

McCartney™

Newsletter September 2007

Welcome to the September 2007 edition of the McCartney.com newsletter.
([created by Martin Nethercutt](#))

Dear {{firstname}},

Hello and welcome to the September 2007 edition of the McCartney newsletter. We hope you all had a wonderful summer and that you're now ready, renewed and refreshed to get back to work! Before the world shuts down again for the holidays!

So here's what happened in the last 4 weeks @mccartney.com:

BTW: We have been asked if we still design and produce Websites. But of course we do! See our site of the month below.

Company News

Logicalis Web Film

McCartney shot, directed, produced and edited a green screen based Web Film for **Logicalis**, an Arizona IT / VAR company on behalf of our client **Televerde**. This Web Film is designed to drive IT professionals and financial decision makers to a designated web site where a 70 minute video presentation highlights the products, services and solutions of Logicalis and its IT partners. We are currently in post production and we will have a preview for you in next month's newsletter issue.

This Web Cast will air in October and November, 2007 and is sponsored by **HP Invent** and **Microsoft Exchange Server 2007**. Special thanks to **Bruce Hart** of Logicalis, **Larry Fleischman** of Televerde and of course the distinguished speakers, their agents, posses, entourages, Feng Shui masters, limo drivers, and wait, wait, I'm forgetting somebody..... (music plays).....



A sneak peek at the Interface



Peter, Dieter, Spencer and Brad hard at work



Duane Winslow, Bruce Hart, Michael Ghekiere, Ruth, Martin and John Loether



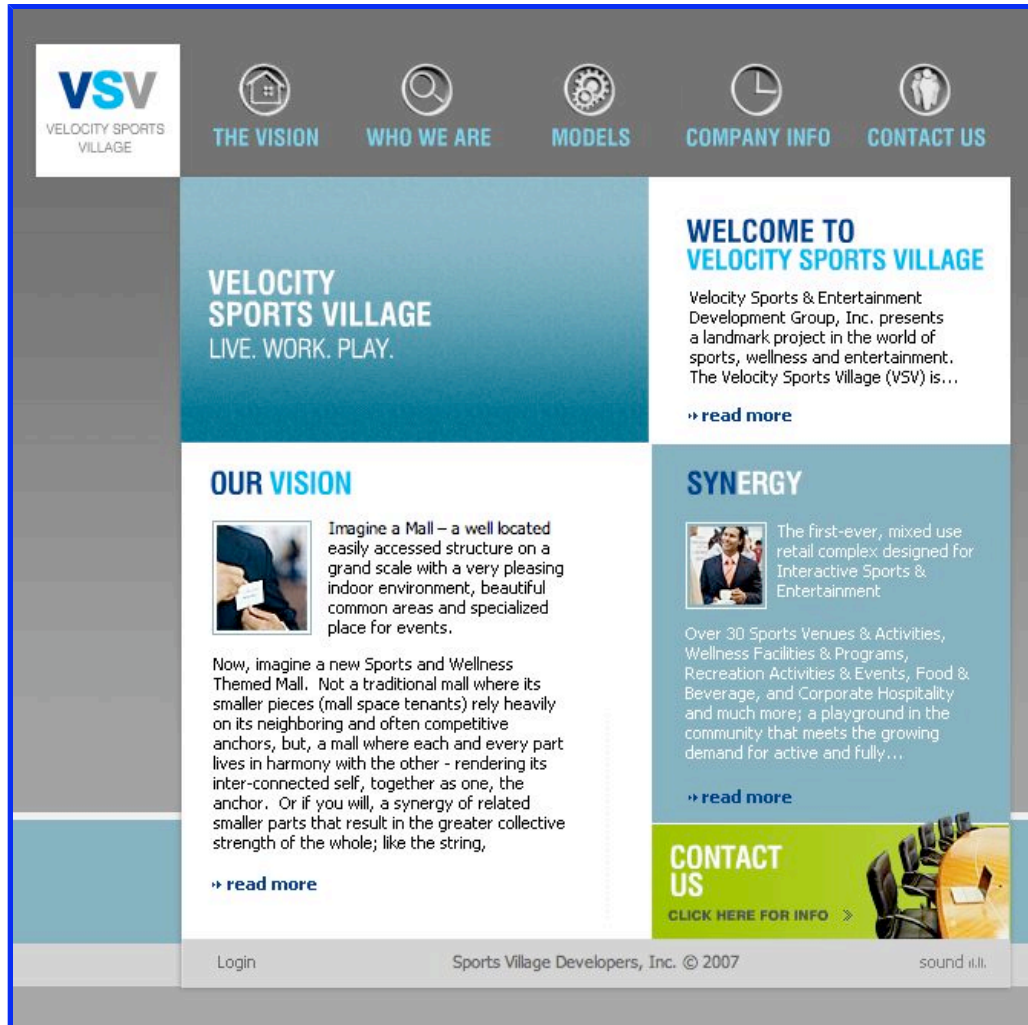
DP Peter Trunk, Larry Fleischman, Jeff Elias and Tina Preston of Televerde with Martin and Ruth

