll, we also met up backstage with our good friends REO Speedwagon who played the private VIP John Travolta party.

After the action-packed weekend we also stopped by to see Jim and Larry at Televerde to further integrate our digital and eCRM tools with their new online marketing department. A little bit of work, a little bit of play and a whole lotta football!

Thanks to everyone in PHX for making us so welcome.



Company News

Remember, we featured our **YouTube /Social Media Channel Management** service in our last issue?

Well, Madge Claybion of UCLA Extension, read the article and invited Ruth to speak at the day long UCLA Extension Seminar: **Social Media Marketing, Leveraging Channels for Optimal Success**. The timing was perfect and it just goes to show that the power of selected and targeted messaging can go a long way!


Thanks to everyone at UCLA we had a great time.

[You can read the "Thank You Note" \(PDF\) here...](#)





Product Of The Month

Usually, we feature some new whizz-bang we've come up with, but sometimes less is more. In an age of "everything old is new again" we thought it worth mentioning that we **STILL BUILD WEB SITES**. We have come to be known for so much more, that we thought a little shameless reminder wouldn't hurt. With all the available web 2.0 tools like streaming, social networking, social media platforms, content management / DIY systems, RSS feeds, Wikis etc., it *might* be time for you to re-design your web site?

Give us a call on 310 301 8166 xtn 221 or email info@mccartney.com to discuss what a new generation web site can do for the future of your business.



Design Portfolio

	Celebrities	Entertainment	Corporate
<p>For a complete overview of all Corporate interfaces we have designed over the last 10 years, please click on the graphic to view a Quicktime movie.</p>  <p>(23.4 MB. Broadband or higher recommended.)</p>	 <p>Featured Site: Steve Tyrell</p> <p>Below is a partial listing of all the Celebrity Sites we have produced which include:</p> <p>John Cleese</p>	 <p>Featured Site: Harold Faltermeyer</p> <p>Below is a partial listing of all the Entertainment Industry Sites we have produced which include:</p> <p>Life by Night</p>	 <p>Featured Project: Boutique Hotel Collection</p> <p>Click on the link to take you to a thumbnail and larger image slide show of our Corporate Sites which include:</p> <p>Velocity Sports Village</p>

A Night @ The Roxy



Ruth, CV and Martin having fun



Rocco de Lucca with Ruth and Marts



Billy Boy on Poison



Honey Honey

[Ironworks Music](#) cordially invited us to their Grammy Week artist showcase at the Roxy on Sunset. Ruth, Christian and I sat in the "Reserved for Tommy Lee" section of the venue (no pictures please!) and watched Rocco de Lucca and the Burden, Honey Honey and Billy Boy on Poison perform. Thanks to Jenn Littleton for a great night out and Jude Cole and Kiefer Sutherland for having the vision and endurance to take these great acts to the next level. Ironworks rocks!

Christian's Corner

Christian spoke at The Red Gorilla Grammy week event

Christian attended the 3rd annual Red Gorilla Music Fest Event as a panelist and speaker on behalf of McCartney Multimedia and iFanz.com. Christian addressed an audience discussing issues such as how recording artists can create, grow, and market to their fan base using [iFanz](#). Additionally he spoke about all the various tools available online at McCartney Multimedia and elsewhere that further help to promote an artist's career and future! Other panelists present were Jolene Pellant of Yes Dear Entertainment, Chris Carlucci of Perfection Records, and Steve Eggleston of VegasRocks.com who can be seen from left to right in the image below.



Photo Credit Sally Steele of Vegas Rocks Magazine.

Net.Work News

[REO Speedwagon](#)

Their song "**Can't Fight This Feeling any more**" was featured on a TV commercial by Hallmark cards for Valentine's Day as well as being inside the actual cards on a music chip...aaah technology meets rock n'roll - wait - that's iFanz!

Our old friend and iFanz members, [David Cassidy](#), appeared Live on Oprah on Feb. 12th and delighted his audience with his performance of songs from his new release CD.

iFanz member [Benny Mardones](#) made his first appearance since his recent auto accident at The Malibu Inn on 16th February, and was in fine form.

A Blast from The Past

German rock sensation Supermax is back on tour!

Kurt Hauenstein is on the road again... visit his site at supermax.cc

Last tour of a legend
Supermax 2008
 1.03 Amaty
 19/20.03 Moscow
 22 - 29.03 Russia
 01.04 Berlin-
 04.04 Vienna
 08.04 Minsk
 10.04 Kiev-
 12.04 Sevastopol
 13.04 Dnipropetrovsk
 14.04 Donetsk
 16.04 Poltava
 17.04 Chernigov
 20 - 25.04 Russia
 26.04 Linz
06 South Africa
 and continues

Contact&booking to:
www.supermax.cc booking@supermax.cc office@supermax.cc

Save the Horses! Jim Gath's Tierra Madre Horse Sanctuary in Arizona... the Hay Drive



Email from Jim

"Great news, you guys!

We made it. We made our goal in our hay drive! And it's all thanks to you.

The contributions you guys made, combined with my own modest, budgeted funds, enabled us to purchase AN ENTIRE TRAILER load of hay - & save a whole lot of money to boot!

Yesterday morning, a double semi pulled up & unloaded 25 TONS of hay. Fifty thousand pounds. To give you an idea, that's 512 bales. Six stacks, each with a 'footprint' of about 15'x15' and 20' high. If all that hay was put into one tall stack - still with the 15x15 footprint, it'd be a stack ten stories tall.

And I'm absolutely thrilled with the quality. The alfalfa is dense & leafy & green & not 'stemmy' in the least. That means it'll go farther than I originally anticipated. The Bermuda grass is short & nice & green. Top quality.

If all goes well, this means we'll have enough hay to last us until sometime in June. And that's just terrific. Hey - I just thought of something - that also means I'll be schlepping 50,000 pounds of hay between now & June! Not that I wouldn't be doing that anyway, I just never thought of it in those terms. Yikes!

Again, from all of us here at Tierra Madre to all of you who keep us in your hearts & helped us save a LOT of money by buying this load, thank you. You are truly Warriors of the Rainbow.

Please know that this Cherokee Prayer Blessing comes from the hearts of all of us

here who look upon you as great friends.....

"May the warm winds of heaven
Blow softly upon your house.
May the Great Spirit
Bless all who enter there.
May your mocassins
Make happy tracks
In many snows.
And may the rainbow
Always touch your shoulder."

Again, with gratitude & humility, Wah Do (thank you).

Dawn, Venture, Jericho, Johnny B. Goode, Susie Q, Bentley, Tarzan, Solo, Kiss, Mr. Bernie Rivers, Charlie, MiniMe, M'Stor, Sweet Boy, Guess, Moose, Hudson, Jani, Heighten, Bella, Vai, Akira, Levi & Sharena, Ali, Diamond, Maui, Orion, Rocky & Sugar

And Mikey.

And me.

Jim "

Visit their site at MySpace.com/tierramadrehorsesanctuary

Solar Roast



Our friends from Solar Roast are making the big time!

From Dave Hartkop:

"We are happy to announce that a newly re-modeled website is up and running! Changes need to be made to the 'News' blog section of the site, but the main part works and is much better than before! Please check it out when you have a chance and give me any feedback you feel like mentioning.

Our sales section uses PayPal now so we can take virtually any kind of payment securely (thank you Ruth!) and we hope to be updating the store with merchandise sometime soon as well. Thanks! And stay tuned!-

Davego to: www.solarroast.com

Sam Zeller (Andre from the Jungle)



from Sam:

"Hello Everyone!

I wanted to share with you, my latest project. I portray Chicago mobster George "Bugs" Moran in this world premiere musical by Ray Cooney. With artistic license, history has been somewhat changed for the musical convention, but nonetheless, the story is original, the music is fun, and I'm in love with the cast.



We open on February 16 and run until March 2. The theater has given us unlimited \$20 vouchers for our friends and family. If you wish to attend, get in touch with me or with the theater (the number and website are below). Hope you're all well and I hope to see you soon!

All the best,
SAM

[Read more about the Show here...](#)

Angie's One Liners

"I've learned that even when I have pains, I don't have to be one."

"I've learned that I still have a lot to learn."

"I recently joined Alcoholics Anonymous. I still drink, but under another name."



Angie on UFOLOGY

Many of you will recall that on July 8, 1947, almost 60 years ago, witnesses claim that an unidentified flying object (UFO) with five aliens aboard, crashed onto a sheep and cattle ranch just outside Roswell, New Mexico. This is a well-known incident that many say has long been covered up by the U.S. Air Force and other federal Agencies and organizations. However, what you may NOT know, is that in the month of March 1948, (nine months after that historic day), the following people were born:

- Al Gore
- Andrew Lloyd Webber
- Steven Tyler
- Dianne Wiest
- Rhea Perlman
- James Taylor

David Eisenhower

See what happens when aliens breed with sheep?

The English Speaking Union



Ruth and Angie recently spoke at an afternoon tea (and wine!) event hosted by the US Branch of The English Speaking Union at the magnificent Brentwood home of Mrs. P. Craig Combs.

They were warmly welcomed by Gillian Campbell of Bread and Butter Consulting Group and topics ranged from Angie and Ruth's early beginnings in Liverpool to the events of the Beatles days in the 60's, their adventures in Russia, Armenia, Siberia, Germany, Austria and Australia, to their beginnings in the MultiMedia business together with Martin in USA some 12 years ago.

The audience asked many questions about the inception of McCartney Multimedia to its present day version in California, and a very lively discussion ensued. Judging by the congratulatory emails received by our gruesome twosome after the event, it is safe to say that a good time was had by all.

For more on the ESU, visit: www.english-speakingunion.org

Tech Tip of The Month

How to ad lyrics to your iPod

This is a great tool for all you iPodders out there. Ever wondered how you can view the lyrics to your favorite songs on your iPod?



Well here's an answer:

<http://www.lyricsmode.com/about/ipod.php>

Recipe of the Month

Ruth's Eggplant Roly Poly

3 medium-sized eggplants (about 4 pounds total)
 Sea salt and freshly ground black pepper
 Can vegetable spray
 32 ounces ricotta cheese
 2 large eggs, lightly beaten
 1/2 cup shredded mozzarella
 8 tablespoons grated Parmesan
 3 tablespoons toasted pine nuts
 20 basil leaves, chiffonaded
 Extra-virgin olive oil, for drizzling
 2 cups tomato sauce or marinara/spaghetti sauce



Preheat the grill pan and preheat the oven to 375 degrees F.

Place a rack over a large baking sheet. Cut the 2 ends off the eggplant. Cut the eggplants lengthwise, into 1/2-inch thick slices. Arrange eggplant slices onto rack. Sprinkle with sea salt to help remove excess moisture and any bitterness from the eggplants. Set aside for about 10 to 15 minutes. Rinse off the salt from the eggplants and pat dry with a towel. Spray hot grill pan liberally with vegetable spray and then place eggplant slices on the grill until lightly browned on each side and tender, about 4 minutes per side. Remove slices from the grill pan and allow to cool.

In a large bowl, beat eggs until lightly scrambled. Mix the ricotta in with the egg. Add mozzarella, 3 tablespoons of Parmesan cheese and toasted pine nuts and gently combine. Fold in basil just to combine. Do not overmix.

Place a tablespoon of the cheese mixture on 1 end of the eggplant and roll up tightly. Place the eggplant rollatini into a greased (with olive oil) 13 by 9-inch baking dish, seam side down. Continue with remaining eggplant. Evenly distribute the tomato sauce on top of the eggplant rollatini. Season with salt and pepper. Sprinkle with remaining 5 tablespoons of Parmesan cheese and bake for 15 minutes. When cooked, drizzle the top with extra-virgin olive oil.

Yummy AND healthy...

iFanz® Artist Spotlight and News

Palmerston

(Pronounced "Palmerstone")

Every month we try to bring you the best new artists from all around the world, not just the US. So this month we are pleased to announce that our good friend [Dale Penner](#) has brought the Ontario (Canada) natives Palmerston to our attention. I really really like this band, especially their cover version of "**Luka**" (you are listening to the track now). Once again, the McCartney newsletter brings you the undiscovered, almost breaking acts before they hit the big time! Enjoy Palmerston and visit their [web site](#) and check them out on [iTunes](#) as well.

(excerpt from Palmerston's web site)

It took two continents, three countries, and 237 singers to find Palmerston. No, really.

Hear the band, and you'll believe it. An unlikely collision of worlds fuels their kind of rock'n'roll: hot meets cool, mind meets guts, the northern sensibilities of two Portugese-Canadian brothers fuse with the California bohemian passion of one explosive singer.

Let's take it from the top, when Gabriel and Fernando Ferreira started jamming in (where else) a garage in Toronto, Ontario. They rounded up a singer, released an EP, and rolled through the narrow roads and massive festival stages of Europe. There was a Top 10 single on Portugese radio, tens of thousands of European fans, and opening slots for bands like Weezer and System of a Down.



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McCartney™

Newsletter March 2008

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([created by Martin Nethercutt](#))

Dear Sally💎,

March is here and it has been a busy one. Lots of our clients have been "spring cleaning" their web sites using our updates system. With all the global economic ups and downs, the US election process in full swing, it is an exciting time to be in the good ol' USA right now. Global communication portals such as YouTube, Google and others have given the common content creator access to a worldwide viewing audience. Everything is immediate, instant publishing guaranteed. Peter Harris, our man in China has just informed us that YouTube and MySpace have been banned from Chinese browsers, because they pose a very real threat of uncontrolled footage from Tibet and other current hot spots to come to a global audience. Thank God, iFanz and McCartney.com are still visible!

Here's what happened this month chez McCartney.com

Company News



Introducing the Ruth McCartney YouTube Channel.

For all you Ruth fans out there, [here's the ultimate location](#) for her videos. We have literally spent over 4 weeks compiling content from over 50 old VHS tapes, digitized the content and then edited all in Final Cut Pro 6. From Liverpool childhood, to Germany, Russia to the US, it's all here...see her fly a helicopter in Siberia, fall on her butt on stage in Armenia and move those fishnets across the world!

