

McCartney™

Newsletter January 2006

McCartney.com Newsletter, January 2006

Company News

Happy New Year 2006!

(McCartney.com Newsletter [created by Martin Nethercutt](#))



The City of Scottsdale presented the ["New Years Eve 2005 - Champagne and Chefs"](#) in the Craftsman Court /entertainment district.

People came out by the thousands on this mild, starry night to enjoy music, food, drinks and fun and wander from bar to bar, club to club. Ruth and Angie presented their "Beef Stew a La Liverpool" to the crowd on the [Thermador Stage](#) which featured all the latest space-age gizmos from the company.

The girls, chopped, peeled and giggled their way through some funny anecdotes about the old days, and whipped up a beef stew before our very eyes. The evening also featured chocolatier [Julia Baker](#), Iron Chef [Cat Cora](#), Steve Wynn's mixologist Tony Abou-Ganim and a host of musicians.

Afterwards, they relaxed at the ultra-luxurious [Phoenician Resort on Camelback](#) where their building has its own Concierge, double Olympic sized infinity pool and the terrace bar with the best view in town.

Thanks to all the sponsors and of course the organizers and promoters- wanna do it again this year?

McCartney goes HD

We are proud to announce the latest addition to the McCartney.com family of products and services.

Introducing the brand new HiDef Film and Content Library Division.

(Photo below: Director Pat Healy taking the Mini Steadicam rig and SonyFX1 HD camera for a spin.)



The Age of Convergence of TV and the Internet is upon us.

In the not too distant future only one wire will come into the average home, and that that one wire will carry all telephone, television, and data communication; with the capability of simultaneously accessing and viewing all material on the same video monitor. High-speed broadband connectivity will eliminate any discernible quality differences between video and audio that originate from an Internet source, and the video and audio that originates from a traditional television or radio broadcast outlet. This will permit the seamless blending of television and Internet content.

Why HD (High Definition)?

We built the HD division anticipating our clients needs for the immediate future. For almost everything filmed and produced HD is becoming the standard. The merging of TV and internet demands that you have your website pulling the richest graphics and Highest Standard of Film and



Picture quality.

So why not update your product to the HD standard?

For your company marketing and media campaign we can now offer a complete solution from HD DVD for broadcast television to NetSpots for the internet. The look and feel of your brand / product can now be integrated

throughout all media distribution outlets in a cost efficient and exciting new way. Let us help you streamline your company / products presence.

Being able to offer our clients the full range of digital content and media services is very exciting for us.

[So please contact us for your company's HD media needs today.](#)

Introducing iFanz Records

2006 will see the official launch of iFanz Records

iFanz Records will be the first artists / performer access portal to all of McCartney Music and iFanz Marketing services.

We are currently working feverishly on the web site which is slated for launch late March 2006.

This site will give independent artists the opportunity to become part of the new digital content distribution process.

From releasing your album, song or speech on iTunes, Naspster, Yahoo! and AOL MusicNet, to brick and mortar and traditional retail outlets, iFanz Records will offer its artists everything from copyright protection to marketing strategies. Combine industry standard artists services with the trusted iFanz engine under the hood, this Label will rock and roll in no time!



Are you a label, publisher, management company?

iFanz Records has services for independent labels / publishers as well. iFanz Records will show you how to enhance your distribution with our 3rd party industry services. From artist / fan management, press release services to administration software tools for small to mid size record companies, make iFanz Records your strategic online partner this year!

We will let you know when the site goes live. [Just sign up here...](#)

Milestones

It is Mozart's birthday this year. He turns 250 years young!



Wolfgang Amadeus Mozart (January 27, 1756 – December 5, 1791) is most loved and recognized musical icon across cultures, generations, languages, and musical styles. As his 250th Birthday approaches, people from all corners of the world are coming forward to express their feelings about Mozart through producing or attending concert events (over 5,000 events worldwide in 2006), posting their thoughts here on Mozart.com, and creating unique artwork, letters, and other creative pursuits. His enormous output includes works that are widely acknowledged as pinnacles of symphonic, chamber, piano, operatic, and choral music, and as well he "set the standard" for what it means to be a touring musician, performing in over 200 cities, centuries before the train, plane, and automobile.

Celebrate with the maestro! [Sign up for news on anything Mozart here...](#)

Bar Code Art



Inspired by the year 2000 computer bug and threatening digital apocalypse Scott Blake created a ten foot square digital mosaic of Jesus using barcodes to describe each pixel. The multi-media artist has since created over 30 Bar Code Portraits of cultural icons from Elvis to Oprah, as well as traditional paintings, videos, and interactive net art all based on barcodes.

Blake's Bar Code Art was featured in The New York Times, FHM, and Adbusters magazine. You can buy prints, flipbooks, tattoos, and much more in his online store.

[Check out the site, and order your personal Bar Code Portrait!](#)



In Development



[Orange County Choppers](#) are getting ready to hit the road again - we will be unveiling a brand new site at occinamerica.com shortly with links to [GetTix](#) to purchase your Teutels Tickets - try saying that 5 times fast!

Their top-rated television show has catapulted the guys and their custom bikes to celebrity status with standing room only events throughout the East Coast. This is their first appearance West of the Rockies and we invite all of our friends from Southern California, Las Vegas, Colorado and New Mexico to ride into the beautiful Mill Avenue for the event.

Recipe of the Month

Just in time for Super Bowl Sunday!

CHEF JOSPEH ANTONISHEK'S
SPICY "CAMPANIA" STYLE ITALIAN POPCORN OR OLEVANO "WHITE TRUFFLE INFUSED" POPCORN

INGREDIENTS

1 ea. Sack of microwave popcorn (reduced fat) cooked to package directions

2 T Olevano "Red Chili Pepper Infused" olive oil

1 tsp Garlic Powder

1 tsp Dried Oregano

1/3 cup Parmesan cheese, grated

DIRECTIONS

Pop the corn and place in a bowl. Place olive oil and spices in small cup and place in microwave for 10 to 15 seconds. Stir and pour over popcorn. Sprinkle corn with cheese and serve. Have fun with this recipe and make up your own flavorings for your favorite movie rental night. If you are not a spice lover, substitute Olevano White Truffle Oil for a more mysterious and unique flavor.

You can find this amazing oil at Gelson's or buy it directly online from [TheFinestOliveOil.com](http://www.thefinestoliveoil.com)

100 most annoying things of 2005



(Contributed by: [Ashely Walls](#))

Here it is folks, the one you have been waiting for: 100 most annoying things of 2005. Check it out and see if you agree with who or what made the list. You had better look just to see if YOU or anyone else we know MADE IT!!!!

[100 most annoying things of 2005](#)

iFanz® Artists Newz

This month's featured artist in the iFanz Records roster at iTunes® is **TGK**.

Their latest release: "Fire" is now playing in your browser, so make sure you have your speakers cranked.

The album cover for TGK's "Fire (Radio Mix)" features four black and white portraits of the band members arranged in a 2x2 grid. The band's name "TGK" is prominently displayed in the center in a large, stylized font, with the word "FIRE" written below it. The background of the cover is a textured, brick-like pattern.

Fire (Radio Mix) - Single
TGK

Gift This Music ➕ **NEW**
Artist Alert ➕
Tell a friend ➕

Release Date: Sep 13, 2005
Total: 1 song
Genre: Pop
© 2005 iFanz Records

By Song Only



2006 Newsletters © McCartney.com. All rights reserved. We are not responsible for the content we link to.
Comments, contributions or ideas ? Please email them to: martin@mccartney.com



McCartney.com Newsletter, February 2006

Company News

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

Yoga - Rock'n Roll, what do they have in common? eMarketing of course!

Note from the editor: Since this month's newsletter heavily features e-marketing, we'd firstly like to thank both our clients *and* worldwide readership for helping to make the McCartney.com newsletter a tremendous success. We know this, because we own the little engine that could - iFanz, which distributes this e-Zine, and we see the open, click and forward rates of each message we send. Should you have comments or contributions, please email them to: newsletter@mccartney.com.

As an interactive agency, **McCartney.com** creates, produces and delivers so many interactive email marketing campaigns for both celebs and businesses large and small, that being privy to such specific information is starting to make us e-lifestyle trendsetters. When one thinks of the wealth of electronic information shared globally every single minute, it's simply staggering. The internet has become the largest archive / source of information on the planet and email is an almost instant information and delivery medium. The Digital Pigeon if you will. Through the much needed [CanSpam Act of 2003](#), the legislation of targeted, permission-based distribution of information is now finally under the eye of a watchdog. As a consumer you now have the choice to opt-in to the messages you'd like to receive as part of a group / community of like-minded individuals. As an e-marketer, using our **iFanz** engine as the deployment platform, we are extremely sensitive about how people opt in and opt out of receiving our clients' information, product offerings and campaigns. Therefore, we counsel our clients that mailings should be focused on subject and useful information and not just focused on the "hard sell". Word of Mouse™ is still the best way to reach your customers and re-inforce your brand!

Below are two examples on how we've recently produced e-marketing campaigns for our 2 of our clients.



[<<< Mandalay Bay Hotel Entertainment Event Blast](#)

By introducing the songs of both bands in email compatible audio format/stream, the recipient is not just looking at another graphic email, but is now reminded by music what the picture couldn't tell by itself.

[Click here to view the Mandalay Bay Campaign](#)

[Two Bunch Palms "Oscars" Campaign >>>](#)

Need to get away and rejuvenate? This campaign was structured to create an invitation around the Oscars® event. Example copy:

Need to look good on the Red Carpet? Or do you just need to FEEL good in general?
Two Bunch Palms is offering a limited time, exclusive rate and Spa discount to our valued PG Members.

[Click here to view the Two Bunch Palms Campaign](#)



From The Road



Nevada Film Commissioner Charlie Geocaris and his team in Las Vegas unveiled their 2006 print Production Directory. A sumptuous lunch at the Planet Hollywood | Alladin Resort on the Strip was hosted by Mr. Geocaris and his team from the Nevada Commission on Economic Development and addressed by Lt. Governor Ms. Lorraine Hunt.

Lt. Governor Hunt told the crowd in attendance that this year was a record breaking year for Nevada with well in excess of \$100 million being generated by film companies using the State's diverse locations from neon to deserts, from mountains to lakes and almost everything imaginable in between.

Thanks to our gracious hosts. Check out the McCartney designed web site at www.nevadafilm.com

Introducing "The MopTops in Nowhere Land" Webisodic Television

"The MopTops in Nowhere Land" Part 1

Film Debut - The MopTops in Nowhere Land

The only Beatles Tribute Band to be endorsed by Angie and Ruth has just released their brand new film "The MopTops in Nowhere Land". McCartney.com is proud to be the digital distributor of choice who will show this movie in four parts.

[Part 1 is now available for viewing here.](#)

Stay tuned to the upcoming McCartney newsletters for the next Webisodes.



Historic Rock'n Roll Milestones



Introducing the [Steven Rosen iConz of Rock Interview Series](#). Produced by Marino De Silva (Production) and Martin Nethercutt (iFanz Records). This series contains intimate conversations with the superstars of modern music over the last 3 or 4 decades. The first featured artist of the interview series is the living legend [Carlos Santana](#).

