

Company News

Welcome to the New Year 2007 edition of the McCartney.com newsletter.

[\(created by Martin Nethercutt\)](#)

Hello and welcome to the January 2007 edition of the McCartney newsletter.

We hope everyone had great holidays and most of all a time to relax, reflect and be with your families and friends. We wish everyone a fresh and *healthy* start to the new year!

Here's what happened in our world over the holidays.

New Year's with REO at the Canyon Club in Agoura, CA.



We had a wonderful evening at the Canyon Club, Agoura Hills California. We received the V.I.P. treatment and watched an unbelievable REO show.

The guys packed a punch and are as rocky and melodic as ever! I can honestly say that the upcoming album will take your shoes off. Here are some photos from that evening. Enjoy!

Thanks to all at the Canyon Club for making us so welcome. Special thanks to Diane, Joe, Chris, Kevin, Dave, Bruce, Neal, Brian and Walter ! You guys REALLY rock! And for a living.

If you have your speakers on, then you are listening to a brief clip from "Smilin' in the End" of the new REO album.

Click the image to view more pictures, (all shot by Ruth McCartney)

from the evening at the Canyon Club.

Roseanne in da House!

There goes the neighborhood!

As many residents of 90293 might know, Roseanne Barr moved to Playa Del Rey last summer - and we certainly welcome her, JA and Bucky to the 'hood.

We shared a sumptuous feast over the Holidays of toasted Reuben sandwiches and sticky toffee pudding....no, we're not kidding!

Roseanne's HBO Special "Blonde and Bitchin'" If you haven't seen it yet, [check out the link...](#)



also see if you recognize a couple of folks in the front row ;)

She is committed to bringing new comedy to the world of online - check out her site and video archives at RoseanneWorld.com - some great stuff.



Online Campaign of the Month

Let's talk about Fresh Baby ... it's a New Year - eat your veggies!

Foxy Produce NetSpot Campaign

Foxy Produce of Salinas, CA used the McCartney NetSpot package as an interactive companion media piece to their already planned TV commercial, shot and edited by Jeff McQueen's award-winning [Proscenium Pictures](#), to track user reaction. Thanks for the intro. Jeff.

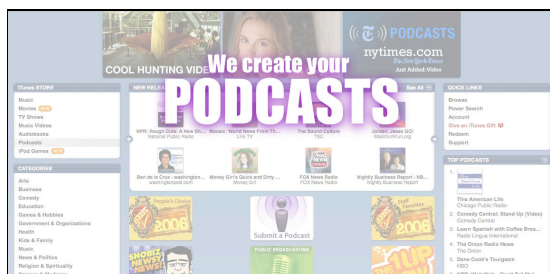
This NetSpot features TV schedule and press release and the original embedded 30 second video commercial. (Click graphic to view NetSpot@.)



"SALINAS, CA----The Nunes Company, Inc., marketers of Foxy brand vegetables will launch a consumer television advertising campaign this week to promote the care and quality of its Foxy vegetable items. The consumer advertising campaign features a 30-second spot that will run through November in selected US markets.

The campaign's commercial, "Our Family Farm", highlights the beauty of California's Salinas Valley while promoting the care and quality the Nunes family puts behind Foxy brand vegetables. The commercial also speaks of the four generations of Nunes family members that have grown Foxy vegetables. Nunes Company President Tom Nunes, Jr appears as spokesperson for the company's vegetable line, telling viewers "our family farm is your farm---- and has been for sixty years." The tag line "Foxy Vegetables-Taste the Freshness" closes the spot, including information on the company's web site (www.foxy.com). "

Product Spotlight

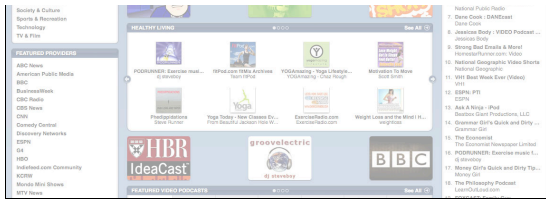


McCartney introduces a new PodCast creation service.

Undoubtedly, you have heard the word by now: **PodCast**.

Your kids download and listen to them on their computers and iPods - usually via the iTunes® platform.

What is a PodCast?



A **PodCast** is a media file that is distributed by subscription (paid or free) over the Internet using syndication feeds, for playback on mobile devices and personal computers. They play on PC, Mac, Sony Vaio and of course, iPod. A PodCast can consist of audio or video plus a soundtrack.

Why use a PodCast?