Plan Your Future Marketing Materials Now!

In the age of the internet merging with TV, and Google starting to run Video Ads as well as static banners, this Web Film product will become more and more pertinent for our clients in future. We're happy to say that our HD Film department now offers this service, no matter how big or small your project may be. Let us consult, handle and produce your video message and integrated web site solution.

For all the images of the shoot, [please click here](#).

Web Site of the Month



[Velocity Sports Village](http://www.velocitysportsvillage.com/)

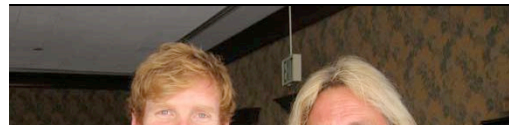
Live. Work. Play.

<http://www.velocitysportsvillage.com/>

Imagine a Mall - a well located easily accessed structure on a grand scale with a very pleasing indoor environment, beautiful common areas and specialized place for events. Now, imagine a new Sports and Wellness themed mall. Not a traditional mall where its smaller pieces (mall space tenants) rely heavily on its neighboring and often competitive anchors, but, a mall where each and every part lives in harmony with the other - rendering its inter-connected self together as one, the anchor. [Read on...](#)



Breakfast with the L.A. Galaxy





Ruth and Martin enjoyed a breakfast mixer at the Regency Club in Westwood hosted by the BABC featuring guest speaker Alexi Lalas, GM and President of the L.A. [Galaxy Soccer](#) club. You know, that's the club that signed David Beckham for US \$250 million for the next five years.



Topics covered were how the integration of Beckham is perceived by the other players, and how with this extraordinary purchase, the level of awareness of Soccer is going to be raised in the United States. According to Alexi one thing is for sure: Soccer has already surpassed (Ice)Hockey in ticket sales and attendance! Go Galaxy!

Brit Week Fashion Show Kickoff Luncheon

Ueber producer Nigel Lythgoe's "Brit Week" kicked off with a colourful (yes, with a "u") event in the gardens of the British Consul's Residence in Beverly Hills in September. Famed designer Dame Zandra Rhodes (left) brought her exclusive, hand-printed silk chiffon designs to town from London and shared her whimsical vision of a play on St Basil's Cathedral as well as many other beautiful, feminine prints and designs. Thanks to The Hon. Bob and Mrs. Sharon Harroun-Pierce for the perfect location, libation and luncheon and to Gillian Campbell for the photos. Make sure you visit the legendary LuLu's site to learn more about her Time Bomb anti-aging products - she looks amazing!

Visit ZandraRhodes.com [here](#) .

Visit Lulu's Skin Care Line [here](#) .



Dame Zandra Rhodes and Ruth



The Lovely Lulu with Ruth

Christian's Corner

Custom Branded Newsletters

Whether your email campaign is advertising new products, special offers, or is a company newsletter, there is no doubt that branded email templates aid a successful marketing campaign and help to ensure recipients associate your email with your company making it less likely to end up straight in the Deleted Items folder.