This CD is a must for the serious Carlos Santana fan. [Presented by Marino De Silva](#), listeners can enjoy over 1 hour of never before heard Q&A with Carlos Santana, as interviewed by Steven Rosen. This is Volume 1 of the interview series of iConz of Rock. Exclusively available at iTunes®

Please visit: iConzOfRock.com for more information on upcoming releases.

www.iConzOfRock.com

Now Online

We have recently launched the new web presence for the legendary [Two Bunch Palms.com](http://TwoBunchPalms.com) in desert Hot Springs, CA. Built by Al Capone in the 1920's, this newley renovated desert gem is under new ownership by the San Luis Obispo based Boutique Hotel Collection.

Hot mineral pools 24|7, world class Spa treatments and an incredible menu and wine list make this the perfect getaway from the LA, San Diego or even Las Vegas areas. If you have time, fly cross country into Ontario and you will be 40 minutes away from paradise. Return to tranquility at Two Bunch Palms.

Call 1-800-472-4334 and mention McCartney.com. They'll treat you right, we promise!



On The Air

V.I.P Hollywood with Ruth McCartney
Radio City UK FM 96.7
 Live on Air at What'sOn.com/radiocity



UK ueber celeb Peter Price started his apprenticeship in showbusiness in the 70's as compere and host at The Shakespeare Theatre Club in Liverpool in the days when every major artist visited from Shirley Bassey and Bob Monkhouse to Tony Bennett and Tommy Cooper. As a comic, he has worked locally, nationally and internationally from The Palladium to the QE2. Pete's TV credits are too numerous to mention but highlights are: Michael Barrymore Show, Breakfast TV, Celebrity Squares, a live TV series on Channel One (cable TV). In addition, Sky TV commissioned a one-hour special on called Stand And Deliver. Pete currently presents the late night phone on Radio City 96.7 Sundays from 10pm - 2am and on Magic from Monday to Thursday (10pm - 2am).

Tune in on Tuesday's at around 5:00 PM PST to catch Ruth's V.I.P Hollywood Report.

Chef's Recipe of the Month

Chicken and Papaya Quesadillas

courtesy of Chef Christian Monchatre, The Jonathan Club, Los Angeles, CA.
 Born in France, Christian is also a Founding Board Member of Angels-On-Earth.us.
 He lives in LA with his wife Chervine and their young daughter.
 (Pictured: Ruth and Chef Christian Montchatre)

Serves 8 -10

Ingredients:

- 1 pre-cooked rotisserie chicken
- 1 papaya (or ripe mango if you prefer)
- 8 -10 oz of Brie cheese
- 1-2 oz of pine nuts
- 1 bunch of either cilantro (coriander) or Italian flat leaf parsley



10-15 large flour tortillas.

Method:

- 1 Place Brie in freezer to harden for approx 30 mins
- 2 Remove skin and bones from chicken and discard with excess juice (otherwise the quesadillas will be too soggy) Chop light and dark meat into approx quarter inch squares.
- 3 Peel and seed papaya. Chop into similar size pieces to match chicken chunks.
- 4 Wash, dry and rough chop cilantro/parsley.
- 5 Toast pine nuts for 1 minute in a dry, non stick pan. You will use the same pan to brown the tortillas.
- 6 Remove Brie from freezer and slice very thin using mandolin or sharp paring knife.



Assembly:

Mix all ingredients **EXCEPT** the Brie in a bowl. Add cracked black pepper to taste.

Open the tortillas and in the center, place 2 or 3 Brie shavings in a horizontal line. (That's west to east!) Then, add 2 heaped tablespoons of the chicken mixture on top. Next, fold the bottom third of the tortilla up and press, fold the top down and press to form an "envelope". Heat a non stick skillet NO OIL and brown the "envelopes" on both sides. Remove from pan with non stick spatula, slice (discarding ugly ends) into finger food size pieces and serve with your favourite dipping sauce: mango chutney, sour cream, pineapple salsa. Etc. Bon Appetit!

Trivia Fact of the Month

Did you know that [Barclays Bank in the U.K.](#) now offers left-handed checkbooks? It's true. On your next visit to the United Kingdom stop by one of their branches and request to see one for yourself. Mention the McCartney.com Newsletter and get a discount... no, *just kidding...*

iFanz® Artists Newz



iFanz member, author Clint Romag, has just published a horror fiction thriller book "The Werewolf Manuscript." You can learn more from his site: www.clintromag.com. Take a cruise around his site and beware of the werewolves. Garlic toast recommended.

Take a trip down memory lane. This month's featured artist in the iFanz Records roster at iTunes® is the timeless **Ms. Gloria Lynne**. You are listening to "[Speaking of Happiness](#)" which can be exclusively purchased on iTunes®.





Total: 3 songs
Genre: Jazz
© 2005 Blue Label Records
\$2.97 [BUY ALBUM](#)



2006 Newsletters © McCartney.com. All rights reserved. We are not responsible for the content we link to.
Comments, contributions or complaints ? Please email them to: newsletter@mccartney.com

McCartney™

Newsletter March 2006

McCartney.com Newsletter, March 2006

Company News

Welcome to the March 2006 edition of the McCartney.com newsletter.

(McCartney.com Newsletter [created by Martin Nethercutt](#))

Sorry for the delay in the publication of the monthly newsletter, but this has been a month of hectic activity. From Boston to Las Vegas, from Palm Springs to Los Angeles, our company was on the road meeting with clients, creating new marketing strategies, implementing software productivity solutions and managing relationships. So, it's time to step back, compile what happened and present to you another edition of the McCartney.com newsletter.

Now Online @ iTunes

Carlos Santana and Jimmy Page speak out in Cyberspace.

We are happy announce that the first two editions of the "Steven Rosen iConz of Rock Interview Series" have been completed and are available exclusively at iTunes.



***Note from the editor:** This has been one of the most exciting projects I've had the honor to produce in a long while. Just the thought of being responsible for preserving hours of intimate Rock'n Roll history was completely inspiring and having one of the best partners and co-producers in Marino De Silva at my side, lightens the burden of responsibility, increases the intensity of creativity and makes this project so much fun. Thanks to all involved with this project. Watch for the launch of www.iconzofrock.com on April 1st, 2006.*



Client Spotlight

McCartney visits with client Fishman Transducers in Boston, Mass.



In February, branding expert and McCartney team member John Burnes flew to Boston to meet with T.J. Baden and McCartney client Fishman Transducers about moving the brand forward and providing positive marketing solutions. Fishman Transducers is the world's leading designer and manufacturer of acoustic amplification products, including pickups, microphone/pickups, acoustic amplifiers and audio imaging services.

Company president and founder, the legendary Larry Fishman (above, right), talked shop (and jazz) with John, showcasing the excellent lineup of Fishman Acoustic Amplification products. McCartney is excited to be of service to Larry and the great Fishman legacy.



If you buy any Aura or Amplification product by Fishman during April, you'll receive a year's worth of free strings! Make sure you sign up for dealer information and details at their [iFanz form](#).

Now Online

Melissa Louis' San Francisco based Bella & Daisy's Dog Bakery and Boutique offers a full range of exclusive products for your favorite pooch: practical and more decorative high-end collars, coats and sweaters, fashionable carriers, books, aromatherapy, beautiful beds, a wide variety of foods (including raw foods), and every kind of treat you could imagine: fresh baked and made to order birthday cakes, cannoli, doggie donuts, carob-dipped pretzels, doggie latte cookies, "dog stickers," sushi cookies, and more!

All for the one you really love!

With the new e-commerce store in place, you can now order goodies to be delivered.



From The Road



A "Think About The Children" Oscar Event was held at the Janet and Marino De Silva residence in Las Vegas, NV.

Pictured are long-time buddies Ruth and Lisa Tenner.

The project is a CD for Charity which will benefit Nevada Injuray Prevention and raise money for the sponsors' chosen causes. Songs have already been donated to the album by Bobby Womack, Benny Mardones and Eddie Money with many more to come...watch this space. For sponsorship information, please contact [Angels On Earth](#).

Introducing "The MopTops in Nowhere Land" Webisodic Television

"The MopTops in Nowhere Land" Part 2

Film Debut - The MopTops in Nowhere Land

The only Beatles Tribute Band to be endorsed by Angie and Ruth has just released their brand new film "The MopTops in Nowhere Land". McCartney.com is proud to be the digital distributor of choice who will show this movie in four parts.

[Part 2 is now available for viewing here.](#)

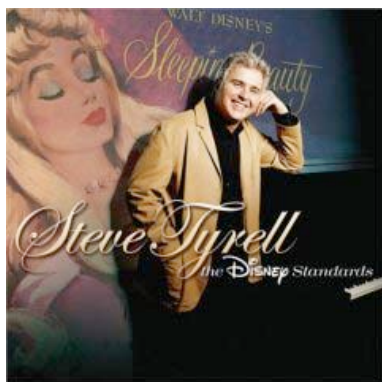
Stay tuned to the upcoming McCartney newsletters for the next Webisodes.

In case you missed the first part, click link below.

[\("The MopTops in Nowhere Land" Part 1\)](#)



Now On Air



[Steve Tyrell "The Disney Standards"](#)

Steve's newly released album of Disney Standards just released. You can access the EPK by going to www.stevetyrell.com and clicking on the "Disney/EPK button, also including "the making of." Frank Sinatra Jr. joins Steve on one of the tracks. Make sure you check out his web site. Here's a review from Amazon.com:

"Following on his tribute to Frank Sinatra, Steve Tyrell continues to explore America's treasure trove of beloved standards with a collection culled from the Disney songbook. The oldest selection is "Baby Mine," a lullaby sung to the titular character by his mother in 1941's Dumbo (Tyrell ably transposes a mom's soft tenderness to a dad's gruff affection). Two excerpts from 1955's Lady and the Tramp ("Bella Notte" and "He's a Tramp") are highlights as well, reflecting the songs' easy swinging vibe. "

Chef's Recipe of the Month

Classic Coq au Vin

- 1/2 cup all-purpose flour
- 1/2 teaspoon salt
- 3 tablespoons extra virgin olive oil, divided
- 4 chicken breasts, bone-in, skinless, and cut in half
- 4 chicken legs, bone-in, skinless and cut in half
- 1 cup pearl onions, fresh or frozen
- 1/4 pound small fresh button mushrooms (quartered if they are larger than



1/2-inch in diameter)
 1 slice smoked ham, cut into 1/4-inch cubes
 1 tablespoon fresh garlic
 1 tablespoon fresh thyme leaves
 1/2 cup brandy
 2 cups Cabernet Sauvignon
 1/2 cup chicken stock
 2 tablespoons tomato paste
 2 large bay leaves
 2 tablespoons fresh parsley



Combine the flour, salt, and pepper on a large plate. Dredge the chicken pieces in the flour. In a large Dutch oven (with a lid), heat 2 tablespoons of the olive oil. Brown the chicken pieces until golden brown on all sides. Remove the chicken pieces and set aside. Wipe the pan clean with a paper towel. In the same pot, heat the remaining 1 tablespoon olive oil, add the pearl onions and saute until golden brown. Add the mushrooms and ham and saute for 2 minutes. Add the garlic and, when fragrant, add the brandy and thyme and reduce for 2 minutes. Add the red wine, stock, tomato paste, and bay leaves. Bring to a simmer and add the chicken pieces. Cover and cook slowly for about 35 minutes, or until chicken meat comes off the bone easily. Remove the bay leaves. Adjust the seasoning with salt and pepper to taste. Sprinkle with chopped parsley. Serve with mashed potatoes or egg noodles.

