



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

Dear {{firstname}},

Welcome to the October 2007 edition of the McCartney.com newsletter.
First off, thanks for all your calls and emails but - we are all OK. The California wildfires haven't affected us, although with the Malibu Canyon Fire there could have been a close call. God Bless our Firefighters!

[More on the California Wildfires here...](#)

The people of Southern California need our help.

We encourage all of our readers to visit the Red Cross web site and help those who lost their homes in the fires. [Here's the link.](#)

Also our good friend Jolene Pelant from Yes, Dear Entertainment has suggested this great service for the children of the fire victims.



My Stuff Bags Offers Duffel Bags of Essentials to Southern California Children Displaced by Fire

Westlake Village, Calif. – October 25, 2007 – My Stuff Bags Foundation

(www.mystuffbags.org), a nonprofit organization which provides duffel bags filled with new belongings to abused, neglected, abandoned and displaced children (newborn to age 18) is offering its duffels filled with new, comforting items (toys, stuffed animals, clothing, blanket) to children and teens

throughout Southern California who have lost all their belongings due to the recent fires. The My Stuff Bags will be distributed through qualifying community organizations such as schools, houses of worship, employers, insurance companies and others in the fire-devastated areas. Organizations are encouraged to contact the My Stuff Bags Foundation immediately at 866-3-MYSTUFF." Over the past eight years, the nonprofit has donated more than 300,000 bags to children in over 1,000 organizations in 49 states. A national grass roots effort, the program is supported by thousands of individuals, schools, churches and synagogues, children's groups, as well as foundations, manufacturers and corporations. My Stuff Bags also seeks donations from toy and gift manufacturers to help fill the bags and brighten the lives of these unfortunate children. Overruns, misprints and

discontinued items are gladly accepted. All items must be new and fit into a mid-sized duffel. For more information on My Stuff Bags or to make a donation, please contact the foundation at 866-3MY-STUFF or visit www.mystuffbags.org. Janeen Holmes can be contacted at holmes@mystuffbags.org.

Company News

So here's what happened this month:

McCartney produces "Bounty of the County" for Apple Farm, San Luis Obispo.



McCartney produced, shot and edited the Bounty of The County Special Package for the Apple Farm Inn in San Luis Obispo. This video features a comprehensive tour of local Wineries, A Lavender Farm and Olive growers.

Participants in the video are:

[Apple Farm](#) San Luis Obispo, [Green Acres Lavender Farm](#), [Olea Farm](#), [EOS Estate Winery](#), [Vina Robles](#), [Sylvester Winery](#), [Rotta Vineyard and Winery](#).

(Shot and directed by Martin Nethercutt and Ruth McCartney, Music by Martin Nethercutt and edited by Spencer Rothermel.) Special thanks to Dean, Kim and our fabulous actors!

[Click the image to view the video clip.](#)

2007 Winery Music Awards Finals

This year's Winery Music Awards finals were a great success. Thanks to Kathy Kelly Productions we had an unbelievable talent pool. Congratulations to [Shannon Curtis](#) for taking first place for her



incredible song writing and performance.

Thanks to all participants, the artists, the judges, you are all winners!

[For a photo gallery of the event, please click here.](#)



To find out more about the WMA's go to: <http://www.winerymusicawards.com>



Rocktoberfest 2007

It's that time of the year again. It's Oktoberfest chez McCartney. Sausages, Pretzels and Beer and thanks to Adam Lazzare (genius winemaker) we had enough Central Coast grape juice to sink a ship. Or seven.

Thanks everyone for coming and partying all night, a special warm thanks goes out to the ones of you who brought food bank items which Ruth's UK cousin Bruce Reynolds kindly donated to the families of his church group.

Pictured left: Tom Carver and our head waitress for the evening.

[Click here for the images...warning....fun zone!](#)

Product of the Month

Introducing:



iBizPlanz®

The best way making an impression about your ideas these days is to do it interactively!

Another tool from the endless arsenal of McCartney Small Business Solutionz is the iBizPlanz®. iBizPlanz is designed to turn a boring business presentation into a slam dunk! Add video, flash, motion graphics, music and sound effects to your presentations. Take your business plan/presentation to the big screen. Showcase your ideas the way Hollywood does. Impress them with numbers and wow them with digital animation.

How about security for your V.I.P's?

The iBizPlan System works in close contact with iCommunicationz, monitoring user and

password access, making sure that your plan is safe and securely protected. Only those who have been issued a User ID and PW will have access to view your presentation.

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

Christian's Corner



Domain Name Management Madness!!!

Do you manage lots of domains purchased from a whole bunch of different places? Are they expiring without you being able to renew them in time only to be grabbed by someone else?

Domain management can be a daunting task with renewals, expired credit cards, etc.

With our new domain partner you can have all of your domains relocated to one management screen with the security of automatic annual renewal in addition to private registration to decrease unwanted spam.

With our new domain registration and renewal partner you will never have to worry about losing your domain names again! For more information on this please contact Christian@McCartney.com.

Net.Work News



The Maybach Family Foundation event at the Beverly Hills Hotel

Wilhelm **Maybach** was born in 1846 in the town of Heilbronn, Germany. Orphaned at the age of ten, he attended a progressive orphanage called the "Bruderhaus" in Reutlingen. It was there that nineteen-year-old Wilhelm met Gottlieb **Daimler**, the design studio director of the Bruderhaus, and the mentor who would change both of their lives.

In the 1920's and 30's, Wilhelm's son, Karl Maybach would build on his father's legacy by designing his own brand of ultra-luxury Maybach sedans.