Click the graphic to launch YouTube video. Enjoy!

Photo credit : Christian Volquartz

Product Of The Month

Welcome to the Netloopz Music Library

Created by McCartney.com



What are Netloopz?

Netloopz are short music and sound effect beds that were created and designed specifically for content producers, music supervisors, filmmakers, and creative production houses. The idea behind Netloopz is to provide cost efficient musical alternatives to the traditional music libraries.

If you are a Music Supervisor, Game Designer or Presentation Smith, then you know how much traditional Custom Library Music can cost. Let's say you're a designer, you need to be spontaneous with your creative decisions and you don't want to have to run to your boss and ask for tons of money when you can get a cost efficient solution from Netloopz. [These music pieces](#) are ideally suited to provide background ambience for your website, rich media emails, Flash or PowerPoint Presentations. Spice it up with Netloopz. You may use the music for non-broadcast purposes without contacting us, but if you want to make Netloopz part of a commercial, film or TV broadcast, all we ask is that you report the title and its usage to BMI so our writers can collect their public royalties.

(Click the graphic above and launch the iTunes Music Store to sample the tracks.)

iCommunicationz Works for Televerde

Televerde uses our iCommunicationz suite of e-broadcast tools for their first official Newsletter.

[Televerde](#) is Phoenix based, and is the premium provider of customer acquisition solutions, actionable market intelligence and net new business.

They have just published their first corporate newsletter using the iCommunicationz system. Each sales associate was able to have a personalized message sent to their customer base with many informative links to Televerde's extensive library of white paper/pdf best practices and news. Ask us about this communications service for your needs.

Christian's Corner

Christian captures the "Digital Diva"

McCartney Multimedia now offers photographic services to both new and existing clients. We offer headshots, events, catalog and product photography.

Christian has always been an avid photographer outside of the McCartney universe, and used to work heavily in print advertising before joining the team. It only seemed natural to add his photographic talents to McCartney's suite of services.

Below are some samples from Ruth's recent shoot. Which one is your favorite?!

Email [Christian](#) to discuss pricing options and to schedule your photo shoot!



Net.Work News Update

Penn Jillette (of [Penn and Teller](#) fame) appears on Dancing with The Stars.

Steve Tyrell announces "[Back to Bacharach](#) " a new album in the making.

Kenny G embarks on a [tour of the Far East](#)
 April 26 thru May 12, ranging from Malaysia to Korea to China to India.

Kevin Cronin of [REO Speedwagon](#) won \$350,000 for non-profit MusicCares on "Don't

Forget The Lyrics". Congrats Kevin.

WTP Films Munich, Germany



Our good friends from WTP Film in Munich, Germany have just finished their new film "My Dream or Loneliness Never Walks Alone" which they shot within 24 days last April.

It will come to the German Theaters on March 13th.

It also celebrated its international Premiere at the renowned FANTASPORTO Film Festival in Porto last week.

Please find the new website of the film at:

<http://www.lonelinessneverwalksalone.de>



CALENDAR
 WWW.CANYONCLUB.NET
 (818) 879-5016

THE CANYON CLUB
 28912 ROADSIDE DRIVE
 AGOURA HILLS, CA 91301
 THE CANYON CLUB in the
 FOUR QUEENS HOTEL & CASINO
 202 FREMONT ST, LAS VEGAS, NV 89101

Take a trip down Rock'n Roll memory lane. See some of the shows that are coming to iFanz member The Canyon Club this spring. Here some of the listings:

Coming Soon to The Canyon Club in Agoura Hills!

Thursday, April 10: Jon Anderson & The Paul Green School of Rock All-Stars performing the music of Yes!

Friday, April 11: Foreigner

Friday, April 18: John Mayall & the Bluesbreakers

Saturday, April 19: Edgar Winter ... also Ghosthounds

Wednesday, April 23rd: Leon Redbone with Special Guest Ronny Cox

Saturday, April 26: Richard Marx & Matt Scannell ...

also Venice and Matt Castrillion

Friday, May 2: Asia ... all four original members!

Friday, May 9: Blue Oyster Cult ...also Bluebeard and Fiesty Piranhas

Friday, May 16: Foghat

For a complete listing of upcoming events, go to www.canyonclub.net

Resort and Restaurant Tip of the Month

Valley Ho Resort

Since we are traveling frequently to Scottsdale these days to see an ever-growing list of clients, let us share a couple of gems with you...



Firstly, our friends at [Valley Ho](#) have a great hotel right in the middle of downtown and walking distance to the art district.

Hotel Valley Ho was cool back in 1956 when it first opened its doors, and it's every bit as chic now, after an expansive and meticulously groomed 2005 rehabilitation.

The hotel is a classic in mid-century design and lighthearted ambiance. Originally a hideaway for Hollywood's elite, this downtown Scottsdale urban resort once again features rooms with all-glass walls opening onto airy patios.

Arcadia Farms Cafe and Wine Bar

Another favorite (and walking distance) is the charming, cottage atmosphere, [Arcadia Farms](#) Cafe and Wine Bar.

Arcadia Farms' fresh and organic selections, along with delectable pastries and desserts, allow guests to decadently indulge themselves. Stepping into Arcadia Farms for lunch or dinner transports you to an inviting cottage and garden setting where you'll have an intimate culinary experience.



Angie's One Liners

"I went to buy some camouflage trousers the other day, but I couldn't find any."

"I'm going south for the Spring. Actually, some parts of me are headed there already."

"If you look like your passport photo, then you definitely need the trip"



Tech Tip of The Month

[Currency Converter 0.8.2](#)

If you deal in multiple currencies, you'll want to check out this nifty little widget from Palple. This handy widget lets you



simultaneously compare as many different currencies as you like.

[Follow this link here...](#)



Recipe of the Month

Curried Sweet Potato and Apple Soup

Ingredients:

- | | |
|---------------------------|--|
| 1 tablespoon olive oil | 1/4 teaspoon ground cinnamon |
| 1 large onion | 4 cups water or veggie broth |
| 2 garlic | 1 1/4 pounds sweet potatoes, peeled and cubed |
| 1 tablespoon fresh ginger | 3 large Granny Smith apples - peeled, cored and sliced |
| 1 teaspoon curry powder | 1/2 cup chopped fresh chives |
| 3/4 teaspoon ground cumin | |
| 1/2 teaspoon salt | |

Directions:

- Heat the oil in a large saucepan or Dutch oven over medium heat. Add the onion and garlic and cook, stirring occasionally, for 5 minutes, or until tender.
- Add the ginger, curry powder, cumin, salt, and cinnamon. Cook, stirring constantly, for 1 minute. Add the water, sweet potatoes, and apples and bring to a boil over high heat. Reduce the heat to low, cover, and simmer, stirring often, for 20 minutes, or until the sweet potatoes are very tender.
- In a food processor or blender, puree the soup in batches until very smooth, pouring each batch into a bowl. Reheat if necessary. Sprinkle with chives.



iFanz® Artist Spotlight and News

This month we are shamelessly self-promoting Volume 5 out of our Netloopz production series. Having just finished the last touches on this 25 track production music album, we are happy to announce that it is now available from iTunes for download.

The album features a wide variety of musical styles and sound effects, from Classical, Rock, Jazz to World and Sound Design, Netloopz Volume 5 covers almost all aspects of today's production music needs.

You are currently listening to:

"The ViceRoy"

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McCartney™

Newsletter April 2008

Welcome to the April 2008 edition of the McCartney.com newsletter.
([created by Martin Nethercutt](#))

Dear Sally💎,

Wow! What another busy month it has been for the company. Ruth and Martin presented "Know Thy Customer" at the ASU CABIT school of business Symposium in Tempe, AZ, whilst Angie and Pat Healy enjoyed a fun night at the kick off of Brit Week, hosted at the Residence of the British Consul General in Beverly Hills. (See more on this below.) Christian took Angie's official portrait (photos coming soon after the have been suitably airbrushed; Okay, so with so much information and activity happening in April let's go into more detail...

Company News



[Achieving Innovation through Collaboration](#)



This Symposium was hosted by CABIT (Center for Advancing Business through Information Technology) and Julie Smith David (who did a tremendous job of making us feel very welcome, Thanks Julie!) Also thanks go to Ed Kamins of Avnet for the introduction.

The main focus of the symposium was to showcase how companies apply new collaboration techniques and strategies to reach the end user and consumer.

Presenters and Keynote Speakers included: Harbrinder Kang (CISCO), Ruth McCartney (McCartney.com, iFanz.com). Gina Fung (Wells Fargo), Brian Sommer (TechVentive). Deborah Hesse (Intel) and many others. Ruth presented the McCartney.com approach of treating your customers as fans, thus creating brand and product loyalty.

For more information on the event including video interviews with the presenters, [please click here...](#)

(Photo: **The Ladies in Red**, Gina Fung (Wells Fargo), Ruth and Host Julie Smith David (CABIT))

McCartney Receives a Visit from Space (well, Michigan actually)

Dr. Kathryn Clark, aka Dr. Quark in her media career, served as NASA's Chief Scientist for the Human Exploration & Development of Space Enterprise. Having completed a 2-year term as NASA's Chief Scientist for the International Space Station Program, Dr. Clark became the HEDS Chief Scientist in August, 2000.



As Chief Scientist, Dr. Clark worked with scientists from all other areas of NASA to communicate research needs and look for possible collaboration among the science programs at NASA. In addition, she assists with education and outreach activities related to any human space flight endeavors, including the International Space Station, the shuttle, any expendable launch vehicles intended to further human endeavors in space, and future missions to the Moon and Mars. Dr. Clark's particular interest is in "Human Factors"; all the elements necessary for the health, safety, and efficiency of crews involved in long duration space flight. These include training, interfacing with machines and robotics, biological countermeasures for the undesirable physical changes associated with space flight, and the psychological issues that may occur in response to the closed, dangerous environments while traveling in space or living on other planets.

Dr. Quark is developing a 21st century education platform for young, curious minds. Watch this space. Get it? Space. Nevermind.

AFCI in Santa Monica



Ruth and Martin visited the [AFCI](#) (Association of Film Commissioners International) in Santa Monica by invitation of our long-standing client the Nevada Film Commission. Hosted by the Santa Monica Civic Center the exhibition features world wide locations of Film Commissions. The 3 day event featured all US states and locations as well international exhibitors.



Ruth at the Nevada booth at AFCI in Santa Monica



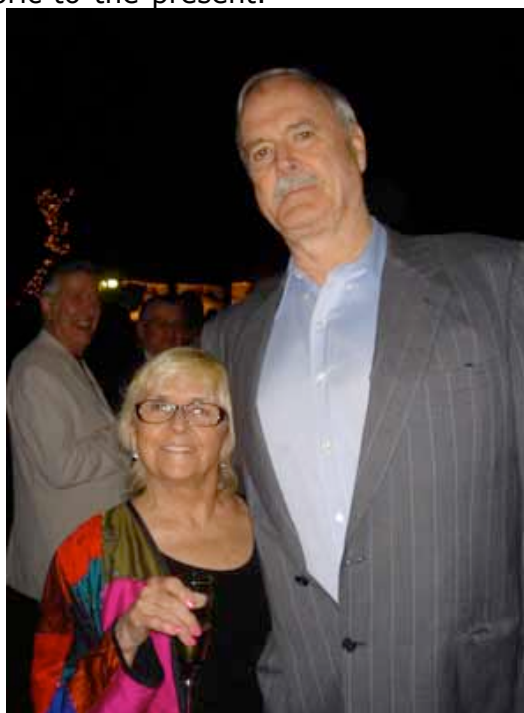
Ed Harran, Martin and Film Commissioner Charlie Geocariz in front of Capo Restaurant in Santa Monica.

Thanks for a great dinner Charlie and Ed!

Brit Week (Celebrating 50 Years in Los Angeles) April 26th - May 31st, 2008



iFanz is the official data collection software for the 2nd annual Brit Week in California. The intent for this event is to showcase how British influence has helped shape the state from historic to the present.



The brainchild of 19 Entertainment President Nigel Lythgoe, BritWeek first took place in 2007. In conjunction with the British Consulate, a number of movie screenings, music concerts, a fashion show and other events were held at the Consul General's Residence and elsewhere.

BritWeek2008 will be on a far larger scale. Commencing with Receptions at the British Consul General's Residence on April 24th and April 26th and continuing into May 2008, it will celebrate the cultural and business connections between Britain and Los Angeles. Special thanks to Paul Wright, Mindy, Gillian and of course the Hon Consul General Bob Peirce and his lovely wife Sharon Harroun-Peirce.

Building on the fact that April marks the 50th Anniversary of the permanent official Residence of the British Consul General in Los Angeles, BritWeek will celebrate fifty

years of British links with Los Angeles and highlight the extent of the current relationship.



BritWeek’s objective is to generate publicity and broaden awareness of the importance of this relationship, in terms of ideas and investments in both directions; to highlight the fact that Britain is the largest investor in Southern California as well as a profitable investment destination for Californian companies; and emphasize British influences in film, TV, music, fashion and luxury lifestyle that are prevalent in Los Angeles life. Join in the festivities, click here to [Sign Up for more information...](#)

[information...](#)

(1) Angie with escort, Film Director [Patrick Healy](#) . (2) Angie with old mate (Ok he's not THAT old) [John Cleese](#) (3) Angie and Bruno Tonioli of Dancing with the Stars and Dance Wars.

GET ON THE BUS!