Trivia Fact of the Month

REO Speedwagon, iFanz members, "Keep on Lovin' You" was No. 1 US Single 25 years ago week of March 20th 1981.

iFanz® Artists Newz



iFanz Artists lend a helping hand

Cassandra Denver:

"Thank you to everyone who came to our benefit in Malibu for the cultural arts centers devastated by Hurricane Katrina. The night was wonderful and I had such a beautiful time playing for you and thank you again for your continuing support. If you get a chance check out the Australian band I played with "Brother" at www.brothermusic.com they were great!"

You are listening to: "In Praise of Goddess Durga" by artist **SRI**. The album is called the Avatar Sessions. Now exclusively available on iTunes.





2006 Newsletters © McCartney.com. All rights reserved. We are not responsible for the content we link to.
Comments or contributions? Please email them to: newsletter@mccartney.com



McCartney.com Newsletter, April 2006

Company News

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



Happy Birthday, Mr. President.

What do Charlie Chaplin, Robert Downey Jr., Christopher Walken, Harry Houdini, Marlon Brando and Giacomo Casanova have in common?

Well, we are all Aries.

April marks my birthday and I am not using this space for shameless self-promotion, but we all had so much fun at my Birthday Bash (and it's somewhat company newsworthy) that we decided to post all the pictures from the event here.

Thanks again to everyone for coming and bringing me such lovely gifts.
No, I don't mean the dolls!



<<< [Click on the graphic to view images.](#) >>>

So, enough about me, here's the rest of this month's company activities.

Client Spotlight

McCartney visits Macy Gray Music Academy

Ruth visited the [Macy Gray Music Academy](#) in North Hollywood this month to get a first look at what Macy and her team are doing to help kids learn about not just music, but also the music business. This non-profit, founded by Grammy winner Macy is a hands-on small class size Academy which you will be hearing MUCH more about in upcoming issues. It is a private non-profit school committed to providing a consummate musical learning experience for all individuals. The Academy offers intense instruction in music performance, theory and production. Students achieve discipline, gain self-confidence, and demonstrate the creativity that every person needs to succeed in life.

Vision and Mission

- * Advocacy for music education as an essential part of learning
- * Access for children who may not have music programs in their schools,



as well as children who lack the economic resources to receive a proper music education.

* Educate at least 500 students annually.

Read a recent LA Family article here ([Read entire article...](#))

"Think About The Children"

The project is a CD for Charity which will benefit Nevada Charities and raise money for the sponsors' chosen causes. Songs have already been donated to the album by Ruth, Bobby Womack, Benny Mardones and Eddie Money with many more to come...watch this space. For sponsorship information, please contact [Angels On Earth](#).



Product Spotlight

In the space we are introducing our family of clients to our latest products and services. This month's spotlight is on:

Introducing the McCartney NetWords® program

The Google Network is the largest online advertising network available, reaching over 80% of 30-day US Internet users. So you can be certain that your ads reach your target audience with Google.

On search sites within their network, your ads could appear alongside or above search results or as a part of a results page a user navigates to through a site's directory. The global search network includes the following:



With NetWords

Your ads will appear alongside or above the results on Google.com search results pages.

Additionally, your ads could appear on the search and content sites and products in their network.

Want more information on program and pricing?



[Download the PDF here...](#)

Net.Work News

iFanz member [Niko Bolas](#) has just completed production on Neil Young's new CD: "Living with War"
iFanz members [REO Speedwagon](#) will be appearing at [Mandalay Bay](#) in Las Vegas on June 10th. [Get your tickets here.](#)

Artist Spotlight



Riddle: Are we all barefoot in this picture?

The [Barefoot Servants](#) visited with McCartney and iFanz this month to map out their online marketing and distribution strategy for their new release "Barefoot2Servants".

(If you have audio on your computer, then you have been listening to "Rude Boy" off of the new album.) Check below in the iFanz Artist section and watch their latest video.

Click here to become a servant of The Servants and visit their site at:

www.barefootservants.net

(From left to right: Ben Schultz, Lee Sklar, Martin, Jon Butcher)

Introducing "The MopTops in Nowhere Land" Webisodic Television

"The MopTops in Nowhere Land" Part 3

Film Debut - The MopTops in Nowhere Land
The only Beatles Tribute Band to be endorsed by Angie and Ruth has just released their brand new film "The MopTops in Nowhere Land".
McCartney.com is proud to be the digital distributor of choice who will show this movie in four parts.



[Part 3 is now available for viewing here.](#)

Stay tuned to the upcoming McCartney newsletters for the next Webisodes.

In case you missed these parts, click links below.

[\("The MopTops in Nowhere Land" Part 1\)](#) | [\("The MopTops in Nowhere Land" Part 2\)](#)



Chef's Recipe of the Month

Melvyn's Spinach Salad

(prepared by Captain Bobby, Melvyn's Restaurant, Palm Springs, CA.)

Well, the recipe is a secret. We could give you all the ingredients and show you how to prepare it, but then that would spoil the experience.

If you really want to know about Melvyn's Spinach Salad and other fine treats, you are just going to have to visit [Melvyn's](#), treat yourself to a gourmet dinner and stay the night at the [Ingleside Inn](#) to find out how this masterpiece is created. We can tell you it involves spinach, (duh!) red onion, champignons, hard boiled egg, worcestershire sauce, butter and flaming cognac. Anyone hungry?



P.S. - When you do go out to Palm Springs and visit the Ingleside Inn and Melvyn's Restaurant, please mention the McCartney Newsletter and they MIGHT give you the recipe;)

Brain Teaser of the Month

"YOUR AGE IN CHOCOLATE" MATHEMATICS

1. First of all, pick the number of times a week that you'd like to have chocolate (more than once but less than 10)
2. Multiply this number by 2 (just to be bold)
3. Add 5
4. Multiply it by 50 -- I'll wait while you get the calculator
5. If you have already had your birthday this year add 1756
If you haven't, add 1755.
6. Now subtract the four digit year that you were born.

You should have a three digit number

The first digit of this was your original number (i.e., how many times you want to have chocolate each week).

The next two numbers are

YOUR AGE! (Oh YES, it is!!!!!!)

THIS IS THE ONLY YEAR (2006) IT WILL EVER WORK, SO SPREAD IT AROUND WHILE IT LASTS.

iFanz® Artists' Spotlight

Click the graphic to watch the latest [Barefoot Servants](#) video: "RudeBoy"



iFanz® Breaking Newz

[iFanz / MySpace™ Plug-in](#)

The iFanz programming elves have worked out an ingenious way for MySpace members to insert a portable plug--in to the page at myspace.com which collects the sign up data and passes it securely to their iFanz account. As a social network, MySpace doesn't have the capability for users to see and develop a relationship with their Fanz on a "fan club" type basis (like iFanz offers), so by diverting their viewers' data to iFanz, they can take advantage of both worlds. More nifty portable plug ins and media management solutions coming soon!



2006 Newsletters © McCartney.com. All rights reserved. We are not responsible for the content we link to.
Comments or contributions? Please email them to: newsletter@mccartney.com

McCartney™

Newsletter
May 2006

McCartney.com Newsletter, May 2006

Company News

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

Happy Mothers' Day!

The American History of Mothers' Day (researched by [Angie McCartney](#))

For the modern Mothers' Day it seems that 150 years ago Anna Jarvis, an Appalachian homemaker, organized an awareness day for poor health conditions in her community, a cause she believed would be best advocated by mothers. She called it "Mothers' Work Day." In 1905 when Anna Jarvis died, her daughter, also named Anna, began a campaign to memorialize the life work of her mother. Legend has it that young Anna remembered a Sunday school lesson that her mother gave in which she said, "I hope and pray that someone, sometime, will found a memorial mothers' day. There are many days for men, but none for mothers."

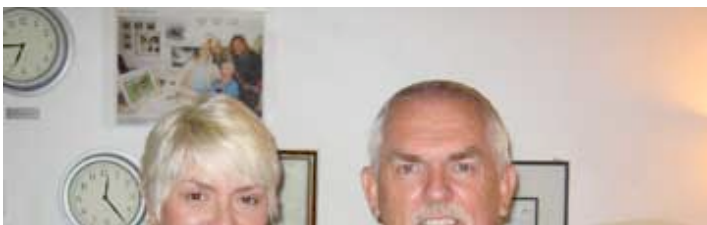
Anna began to lobby prominent businessmen like John Wannamaker, and politicians including Presidents Taft and Roosevelt to support her campaign to create a special day to honor mothers. At one of the first services organized to celebrate Anna's mother in 1908, at her church in West Virginia, Anna handed out her mother's favorite flower, the white carnation. Five years later, the House of Representatives adopted a resolution calling for officials of the federal government to wear white carnations on Mothers' Day. In 1914 Anna's hard work paid off when Woodrow Wilson signed a bill recognizing Mothers' Day as a national holiday."



To go back even further...."Some historians believe that the earliest celebration of Mothers' Day was the ancient spring festival dedicated to mother Goddesses. The ancient Greek empire had a spring festival honoring Rhea, wife of Cronus and mother of the Gods and Goddesses. In Rome there was a Mother's Day-like festival dedicated to the worship of Cybele, also a mother goddess. Ceremonies in her honor began some 250 years before Christ was born. This Roman religious celebration, known as Hilaria, lasted for three days - from March 15 to 18.

Angie notes: In England, Mothers' Day is traditionally mid-Lent Sunday, to honor Mary, the mother of Jesus. She is pictured above with McCartney Director of Operations, Christian Volquartz and the gorgeous gift he surprised her with.

Client Spotlight



Ratzenberger.com

John Ratzenberger recently visited with McCartney Multimedia to discuss his upcoming web site [Ratzenberger.com](#). The star of "Cheers" and Discovery Channel's "Made in America" is constructing a searchable database directory for "American Made or Assembled in



America Companies". This web site will also feature a subscription area for advice on how to start your own business, conversations with business leaders and CEO's in the "Members' Business Class Lounge", networking opps. etc.

It's going to be an invaluable resource for locating artisans, patriots, Mom and Pop operations and also for companies looking for suppliers of U.S made parts for their goods. Or you just might fall for a "U.S. Made" sandbox for the kids to play in. Grow your mind, and you grow your future....

JR trivia - did you know that he actually created his own role of Cliff in "Cheers" at the audition? He asked the producers: "can I read for the "know-it-all"? Since they hadn't yet thought of one, and John aced an impromptu characterization on the spot, the character of Cliff was born. Now you know.

The following McCartney and iFanz Toolz will be used in the construction process:
Content Management System, Admin System, Media Manager, US wide small business / companies database, iFanz and an e-marketing program.
Watch this space for launch notification!

Events

Orange County Choppers

The enigmatic Pauly and the boys are "Takin' It To The Streets."

The Orange County Choppers are on the road again - this time in Tempe, AZ and soon in Spokane, WA.

Check out what they are up to at OCCinAmerica.com

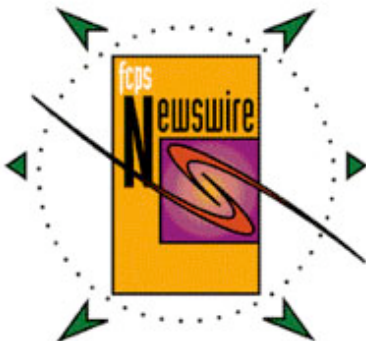


Product Spotlight

In this space, we introduce our readers to our latest products and services.
This month's spotlight is on:

McCartney "NetWire" Services

Do you need a Press Release written and distributed to the right target audience?
Use our NetWire Services.