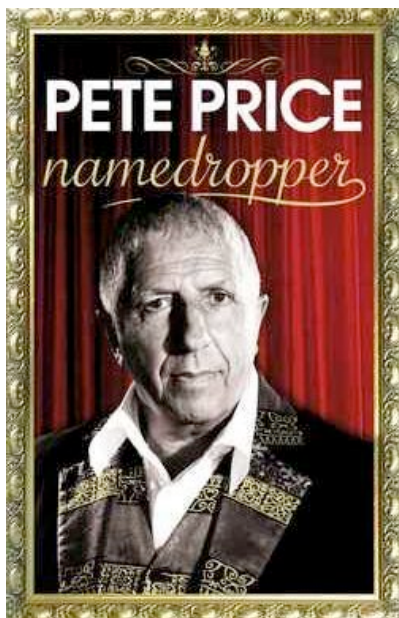


Custom iFanz email templates can easily be integrated into your existing iFanz account. Any graphics and images we use in the email templates are stored on either yours or our web servers so emails are kept small in size and can therefore be sent quickly and received quickly, even over a dial up internet connection. To get your custom iFanz template contact [Christian](#) today.

Samples of custom branded templates:



Book of the Month



Pete Price "Namedropper"

Our lifelong friend Pete Price, Liverpool Legend, Man about Town, award winning radio personality, Widow Twanky in Pantomime, Chef, actor, activist, political commentator, jester, Liverpool Echo columnist, Stand-Up comic, Compere, EmCee, apprentice hairdresser, pig farmer, voice of reason, mental case and self-opinionated sod has published his first book. "Namedropper". So, in the spirit of the title, Ange and Ruth get 6 mentions in the book which chronicles the life of a showbiz workhorse in England over the last 4 decades.

If you have ever watched Coronation Street, Morecambe and Wise or been to an English Variety club or pantomime, this is a must read for you.

[Available for worldwide shipping at Amazon.Co.Uk](http://Amazon.co.uk)

Blurb from Amazon:

Legendary DJ and comedian Pete Price has always had a problem with namedropping and telling stories about his famous friends. But now the

showbiz-obsessive tells his own, unbelievable life story. The horrifying aversion therapy to cure his homosexuality. The brain-dead radio prank callers. And how it feels to walk on stage in a rough 1970s club in gold knickerbockers and a matching waistcoat.

Net.Work News

Solar Roast Anyone?



Remember our good friends Dave and Mike Hartkop and their crazy Solar Roast Coffee roasting idea? Well, as you can see in the picture they have come a long way!

(Click image to view larger size)

This just in from Dave:

"Just an update, once again, to show off progress on the Helios 4 Solar Coffee Roaster! No mirrors or motors or heat pipes yet, but the framework

is done as of today! You can see the circular tracks on concrete footings.. poured over several nights this past week by repurposed Mole-Richardson studio lights.. very cinematic;-> The part you see here will elevate and rotate in order to concentrate sunlight to a point within a special receiver cavity (under the conspicuous blue tarp up in the center tower. Very hot air from this point will then be sucked down and blown into the coffee roaster shed (not pictured). So far so good.. it seems to be a practical modular design, and the whole thing comes apart into small enough sections that it will fit on a semi-truck to be shipped to Colorado next month! ..that's the plan anyway. It seems to take a lot longer than one might expect to build one of these things... and instructions for assembly are just not available. ;-> We're all looking forward to making substantially more excellent coffee in the near future, so stay tuned!-Dave"

[Visit our friends @ Solar Roast Coffee](#)

Services with a Smile

Pacific Coast Cleaners

Dry Cleaning to your door!

Avoid the hassle of visiting fume laden dry cleaners, they pick up at your home or office and return in a few days. Excellent service at reasonable prices. They even provide a customized garment bag for your items. Avoid using high cost gas to drop off and pick up. We love them, so we recommend them. Visit their site here: www.pacificcoastcleaners.com and see if they come to *your* door!



Got L.A. based Insurance?

Wissink Insurance Agency was established January 15th 1953 by Leonard Wissink. His son John joined the agency February 1st 1968. Both have been active in various insurance organizations. Combined, they have 79 years of experience in the insurance business. On August 1st 1999, John's son Scot became a member of the agency which will make a third generation. His duties will be expanding the financial department. All principals and employees are licensed to handle your insurance needs. They have a staff of experienced underwriters. Some have been with the agency for 28 years!