JOIN "THE DIRTY HANDS CARAVAN"
A MOVEMENT DESIGNED TO
"INSPIRE INDIVIDUALS TO TAKE
INDIVIDUAL ACTION"

Caravan of Activists to Travel
from the Coachella Festival to
Jazz Fest from April 28-May 5th



Los Angeles, CA, April 23, 2008 -
The morning after the Coachella
Valley Music & Arts Festival in

Indio, CA, a string of bio-diesel buses transporting up to 300 people will caravan 1800 miles in an effort designed to engage a new generation of activists. The Dirty Hands Caravan is the coming together of individuals who will be encouraged to get involved by building houses for the homeless, protesting the War in Iraq while supporting the needs of veterans and their families, caring for the sick or needy, cleaning up parks or neighborhoods across America, taking part in clean water initiatives for foreign lands or engaging in whatever way they feel compelled to help others. The caravan, which is the brainchild of **Sean Penn**, will make stops in numerous cities until it arrives at its final destination, New Orleans, where the spirit of Coachella will join the close of the New Orleans Jazz & Heritage Festival. On Sunday, May 4th, members of [The Dirty Hands Caravan](#) will descend on New Orleans to help better the Big Easy through their good works.

Hotel Of The Month

THE CRESCENT HOTEL

Revelry & Relaxation Coexist in Beverly Hills



Beverly Hills, CA—Offering intimate, modern accommodations in the heart of Beverly Hills, [The Crescent Hotel](#) is reminiscent of a fabulous vacation home in the city; a 35-room vintage villa that has been meticulously restored to provide guests with the perfect mixture of posh amenities and chic surroundings.

Simultaneously sexy and spare, The Crescent offers edge without attitude. Originally built as a residence for Hollywood’s silent film actors in the 1920’s, The

Crescent was purchased and redeveloped by hotelier Gregory Peck in 2001. Peck envisioned The Crescent as a hotel that would seamlessly encourage revelry and relaxation through a blend of glamorous, sensual style and warm, personalized service. Peck worked closely with acclaimed designer Dodd Mitchell to redesign the Crescent in a contemporary yet intimate fashion in 2003. The Crescent has since won raves for its forward-thinking aesthetics from press and guests alike.

Guests venturing out of their rooms will find they are surrounded by the best that Los Angeles has to offer. Strolling just around the corner brings visitors to the finest shops and restaurants of famed Beverly Hills.

www.crescentbh.com

Net.Work News Update

LOS LONELY BOYS GET FORGIVEN AT DESIGN FX



Los Lonely Boys finished recording their third album, *Forgiven*, using the Design FX Remote Truck in Austin. Niko Bolas engineered and Steve Jordan produced the CD. The album is expected to be released July 1st. Niko also used the Design FX truck to produce, engineer and mix Neil Young’s latest CD *Chrome Dreams II*. Pictured finishing up some rough mixes inside the Design FX Remote Truck is Niko Bolas (Left) and vocalist Henry Garza behind the API console.

Los Lonely Boys

Here's what our good friend Niko Bolas has been up to with Los Lonely Boys...

(Blurb courtesy Music Connection Magazine)

Learn more about Niko's stellar rock music productions at www.neeks.com

Speaking of Studios...

John Burnes of Burnes Creative took advantage of McCartney's digital media services when he recorded voice-overs

and processed his HD video files at the McCartney digital sound studio.

John needed production services for an HD video he was producing for the St. Monica Catholic Community in Santa Monica, one of the country's most prominent and dynamic parishes. The video will help the parish raise \$25 million for a new community center and enhanced school facilities.

John recorded voiceovers with three of LA's leading voice talents -- Paul Mercier, Hellena Taylor and Haskell Anderson. "These pros were really impressed with McCartney's voice booth, classic mic collection and Martin's sure hand at the controls," John said. He also used McCartney's HD editing bay to pull selects and produce dailies. "All there in one shop," John said. "I can't thank them enough -- top-notch equipment and professional service."The video (after Saturday, May 3) can be viewed at www.stmonica.net/campaign

Kenny G Takes Latin Rhythms to Asia

Throughout April and May, Kenny G will be touring and playing his timeless hits as well as new tracks from the latest smash "Rhythm & Romance" throughout China, Korea, Malaysia and India. For details, check out KennyG.com.

G.A Wright Marketing of Denver, CO...

Engages McCartney to assist in various strategic and design e-marketing initiatives for their Native American Resort clients from coast to coast. Website and email campaign links coming soon.

Angie's One Liners

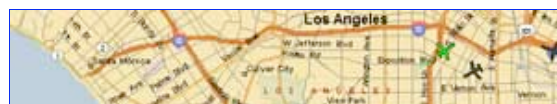
1. What do you call a fish with no eyes? A fsh.
2. A clear conscience is usually the sign of a bad memory.
3. A tidy desk is usually the sign of a cluttered filing cabinet.
4. Experience is something you don't get until just after you need it.



Tech Tip of The Month

[Airport Monitor 2.0](#)

This is a nifty little tool that monitors all the air traffic in and around Los Angeles.



Monitor hundreds of flights in real time!

(Be patient, let the screen load completely, takes 2-3 minutes depending on your connection.)

Pretty scary stuff!



Wisdom of the Month

DEMOCRAT

You have two cows.
Your neighbor has none.
You feel guilty for being successful.
Barbara Streisand sings for you.

REPUBLICAN

You have two cows.
Your neighbor has none.
So?

SOCIALIST

You have two cows. The government takes one and gives it to your neighbor.
You form a cooperative to tell him how to manage his cow.

COMMUNIST

You have two cows.
The government seizes both and provides you with milk.
You wait in line for hours to get it.
It is expensive and sour.



FRENCH CORPORATION

You have two cows.
You go on strike because you want three cows.
You go to lunch and drink wine.
Life is good.

GERMAN CORPORATION

You have two cows.
You engineer them so they are all blond, drink lots of beer, give excellent quality milk.

AMERICAN CORPORATION

You have two cows. You sell one, lease it back to yourself and do an IPO on the 2nd one. You force the two cows to produce the milk of four cows. You are surprised when one cow drops dead. You spin an announcement to the analysts stating you have downsized and are reducing expenses. Your

ITALIAN CORPORATION

You have two cows but you don't know where they are. While ambling

miik, and run a hundred miles an hour. Unfortunately they also demand 13 weeks of vacation per year.

stock goes up.

around, you see a beautiful woman. You break for lunch. Life is good.

iFanz® Artist Spotlight and New Steve Tyrell "Back to Bacharach"



Steve has been an iFanz member for the longest time and we are excited and proud to announce that his new album "Back to Bacharach" will be available in stores and online nationwide soon. You are listening to "Walk on By".

Every recording artist has one album that they are destined to make - an album so singularly in-sync with their sensibility and history that its' making smacks of pure destiny. For Steve Tyrell - the distinguished Grammy winner and Emmy nominated purveyor of pop standards, as well as a behind the scenes impresario- that album is Back to Bacharach, a deeply

personal collection of songs from the piano of Burt Bacharach and the pen of Hal David.

[Click here for more information on how to pre-order Steve's new album...](#)



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The logo for McCartney.com, featuring the word "McCartney" in a bold, sans-serif font. The "Mc" is white on a black background, and "Cartney" is white on a purple background.The text "Newsletter May 2008" in a white, sans-serif font, positioned in the top right corner of the header banner.

Welcome to the May 2008 edition of the McCartney.com newsletter.
([created by Martin Nethercutt](#))

Dear Sally💎,

This month is veiled in secrecy. As you know, we are always proud to announce any ongoings with the company and the net.work, but there are couple of projects that we just can't talk about until they are ready! Don't you just hate editorial deadlines.

What we are pleased to announce is that after 7 years of dedicated service, Christian Volquartz has been promoted to Vice President of Operations for McCartney Multimedia. Congratulations Christian! here's to you!

So stay tuned for next month's edition, which will exceed all you expectations!

Here's what happened in May 2008:

May's Production Slate

In Development:

Fuzeartz.com Santa Monica, CA - a site for music supervisors and creative professionals for music placement and licensing. It will also soon feature "iZearch" technology - the brainchild of Fuzeartz' Cindy Rosmann and McCartney.

change:healthcare Nashville, TN

McCartney produced the voice overs for the "learn more" sections for this new approach to healthcare.

[Check out the website](#) (which is in beta right now)

SoStupid.com El Segundo, CA - that's right, this will be the Stupidest site on the whole internet. From one liners to whoopie cushions, this site will have it all. And then some.

New and Improved Media, Marina del Rey, CA - veteran media buyers New and Improved will soon debut a whole new look but have the same good old values and friendly staff to back it up.

[Televerde](#), Phoenix, AZ - event registration software for their slate of A list clients including Computer Associates and Avnet.

Production Transportation, Los Angeles, Chicago and Las Vegas - a new logo, print collateral, web site and corporate video are in the works for this industry leader in "people moving". The video will be shot in Hi-Def in Las Vegas in June at the Convention

Center

[GA Wright Marketing](#), Denver, CO - their casino clients continue to utilize the iCommunicationz tool set to blast, track, issue coupons and reward loyal customers.

Coming in June - a Fortune 200 company and a start-up ...we cover it all!

Chamberfest 2008

Going local...



This was McCartney's and iFanz' first exhibition booth at the local annual Chamberfest in Playa Vista.

It was a fun event featuring free food, wine tasting, contests, a raffle with local valuable business prizes.

It tried to uncharacteristically rain - literally - on our parade but we soldiered on! Thanks to the LAX Area Chamber, Kevin Ging and Playa Vista for a well-run, jam-packed event.

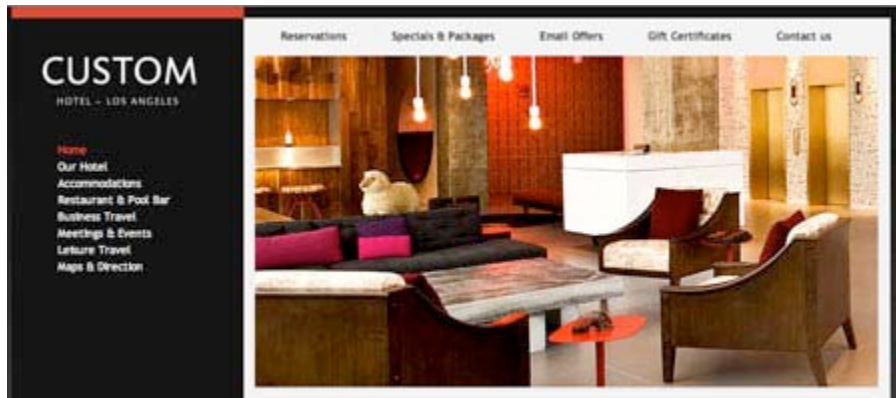
Pictured: Christian Volquartz, VP of Operations and Martin Nethercutt, President

Hotel Of The Month

Custom Hotel

If you are ever in Los Angeles and need a conveniently located place to stay over, we highly recommend the Custom Hotel on Lincoln Blvd and Manchester. Formerly known as the "Furama" Hotel, Custom has been completely renovated and offers the elegance and flair of a world class hotel for a great price. When you book, just mention "McCartney Corporate Rate" and we guarantee you a great deal.

For more information, please visit: <http://www.customhotel.com>



More About Custom:

A sleek, classically modern boutique hotel at the gateway to Los Angeles

Comfortable, fun and whimsical, stylish yet modestly priced, Custom is an international boutique hotel in Los Angeles that thrives off the energy and atmosphere of its local environs, providing hotel guests a uniquely L.A. lifestyle experience. Our hotel is located minutes from LAX (Los Angeles International Airport) in Westchester. A short drive from Marina del Rey, Manhattan Beach, Venice, Santa Monica and Malibu, the hotel is conveniently situated near the 10, 405 and 105 freeways, allowing easy access to nearby businesses and leisure destinations within the general Los Angeles area and Southern California. It features 2 restaurants - Bistrotek and Hopsoch (out by the pool) as well as a lobby bar open on weekends.

Recipe of The Month

Ingredients

1 bunch (6 large) scallions, trimmed and thinly sliced
2 (16-ounce) bags coleslaw mix or 1 (16-ounce) bag each of shredded green and shredded red cabbage
1 small red onion, thinly sliced
Small can bamboo shoots (drained)
Small can Mandarin oranges (drained)
1 Granny Smith apple



Dressing

1/4 cup soy sauce
1/4 cup lemon juice
1/4 cup vegetable oil
2 tablespoons grated fresh ginger (from about a 1-inch piece)
2 tablespoons white vinegar
2 tablespoons dark brown sugar
2 teaspoons Asian sesame oil
2 teaspoons sesame seeds, optional
1 teaspoon salt
20 grinds black pepper

Method

Rough up the scallion slices a little with your fingers so all the little layers of the scallion whites separate. Toss the coleslaw mix or both kinds of cabbage, the red onion, other ingredients and scallions together in a large bowl until everything is thoroughly mixed. You can make the slaw up to this point up to a day in advance as long as you keep it refrigerated. Before serving, simply bring the slaw back to room temperature, make the dressing and toss.

Stir the remaining ingredients together in a small bowl until blended, then pour over the

vegetables. Serve within 1 hour of dressing or the cabbage will get wilted and sad.

Restaurant of The Month

Truxton's American Bistro - Westchester, CA



Enjoy California Cottage dining with its warm and inviting ambiance, where the seasonal menus are carefully designed to create just enough variety for you to eat the way you want. Taking inspiration from America's diverse mix of classic and ethnic dishes, they offer choices from healthful to deliciously sinful food and drinks. Also offering a full bar and wine list, private dining room, and a la carte brunch selections on Sundays.

The crate-to-plate philosophy is simple - work with local farmers and food suppliers to offer freshly prepared and, where possible, hormone-free and natural products.

[Visit their web site](#)

[Download the menu](#)

Net.Work News Update

Katrina transplant Michael Grozier has been promoted to EVP at Live Nation - welcome to LA Mike!...

McCartney's Peter Harris, aka Dr. Atomic visited us from Beijing - he traveled back to L.A. to produce a show at the Nokia Theater featuring Chinese pop sensation Cheng Lin...

Kenny G also recently returned from sold out shows in China and was featured at the Mandalay Bay Taping of "David Foster and Friends" with other musical geniuses such as Foster and Josh Groban....