NetWire is ...a press release wire service, providing the most cost efficient electronic distribution of your news, directly targeted access to the press and media, at a fraction of the cost of traditional PR wire services.

With NetWire each client has the confidence of knowing that their release is getting to the right people. With over 300,000 journalists covering a wide selection of industries and interests, NetWire is able to direct a client's release to the desk of journalists specifically concerned with the client's industry and interests.



[Download the PDF here...](#)

McCartney Net.Work News

TV Music

NBC Universal daytime drama "Passions" is using music composed by [Ruth](#), [Martin](#) & [Andi Slavik](#). Composer Andi's new web site just went live at [Digital-Suite.com](#). Take a break and head on over to hear some fabulous classical and film music. Special thanks to Paul Antonelli.

New Online

Liverpool Legend, Pete Price host of the radio show to which Ruth contributes the "VIP Hollywood" half hour every Tuesday, has just launched [his website](#) too. We suppose since gas prices are on the rise, everything is going on line. Fine and dandy by us!

[Barefoot Servants](#) News

The Servants join [The Hot Rod Power Tour](#) : A Power Tour Finale to Remember! There's no better way to end the Power Tour than hanging out with Toyo Tires crew at the Old Bridge Township Raceway in Englishtown, New Jersey. Join the boys on Friday June 9 for an unforgettable finale to this year's Power Tour, including fun runs on the drag strip, awesome giveaways, and a special performance by the band Barefoot Servants, all brought to you courtesy of Toyo Tires.

[Playa del Racing](#) News

Sue Schafer and Gary Sallee's boys Jacques Lazier and Roger Yasukawa in cars #12 and #21 at the 90th annual Indy 500 finished, most importantly safely, and in 16th and 17th places respectively in what was the second year for the team. Congratz to all and let's see you do it again in 2007!

Tech Tips of the Month

Save A Buck

A way to save money - directory assistance is free if you dial: 1-800-FREE-411

Real Estate Sleuthing

Wanna know what your neighbor's house is worth?
Or anyone's in the USA? Just click on [www.zillow.com](#)

The Facts About MySpace

What You Need to Know Before Your Kids Sign On
By Kimmy Powell courtesy of [geeks.com](#)

Bogus Email Forward Donation Claim

Subject: Debbie Shwartz
Claim: AOL is donating 15¢ for every 12 forwards of a plea from Debbie Shwartz, a single mother of four.
Status: False
More: [click this link](#)

Artist Spotlight

This month's Artist Spotlight is on the new Canadian Rock Sensation ["Jonas"](#). Ruth and I had the pleasure to be invited to his Los Angeles debut performance at the Key Club (formerly known as the Roxy, for us old rockers!). What a show it was. Jonas, Corey and the band were terrific. All we can say is: "Allez les Canadiens!" (You are listening to "Edge of Seventeen", a Fleetwood Mac song that the guys covered to the fullest extent. Volume 11.

Read the official press release below.



"... he is the best live rock singer I have seen in 30 years!"
Writer and singer, Ruth McCartney

"Charisma, sex appeal, stage presence, voice: he has it all!"
Promoter, Jerry Lembo

Montreal, Friday May 5, 2006 – The Los Angeles **Key Club**'s barometer exploded as **Jonas** took over the stage with pure energy and diabolic presence. He has accomplished yet another phase in his conquest of the rock world. Last Sunday, the Montreal rocker astounded some of the most powerful people on the international music scene, who had come together on Sunset Boulevard during the must see convention, MusExpo.

After this first victory round for **Jonas** and the **DEJA Musique** team, the singer conquered some new fans such as Ruth McCartney (singer, writer, and Paul McCartney's sister), Jerry Lembo (promoter for Peter Gabriel, Janet Jackson, Céline Dion), as well as many other record company artistic directors and representatives.

Demonstrating a soldier-like attitude, **Jonas** is on his way to conquer Hollywood. L.A. has acknowledged his undeniable talent and the diamond in the rough that he is. On stage, along with **Corey Diabo** (guitar virtuoso who ignited and astounded the crowd several times by his dexterity), **Ange Curcio** (drums) and **Domenic Romanelli** (bass), **Jonas** gave it his all. In all his fury, he delivered his current cult classics **Daddy** and his version of **Edge of Seventeen**. He also performed his new single **SuperSexMe** for the first time. It will be the first smash hit from his second album and a soon-to-be rock anthem, which will be released on radio airwaves by the end of May.

Stay alert: Jonas is back and he will be part of all events and festivals scheduled throughout the summer.

- 30 -

www.jonaslive.com

www.dejamusique.com

Source : DEJA
DEJA
MUSIQUE

Communications Director:
Felipe del Pozo
Telephone: (514) 939.1298 ext. 206
Email: felipe@dejamusique.com

Radio Tracking:
Promotions Nancy G. / Nancy Gearey
Telephone: (514) 849.9393
Email: promonancyg@yahoo.ca



www.jonas-music.com

click below to tell your friends

Introducing "The MopTops in Nowhere Land" Webisodic Television

"The MopTops in Nowhere Land" Part 4

This is the last part of the series.
 We hope you enjoyed the show!
 Hmmm - that would make a good lyric!
 The only Beatles Tribute Band to be endorsed by Angie and Ruth has just released their brand new film "The MopTops in Nowhere Land".
[McCartney.com](http://mccartney.com) is proud to be the digital distributor of choice who will show this movie in four parts.

[Part 4 is now available for viewing here.](#)

Stay tuned to the upcoming McCartney newsletters for the next Webisodes.

In case you missed these parts, click links below.

[\("The MopTops in Nowhere Land" Part 1\)](#) | [\("The MopTops in Nowhere Land" Part 2\)](#)

| [\("The MopTops in Nowhere Land" Part 3\)](#) |



Recipe of the Month

Grillin' Time is Here!

(Unless you're in the Southern Hemisphere - sorry!)

Bratwurst a la Hot Tub



Grilling for a crowd can be a challenge. And no self-respecting grillmeister serves brats that have overstayed their welcome on the grill. One sure-fire way to make certain all your guests get a piping hot, juicy bratwurst is to create a simple sausage jacuzzi. This works GREAT for chicken or vegetarian sausages too.

Here's what you'll need:

- * One aluminum foil holding pan
- * An 8" x 4-1/2" x 2-1/2" loaf pan will hold about a dozen brats. If you need to hold more, use a larger pan.
- * 2 - 3 beers
- * 2 tablespoons butter

* 3 - 4 slices of yellow or white onion

Put the pan right on the grill, careful not to singe your knuckle hair or melt your Rolodex, pour in the beers and add the butter and onions. Then grill your sausages to a juicy, golden-brown perfection. Serve immediately and place any remaining bratwurst into the steaming hot tub. When folks are ready for seconds or thirds or when stragglers show up late, grab a bratwurst out of the hot tub and enjoy!

Side Dish Suggestion

German Potato Salad with Cucumber :: Bay'rische Kartoffelsalat

Ingredients:

1 lb potatoes, scrubbed
 1 1/4 cups hot chicken or veggie stock
 5-6 Tablespoons rapeseed oil
 2 Tablespoons German vinegar
 1 teaspoon German mustard
 1/2 teaspoon sugar
 1/2 teaspoon sea salt
 1/3 cucumber
 1 large pickle
 2 spring onions, chopped
 2 small onions chopped finely
 2 tablespoons chopped fresh chives
 Black pepper to taste



Method: Cut the potatoes into large cubes and boil in salted water until tender. Drain and pour the hot stock over them. Leave until cool, by which time they should have absorbed the stock. Whisk the oil with the vinegar, mustard, sugar, salt and pepper. Halve the cucumber lengthways, scoop out the seeds with a teaspoon and dice the flesh into cubes. Chop the pickle to the same size. Mix the cucumber, pickle, onions, chives and dressing into the cooled potatoes. Set aside in the fridge for an hour or two. Check the seasoning and serve. Finally — a simple serving tip — don't serve potato salad straight from the fridge. It is best only lightly chilled so remove at least half an hour before serving.

Brain Teaser of the Month

How Can This Be? And, if it's true - let's all move to Venezuela!

WORLD GAS PRICES MAY 2006

Netherlands Amsterdam \$6.48
 Norway Oslo \$6.27
 Italy Milan \$5.96
 Denmark Copenhagen \$5.93
 Belgium Brussels \$5.91
 Sweden Stockholm \$5.80
 United Kingdom London \$5.79
 Germany Frankfurt \$5.57
 France Paris \$5.54
 Portugal Lisbon \$5.35
 Hungary Budapest \$4.94
 Luxembourg \$4.82
 Croatia Zagreb \$4.81
 Ireland Dublin \$4.78
 Switzerland Geneva \$4.74
 Spain Madrid \$4.55
 Japan Tokyo \$4.24
 Czech Republic Prague \$4.19
 Romania Bucharest \$4.09
 Andorra \$4.08
 Estonia Tallinn \$3.62
 Bulgaria Sofia \$3.52
 Brazil Brasilia \$3.12
 Cuba Havana \$3.03
 Taiwan Taipei \$2.84
 Lebanon Beirut \$2.63



South Africa Johannesburg \$2.62
 Nicaragua Managua \$2.61
 Panama Panama City \$2.19
 Russia Moscow \$2.10
 Puerto Rico San Juan \$1.74
 Saudi Arabia Riyadh \$0.91
 Kuwait Kuwait City \$0.78
 Egypt Cairo \$0.65
 Nigeria Lagos \$0.38
 Venezuela Caracas \$0.12

iFanz® Artists' Spotlight

In the studio with [REO Speedwagon](#).



Martin and Ruth recently visited with the boys in their Agoura Hills, CA studio and were treated to a sneak preview of some of the new tracks.

"Dangerous Combination" and "Smilin' In The End" are quite simply amongst some of the best written, classic rock songs either of us has heard in the last dozen years, and we are very proud to be a part of the team behind the marketing and online promotion for what is sure to be a best seller for the REO boys once again.

So - where was Neal? No need for any vicious rumours, he just had a dentist appointment that day! Phew!

Join REO June 10th at [Mandalay Bay in Las Vegas](#) at The Beach for what is sure to be a rockin summer night.

iFanz® Breaking Newz

[Introducing the new iFanz V3.0 Message | Media Editor](#)

Unless you haven't logged in to your account lately to communicate with your peeps, the iFanz message composition section just went thru' a major upgrade. Don't worry, we're not raising prices, we just wanna make iFanz better and easier to use, so you can take advantage of controlling your brand and communications.

[Read on...](#)

iFanz is Official Tech Sponsor of the 2006 Academy of Country Music Awards Gift Baskets

Courtesy of [Distinctive Assets](#).

Founder Lash Fary and Ruth recently worked out a deal for iFanz to become an official gift basket participant and sponsor in the tech-marketing category for this year's [ACMAs](#), Latin Grammy's and 2007's American Music Awards. This gives iFanz the chance to introduce our EZ online marketing software to major artists and labels as well as the 1200 of you who have supported us through the last 5 years. Many thanks to Lash and ACMA.

iFanz Portable Code :: iData and iPlayer®

Barefoot Servants

Clean Rock / Rock / Blues

"Barefoot Servants"

WOODLAND HILLS, California

United States

Profile Views: 177

Last Login: 5/24/2006

View My: Pick | Videos

Connecting Barefoot Servants

Send Message

Forward to Friend

Add to Friends

Add to Favorites

Instant Message

Block User

Add to Group

Thank User

MySpace URL:

http://www.myspace.com/barefootservants

BarefootServantsGeneral Info

Member Since:

4/23/2006

Band Website:

barefootservants.net

Band Members:

Leland Baker, Ben Schultz, Ben Butcher, Ben Whitman.