You may contact them at the following address, phone, fax number:

Wissink Insurance Agency, Inc.
11268 Washington Boulevard; Suite 301
Culver City, CA 90230
Los Angeles
US
Phone: 310.390.3318
Fax Number: 310.397.6892

<http://www.isuwissink.com>

Need a Patent or Trademark?

We can't say enough about our Trademark Attorney David Hong. He works fast, hard, smart, 7 days a darned week and doesn't believe in gouging people. Yes, it's true.... we found *another* lawyer we like! What a concept.

David's Mission:

We strive to provide the best legal service for our clients in a friendly, efficient, and reasonable manner. Our ultimate goal is to help our clients to protect their intellectual property so that they can maximize their revenue potential.

Company Profile:

We specialize in the following areas:
Patent Prosecution & Litigation
Trademark Prosecution & Litigation
International Patent and Trademark Prosecution
IP Planning and Counseling

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Angie's One Liners



Overheard at the **HBO Emmy** party:

"Dude. Check your list again. I *must* be on the list!"

"Sir, you're not even on Craig's List!"

What's the difference between in-laws and outlaws?

Outlaws are wanted!

And this just in from **George Carlin**:

New Rule: When I ask how old your toddler is, I don't need to know in months. "27 Months." "He's two," will do just fine. He's not a wheel of cheese.

Recipe of the Month

Goat Cheese and Herb Stuffed Mushroom Recipe

Ingredients-

FILLING:

- 4 ounces goat cheese
- 2 ounces cream cheese
- 1 tablespoon olive oil
- 1 clove garlic
- 1 tablespoon fresh basil - chopped
- 1 tablespoon fresh parsley - chopped
- 1 tablespoon fresh thyme - chopped
- salt and pepper to taste

- MUSHROOMS:

- 24 large mushrooms - stems removed
- 1/4 cup olive oil
- 1 teaspoon lemon juice
- salt and pepper to taste

- BREAD TOPPING:

- 1 cup fresh bread crumbs
- 1 tablespoon fresh parsley
- 2 cloves garlic
- 2 tablespoons olive oil



Directions

FILLING:

- * Process all filling ingredients in a food processor until smooth.
- * Transfer to a bowl until ready to use or place in a zip lock baggy and refrigerate until ready to use. This makes it easy to snip off one corner and use as a pastry

bag to fill mushrooms.

BREAD TOPPING:

* Pulse all topping ingredients in a food processor or until you have coarse crumbs.

MUSHROOMS:

- * Preheat oven to 450°.
- * Line a baking sheet with foil and set a wire rack on top of it.
- * Toss mushrooms with oil, lemon juice, salt and pepper.
- * Arrange mushrooms gill side up on the rack and roast until the juices are released. (approximately 20 minutes)
- * Turn caps over and roast until the mushrooms are well browned, approximately 10 minutes.
- * Cool slightly then fill with filling.
- * On top of filling sprinkle with bread crumb topping or pinenuts.
- * Put back into the oven for approximately 10 minutes or until the filling is hot and the topping golden brown.
- * Cool 5 minutes.

iFanz® Artist Spotlight and News



Rhythm Of Life CD

You are listening to ["Meano Marino"](#) of Marino's album "**Rhythm Of Life**", written by Les McCann and produced by Marino de Silva and Alan Abrahams. The collection of tracks features:

Superstars CARLOS SANTANA and PRINCE head up this amazing charity album, featuring some of the greatest drummers and percussionists in the history of music:

BUDDY RICH, SHEILA E, VINNIE COLAIUTA, JOHN JR ROBINSON, TONY BRAUNAGEL, MIKE SIMPSON, TONY WILLIAMS, XAVIER MARSHALL, DENNIS CHAMBERS, RAUL REKOW, KARL PERAZZO, LUIS CONTE, GARY FERGUSON, EFRAIN TORO, ALEX ACUNA, DOANE PERRY, ALPHONSE MOUZON.

The album also features music icons:

JIMI HENDRIX, HERBIE HANCOCK, THE QUINCY JONES BAND, MARINO, LES McCANN, DAVE KOZ, CLARENCE CLEMONS and more!

Please visit the website:

<http://www.myspace.com/rhythmolifeCD>

For a full glimpse of the album cover girl [JADA FIRE](#) , the ultimate Queen of Rhythm, Life and Fire, please [visit her web site](#) .

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