[Roseanne Barr](#) continues her record-breaking appearances at the Stardust in Las Vegas...

[Steve Tyrell's](#) new CD "Back to Bacharach" hit stores in May...

Renowned photographer Per Volquartz also exhibited his work in China to great acclaim...

Uber-achiever Rick Caruso launched his live / work / play concept at the swanky "Americana at Brand" in Glendale, CA...

A McCFave Chef - Christian Monchatre has been tapped for the position of Executive Chef at Cancun's tony [El Dorado Royale](#) resort in Playa del Carmen, Mexico...

[Marino de Silva](#) launches new album...



FOREVER GOLD is a compilation CD taken from Marino's first three Gold albums... "After Forever's Gone", "Blues For Lovers" and "Salvador Dali: The Endless Enigma". Critically acclaimed as "one of the greatest guitarists of our time", Forever Gold is a testament to Marino's timeless guitar magic. AVAILABLE NOW on [iTUNES](#) .

Speaking of music:

Our friends at Music Connection are launching a new online service just for artists called: [AMP](#)

Here's a quick overview of their services. From album reviews to musicians classifieds this site promises a lot of bang for the musicians' buck. No fees! Please click the image on the right to check out the site.



Her Majesty The Queen visits Liverpool.

Our award winning DeeJay and talk radio legend, Pete Price, recently attended a luncheon with The Queen and Prince Philip to commemorate the opening of the Echo Center.

Her Majesty and His Royal Highness were given a tour of the ACC Liverpool, home of the Echo Arena and BT Convention Centre, before The Queen unveiled a plaque marking its final completion and opening.

Liverpool Culture Company also put on a programme of activity to give The Queen and His Royal Highness a taste of the city's year as European Capital of Culture. This included a number of performances themed around the 2008 celebrations and the opportunity to meet participants from community projects.

Angie's One Liners

I told my girlfriend I once had a job in a bowling alley. She said "Tenpin?" I said, "No, permanent."

I went into a shop and said, "Can someone sell me a kettle?" The bloke said "Kenwood". I said, 'Where is he then?'





I asked the waiter: "How do you prepare your chickens?" He replied, "We just tell 'em straight out, we're going to kill you."

Tech Tip of The Month

Are we finally getting off oil?

The Compressed Air Car, developed by Motor Development International (MDI) Founder, Guy Negre, might be the best thing to have happened to the motor engine in years.



The \$12,700 CityCAT, one of the planned Air Car models, can hit 68 mph and has a range of 125 miles. It will take only a few minutes for the CityCAT to refuel at gas stations equipped with custom air compressor units.

MDI says it should cost only around \$2 to fill the car up with 340 liters of air! The Air Car will be starting production relatively soon, thanks to

India's TATA Motors. Forget corn! There's fuel, there's renewable fuel, and then there's user-renewable fuel!

What can be better than air?

For more in depth information please visit: <http://www.theaircar.com>

Go to macigonline.ro

Copy the code in red (ctrl C)

Go to any web site you like, once it is displayed, paste (ctrl V) the code into the address bar and hot return.

Watch the magic!

Planet of the Month

NEWS RELEASE: 2008-081 May 25, 2008 NASA'S Phoenix Spacecraft Lands at Martian Arctic Site

PASADENA, Calif. -- NASA's Phoenix spacecraft landed in the northern polar region of Mars today to begin three months of examining a site chosen for its likelihood of having frozen water within reach of the lander's robotic arm. Radio signals received at 4:53:44 p.m. Pacific Time (7:53:44 p.m. Eastern Time) confirmed the Phoenix Mars Lander had survived its difficult final descent and touchdown 15 minutes earlier.



The signals took that long to travel from Mars to Earth at the speed of light. Mission team members at NASA's Jet Propulsion Laboratory, Pasadena, Calif.; Lockheed Martin Space Systems, Denver; and the University of Arizona, Tucson, cheered confirmation of the landing and eagerly awaited further information from Phoenix later tonight. Among those in the JPL control room was NASA Administrator Michael Griffin, who noted this was the first successful Mars landing without airbags since Viking 2 in 1976. "For the first time in 32 years, and only the third time in history, a JPL team has carried out a soft landing on Mars," Griffin said. "I couldn't be happier to be here to witness this incredible achievement."

During its 422-million-mile flight from Earth to Mars after launching on Aug. 4, 2007, Phoenix relied on electricity from solar panels during the spacecraft's cruise stage. The cruise stage was jettisoned seven minutes before the lander, encased in a protective shell, entered the Martian atmosphere. Batteries provide electricity until the lander's own pair of solar arrays spread open. "We've passed the hardest part and we're breathing again, but we still need to see that Phoenix has opened its solar arrays and begun generating power," said JPL's Barry Goldstein, the Phoenix project manager. If all goes well, engineers will learn the status of the solar arrays between 7 and 7:30 p.m. Pacific Time (10 and 10:30 p.m. Eastern Time) from a Phoenix transmission relayed via NASA's Mars Odyssey orbiter.

For more about Phoenix, visit <http://www.nasa.gov/phoenix>

iFanz® Artist Spotlight

David Bradley



David Bradley, international country music rocker, is bringing his own authentic style to the USA by way of Nashville, Tennessee.

Recently relocated from the UK, this northern Englishman made a life for himself as an oil engineer uncovering places beyond the reaches of common imagination. Stationed for months

in the forests of Siberia and on an oil rig in the middle of the Caspian Sea, David developed a deep empathy for others who also found themselves far from the comforts and familiarities of home. He found himself writing about the hopes and fears that a man must confront on his journey through life. In his early music days, David worked as lyricist while singing in a band formed with fellow engineers. They played first in the UK and then on the road wherever their jobs took them. "We'd put on concerts for the guys where we worked, entertained the troops, so to speak." The audiences grew to an estimated 20,000 strong in remote Kazakhstan, formerly of the Soviet Union, where David's music united people of many towns and villages. This experience inspired the song "Tumble Town" and with it emerged his conviction that music was where his heart truly lay.

[Please visit his site for more information](#) and be sure to watch [David's "Inside Music Row" video special here...](#)

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McCartney™

Newsletter June 2008

Welcome to the June 2008 edition of the McCartney.com newsletter.
([created by Martin Nethercutt](#))

Dear {{firstname}},

Okay, so last month we were all very secretive about projects we just couldn't talk about. This month we are lifting the curtains on some of those projects.

The first secret mission is completed.

Avnet and HP have launched "Nigel The Data Butler", featuring video performances by **Alan Selka**, real-life butler and accomplished actor. From the inception of the idea to create an off-brand e-marketing campaign for client Avnet (AVT), we knew that we had to raise the bar. So, how exactly do you re-brand data storage solutions to make it an interesting offering to the IT community? Read on dear reader, read on. And thanks to Ed Kamins, Pat Serie and Charlie Babb for your belief in this project!

Company News

Introducing:

Nigel The Data Butler

Your Data is served...

McCartney developed an off-brand personality in "Nigel The Data Butler" for **Avnet (AVT)** and **Hewlett Packard (HP)**. The goal was to create an online personality to sell back up and storage services for the IT industry.

By creating an online campaign that is original and fun, we had to put our thinking caps on tightly to raise the bar.

After a deep search for creative answers, we found that storage services require a fine sense of expertise just like a? **Butler!**

There, that's how the idea was born.

Now what would the character look like, what



would he sound like? What was the sales pitch that would get people to accept and opt-in for the services of our esteemed clients ?

Find out, when you go to:

<http://www.nigelthedatabutler.com>

and don't forget to visit [parody site NigelPedia.com](#) to learn more about our hero and his evil twin **Dastardly Derek the Data Dodger**.



AVNET technology solutions hp present: Accelerating Your Success™

Nigel
The Data Butler

1-866-426-8123

Menu and Navigation

About Nigel
Nigel is here to offer you an affordable data back-up and storage solution from his 2 good friends: Avnet and HP. No new budgets, no new SAN - never fear, Nigel's here! The ultimate facilitator, Nigel is the pre-eminent Data Butler. He also has an evil twin - they were separated at birth - who is out to get his dirty rotten digits on your data. Make sure you click the VIP guest book so Nigel's minions can make sure that they've got your back-up.

and we'll be back on the phone to you with a partner

© 1999-2008 Avnet, Inc. Nigel's Terms, Conditions, Rules, Regulations, and so forth. A real read. Visit NigelPedia. Contact Us.



Production Transport Inc. Re-Branding

Richard Einhorn's Production Transport Inc., has hired us to create a new logo, print collateral, web site, video and DVD. So far, we have completed the logo re-branding and stage one of the video shoot. Our crew shot Hi-Def footage in Las Vegas at the



Convention Center for 2 days. Part two will be shot in the Production Transport offices in Culver City. Stay tuned for the video next month.



McCartney Netloopz Library keeps growing...

Our tunesmiths over at the Netloopz Studios have don it again! We are pleased to announce that Volume 4 and 5 are now available for download at the iTunes Store.



Netloopz Volume 4.

[Click graphic to launch iTunes Store](#)



Netloopz Volume 5.

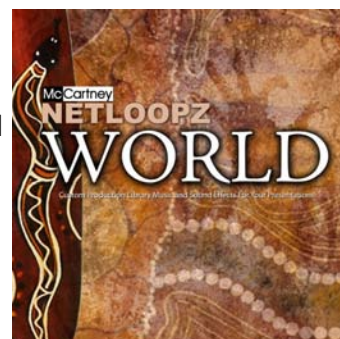
[Click graphic to launch iTunes Store](#)

After listening to our production clients, we are also re-compiling the entire production library by genre. In the works are 4 separate volumes, which will be released shortly.

"WORLD"

World Music. It's everywhere. Each day we experience more information globalization as content is being produced for a fast growing worldwide audience.

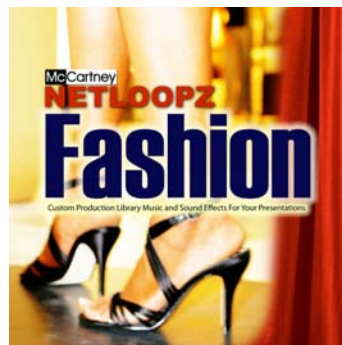
From documentaries to short films and multimedia presentations, Netloopz "WORLD" will give you the musical scope and in-depth environment to cover the global groove you need.



"FASHION"

Having just produced background music and video editing /effects for "Scottsdale Fashion Week", we deemed it necessary to compile a volume just for "The Runway".

Action and energy was key. So, re-mastered and re-edited the upbeat runway rhythms are coming soon to the iTunes Music Store.



"CINEMA"

Need we say more? If you want drama, we've got it. This volume is going to contain a lot of tension sequences, classical as well as electronic and acoustic. It's also going to contain special effects!

We've decided that we are expanding it to 50 tracks instead of the usual 25 for the same price per album! Now can anyone go lower than \$.50 per track?



"SPIRIT"

As the title suggests: Musical atmospheres that provide enormous space for reflection, meditation and focus.

These tracks are designed to give instrumental depth to your videos and presentations.



All 4 volumes should be available in the iTunes Store by the end of this year. [Sign up for release information here...](#)

Featured Product(s) of the Month

Document Proofing Services

In a tight economy nothing is worse than the cost of a re-print because of typos or grammatical errors. It's **so** important that the first impression you give a potential client or customer is a solid one. We are pleased to announce that we now offer proofing services for documents, brochures, business plans, web sites etc. We're happy to have completed a 577-page project for [Cast & Crew](#) this past week. Thanks Eric B. and team!

Do you have copy that needs proofing? Please contact: Christian@mccartney.com and we will take care of it with native speakers.

List Rental and e-Mail Blasting Services

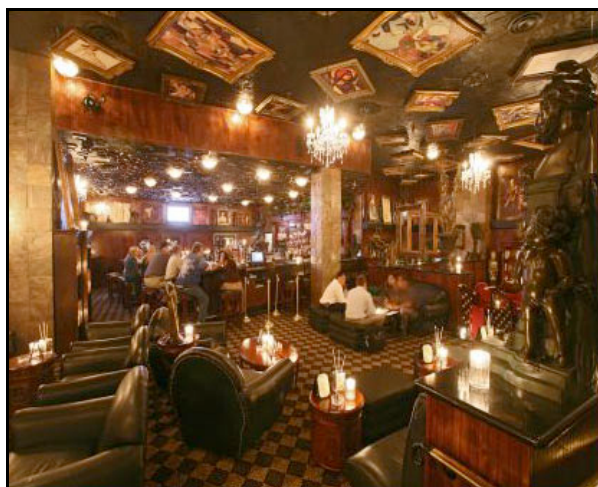
We are now able to deliver you, in xls format, the desired database records of your targeted sales audience. No more "send to a blind list" through a third party service

provider. McCartney can format, de-dupe, intake, deliver, track and report results from a rented, **imported** list.

Providing the routine information like physical addresses and phone numbers, our records also feature: direct contact Email addresses, an unlimited usage license, and guaranteed accuracy. With that unlimited usage license, you can use our databases for outbound sales, e-marketing, direct mailings, recruiting, branding, announcements, channel partner pull-through campaigns, etc., as much as you want, for as long as you want with no additional cost.

Please contact info@mccartney.com for more information and in-depth pricing.

Hotel of The Month



The Artisan Hotel (Las Vegas, NV)

Having traveled to Las Vegas twice recently in a month, we thought to share this little delight of a boutique hotel with you. [Roseanne](#) introduced us to it following her sell-out show at the Sahara.

Art Gallery atmosphere, no ding-ding-ding, no crowds, no kids screaming, the Artisan Hotel is a relaxing oasis right in the middle of downtown Babylon!

"WHERE CHIC MEETS BOUTIQUE"

The Artisan Hotel is Las Vegas' first small, luxurious, non-gaming boutique hotel, and is conveniently located at I-15 and Sahara Avenue, the gateway to Las Vegas, and just minutes from the fabulous "Strip", Las Vegas Convention Center, first class shopping, golf, and McCarran Airport.