Influences:

Please Enjoy the "Rule Book" Video courtesy of the amazing band of Heaven

Barefoot Servants's Latest Blog Entry | [Subscribe to this Blog](#)

Welcome to BarefootServants site... [\(view more\)](#)

[\[View All Blog Entries\]](#)

About BarefootServants

Please join our mailing list by filling out the form below. Your privacy is our policy and we will never sell you down the street... promise! If you become a MySpace Friend - we'll never know how to get in touch with you about cool stuff so please make sure you also join the mailing list below this MySpace account. Thanks, Lela, Ben, Ben, and Ben

Email *

First Name *

Last Name

Address

State / Apt...

City *

State *

Postal Code *

Country

Comments

Date of Birth: 1 / 1 / 1900

Are you over 13 years old? *

Wanna be able to collect your Fanz names inside your MySpace page instead of just having invisible "friends"? It's very easy to do! Join iFanz to find out how... [or just click here...](#)

We are also announcing a VERY exciting upgrade in the next 2 weeks, so if you haven't joined iFanz yet (and why not - it's free?), then now is the time to get with the program and be able to host and stream your own music and copyrights safely AND see where in the world people are listening to you..... for a sneak preview visit myspace.com/milesionend.

Special kudos goes to Darby, Joe and Broen.

2006 Newsletters © McCartney.com. All rights reserved. We are not responsible for the content we link to. Comments or contributions? Please email them to: newsletter@mccartney.com



McCartney.com Newsletter, June 2006

Company News

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

World Cup Fever!!! As you probably know, I am originally from Germany and have called the US my home for the last 14 years. I consider myself to be an American, but when it comes to the World Cup of Soccer, the game I grew up with, I go ballistic. So, my apologies for the delay in our monthly publication, but the Cup only happens every 4 years. Although Germany lost tragically against Italy, I want to wish the remaining teams good luck and hope that this beautiful sport will find its way into the hearts of American sports fans!

Oh, and I almost forgot: Happy 4th of July!!!!
 (Check out the recipe section below for a cool summer cake...)

([Photos courtesy AP and Reuters, view more here...](#))



Client Spotlight

RevItUp® NetSpots, Banner and Radio Campaigns

AMCI's Rev It Up Events (sponsored this year by Chevrolet), hired McCartney to create their NetSpots, banner and radio campaign materials for 2006. You are listening to Sean Phillips' commercial soon to be aired in LA, Dallas, Miami, Chicago, New York and DC. You heard it here first!

This fun family day out is the world's largest performance driving school and National racing competition, and gives participants a chance to not only get behind the wheel of a brand new Corvette, but also possibly win a brand new



Chevy Cobalt SS.

For more info about dates and tickets, please check out www.revitupracing.com



Product Spotlight

In this space we regularly introduce our latest products and services. This month's spotlight features:

Introducing iPlayer® 1.0



iPlayer®. It's not just another MP3 player. iPlayer is a web based *portable MP3 player* which you can place onto your website or "Space".

iPlayer allows you to stream your music online, offer downloads, link your music to purchase, track hits and plays, and (most importantly) geographically track your listeners in REAL TIME ([utilizing Google Maps](#)).

iPlayer will help you make decisions [where you should play your next gig.](#)

Most importantly, iPlayer protects your copyright! Unlike other online MP3 players (MySpace, etc.), iPlayer locks your songs, artwork and other sensitive material.

You decide if you want to share your material via free downloads with others, or send listeners straight to the store to purchase your tracks.

[For more information, please click here.](#)

The iPlayer has multiple applications: You can use it to stream your music, or commercial announcement, or even speeches and training materials. With our tracking and mapping system utilizing a Google API and worldwide IP address data system, you can literally track your audience down to within 10 city blocks.

Thanks to our trusted iFanz Development Team, especially Darby Frey, Joe Beeson and Broen Westberg, for producing the iPlayer and bringing a new as well as an extremely innovative approach to the music industry.

So why not open an [iFanz account](#), load up your sound and lyrics/text and get your message out there, today?

Passages

Billy Preston's Sad Passing

June 6th, 2006

BY ROGER FRIEDMAN

'FIFTH BEATLE' BILLY PRESTON DEAD AT AGE 59

The great singer-songwriter and performer [Billy Preston](#), the real "Fifth Beatle" has died after a long illness as a result of malignant hypertension that resulted in kidney failure and other complications. As a result of a medical incident he'd been in a deep coma since last November 21st, but was still struggling to recover. He died at Shea Scottsdale Hospital in Scottsdale, Arizona where he'd lived for the last couple of years.

Billy was called the Fifth Beatle because he played keyboards on Let it Be, The White Album and Abbey Road. He also played on the Rolling Stones's hit song Miss You, and often played with Eric Clapton. He also did the organ work on Sly & the Family Stone's greatest hits. Preston's own hits included "Nothing from Nothing," "Will it Go Round in Circles," and "You Are So Beautiful," which Joe Cocker turned into an international hit.



Preston was actually mentored by Ray Charles, and acts like Little Richard (see below), Mahalia Jackson, and James Cleveland who had a huge impact on him at a young age. In the early 60s, Billy went to Europe with Little Richard who playing in Hamburg. The Beatles were the opening act and as the story goes he was the one who made sure they got fed.

His friendship with them lasted through the 1960s and he was the first act signed to Apple Records thanks to George Harrison. The resulting album is called "That's the Way God Planned It." In 1971, Preston played in "The Concert for Bangla Desh." Last year, in one of his final appearances, he performed at a reunion in Los Angeles for the release of the Bangla Desh DVD with Ringo and Harrison's son Dhani on guitar.

More recently, Billy can be heard on the latest albums by Neil Diamond and Red Hot Chili Peppers. He's also featured on the Starbucks soul album "Believe to My Soul" featuring Mavis Staples and Ann Peebles.



I had the good fortune to know Billy the last few years, and saw him perform--as chronicled in this column--last August at the Mohegan Sun Casino in Connecticut and last October at the Atlantis in the Bahamas. He was one of those spectacular performers who put everything into his show even though his kidneys had shut down by then and was receiving dialysis. He was a warm, wonderful human being with a mile wide smile. He was also a genius musician, the likes of whom we will not see again.

Rest in peace, Billy. You deserve it.
[Listen to Billy's final work here.](#)

Billy Preston † 9.2.1946 -6.6.2006

Net.Work News Orange County Choppers



Look out America. The Teutels are on the road again.

Our fearless friends and promoters at R Entertainment are bringing the eclectic bike-designing family to Spokane, WA for a weekend of music,



bikes, fun, demonstrations and general [Orange County Chopper](#) madness. There is even an opportunity to meet Senior, Pauly and Mikey in person. If you are going to be in the Pacific Northwest, this is an event you shouldn't miss. Unless of course you are a Krishna vegan yoga teacher. In that case, it might not be your cup of tea.

Info and ticketing site is [just a click away](#).

New Team Member

Please give a warm welcome to the newest member of the McCartney team. Introducing: [Kyle Bonnici](#). Kyle will be responsible for much of the editorial content within McCartney and iFanz, as well as aiding in operations and customer service.

Kyle is a native Las Vegas who is currently studying both Communications and Theater at Loyola Marymount University in Westchester, CA.



Lemons, Lemons and more Lemons!



Ruth and Martin recently visited with The Limoneira Company in Santa Paula, California.

Scott Harris of Mustang Marketing was very kind to introduce us to Alex Teague and Harold Edwards of www.limoneira.com.

After an extensive tour of all the facilities and crash course in lemon growing and handling, Ruth and Martin went back to L.A. to get their creative heads around what else? "Lemons".

Stay tuned for organic developments....

Roseanne @ The Comedy Store

La Legend recently invited Ruth and Martin to a taping of her up-coming HBO Comedy Special at Sunset Blvd's equally legendary Comedy Store.

[Roseanne](#) was in rare form looking stunning with her new blonde locks and a tantalizing turquoise kimono. One never knows what will come out of her brain (via her lips) next, and this evening was certainly no exception to that rule. Barr was sassy, clever, edgy and of course hilarious.

Roseanne has recently launched the [Roseanne Barr Foundation](#) and has committed to donating all the income from her comedy tour this year to her Rebuild New Orleans fund. You too, can join her in this wonderful effort.

Every cent of your donation will go directly to a special gutting and cleaning fund, which ACORN has set up for us at their New Orleans headquarters. The money is used primarily to pay the crews, and all the locals who lost their homes and jobs in the disaster. These men and women are trained by ACORN in a construction trade and taught to mentor new members as they join the crews. This ever-widening 'circle of employment' is not only bringing back the economy in the area, but it's also creating jobs while saving homes.



Any money left is used to buy van fuel, lunches, or cleaning and building supplies. Not a penny goes to administration.

We will be all TIVO'd up for some incredible comedy this next November. Thanks Roseanne, now pass the Kleenex!

Recipe of the Month

4th of July Cake

(as prepared by Sarah Watson, "TheJungle", Playa Del Rey CA.)

Coconut cake:

- 5 eggs, separated
- 8 tablespoons butter, room temperature
- 1/2 cup shortening
- 2 cups sugar
- 1 teaspoon vanilla extract
- 2 1/2 cups all-purpose flour, sifted
- 1 teaspoon baking soda
- 1 cup buttermilk, shaken
- 1 cup unsweetened coconut
- 1 cup pecans, finely chopped

Coconut Frosting:

- 8 ounces cream cheese
- 1/2 cup butter, softened
- 3 cups confectioners' sugar
- Milk, to thin as needed
- 1 cup unsweetened coconut plus 1/4 cup unsweetened coconut, toasted for garnish
- 5 large strawberries
- 1/2 cup blueberries
- 1 teaspoon vanilla extract

Special equipment: 3 (8-inch) round cake pans, or 2 (9-inch) round cake pans, floured and greased

Preheat the oven to 350 degrees F.

To make the cake, whip the egg whites until stiff, but not dry with an electric mixer. Set the whites aside.

Switch to the paddle attachment. In a clean bowl cream the butter with the shortening, and sugar until fluffy. Add the yolks, 1 at a time, beating well after each addition. Stir in the vanilla.

Sift the flour and baking soda together. Add the flour mixture to the butter mixture, alternating with the buttermilk, starting and ending with the dry ingredients. Beat in the coconut and pecans. Gently fold in the whipped egg whites. Do not overmix.

Pour the batter into the prepared pans and bake until toothpick comes out clean, about 25 minutes. Do not overbake or cake will become too dry. Remove the cakes from the oven and cool in pans for 10 minutes. Turn the cakes out onto a rack. Cool completely.

To make the frosting: Cream the cream cheese with the butter in an electric mixer. Gradually beat in confectioners' sugar. To achieve the spreading consistency you desire, add milk to thin, as needed. Add the vanilla and beat in 1 cup of coconut and the chopped nuts. Frost the cake and decorate with blueberries and strawberries.



Tech Tip of the Month



Need to crop an image? Don't know Photoshop® that well? Got a deadline and need the images sized smaller? Here's a great solution that we found to make it easy for you to edit your images online in real time!

Check out: www.Snipshot.com. This Tech Tip was discovered by: Peter Harris.

iFanz® Spotlight

We are proud to welcome [Phil Keaggy Music](#) as a new iFanz member.



