

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.](#)

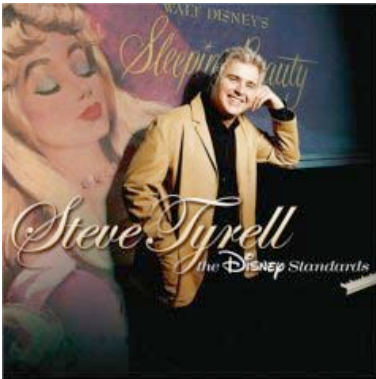
Stay tuned to the upcoming McCartney newsletters for the next Webisodes.

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. "

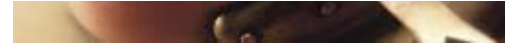
Chef's Recipe of the Month

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.





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