Experience the VIP treatment at the Artisan Hotel where you'll find an elegant atmosphere with exquisite fine art adorning the lobby, hallways, ceilings, and 64 finely appointed non-smoking rooms. View artworks from both contemporary and classic artists such as Cezanne, Chagall, Da Vinci, Rembrandt, Renoir, Van Gogh, and more. Yeah sort of!



We also want to mention that it is one of the rare places to serve Absinthe from a Fountain! Bottoms up!

If you don't know anything about Absinthe, [check out Wikipedia here...](#)

Recipe of The Month

Martin's SauerRahm Dressing - that's Sour Cream Dressing to the rest of us.

Ingredients:

Serves 4

- 1 cup sour cream (regular or low fat)
- 1/2 cup low fat milk or soymilk
- 2 tblspns olive oil
- 1 tblspn white vinegar
- 2 tsp white sugar
- To taste:
- Chives
- Lemon juice
- Flat leaf parsley
- Kosher salt
- Ground black pepper



Method:

Start with the sour cream, oil and vinegar in a bowl - mix with an immersion blender, whisk or mixer - add the other ingredients to taste and keep refrigerated until serving. Best served with a classic green salad.

For once, Martin gets to write the recipe huh?

Restaurant of The Month

[Simon at Palms Place](#)



During our last video production for ProdTrans.com, we discovered this little gem in the heart of the expansion (Palms Place) of the Palms Hotel in Las Vegas, NV.

We went for lunch during our shooting break and have to say the food was outstanding, the prices surprisingly affordable and the service and staff were friendly and informed about all the ingredients on the menu.



Celebrated chef Kerry Simon presents his signature culinary venture, [Simon at Palms Place](#).

The sophisticated restaurant offers an inventive menu with a special focus on the freshest seasonal items and quality organic ingredients.

Simon at Palms Place overlooks the dramatic outdoor pool and cabanas, along with a sparkling view of the Vegas strip and Spring Mountains.

Valet Parking is available at Palms Place for direct access to Simon. Insider Tip: Do NOT valet at the main Palms entrance otherwise it is a long walk - Please visit Simon Restaurant & Lounge and enter into Palms Place.

Angie's One Liners

- 1) Don't let your mind wander. It's too small to be out on its own.
- 2) If there is a tourist season, how come we can't shoot them?
- 3) Law of Close Encounters: The probability of meeting someone you know increases dramatically when you are with someone you don't want to be seen with.
- 4) As you slide down the banister of life, may the splinters never point the wrong way.



Tech Tip of The Month

Are we finally getting off oil? (Part 2)

Since we had such success with our Air Car featurette last month (a lot of click-throughs), we are now also featuring the **Tesla Electric Car**. This one actually looks like a Ferrari! Get in line though, there's a waiting list!



Factoids:

Amazing Sports car

Electric 220 miles on a charge

2 cents per mile cost to run

0-60 in 3.9 seconds

Couldn't you just see yourself humming up the Pacific Coast Highway in this baby!

Isn't it amazing how innovation arrives to market when gas prices hit \$5/gallon. Besides the environment, there is an upside to the high cost of gas.

Instant Freedom

The first time you drive the Tesla Roadster, prepare to be surprised. You're at freeway speed in seconds without even thinking about it. There is no clutch pedal to contend with and no race-car driving techniques to perform. Just the touch of your foot and you're off, without any of the sluggishness of an automatic.

How powerful is the acceleration? A quick story to illustrate. A favorite trick at Tesla Motors is to invite a passenger along and ask him to turn on the radio. At the precise moment we ask, we accelerate. Our passenger simply can't sit forward enough to reach the dials. But who needs music when you're experiencing such a symphony of motion? For more information please visit our friends at:

<http://www.teslamotors.com>

Speaking of high gas prices, where should you fill 'er up?

This is pretty nifty. Just enter your US zip code in the site below, and it tells you which gas stations have the cheapest prices (and the highest) on gasoline in your zip code area. It's updated every evening. You may want to reconsider your route. Sorry for all you overseas readers, but we guess you have no sympathy for us anyway right?

<http://autos.msn.com/everyday/gasstations.aspx?zip=&src=Netx>

Planet of the Month (Earth)

Arctic sea ice melts 'even faster'

By Richard Black
Environment correspondent, BBC News website

A widespread Arctic melt would have major impacts on wildlife. Arctic sea ice is melting even faster than last year, despite a cold winter.

Data from the US National Snow and Ice Data Center (NSIDC) shows that the year began with ice covering a larger area than at the beginning of 2007.

But now it is down to levels seen last June, at the beginning of a summer that broke records for sea ice loss.

Scientists on the project say much of the ice is so thin as to melt easily, and the Arctic seas may be ice-free in summer within five to 10 years.



[Read Entire Article](#)

iFanz® Artist Spotlight
[Buddahead](#)



This month's featured iFanz Artist is: "Buddahead".



You are listening to: "Brake" from their new album "Ashes".

Buddahead's Ashes, the trio's second album, is at its heart the chronicle of a musical, geographical and emotional journey that front man and

songwriter Raman Kia found himself on, a thinly veiled life story that is as incendiary as it is cathartic.

Look for Ashes to hit the street and Internet on June 17.

By any reckoning, Iranian native Kia has an extraordinary story to tell; he calls Ashes "music to lament to," and he is only half-joking. As a small boy, he fled Tehran for London with his father, after witnessing up close the internecine violence of the Islamic Revolution.

In the U.K., he was reintroduced to the mother he'd virtually never known, since she'd left Iran years before him, and he found himself placed in the strange, regimented environment of a British military school.



As he grew up, the feelings that Kia was unable to articulate in words alone found expression in songs. He was so intuitively skilled at this creative channeling that he attracted the interest of a major London music publisher. As Kia built a repertoire, he decided to go to the United States in pursuit of his first record deal. Enjoy.

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McCartney™

Newsletter July 2008

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

[\(created by Martin Nethercutt\)](#)

Dear Sally💎,

Ahhh, Summer is here at last!

Well not much more to do than to get out your bathing suit, light the barbie, invite some friends and relax.

We had a great 4th of July, at Casa de Einhorn as you can tell from Ruth's pictures below. Thanks Richard, Kate and Bear!



But wait, aren't we forgetting something?

Ahhh, yes! the long anticipated launch of **Mrs. Angie McCartney's Teas!**

Company News

Mrs. Angie McCartney's Teas

Welcome to our splendid spot! *About The Shoppe The Tea Club*

Welcome to our splendid spot! Tea is a panacea for all ills, and in Liverpool, where I was born, no matter whether the news is good or bad - if someone just won the lottery or had to mail their tax return, the remedy for celebration or commiseration is always the same ... put the kettle on!

We have four fab flavours of tea (click the buttons on the left to learn more), which we have sourced from India, Japan, China, Italy and even Washington State in the USA.

We hope you enjoy your visit and make sure you sign up for our free news and recipe emails - your privacy is our policy.

Remember, "to obtain tea hot, first warm your pot!"

Cheers,
Angie.

History of Tea Trivia Quiz Media Room Angie's Blog Press Links

Oh well, the cat is finally out of the bag!

We are proud to announce that MrsAngieMcCartneysTeas.com has been launched, and Angie's excited and ready for your business.

In planning and development for nearly 5 years, Mrs. Angie McCartney's Teas has seen many taste tests, focus groups, graphic layouts and label incarnations. From the start of the concept by Kerry Dunne at the kitchen table at McCartney.com headquarters to the sourcing of the tea, to the final execution of selling and shipping product, it has been a wonderful and educational journey through the world of tea.

If you are a tea drinker (and 51% of Americans are), please learn more about our four fab flavours by clicking on their links. We have (of COURSE)

[Organic English Breakfast](#) -a high grade Assam from India.

Next on the boil is an [Organic Earl Grey](#) - again Assam from India flavoured with an Italian Bergamot oil.

Next we chose an Organic Japanese green tea with roasted rice from China - this "[Gen Mai Sencha](#) " has a lovely, nutty flavour and is almost as satisfying as a consomme.

At last but by no means least, our Organic [South African Rooibos](#) (Red Bush) which is flavoured with the tiniest hint of Raspberry from Yakima, WA.



Support the healthy cause by not only drinking tea but by downloading the exclusive [tea banners](#) for **your** web site.

Can't decide what to order? Try our [Sampler Pack](#).



Feature Site of the Month



[Cindy Rosmann's Fuzeartz.com](#)

Welcome to Fuze Artz online, your strategic music and sound agency.

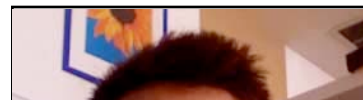
"Celluloid Dreamz" v1 now available for license.

With the release of Celluloid Dreamz, Fuze Artz serves up a delicious array of scene-setting cinematic scores for license to major motion picture, game and television advertising campaigns. A collaboration of artists spanning the globe.

This is just the beginning. Follow the links on the site for a listen, and sign up for news of many more exciting artists, labels and music supervisors joining the Fuze Artz network. Enjoy!

Christian's Corner

So you have your website, you have your iFanz account, and you have your fan / customer database to market and communicate



to.

But how much do you really know about your fanz/customerz?

Did you know that you can use iFanz to conduct surveys to further find out what your fans are interested in? What content they are looking for from you? What motivates them to keep coming back to your website? As well as other demographic information!



Surveys are an excellent tool to dig deeper into that fan base to find out who they really are and what they really want.

Some surveys can get very intense and may require other 3rd party free online tools.

Here is a sample of one survey that we just conducted for our new client AIMLA.com seeking out information for video gamers!<http://www.aimla.com/survey/073008/>

[Contact Christian](#) to see if a survey is something you should try!

net.work news



Future Space

Click the movie to watch the animation to see how **Rex Beasley's** amazing indoor /outdoor kitchen invention works.



Kathy Kelly of the [Winery Music Awards](#) and **Taja Sevelle** of [Urban Farming](#) are working together on "Veggies in the Vineyards" to feed low-income families in downtown Los Angeles.

URBAN FARMING FOOD CHAIN™ CREATES 'EDIBLE' GREEN WALLS IN SKID ROW
Cal Poly Students Grow Vertical Gardens of Food for Congested Urban Areas in Los Angeles

SAN LUIS OBISPO – URBAN FARMING, a nonprofit organization whose mission is to end hunger in our generation, will establish four 'edible' green walls in Los Angeles' Downtown and Central City East area, enabling residents to grow and harvest their own fresh produce. The four walls that make up the Food Chain will be as links in a chain, connected to each other by intention and design, and provide a model that Urban Farming will replicate across the country and abroad for growing food in urban neighborhoods.



Thanks to the efforts and expertise of students and faculty at Cal Poly's Sustainable Agriculture Resource Consortium and the Horticulture & Crop Science Department, 4,000 fruit and vegetable plants have been cultivated organically in 180 garden panels that will soon be transported to Los Angeles and mounted onto the walls of four buildings in Los Angeles' inner city. Recent press releases are here:

http://pacbiztimes.com/index.php?option=com_content&task=view&id=80&Itemid=47

http://www.pasoroblespress.com/V2_news_articles.php?heading=0&story_id=2149&page=72

<http://www.winesandvines.com/template.cfm?section=news&content=56014>

UCP / Wheels for Humanity event at 8:30pm August 16th at X Bar in the Hyatt Regency Century Plaza.

This event will support the distribution of wheelchairs in the developing world. Tickets available at: <http://www.ucpwfh.org/>.

From their web site "We refurbish donated wheelchairs and hand fit them to children and adults with disabilities in developing nations. We then partner with international health-care organizations to identify those in greatest need. With a team of volunteer health care

professionals, each recipient is individually fitted to the wheelchair that best fits their needs."

Jim Gath of the [Tierra Madre Horse Sanctuary](#) of Cave Creek AZ was paid a visit by Fox 10's news crew and the segment will air next Monday on [Fox10.com](#).

The sanctuary is simply a very nice, very loving home for horses who, through no fault of their own, have no better place to go. Good food, good care, a lot of room, a lot of love and understanding and a lot of treats – a place where horses can enjoy being horses. No pressure to perform just to assuage fragile human egos.

Tierra Madre Horse Sanctuary evolved more by chance than by design. Because we had a little extra space now and then, homeless horses began finding their way here.

A half-blind Quarter Horse, a young Thoroughbred who had broken his knee in a race, and ex-trail string horse, a horse so abused he wouldn't let a human touch him for months, a couple of show horses that had outlived their "usefulness" - they began trickling in one at a time.



tawd b. dorenfeld movie premiere - this just in from tawd:

"Last February I was asked by World Renowned Composer Trey Spruance to create a DVD based on his performance at the Great American Music Hall, San Francisco. This second collaboration, lead Trey and I into a world where we all felt some visuals would help with the project...

"I will create an entire Stop-Motion Feature Film (80mins.) with a story to the amazing orchestral soundtrack of the Secret Chiefs 3 evening's concert." I had merely 2 months to complete this unbelievable task. The Challenge found solace in the Style of the Great Silent Films of the 20s/30s.

Even before exporting the film "Hurqalya" from my computer the film began garnishing interest and invites from Film Festivals across the Globe and Los Angeles. Now I have two Premieres I would like to inform you of, one of which I am sure you may be able to attend, Downtown LA, and one (The World Premiere) you may not, as it occurs this Sunday in the Slovakia Republic as the Closing Feature of the Anca Animation Festival.

Please Attend:

DOWNTOWN FILM FESTIVAL, LA PREMIERE

Tawd b. Dorenfeld's "HURQALYA"

Aug. 15th (Friday)

7pm

Laemmle Grande

Tickets are available at www.dffla.com

(Limited Seating going fast, get them today)"



Danielle Bisutti is to play fashion diva in 20 episodes of Nickleodeon's new "True Jackson V.P." It is a cross between Devil Wears Prada/Ugly Betty meets BIG. A 14 year old girl named "True Jackson" (KeKe Palmer of "Akeelah and the Bee") is appointed the vice president of youth apparel at "Madigan Design" and begins seriously stepping on the toes of Ms. Amanda Cantwell (ME) - a 30 something executive fashion diva with a degree, a pedigree and one solitary moral code that she lives by: A.C.A.T.T. :

"Always Couture All The Time"! Coming in November.