Phil's newest CD, "JAMMED!" is now [available here](#). This CD is a sort of reincarnation of "Premium Jams", but also very different.

Phil is currently working on a new vocal album. The songs primarily are love songs, and is planning a release around the fall. This will be Phil's first vocal album of all original songs since "Inseparable", and he's very excited about it. More info on this CD coming soon, but for now, here is a preview of some of the song titles: "Love Is The Reason", "Why", "The Talking Oak", "Revive Me", "Thank You For Today", "The Little Things", "Dream Again", "There With You", "It's You and Me", "How Can I Thank You", "Kathy's Song".

Phil has been a long time sponsor of Compassion International. Their website is now featuring a video of Phil and his son Ian as they communicate how they expanded their family through Compassion's Christian child sponsorship ministry - [watch the video here](#)



2006 Newsletters © McCartney.com. All rights reserved. We are not responsible for the content we link to.
Comments or contributions? Please email them to: newsletter@mccartney.com

McCartney™

Newsletter July 2006

McCartney.com Newsletter, July 2006

Company News

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

Not much intro this month. We're all way too busy. In all honesty, July 2006 has been one of the busiest months in company history. Normally we experience a lull during the summer months and spend the time to develop and create. Not this year! But hey, nobody's complaining. So, here's what's cooking this month:

Client Spotlights

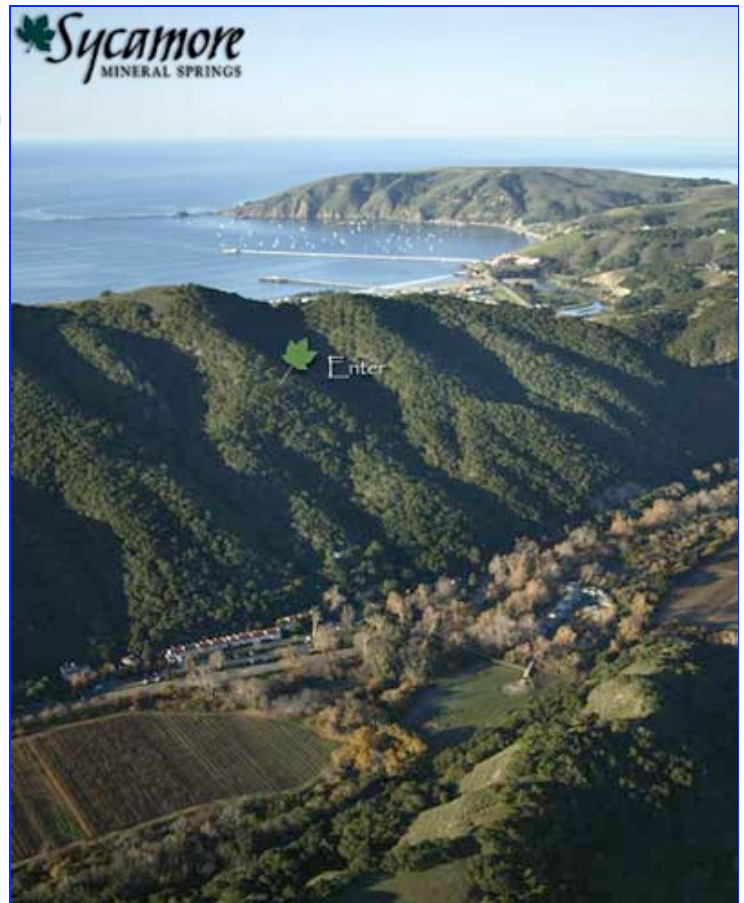
Sycamore Mineral Springs

We're happy to announce that the renowned "Sycamore Springs Resort" has signed a marketing contract with both McCartney's Creative Services and iFanz Communications. This wonderful property is located in San Luis Obispo, California and is the sister property of Two Bunch Palms in Desert Hot Springs.

We are going to be involved with the interactive marketing and email communications for both of the [KingVentures](#) properties. Here's a little excerpt from [Sycamore Springs](#) web site:

According to some sources, the word 'spa' originated in a municipality in the Belgium province of Liege, where the town's famed hot springs were frequented as early as the 14th Century. The town's name, **Spa**, is a Latin acronym derived from the phrase "**Salus Per Aqua**" or "health through waters." There are precious few "true" spas in the United States and Sycamore Mineral Springs Resort is among the finest.

Soaking in hot mineral spring baths is an ancient healing practice tracing its roots from the early Egyptians and Romans to our contemporary worldwide culture. Whilst "taking the waters" has been a time honored tradition in Europe prescribed by physicians and paid for by health insurance companies, it is only now, in the 21st century, being defined by Americans seeking more from their spa experience than superficial pampering. With its hundred year history, Sycamore Mineral Springs Resort is among the first true American Spas to emerge with a commitment to integrating the full spectrum of healing arts from exercise, nutrition, massage and skin care, to meditation and psycho-dynamic therapies. We recommend all McCartney clients to stay at this enchanted and relaxing resort! And watch out in the coming months for the "Great Spa Debate" - what do you think? Is a strip-mall / shopping center nail parlor really a spa? Hmmm.



Barbie® joins iFanz!



Darby meet Barbie. Barbie meet Darby.

Sorry - we were having an "Uma | Oprah" moment!
OK so - the real news. We are currently working with Anne Ego, Shona Gupta and all the other lovely ladies at Mattel, building an online registration system for Barbie and the upcoming 12 Dancing Princesses movie.

The magical movie is Barbie's first full-length major animated motion picture and Mattel and their promotional partner Wal-Mart are inviting little girls all over America to see the movie for free on Saturday, September 9th.

There will be 40+ real-live Barbie actresses at the theaters to meet and greet the moviegoers, and parents are encouraged to dress up their little girls in their best Barbie-Pink outfits.

McCartney "Team Barbie": Mike Moroney, Design; Darby Frey and Joe Beeson, Database Design and programming; Christian Volquartz, Producer; Peter Harris Lead Web Developer and last but not least, Ruth McCartney, Exec. in charge of production (and pink shoes).

Event Wrap Up

Rev it Up® Wrap Up

Well there we were with Roberta Cohen and David Stokols, President of AMCI in Irvine California, on the El Toro Marine base watching all the new Corvettes and Chevy Cobalt SS' being raced around a specially prepared track. It's really cool to see the fruits of one's labor in the form of smiling faces enjoying this tremendous race enthusiasts' event. Below are some pics.



Ahhh... The new Corvettes The RevItUp Promotion Team Cobalt SS Supercharged



Click thumbnail for larger image



Click thumbnail for larger image



Click thumbnail for larger image

Product Spotlight

Introducing NetEngine

Be Top of The Charts... on all the Search Engines!

With iFanz's NetEngine Search Engine Optimization and Submission, it's EZ!

It's been widely reported that 98% of people looking for something online use the top search engines. Proper listing with these search engines is a key component to attracting visitors. Doing these submissions one at a time by hand is part of the secret. Most of the "off the shelf" programs use a technique called multi-threading. Most search engines now block programs using this feature.

Is Your Site Search Engine Compliant?

More than half of the Fortune 500 companies' sites are not even coded correctly, so with our expert techniques, you have a chance to stand above the big guys! Our service includes:

- Your competitors' sites analysis
- Title tag consulting
- Keyword recommendation and insertion
- Meta tag coding with the allowable number of characters and spaces
- HTML coding • Hidden words • Search engine and directory submission

In the case of sites built in HTML, we can pull the code from the browser, modify it and deliver it back to your Webmaster for upload. You must supply sample pages if your site is a database driven or specially constructed site. We actually visit each search engine and very carefully submit* your information by hand to hundreds of top search engines and directories including:

* [AltaVista](#) [C4 Search](#) [DMOZ.org](#) [Excite](#) [FAST Search](#)

* [Galaxy](#) [Go.com](#) [Google](#) [HotBot](#) [InfoHiway](#)

* [Infoseek](#) [Inktomi](#) [LinkMaster](#) [Lycos](#) [Magellan](#)

* [MSN Search](#) [Scrubbie](#) [REX](#) [Webcrawler](#) [Yahoo!*](#)



**** Please note, Yahoo! now charges \$199 per page additional fee for considering submissions, which is additional to the cost of the NetEngine program.**

Actual listing is at the discretion of each individual search engine and we cannot therefore guarantee positioning or listings.

Interested ? Gives us a call 310 301 8166, xtn 221 or send us an email info@mccartney.com and we'll get you started.

The NetEngine program starts at **\$399.00**

Net.Work News

Femme Fatales



What a job I have!

I had the recent pleasure in sitting down with Mark Altman and Paul Zimmerman (Publishers and Executive Editors of Femme Fatales and CFQ Magazine), discussing the online future of digital content/video distribution amongst other things.

Stay tuned for exciting projects coming your way. For now, if you're over 18, please visit our friends at [Femme Fatales](http://FemmeFatales.com).

Just Stopped In...

Brian Cadd superstar rocker from Australia visited McCartney headquarters recently and sat down for a chat with Ruth. The interview will be available on iConz of Rock soon.

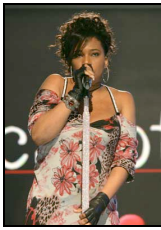
In the series "Speak Easy with Ruth McCartney" we currently have the Barefoot Servants up on iConz of Rock. [Check them out here...](#)



Life By Night - Las Vegas Event

Desert Diva Janie Hoffman is hosting a weekend of groovy happenings in where else? Vegas baby! September 17th for 4 nights. Make sure you're part of the in-crowd... Visit LifeByNight.com for details.





Check out **Macy Gray's new movie "ShadowBoxer"**

She stars as "Neisha". Click on the image to watch the Movie Trailer on "ShadowBoxerTheFilm.com"

Shadowboxer is an emotionally-charged, full-throttle noir, which delves deep into the harsh underworld of organized crime and uncovers the complex lives of trained assassins, Mikey (Cuba Gooding Jr.) and Rose (Helen Mirren).

MusicSupervisor.com



MS-Pro is a program that automates the processes of licensing music to film, TV, commercials, trailers, games and more. MS-Pro provides you with your own film and TV licensing team that never sleeps, is available around the world, and can give quotes, grant licenses, sign contracts, and collect money - all while you make more music.

The MS-Pro software solution allows you to accurately see how much money your company is making in licensing instantly. You can sort by Artist or Song Title to see which genre is most effective. You can see how much money each song/artist is currently due and how much money they have generated in total. This information is available from anywhere and anytime online. Brought to you by the fertile mind of Barry Coffing and Co.

Recipe of the Month

Ruth's Maple Granola Squares (VEGAN)- EASY EASY EASY !!

I know this sounds a little "Martha Stewart in Topanga" but these are actually delicious. They keep in the 'fridge for a couple of weeks and are a handy "on the way out the door" snack. See...Messrs Schultz, Harris and Garcia - I think of you....

Ingredients:

Cooking spray

1 cup quick cooking rolled oats

1/2 cup raw unsalted sunflower seeds

1/2 cup toasted wheat germ

1/4 cup whole-wheat pastry flour

1/2 cup dried apricots (or prunes, plums, figs etc.)

1/2 cup raw almonds

1/2 cup raisins

1/2 cup pitted dried dates

1/2 cup powdered nonfat dry milk

1/2 teaspoon ground cinnamon

1/3 cup pure maple syrup (organic if you can get it)

2 large eggs (again, organic, free range preferred)



Method:

Preheat the oven to 350 degrees F. Coat a 9 by 13-inch baking pan with cooking spray.