Seven decades later, in 2002, DaimlerChrysler AG revitalized this Maybach Brand in recognition of Wilhelm Maybach and his son Karl, who together played such a monumental role in defining German engineering. The Maybach Family Foundation honors the spirit of Wilhelm and Karl, and their legacy of mentoring in the pursuit of excellence. iFanz has donated a communications software account to aid the Foundation in their community outreach and donation efforts. [Join the list here.](#)

<http://www.maybach.org/>

Pictured: Ruth with Uli Maybach.

In Brief:

[Benny Mardones](#) is recovering well at home in Playa del Rey after an 80 MPH head on crash from an out of control driver...[Roseanne Barr](#) signs with iFanz for data management... Jazz legend [Kenny G](#) signs with McCartney for a new online presence for 2008....Grammy-winner Harold Faltermeyer launches new McCartney-designed site at www.harold-faltermeyer.com ...[Televerde](#) hires McCartney to create lead generation site as a Web 2.0 compliant tool... Rolf's Salon of Arizona relies on McCartney editors and compositors to cut video for upcoming [Scottsdale Fashion Week](#) ...[John Cleese](#) celebrates 68th birthday in New York - Happy Birthday JC...



The McCartney team attends the inauguration of Chief William Bratton of the LAPD for his second five year term...the evening's festivities were generously hosted by Tina and Rick Caruso....the events were attended by Mayor Villaraigosa, former Mayor Hahn, Former governor Jerry Brown, Sly Stallone, Angie Dickinson, James Caan and of course the Chief's lovely wife [Rikki Klieman](#) ...Joey House throws a mega-bash at the glorious [House of Petals](#) flower boutique and event center on La Cienega...Ruth and Martin attend a "Music in Film" event at the residence of the British Consul General in Los Angeles...Andreas Slavik visits McCartney HQ from

the Munich offices...

Choose Your Candidate for '08



[Click here](#) to answer the **11 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 and posted at:

http://minnesota.publicradio.org/projects/ongoing/select_a_candidate/. Used by permission. We guarantee YOU WILL BE AMAZED at the results. Thanks to Evy Chipman for forwarding this one.

Angie's One Liners

"Flexible people never get bent out of shape".

"The best method of contraception for old people is nudity"

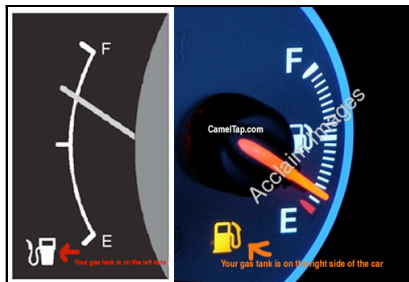
and....

"Never go to sleep angry. Stay awake and plot your revenge".



Tech Tip of The Month

from Gillian Campbell



Did you know how to tell which side the gas tank is on a car?

We're going to share with you Gillian's little secret so you will no longer look like Ace Ventura on your way to the gas station or put your neck at risk of being dislocation or injury.

If you look at your gas gauge, you will see a small icon of a gas pump. The handle of the gas pump will extend out on either the left or right side of the pump. If your tank is on the left, the handle will be on the left. If your tank is on the right, the handle will be on the right (see photo at left). It's that simple!

Double duh.

Recipe of the Month

Peter Trunk's Famous Seasoned Sauerkraut

Peter is our dear friend from Germany and is the inventor of not only the BEST Sauerkraut on the plant but also [truly the world's best simple-stupid car cover](#) ([click](#)) that should have been made years ago! Lick and stick it to your car and protect it from sun, wind, rain, UV and the rest - while you go inside and make your **KRAUT!**



Ingredients:

- 3 tablespoons unsalted butter
- 3 medium onions, peeled, halved, and thinly sliced
- 10 slices bacon, diced
- 5 large cloves garlic, minced

10 very small (red or white) potatoes
2 heaping tablespoons paprika
2 cups chicken stock
Salt (kosher or sea)
Freshly ground black pepper
4 pounds sauerkraut, drained
4 bay leaves
1 Shot of Gin
2 cups sour cream
5 Pork sausages

Method:

Drain the Sauerkraut and peel the potatoes and set aside.(Cooking times are approximate) Prepare the Seasoned Sauerkraut:
Melt the 3 tablespoons of butter in a large skillet over medium heat.
Add the onions and sauté for 3 to 4 minutes.
Add the bacon and continue to sauté another 5 minutes.
Add the sausages and sauté for another 3 minutes.
Add the garlic and sauté until translucent, about 3 minutes.
Reduce the heat to low, let mixture and pan cool for a few minutes, and then sprinkle and stir in the paprika.
Deglaze the pan with 1 cup chicken stock, stirring and scraping to dissolve the pan deposits, and season to taste, with salt and pepper.
Stir in the sauerkraut, bay leaves and Gin until well blended.
Add the remaining 1 cup chicken stock and cook over low heat for about 35 minutes, stirring occasionally (Check softness of potatoes with a fork).
Just before serving, stir in the sour cream and taste and adjust the seasoning with salt and pepper.

PROSIT!

3 Finalists for Man (read loser) of the Year 2007

**1st place****2nd place****3rd place**

iFanz® Artist Spotlight and News



This month artist feature:

[The Party Animals.](#)

They are great fun for the whole family. So for your next children's party, you might want to give these a try.

Click the graphic to launch the iFanz Media Player and listen to their music.

From their website:

Together they have turned their "Rock Concert" into a Party! From the moment you arrive, 'til the second you leave, this party will be going strong. Now, depending on the theater and/or location, you could encounter face painting stations, stilt walkers, balloon artists, or aerial acts to name a few and that's just the Pre-Show. Then **The Party Animals** take the stage to sing and dance to some of the coolest kid songs ever written.

These guys are a blast to watch, and even better when you participate in all the interactive activities that'll be going on around you.

So don't miss out! Put your family on the [VIP list](#) to this non-stop Hollywood Style Event called The Party Animals Live

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