From Danielle: "We begin taping the show in September at Paramount Studios - on the same sound stage where "Cheers" and

"Frasier" were filmed. "True Jackson, VP" Premiering Saturday Nov.9th @ 8:30 p.m. (right after iCarly)"

Read Danielle's [latest newz here.](#)

Rock Against Diabetes

When our dear friend Bernard Baur (Music Connection Magazine), asked us for our support to help get the word out about this event, we gladly gave him space in this month's edition. Good luck, Bernard!



Starving For Gravity to open Rock Against Diabetes August 2008 Shows

Vancouver, BC - 07/20/08 - The 3 month search to find the opening band for Rock Against Diabetes in Las Vegas August 23rd 2008 has come to an end, with Orange County's Starving For Gravity coming out on top as the winners.

The band was pared down from a massive list that originally submitted their bands to take part, to a Top 45 list that was further trimmed to a Top 10. The Top 10 was then opened to a public vote that saw nearly 8,000 votes from fans made, with a final decision being handed down from the judges participating in the decision process. Starving For Gravity will open the Pre Show Bash on August 22nd at the Rox Club in Vegas, with host Evel Dick Donato being in attendance. Tickets are still available for this show at: <http://www.rockagainstdiabetes.org/preshow.htm> and at the door if any tickets are remaining.

The band will then open the main Rock Against Diabetes event on August 23rd, featuring acts such as Y&T, LA Guns, Leatherwolf, Magnetico, Richie Kotzen and Bumblefoot and his All Star band. The venue for this event has been moved, as the amount of requests for Fanz to

be able to take part live grew much too large for Deep Rock Drive to handle at their facility. The new venue will be announced this week, with tickets going on sale immediately following the announcement. For more information or to hear Starving For Gravity, please visit: www.myspace.com/starvingforgravity
Please direct any and all ticket or lineup questions for Rock Against Diabetes to: darrin@rockagainstdiabetes.org

Recipes of The Month

Afternoon Tea - A Splendid Sandwich and Scone Selection

CUCUMBER TEA SANDWICHES

1-2 European cucumbers
Sea Salt and black pepper
White wine vinegar
Heinz salad cream or Marzetti's slaw dressing
Pumpernickel or wheat bread very thinly sliced
Butter at room temperature



Peel a European cucumber and slice it into transparent slices with a mandolin or very thin slicer (a potato peeler works well too). Sprinkle these thin slices with a little of white wine vinegar and salt and let drain in a sieve for about 1/2 hour. Drain away any excess water and pat dry with a paper towel.
Cover a slice of lightly buttered thin brown bread with 2 layers of cucumber, a smattering of the slaw dressing/salad cream, and a little black pepper and top with another slice of buttered bread.
Press firmly with the palm of your hand. Cut off the crusts.
Cut into small rectangles or triangles. Cover with plastic wrap until served.

LOBSTER TEA SANDWICHES WITH CHIVE CREAM CHEESE Makes 40 Quarters

Shrimp or crab may also be used in this tea sandwich recipe, or any combination thereof.

3/4 cup soft butter or cream cheese
1/4 cup finely chopped chives
20 slices bread of your choice
2 cups finely chopped cooked lobster meat (or cooked crab or shrimp)
1/2 cup mayonnaise
1 tablespoon lemon juice
1 teaspoon prepared horseradish (optional)
Salt and pepper to taste

Combine the butter and chives and spread the mixture onto 1 side of each slice of bread. Mix the remaining ingredients together in a small bowl, then evenly spread the mixture over 10 of the bread slices.

Top with the other 10 slices, remove the crusts, and cut. Makes 40 quarters or 30 fingers.

CRANBERRY DATE SCONES

Makes 12 scones

3 cups unbleached all-purpose flour
1/2 cup sugar
Grated zest of 1 large orange
1 tablespoon baking powder
1/2 teaspoon baking soda
1/2 teaspoon salt
1 1/2 sticks(6 ounces) cold unsalted butter, cut into small pieces
1 heaping cup fresh or frozen cranberries (5 ounces)
1/2 cup chopped pitted dates
1 cup cold buttermilk
2 tablespoons sugar mixed with 1/8 teaspoon each cinnamon, allspice and mace, for sprinkling



Preheat the oven to 400F. Line a 15-by-12-inch baking sheet with parchment paper. In a medium bowl, combine the flour, the 1/2 cup of sugar; the orange zest, baking powder, baking soda and salt. Cut in the butter until the mixture resembles coarse crumbs. Add the cranberries and dates and toss. Stir in the buttermilk until a stiff dough forms. Turn the dough out onto a lightly floured work surface and knead gently just until the dough comes together. Divide the dough in half and pat each piece into a 7-inch round about 3/4-inch thick. Sprinkle the tops with the spiced-sugar mixture. Using a knife, cut each round into 6 wedges. Arrange the wedges 1/2 inch apart on the baking sheet. Bake in the middle of the oven for 20 to 25 minutes or until golden brown. Serve warm.

Restaurant of The Month

[Rush Street - Culver City](#) - a Chi-Town Vibe with the area's ONLY roof top patio.

Great food, great drinks, brunch, music, cool crowd and best of all - our friend Sean Conley has just joined the team over there - congrats Sean!



Angie's One Liners

You know, somebody actually complimented me on my driving today. They left a little note on the windscreen; it said 'Parking Fine.' So that was nice.

A man walked into the doctors and said 'I've hurt my arm in several places' The doctor said, 'well don't go to those places'.

My idea of a Super Bowl is a toilet that cleans itself.

The new location for Angie's One Liners is now at:
<http://www.mrsmccartneysteas.com>

The screenshot shows an iPlayer interface with a yellow header for the current track 'splendid spot of tea'. Below the header, there are statistics for 'total plays: 53', 'downloads today: 0', and 'plays today: 0'. A list of tracks follows:

Track Name	Plays
splendid spot of tea	plays: 23
angie's one liners part 1	plays: 17
angie's one liners part 2	plays: 7
angie's one liners part 3	plays: 6

At the bottom of the interface, there are logos for 'iFANZ Player' and 'iPlayer'.

Click the iPlayer graphic to hear new Angie's One Liners. Enjoy!

A little note: Don't be alarmed when you see a white space on the page, the iPlayer takes a moment to load.

Tech Tip of The Month



What is slydial?

slydial is a voice message service which connects you directly to someone's mobile voicemail... pretty sly huh?

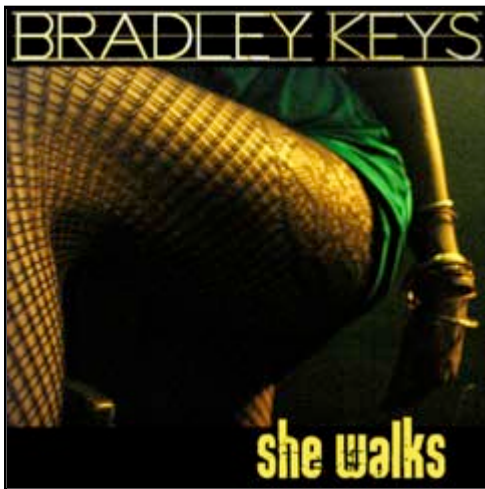
Why do you slydial?

Because you're short on time, want to avoid an awkward conversation, or don't want to bother someone.

Who do you slydial?

Anyone you interact with..... your friends, your family, your colleagues, your boss, etc.

**iFanz® Artist Spotlight
Bradley Keys**



"She Walks"
[\(Available on iTunes\)](#)

Singer-songwriter Bradley Keys remembers what it was like the first time he met that special someone. The emotions. The uncertainties. And without question the excitement. It is those feelings that are the backbone of his Los Angeles band infinite's eclectic brand of hard knocking hip-hop music.

"Our music is flirtatious and passionate. Kind of a sense of foreplay," explains Bradley whose fiery stage persona has had critics describing him as the next triple threat with the looks, stage presence and talent.

"You know how it is when you're young, single and you've just met someone for the first time. The feeling is amazing. Everything is new. We feel our music encompasses that feeling, grabs onto it and expresses it."

Welcome to iFanz - new members - legendary Canadian artist, songwriter, producer, bassist **NEIL MERRYWEATHER** and jazzmeister - saxophonist **MICHAEL LINGTON** , the incomparable **JAMES INGRAM** and High School Musical star **CORBIN BLEU** - we will be featuring these artists in the coming months.

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McCartney™

Newsletter
August 2008

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

([created by Martin Nethercutt](#))

Hello Sally💎,

I know it's the McCartney newsletter, but this month we'd like to shift our attention to the other name in the empire: Nethercutt.



Journey to the Nethercutt Museum

Well, I've lived in L.A. for over 16 years and always wanted to visit my famous namesake. To my surprise, Ruth had organized a private tour of the Nethercutt museum.

What can I say? Hundreds of glamorous old cars, recorder pianos and musical curiosity machines archived and lovingly restored in a very impressive silo in Sylmar, CA, just 45 minutes north of LAX.

For once I was really glad to show my ID!

Here's a little bit of history about the family name.

Jack Boison Nethercutt was born in South Bend, Ind., on Oct. 11, 1913. After his mother died, at the age of 9, he moved to Southern California to live with his aunt, Merle Nethercutt Norman.



Martin, "Uncle Jack & Aunt Dorothy"



A vast collection



Okay, so all I want for Xmas is just one of these!



What the heck is that?

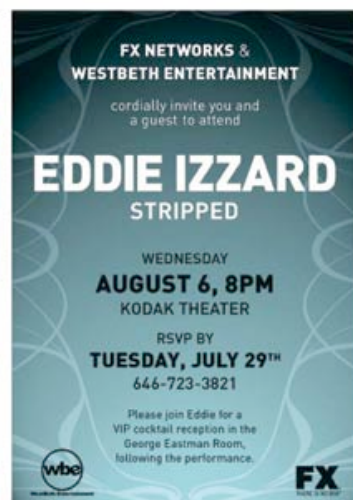
He graduated from Santa Monica High School and studied chemistry at Caltech. Working out of a home in Santa Monica, Mr. Nethercutt's aunt had a small cosmetics business, established in 1931. Mr. Nethercutt quit college and joined the business, helping create Merle Norman Cosmetics. Mr. Nethercutt later bought out his aunt, her husband and the other company shareholders, and eventually built a firm with \$100 million in sales.

There are now about 2,000 Merle Norman franchises nationwide.

Besides son Jack, who will now head both the car collection and Merle Norman Cosmetics, Mr. Nethercutt and his late wife Dorothy, are also survived by another son, Robert; two grandchildren; and two great-grandchildren. And me, of course, "Cousin Martin".

[To find out more about the free tours of The Nethercutt Museum, click here.](#)

Eddie Izzard



Digital Diva!

Our dear friends Hans and Yoko (Hollywood Foreign Press) invited Ruth and I to a wonderful evening of laughs with Eddie Izzard at the Kodak Theatre in Los Angeles. Thanks guys!

Eddie was fantastic!

His repertoire ranged from creation and the history of man, to instant communications with the iPhone 3G. He actually argued something with a heckler using his iPhone and Wikipedia. Amazing. Ruth's title notwithstanding, HE should be the

As members of the press (hush, hush) we were invited to a special cocktail reception after the show and got to shake hands and chit-chat with the comedic genius, no photos please, this is a serious event.

We gleaned that Eddie is planning a show in Berlin, Germany, where he will grace the audience entirely in German! France will follow. Entirely in French. God helps us all.

[Find out more about Eddie's upcoming schedule here...](#)

Company News

Update on Mrs. Angie McCartney's Teas

The orders are coming in! And being shipped out. (Angie at right on Day 1 after launch).

Starting a hot beverage empire from her living room at 78 years of age is quite the story! Now tea lovers from all over the world are buying Mrs. McCartney's Teas online!

It kind of reminds me of that FEDEX commercial where this start up company is receiving their first orders online. It starts with 5, goes to 106, goes to 17,500! Let's all get ready to ship the product!



If you are a tea drinker (and 51% of Americans are), please learn more about our four fab flavours by clicking on their links. We have (of COURSE)

[Organic English Breakfast](#) -a high grade Assam from India.

Next on the boil is an [Organic Earl Grey](#) - again Assam from India flavoured with an Italian Bergamot oil.

Next we chose an Organic Japanese green tea with roasted rice from China - this "[Gen Mai Sencha](#)" has a lovely, nutty flavour and is almost as satisfying as a consomme.

At last but by no means least, our Organic [South African Rooibos](#) (Red Bush) which is flavoured with the tiniest hint of Raspberry from Yakima, WA.



Support the healthy cause by not only drinking tea but by also downloading the exclusive [tea banners](#) for **your** web site.

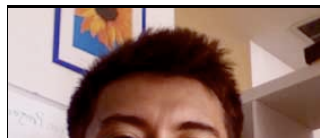
Feature Site of the Month

Nevada Film.com

Charlie Geocaris and his team once again turned to Chez McCartney to create a fresh look for the site at NevadaFilm.com, as well as an extensive custom software engine, which allows the NVFO Staff to manage ad. revenue, manage listings, banners, content, PR, newsletters, databases and so on. Well-done Jessica, Jerry, Christian, Amit and the crew.



Christian's Corner



You can tell it's Labor Day - the Halloween goodies are in the stores!

No, seriously, isn't it time you re-furbished your web site before



the Internet's #1 season begins in earnest?

Though we have been in web development for 15 years (both front-end design and back-end systems), it doesn't hurt once in a while to give you a gentle reminder that we are a one-stop shop.