Place all ingredients except the syrup and eggs in a food processor and pulse until the mixture is finely chopped.

Add the syrup and eggs and pulse until the mixture is well combined. It will resemble a coarse paste.

Transfer to the baking pan and spread evenly. Bake until just done, about 20 minutes. Cut into 20 squares.

Allow to cool and then wrap individually for freezer or refrigeration. (Note: Because live wheat germ is used in this recipe, they **MUST** be kept refrigerated until use.)

Tech Tips of the Month

MAC Users

Are you on a Mac and are tired of iPhoto?
Do you need a good solid archiving software solution ?

Look no further than [iView Multimedia Pro 3](#). I have been using this software for years and when it comes to large amounts of files (The McCartney Photo Library contains over 200,000 images alone) there's just no other way to handle it. Remember iPhoto comes free with almost every Mac. You get what you pay for....

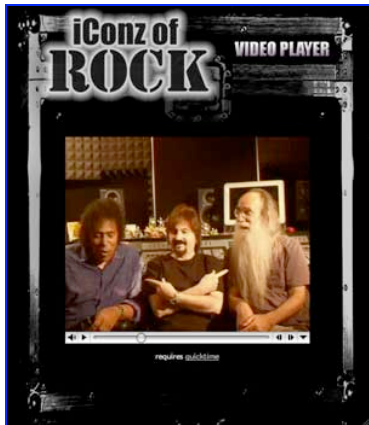


PC Users

Need to take a screen shot of your desktop so you can explain what you're experiencing to other people? Or just want to snag a picture of a web page? Well, of course, in MACWorld we use "Shift ,Command,3" to do that but now there's a program called SnagIt which allows PC users to join the ranks! Not that we're partial to Apple or anything! Anyway, check it out at www.snagit.com

Video of the Month

This is a new section in the newsletter and upon massive request we will introduce the "Video of The Month" here.



This month we are featuring: "Speak Easy with Ruth McCartney - The Barefoot Servants", a series dedicated to the biggest names in music today. This interview series features rare looks into the minds and workings of the most talented musicians and performers today.

Here's how it works: Just click the thumbnail and the video will open in another window. Enjoy.

(If the video takes more than a minute to load, please be patient. Thanks.)

Funny of the Month

A blonde is driving south on I5 towards San Diego when she sees a truck with 2 flat tires pulled over on the right side of the freeway. She pulls over to see if she can help (the driver was kinda cute, you see.)

He says " Are you going anywhere near San Diego?"

"Yes, *actually I live there*" came the blonde's reply.

"Well, the thing is I have these 2 Chimpanzees in the truck that are going nuts and I need someone to take them to the San Diego Zoo"

"No problem - *I drive right by there on my way home*"

"I'll give you \$150 for your trouble, but they are very distressed and I need to get them on their way."

They proceed to try to load the cage into her BMW325i without success, so they decide to strap the little Chimps into the back seat (safety first!) and then the blonde and the 2 monkeys are off.

About 3 hours later, the truck driver has had his tires fixed and is reaching his destination



near the San Diego Harbor when, driving thru the GasLamp Tourist District, he sees the blonde with the two Chimps hand in hand, eating vanilla ice cream!

"Wait up lady!" he yells, "I gave you \$150 to take these animals to the San Diego Zoo"

"Well sure" says the blonde *"but we had money left over - so I'm taking them to SeaWorld now."*



iFanz® Spotlight

There has been a new addition in the iConz of Rock Interview Series. [David Gilmour just joined the iConz of Rock family on iTunes.](#) It's truly a must-have for every Pink Floyd fan out there. Steven Rosen does a tremendous job getting the oftentimes shy Gilmour to elaborate on songs and guitar techniques. Click the graphic to get the 52 minute interview on iTunes.



The Steven Rosen "Iconz of Rock - Interview Series - David Gilmour"
David Gilmour (interviewed by Steven Rosen)

Gift This Music +
Artist Alert +
Tell a friend +

Genre: Rock
Released Jul 07, 2006
Total: 1 song
© 2006 Angels on Earth
\$9.99 [BUY ALBUM](#)



You are listening to: "Pharaoh's House" by the Barefoot Servants.

2006 Newsletters © McCartney.com. All rights reserved. We are not responsible for the content we link to.

Comments or contributions? Please email them to: newsletter@mccartney.com



McCartney.com Newsletter, August 2006

Company News

Welcome to the August 2006 wrap-up edition of the McCartney.com newsletter.
 ([created by Martin Nethercutt](#))

Hello and welcome to the overdue edition of the August 2006 newsletter. I wasn't joking when I reported last month that it was the busiest time in our 10 year corporate history! This time, I'm writing to you from the road. We are at The Sanctuary on CamelBack in Paradise Valley, Arizona, more about the property and its fabulous Elements Restaurant next month. So without any further fanfare....here we go.

From the Road



DaVinci Institute presents: MySpace Boot Camp.
Denver, CO

Our trip to Boulder was an exercise in patience with regard to the challenges of air travel today. We found ourselves in Boulder, CO at the same time the John Mark Karr / Jon Benet Ramsey story started to develop. We left LAX for Denver Airport on August 17th. Apparently our luggage did not. Anyhow - that's another story...so, wearing our best new Target outfits, we presented an overview of iFanz at the participants of the DaVinci Institute's "MySpace Boot Camp". It was a very informative day with detailed instructions on how to use MySpace as a potential marketing platform for individuals as well as small business.

We'd like to thank all the participants for inspiring us and for having the patience to listen to us online geeks. Thanks especially to Deb and Thomas Frey for hosting a very exciting event and for their charming hospitality, catered by Chef Kyler Frey at their home. Thanks to all in Colorado!!!



The Daily Camera News Offices and the classic Pearl Street Boulder Theater

Client Spotlights

Barbie® V.I.P Reservation System launches!

We are proud to announce that the online reservation system for the V.I.P Barbie Event launched. All around the country (US) little girls were invited to a special screening of the Barbie and the 12 Dancing Princesses movie and even had a chance of meeting Barbie in person.

The kids were invited to dress up like Barbie and get their photo taken with her. So, if you are a parent, reading our newsletter and have a picture with your girl taken with Barbie, email it to us, for publication in next month's issue!



Product Spotlight

10 e-Commandments of Online Artist Marketing.



Due to popular demand, we present the entire iFanz marketing package for online Artists. Best of all this collection of information **is free to you**, the McCartney / iFanz client.

In the overview below the document discusses in great detail the necessary steps that management companies, record companies and most importantly artists themselves need to take to stay on top of their online presence in the new world of digital distribution.

So, by downloading this PDF, you will gain the relevant information that you have been looking for, helping to you make the right decisions in today's oftentimes confusing online environments.

[Download the PDF here...](#)

Net.Work News

iFanz at the EMMYs.

iFanz made a showing at this years Emmy Awards. Inside the gift baskets! Promoted by our good friend and client Lash Fary from [Distinctive Assets](#), nominees and winners are treated to an iFanz account and a full year of services. (Worth \$1,200).

Song Writing Experience with the Macy Gray Music Academy

Here's what happened in Macy Gray's world this month.

With kids: The John Lennon Educational Tour Bus (www.lennonbus.org) visited Macy's Academy during summer session, where the kids were able to tour and record in the mobile recording studio.



Zane: Macy helped to present the Maxell Song of the Year grand prize for the John Lennon Songwriting Contest to songwriter/performer Zane Williams of Nashville.



Restaurant of the Month



Minotaure Restaurant in Playa Del Rey, is the new favorite hang out of the McCartney crew. A romantic and intimate Spanish tapas restaurant with superb food and very friendly service. Regina, Frank, Leila and Kevin will help you wind down after a hectic day at the office.

Minotaure Tapas Restaurant & Wine Bar owners Frank Sadeghian and Regina Huber met, fell in love and married, in a city foreign to both of them: Guadalajara, Mexico.

Their lives took many strange turns before they eventually met, ironically enough, in the homeland of their Executive Chef, the renowned Severiano Morales from Guanajuato, Mexico.

LtoR: Rory Crawford (Director of Australian Operations), Christian Volquartz (Director of Operations McCartney.com), Martin Nethercutt (President McCartney Multimedia, Inc.) Angie McCartney and Pat Healy (Filmmaker extraordinaire).

Before this, Regina managed a beautiful boutique hotel in Switzerland. She also spent much time in Spain, learning the language, experiencing the culture and...discovering the delectable Spanish specialty cuisine of Tapas.

At the same time, Frank, a born entrepreneur, was opening restaurants in Great Britain and Los Angeles, then expanding into furniture design with a showroom in West Hollywood, California and manufacturing in Guadalajara, the Mexican city of artists and craftsmen. If Regina Huber had not been vacationing there at that time...well, there would probably be no Minotaure Tapas Restaurant & Wine Bar in Playa Del Rey, California, today.

Tech Tip of the Month

[Podcast Maker](#)

This is a very nifty tool that takes the guessing out of how to create a podcast. At a retail price of \$30.00 it's also very affordable for the garage broadcaster in all of us.

About Podcast Maker

A tool for Mac OS X that makes podcasting simple. Using Podcast Maker novices can become podcasters and professionals can podcast without having to do XML sit-ups. You can also create enhanced podcasts with your images and links to take your podcast to the next level.

Joke of the Month

[Alcohol Warning!](#)

Turn on your speakers and click here to download the MP3. Enjoy.

iFanz® Spotlight



Long time iFanz client [Debby Holiday](#) is our iFanz pick of the month. Her new release "What's The Matter", has hit written all over it. Thanks, Debby for creating great music. Below are some of Debby's upcoming dates.

LATEST NEWS:

September 18th, 2006 (Santa Ana, CA): Debby Holiday has been nominated for "Best Dance Song" for her remix of Half A Mile Away by Scotty K. (Written by Debby Holiday and Bryan Corbett).

October 7th & 8th, 2006 (Palm Springs, CA): Debby Holiday will be performing in the Del Shores hit play The Trails and Tribulations of a Trailer Trash Housewife at the Annenberg Theater @ The Palm Springs Art Museum. performances at 8:00 pm on October 7th and at 2:00 pm on October 8th.



