



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 imagineable 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

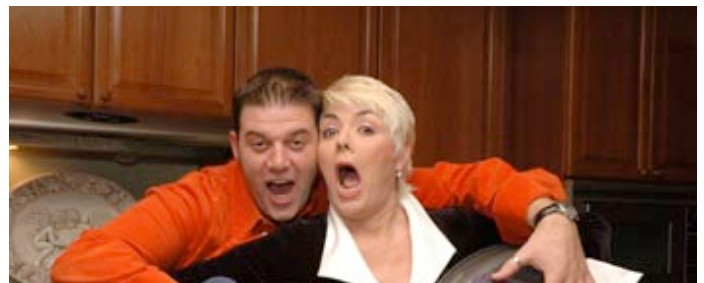
Chicken and Papaya Quesadillas

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](#)



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