Web, print, video, copy, music, software, systems, SEO and e-marketing all under one roof, just steps from the beach.

We can offer bespoke web development or whip you up something from our library.



Why not email us your thoughts, requirements, dreams and deadlines and let's see what we can do together?

Info@mccartney.com

net.work news

"G Tom Mac Album Release Party at Club Good Hurt"
(By [Jessica Chrysler](#))



Goths and vamps delighted as G. Tom Mac celebrated their new release "Thou Shalt Not Fall" at the Club Good Hurt on Venice.

MySpace celebrity Sanaz made an appearance as the evening's hostess and the club was filled to capacity with long time Fanz and supporters.

Gerard McMann belted out his lyrics alongside Tony Silver jamming on bass with a slide show projection of the cult classic movie The Lost Boys playing behind them.



The album release includes a remix of the original song "Cry Little Sister," the theme song of The Lost Boys movie, and their music video is featured on the new sequel The Lost Boys: The Tribe DVD.

Please visit GTomMac.com

Pictured: Jessica Chrysler (McCartney.com), Tony Silver, Sanaz and Gerard McMann

Ringo Starr & The All-Stars, Radio City Music Hall

Here's Ringo along with virtuoso, multi-instrumentalist, fellow-Rock icon, Albino-Texan, long time McCartney and iFanz client [Edgar Winter](#) on sax.

Ringo and his All-Star band played a lively set, chock-full of hits, at New York's famous Radio City Music Hall.

On the Bill with Ringo, this year, were Edgar Winter, Billy Squire, Colin Hay (Men at Work), Hamish Stuart (Average White Band), Gary Wright and virtuoso drummer Gregg Bissonette.



Photo credit: Herman Hernandez

"The (Continued) Adventures of Edward and Henrietta"



Gus Scott's genius sardonic toy webisodes continue to fascinate.

Buckingham Palace refuses to approve the revelations contained in the latest episode of "The Adventures of Edward and Henrietta" but I have decided the world deserves to know what really happened when Queen Victoria went to Paris. And how Captain Nemo comes into the picture.

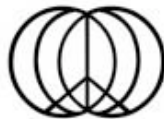
All is revealed at the following address:

<http://www.youtube.com/user/mleggo123>

Kosher Cruises

The most genius idea since sliced matzo. Karen Bushell is offering the devout a chance to combine family, relaxation, worship, observance and a luxury cruise vacation all in one. PassoverKosherCruises.com recently engaged us to boost their Google ranking. The cruise is next April around Florida and the Caribbean so if your daily grind is driving you meshugganah, and you need to get away for Pesach - sail on over to PassoverKosherCruises.com

OneLoveForMusic.com



ONEchallenge, ONEworld, ONEday: ONELOVEformusic

Optimistic visionaries and Yorkshire lads Mark and Lee over @ OneLoveForMusic.com have a simple request. Observance of the UN-sanctioned World Peace Day on September 21st by radio stations all over the world.

Can ONE song about LOVE and PEACE change the world? Let us find out...

ONELOVEfor... is dedicated to uniting the people of the world by harnessing the universal power of music.

In honor of the widely unknown U.N. International Day of Peace on September 21st, ONELOVEfor...music aspires to have every radio station on the planet air Bob Marley's iconic song, **ONE LOVE** at the same time:

09:21 & 21:21 GMT 9/21/08

What would happen if ONE BILLION people came together for three minutes connected by a global message of love, peace and unity?

This is a first for humanity. The largest documented collective group of human beings focused on Peace in history.

Just Imagine.

ONELOVEfor...music is a call to action for YOU to [contact your local US radio stations](#) and newspapers and get them to participate in making this a reality. Please do not just think about it, do it! The more people we have registered in support of this historic event, the more power it has to succeed; we need the numbers to make it happen. So get ready to play your part in making history.

US residents [please click here.](#)

UK Residents [please click here.](#)

Overheard at the Beijing Olympics

Photo taken by our Beijing Office VP - Peter Harris aka Dr. Atomic.

(Yes, we have a Beijing office)

Here are the best of the silliest comments made by sports commentators and competitors alike during the Summer Olympics that we are pretty sure they would like to take back:

Paul Hamm, Gymnast: "I owe a lot to my parents, especially my mother and father."

Boxing Analyst: "Sure there have been injuries, and even some deaths in boxing, but none of them really that serious."

Softball announcer: "If history repeats itself, I should think we can expect the same thing again."

Basketball analyst: "He dribbles a lot and the opposition doesn't like it. In fact you can see it all over their faces. "



Recipe of The Month

Ruth's Hummus (and Friends)

By creating different batches, you can easily whip up a great appetizer plate for a lot less moulah than buying the ready-made hummus from the store.

Ingredients:

- 1 12-oz can garbanzo beans
- 1 clove garlic
- 2 tbsp extra virgin olive oil
- 2-3 tbsp tahini sauce (sesame paste)
- juice of 1 small lemon
- ½ tsp salt



Method:

Drain 1/3 of the water from the can of garbanzo beans into a small bowl. Set aside for later use. In a blender, mix together the garbanzo beans with the remaining can water and the rest of the ingredients. Blend for 1-2 minutes until a smooth, slightly fluid paste is formed. If desired, add small amount of the saved can water and blend to create a more fluid consistency.

Variations (Friends):

You can add pitted olives, more tahini sauce or roasted red peppers to each batch for different flavourings. Serve with warmed pita bread or, plate the hummus in a circle (see photo) and pour olive oil in the center for dipping. Garnish with red pepper flakes or paprika and some chopped basil or flat leaf parsley.

Angie's One Liners

Gun control is using BOTH hands.

If I were to throw a stick - would you leave?

A clean desk is the sign of a cluttered filing cabinet.

42.7% of all statistics are made up on the spot.

Be nice to your kids. They'll be the ones choosing your nursing home.

I get enough exercise just pushing my luck.

My mind is like a steel trap. A bit rusty and illegal in 37 states.



Photo by Christian Volquartz

Tech Tip of The Month - Travelers Beware!



Let's talk iPhone® 3G. By Martin Nethercutt

I just got it yesterday after an excruciating wait. Since the demand is so high, the wait is



10-21 days from the time you order it in the store, until the day of delivery.

Don't even try an Apple Store; the lines will still be around the block.

I have to say it's pretty impressive.

The access to the internet is fast due to the 3G network, (when you can get it), email and SMS are a breeze, and the phone quality and reception are excellent. The only thing to be wary of is something they call the App Store.

The App Store basically contains mini applications for your iPhone ranging from really useful translation and mapping software to Sudoku and silly games, which can ruin

your phone's settings if you overload on apps.

So be careful with the apps. The other thing I heard from people who haven't taken their iPhone to Europe and just checked some voice mails and email messages in Italy for example, is that they came home to a \$1,200 AT&T service bill! So be careful using it in the great big world out there. Check your plan first. Other than that, it rocks!

Here are some useful links:

[iPhone Tips and Tricks](#)

[AT&T new international rate plans](#)

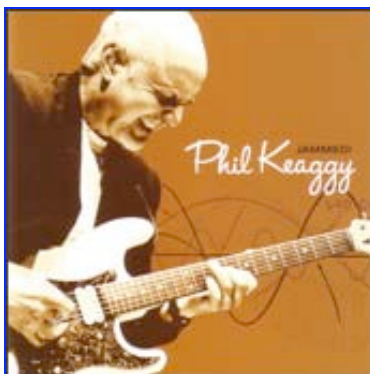
iPhone is a registered trademark of Apple, Inc.

Thanks to Mac Guru [Oivind Tangen](#) for the links.

iFanz™ Artist Spotlight

Your Fanz Are Your Future

Phil Keaggy



Phil Keaggy is perhaps one of the most admired guitarists in music today. His fans range from those who aspire just to be able to play Keaggy's mistakes, to professional musicians who have been strongly influenced by his style. And in between are those who don't play guitar, yet find solace in his beautifully penned lyrics and memorable melodies.

Phil's solo career has spanned more than 30 years, and has included over 50 solo albums, both vocal and instrumental, as well as 8 releases with his band, Glass Harp. One of the most sought after studio guitarists, Phil also continues to sell out concerts all over the United States, with his ever-changing style, ranging from rock-

and-roll to fully orchestrated instrumental compositions.

Born on March 23, 1951 in Youngstown, OH, the ninth of ten children, Phil grew up in a home filled with music. On Phil's 10th birthday, his brother, Dave returned home with a Sears Silvertone guitar. That's when the magic began.

Phil spent most of his younger days involved in music, and at the young age of 13, he joined his very first band, the Keytones. He later went on to join such local groups as The Vertices, The Squires, and the Volume Four, who later changed their name to New Hudson Exit.

But it wasn't until 1970, when Phil's band Glass Harp (with childhood friend John Sferra on drums, and Dan Pecchio on bass) recorded their self-titled first album that people really began to take notice of this incredibly gifted guitar player. Glass Harp gained more popularity in the Ohio area, opening for such bands as the Kinks and Yes, and even performing at the prestigious Carnegie Hall in New York City. Over the next few years, they recorded two more albums entitled "Synergy" and "It Makes Me Glad".

You are listening to "[Zee Blues](#) " from Phil's album [Jammed!](#) available on iTunes.



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McCartney™

Newsletter
September 2008

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

First, a note about Wall Street and Main Street. Given that budgets are being streamlined from New York to New Zealand, it's worth thinking about the fact that the internet and email is still the most cost-efficient and track able way to advertise your products, and keep your brand top of mind. We have been [designing, deploying and reporting](#) e-campaigns for over seven years now, so please [contact us](#) if we can help your business.

([created by Martin Nethercutt](#))

Hello Sally💎,

A New McCartney.com is Coming Soon

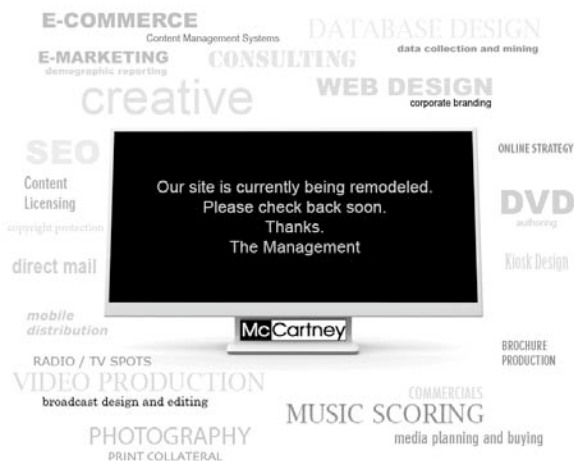
With technology changing all the time, we decided to take some of our own medicine, and re-construct our corporate site. And we are based in L.A. so sooner or later - the time for a face lift comes around!

Expect a brand new look and feel combined with new technologies, but the same straight forward navigation and functionality.

Good news for those of you that bookmarked certain sections of our site, the links and directories will remain at the same address.

The new site will launch by the end of this year, with progress updates being published on the homepage in Flash and streaming video format. So please stay tuned. And Happy New Year!

Meanwhile, here's what happened last month:



In Development

iFanz Feature Update

For customers who have a basic level of HTML knowledge, or those who avail themselves of our e-Concierge services, we are now able to offer a deeper level of tracking metrics. The previously customizable Dear {{first name}} field has been expanded to include other fields such as last name, address, comment/custom fields. In other words, if you have the need to communicate with your audience in an email which speaks only to them - "Dear John Doe, Thank you for choosing our casino, your Player ID# is "123456" and you have \$ 92.46 cents credit in your account, please click here to print your personal coupon"- then all this is now possible with iFanz. With this new feature, your results statistics will be able to tell you WHO clicked on which links within the email, even if they didn't fill out any surveys or forms on your landing pages.

We are in the process of creating a series of training videos which will be posted soon at www.youtube.com/iFanzUniversity.

Neptune Aviation

Missoula based private charter airline has engaged McCartney to develop a corporate brochure web site. ETA is end of October.

Ingleside Inn

Legendary Palm Springs romantic hideaway Ingleside has come back to the fold. After engaging a large corporate hospitality firm on a revenue sharing basis, the Inn has decided to resume its' original agreement with McCartney. Welcome back Inglesiders...new site coming soon.

Cast & Crew

Top Hollywood payroll firm Cast & Crew is developing new marketing materials, branding and software support literature and McCartney's eagle-eyed team has been taking care of the final proofing and editing for this large project.

Restaurant of the Month



Situated between the Ritz Carlton and The Leow's Resort, Sunset & Vines started as a discussion between 3 friends, one with over 30 years experience in restaurants, the others from the entertainment and film

industry, on the virtue of the grape. What other simple fruit could cause such passion, debate and most of all enjoyment? This sparked the concept of Sunset & Vines, a home for fine wines, education, spirits, conversation & most of all fun.

From [their website](#):

"It's hard to imagine opening a bottle of great vintage wine without having friends with whom to share the experience. Sunset & Vines makes possible the sharing of this passion. From a whimsical Rosé to a top-flight Bordeaux, from a fresh Mosel Riesling to a ponderous Côte Rotie, our mission is simple: converse with guests, exchange knowledge & strengthen this lifelong passion for wine.

Our collection of wines & spirits range from the carefully selected must-haves to rare collector dreams to wonderful wines for drinking on any day for any reason. Moreover, our creed is to offer a warm smile, genuine advice & the ultimate in guest service. These features combined with our remarkable décor create this place, we call it Sunset & Vines..."

Featured Site of the Month

CorbinBleu.com

Actor, musician, producer and High School Musical superstar Corbin Bleu launches his new website designed by McCartney and powered by iFanz. The site features the trackable iPlayer ®, a journal which Corbin is able to update from his iPhone whilst he is on the road, an iFanz powered image gallery which allows instant updates from the tour and a gig calendar software feature to keep Fanz on top of the latest developments.