2006 Newsletters © McCartney.com. All rights reserved. We are not responsible for the content we link to. Comments or contributions? Please email them to: newsletter@mccartney.com

McCartney™

Newsletter August 2006

McCartney.com Newsletter, September 2006

Company News

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

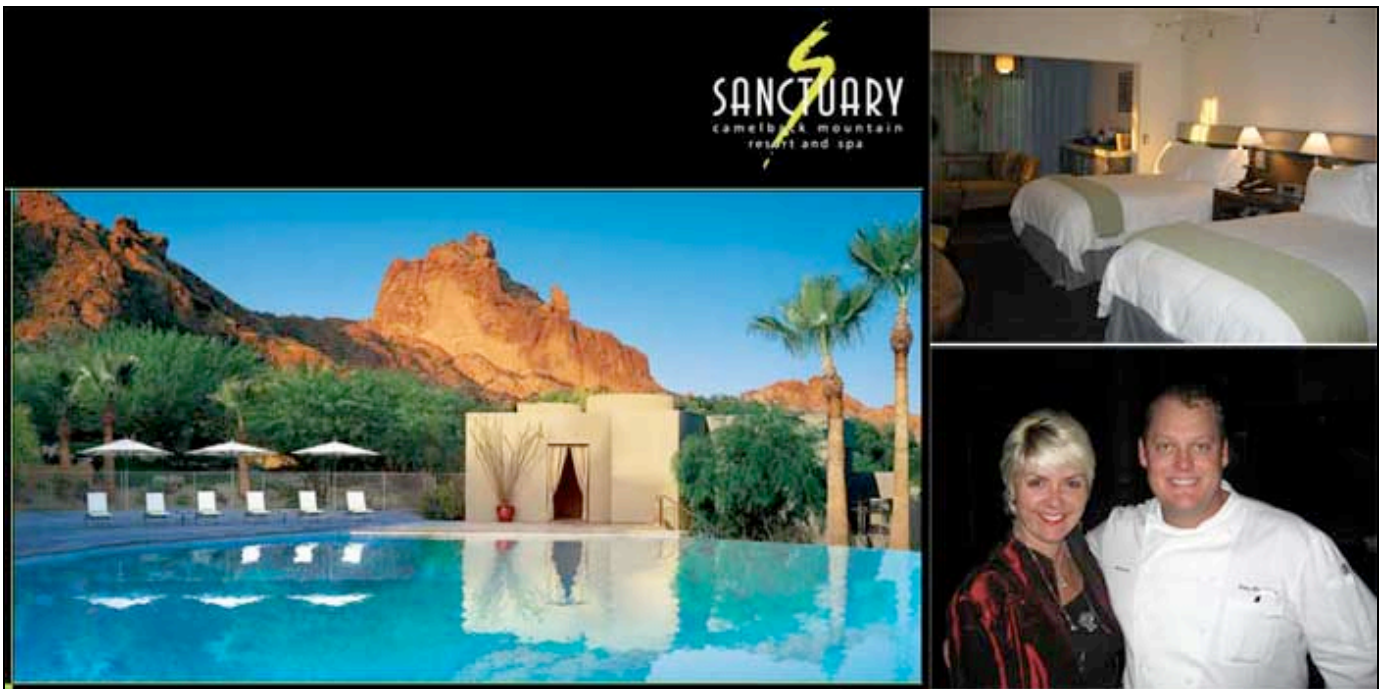
Hello and welcome to the September 2006 edition of the McCartney newsletter. This month's issue should have the headline: On the road again. Enjoy.

From the Road

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

The Sanctuary on Camelback Mountain.

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



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



Outsource International

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

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

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

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



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

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

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

Client Spotlight

Taste of Lexus

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



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





[REGISTRATION](#) | [EVENT LOCATIONS](#) | [EVENT DETAILS](#) | [LEXUS.COM](#) | [F.A.Q.](#) | [LOG-IN](#) | [HOME](#)

JOIN US

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

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

Bask in the lap of luxury, sample fine culinary delights and drive your dream car.

[Register today](#) for a taste of true luxury, design and innovation.

[Your Privacy Rights.](#)

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

New York, Los Angeles
Orange County, Chicago, Dallas
Miami, Houston, Washington D.C.
Atlanta, San Francisco







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

THE EVENT OF THE SEASON

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

LS 460: Luxury and Performance.

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

GS 450h: No compromises.

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

ES 350: All new.

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

Driving excitement.

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

Delicious style.

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

Ownership benefits.

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

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

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

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

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

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

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

(Comedic Webisodes)

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

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

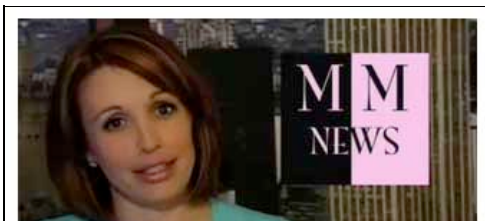
It's just *NOT* the OC.

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

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

Welcome To The Jungle!

www.thejungle.tv

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

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





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

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

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



Supermax is back!

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

Recipe of the Month



Honey Baked Apples with Raisins and Cinnamon

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

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

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

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

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

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

<<<< mce_serialized="2"><<<<< mce_serialized="2"><<<<< mce_serialized="2"><<<<

Book Tip of the Month

iCon

(notice the spelling???)

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

Here's a review from Amazon:

Apparently, this book hit a nerve. Or several.

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

So what's the fuss?

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

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

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

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



Joke of the Month

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

iFanz® Spotlight



Introducing new iFanz Member

[Adam Watts](#)

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



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

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



2006 Newsletters © McCartney.com. All rights reserved. We are not responsible for the content we link to.
Comments or contributions? Please email them to: <mailto:martin@mccartney.com>

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



This mailing has been performed by iFanz, 322 Culver Suite #124 Playa del Rey, CA 90293, in proud compliance with all rules and regulations included in the CAN-SPAM Act of 2003.

As an iFanz member, you are receiving this message from iFanz. Should you not wish to receive future mailings from this iFanz client click on the Unsubscribe link above. We respect your wishes. Thank you.



McCartney.com Newsletter, October 2006

Company News

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

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

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

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

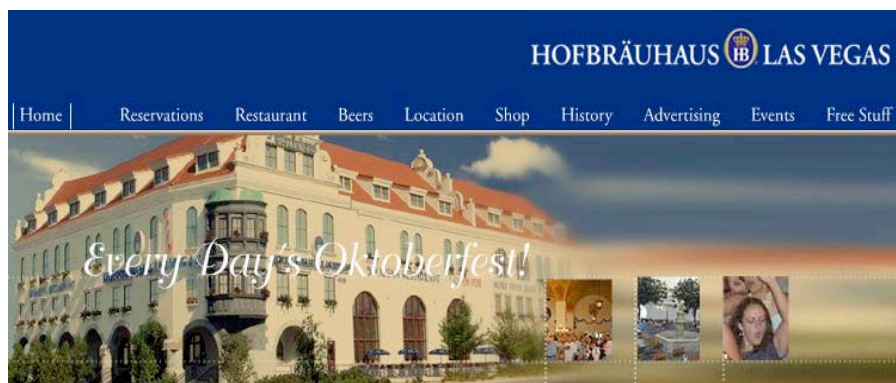
For those who attended, follow the links below, for those who didn't well, here's what you missed....

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



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

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



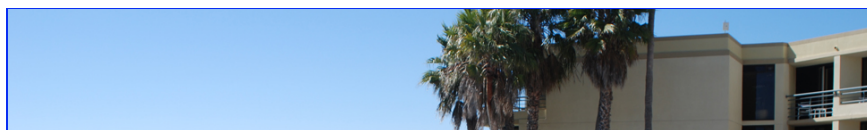
In a city built on fantasy, Hofbräuhaus Las Vegas is an original. It is fully licensed by and is an exact reproduction of Hofbräuhaus München, which was originally commissioned by Duke Wilhelm V in 1589.

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

Client Spotlight

The Cliffs Resort

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



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

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

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

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

(Photo by Ruth McCartney)



Online Campaign of the Month

NetSpot® Campaign for Prop 203

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



[Unsubscribe](#) | [Send To Your Friends](#) | [Privacy Policy](#)

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

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

Excalibur, Las Vegas

Client: Excalibur

Promotion: [Crazy Fights](#)

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

[Crazy Fights Part 2](#)

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

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



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



Net.Work News

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

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

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

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

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

Wa Wa Wee Wa!

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



Recipe of the Month



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

Pumpkin Gingerbread Trifle

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



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

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

Tech Tip of the Month

Scam of the SEASON

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

Apple Teams Up With Six Airlines to Deliver iPod Integration

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

Factoids of the Month

SO YOU THINK YOU KNOW EVERYTHING?

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

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

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

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

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

More next month!

iFanz® Spotlight



Welcome new iFanz Member: **Landon**

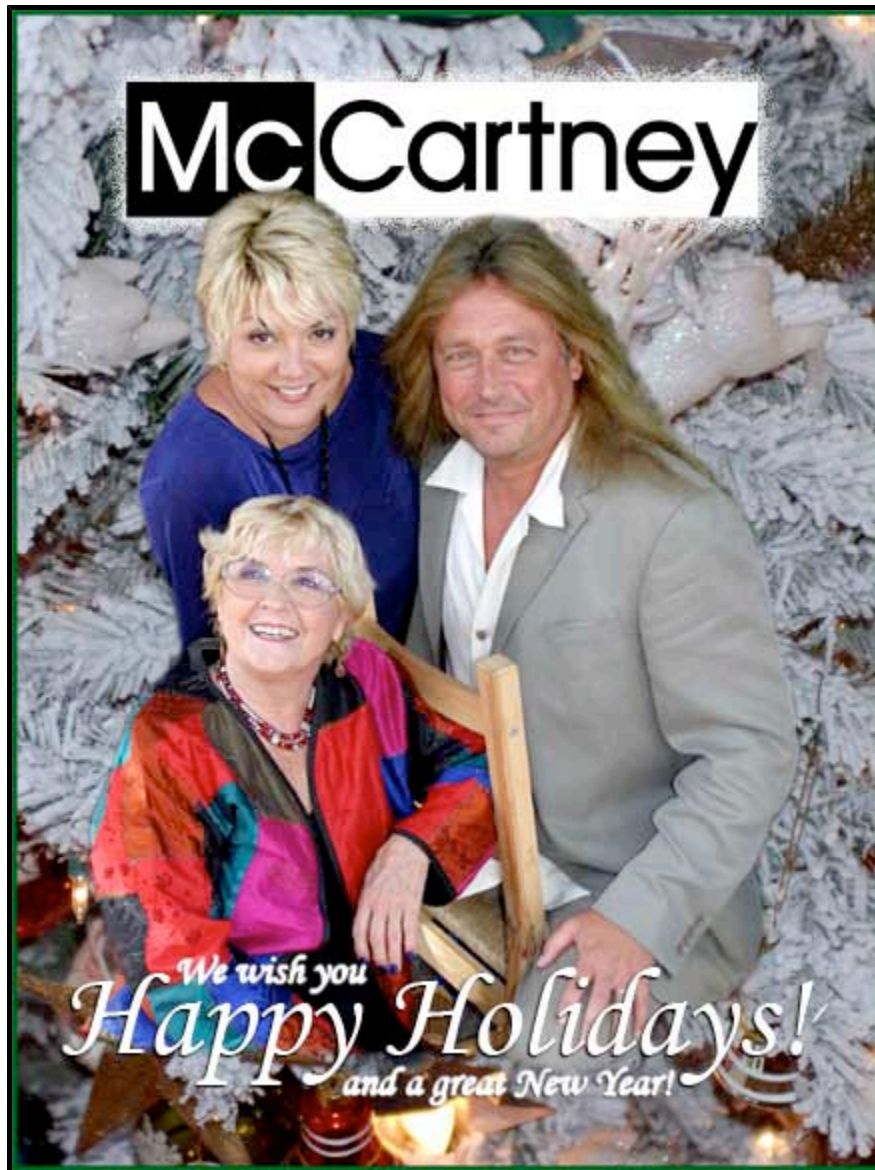
You are listening to "**Angry**" by Landon Band.

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

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



2006 Newsletters © McCartney.com. All rights reserved. We are not responsible for the content we link to.
Comments or contributions? Please email them to: newsletter@mccartney.com



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



This mailing has been performed by iFanz, 322 Culver Suite #124 Playa del Rey, CA 90293, in proud compliance with all rules and regulations included in the CAN-SPAM Act of 2003.

As an iFanz member, you are receiving this message from iFanz. Should you not wish to receive future mailings from this iFanz client click on the Unsubscribe link above. We respect your wishes. Thank you.