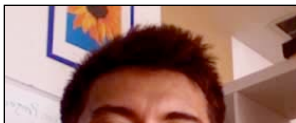


Corbin's new website.
Visit: www.corbinbleu.com



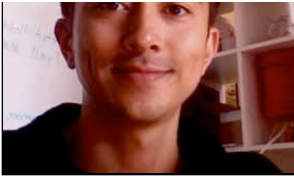
Corbin, Ruth and David Reivers at Stanley's Restaurant, Sherman Oaks, CA

Christian's Corner



The Holidays are just around the corner!

Do you have your website optimized for your holiday product



line? Have a new Christmas album you want to release?

Wanna be GREEN and save a tree and send out an Netspot e-card for the holidays?

Don't leave your holiday marketing efforts to the last minute!

With Christmas only a couple months away contact Christian@McCartney.com to talk about your holiday marketing initiatives so you can have a profitable and Merry Christmas as well!

Why not email us your thoughts, requirements, dreams and deadlines and let's see what we can do together?

info@mccartney.com

net.work news

change:healthcare featured on CNN

Ruth recently completed the voice over portion of the Changehealthcare.com website for Nashville based Rob Hendrick's company. 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.](#)

Blue, Black and Brown

Manhattan Beach Creative Arts Center
 1560 Manhattan Beach Boulevard
 Manhattan Beach, CA 90266
 (310) 802-5440



September 19 - October 30, 2008

Artists: Dorota, Jan Govaerts, Shane Nearman, Angelica Sotiriou

Featuring paintings and sculptural works influenced by instinctual feelings present in natural elements. This exhibition explores how these primal colors found in our environment inspire artists for their unique expressions of emotions and concepts. These contemporary works

communicate powerfully by introducing new features of visual language.



Honey Honey

Our friends at Ironworks Music have done it again!

The much-anticipated wait for the release of the "Little Toy Gun" video is FINALLY over!

Directed by and co-starring Kiefer Sutherland, this video is sure to entertain you!



Click the image to launch web site and video.

Enjoy!

Recipe of The Month

Ruth's Lighter Chicken Pot Pie

This recipe is made lighter by the virtue of the fact that there is no bottom crust, and the use of less chicken as the filling is jammed full of veggies.

Ingredients:

- 2 tablespoons margarine or olive oil spread, divided
- 1 small yellow onion, diced
- 2 stalks celery, chopped
- 6-8 mushrooms, scrubbed, dried and sliced
- 1 rotisserie cooked chicken - white meat separated
- Sea salt or kosher salt
- 1/2 teaspoon dried thyme
- 1/2 teaspoon black pepper
- 1 package (16 ounces) frozen mixed vegetables, such as potatoes, peas and carrots, thawed and drained
- 1 can (10-3/4 ounces) low fat condensed cream of chicken or mushroom soup, undiluted
- 1/4 cup chicken stock
- 1 frozen pie crust (1/2 of 15-ounce package), at room temperature
- 1 egg yolk, beaten



Method:

1.
Preheat oven to 425°F. Melt 1 tablespoon margarine in medium broiler proof skillet over medium-high heat. Add onions, celery; sprinkle with salt, thyme and pepper. Cook 6-8 minutes, stirring frequently. Add mushrooms and saute for an additional 3-4 minutes. Add chicken stock and allow to reduce.
2.
Reduce heat to medium-low. Stir in diced chicken meat, vegetables, soup and add more stock if needed to form a thick pie filling consistency; simmer 5 minutes.
3.
Meanwhile, unwrap pie crust. Using small cookie cutter, make decorative cut-outs from pastry to allow steam to escape.
4.
Remove skillet from heat; top with pie crust. Melt remaining 1 tablespoon margarine. Brush crust with melted butter and beaten egg yolk. Bake 12 minutes. Turn oven to broil. Broil 4 to 5 inches from heat 2 minutes or until crust is golden brown and chicken mixture is bubbly.

Angie's One Liners

Few women admit their age. Few men act theirs.

Give me ambiguity or give me something else.

If you lend someone \$20, and never see that person again; it was probably worth it.

Save the whales. Collect the whole set.

Why do psychics have to ask you for your name?

Some drink at the fountain of knowledge. Others just gargle.

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.](#)



Photo by Christian Volquartz

Tech Tip of The Month



iPhone App Update

Remote
Control iTunes and AppleTV

After having the iPhone now for about a month, I discovered this nifty little application called: "Remote".

You can remote control your iTunes library



from your iPhone! It's really handy at parties when the mood changes, just grab your iPhone and change the music!

Best of all it's free!

Click the graphic on the left to download the app.

Enjoy!

iFanz™ Artist Spotlight

Your Fanz Are Your Future

Marino Forever Gold



Marino de Silva launches new album...

FOREVER GOLD is a compilation CD taken from Marino's first three Gold albums...

"After Forever's Gone", "Blues For Lovers" and "Salvador Dali: The Endless Enigma".

Critically acclaimed as "one of the greatest guitarists of our time", Forever Gold is a testament to Marino's timeless guitar magic.

You are listening to: "Gala Mi Amor".

[AVAILABLE NOW on iTunes.](#)

[Unsubscribe](#) | [Privacy Policy](#) | [Update Profile](#) | [Send to a Friend](#)



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McCartney™

Newsletter October 2008

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

([created by Martin Nethercutt](#))

Hello Sally💎,

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

PHOTOGRAPHY
SHOOT
HiDef VIDEO
Streaming
effects
Voice Over
Creative Consulting
DATABASE PROGRAMMING
mobile marketing
e-campaigns
DESIGN
PRINT & COLLATERAL
web design
blogging
social network marketing
PORTAL CREATION
Media & Customer MANAGEMENT
TONE OF VOICE
LOGO & BRANDING
logo development
BRAND POSITIONING
REPORTING
Tracking
DEPLOYMENT
EMAIL MARKETING
MUSIC SCORING
LIBRARY
RADIO
SEO
Keyword Consulting
SITE SUBMISSION
google account management
e-marketing
DIGITAL DISTRUBUTION
jingles

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](http://JamesLikeCoulter.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

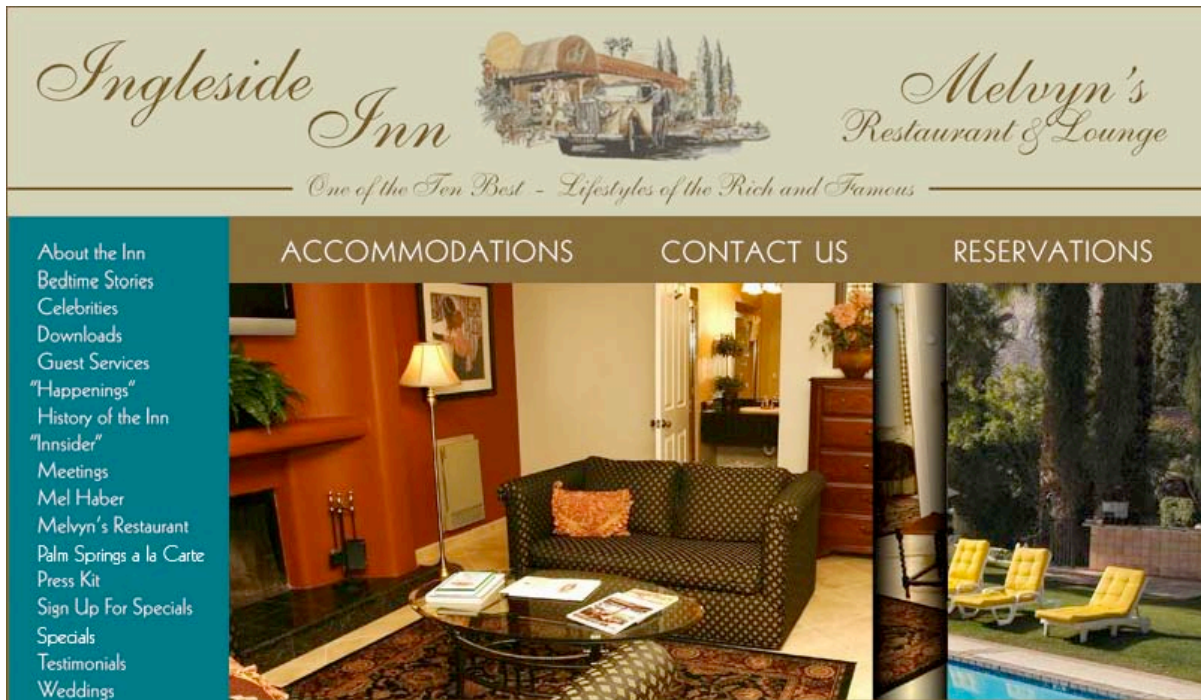


Farmer's Market. Situated at the edge of the **Rick Caruso** development "The Grove", this is the closest kitchen we have found to replace the much-loved tastes of Europe such as Tzatziki, Moussaka, Dolmades and yes, they even have Retsina. Call for reservations: (323) 939-9728 or [visit their website](#)



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.

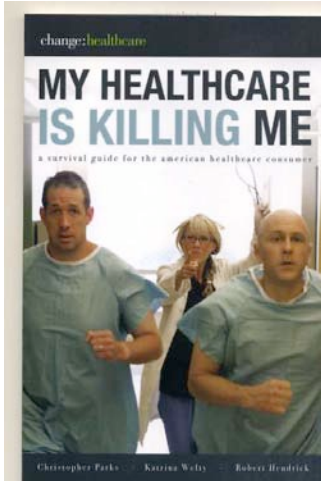
The usual witty banter was exchanged and a good-
 natured jab at fellow talking head Bill O'Reilly was
 delivered with John's usual relish.

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."

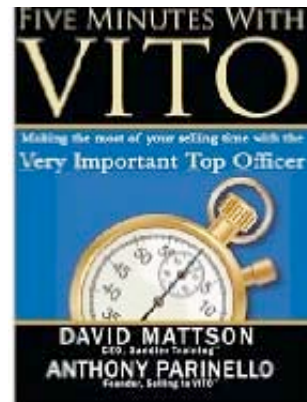
Tony Parinello has a [new book](#) out -



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!

[AVAILABLE NOW on iTUNES.](#)



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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 URLabel.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

honey

To the friends and potential lovers of

honeyhoney

First Rodeo



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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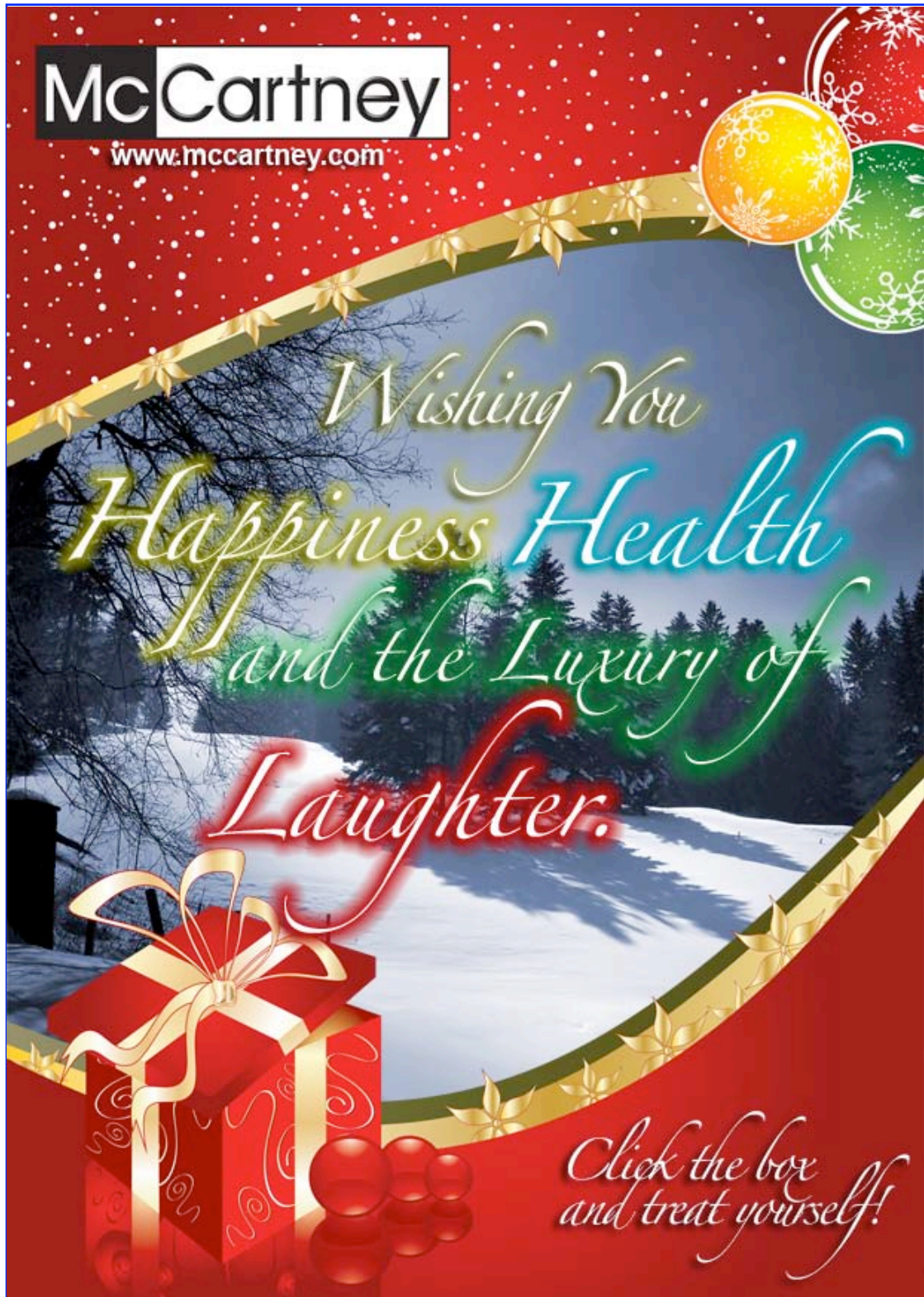
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