We create your company's PodCast to let the world hear about your mission and vision. We compress, compile and load the finished PodCast to your web site and submit it to iTunes® for global syndication.

- Educate and train your employees, sales and marketing staff about new products, services and news that your company is developing.
- Introduce your consumers to the *Zen* of your brand!

Don't have an iPod? No problem... they will play thru a browser. Contact your [McCartney Sales Agent](#) today.

Movie Spotlight



In our *video of the month* segment we are featuring: **"Harvey The Singing Doodle Dog"**. Our good friend Pat Healy, famed director and producer has a dog who is obsessed with Eric Clapton in particular with the song "Wonderful Tonight".

Check out his performance by clicking the video link. And if Eric Clapton or any of his people are reading this, please have him on stage at your next performance, because Harvey really loves you, man! Enjoy!

Pat recently debuted his comedy feature: ["Pinche Burro"](#) at Cinespace in Hollywood, Los Angeles, check out the site. If you dare.

Net.Work News

Our clients Mia and Steven of [NaughtyMommyBodyCare.com](#) have a wonderful line of small-batch, high-quality bath and body products which they are marketing through both online efforts and parties.

We introduced them to **Lash Fary's Distinctive Assets** and they are now going to be participating in a high-end celebrity Mother's Day Gift Basket promotion.

Their products will be given to people such as Angelina Jolie, Julia Roberts and many more movie-star moms. Naughty Mommy is soon to launch a line of very cute merchandise so bookmark their website! Valentine's is right around the corner, and Mother's Day is not far behind.



Recipe of the Month

Ruth's Pecan Crusted Sea Bass

(Serves 4 men or 6 chicks)



- Ingredients:
- 4 eight ounce sea bass filets
 - one pound pecans, darkly toasted
 - one pound bread crumbs



2 tablespoons Cajun or blackening seasoning
 flour
 2 eggs, lightly beaten
 Canola oil
 peach salsa (recipe below)

Method:

Dredge filets in flour, then dip in egg wash. Combine pecans and bread crumbs in food processor. Coat filets with pecan/crumb mixture.

Sautee filets in canola oil approximately 7 to 8 minutes per side, until cooked through. Top with peach salsa and serve immediately.

Peach Salsa

Ingredients:

one cup peaches, diced
 1/2 red pepper, seeded & minced
 one jalapeno, seeded & minced
 1 medium red onion, minced
 1 bunch cilantro, chopped
 3 tablespoons lime juice
 salt & pepper to taste.

Method:

Combine all ingredients & serve on top of bass.

Tech Tip of the Month



Introducing iPhone

iPhone combines three products — a revolutionary mobile phone, a widescreen iPod with touch controls, and a breakthrough Internet communications device with desktop-class email, web browsing, maps, and searching — into one small and lightweight handheld device. iPhone also introduces an entirely new user interface based on a large multi-touch display and pioneering new software, letting you control everything with just your fingers. So it ushers in an era of software power and sophistication never before seen in a mobile device, completely redefining what you can do on a mobile phone.

[\(Check out the official site.\)](#)

Factoids of the Month

SO YOU THINK YOU KNOW EVERYTHING?

- The words 'racecar,' 'kayak' and 'level' are the same whether they are read left to right or right to left (palindromes).
- There are only four words in the English language which end in "dous": tremendous, horrendous, stupendous, and hazardous.
- There are two words in the English language that have all five vowels in order: "abstemious" and "facetious."
- TYPEWRITER is the longest word that can be made using the letters only on one row of the keyboard.

- A cat has 32 muscles in each ear.
- A goldfish has a memory span of three seconds.

More next month!

iFanz® Spotlight

REO Speedwagon Special FREE Preview Downloads for McCartney.com Newsletter Readers.

Well, since we've been talking about the great live performance at the Canyon Club, New Year's Eve, the guys have given us generous access to three little clips from their upcoming album release.

No title yet, but boy I can tell you, after listening to the material in the Blue Moon Studios, in Agoura, CA and then seeing it live, this album is going to make history for REO all over again.

Just click on the iPlayer and check them out... and don't forget to click "download" to be able to have your very own preview courtesy of the boys.

The screenshot shows an iFanz iPlayer interface. At the top, there are playback controls (stop, previous, play/pause, next, full screen) and a progress bar. The current track is "smilin' in the end" by reo speedwagon, with a duration of 00:36. Below the player, statistics are shown: total plays: 107,957, downloads today: 5, plays today: 1,249. A list of tracks is displayed with their respective play counts and options to download, view lyrics, or add to a playlist:

smilin' in the end	plays: 39,618
find your way home	plays: 32,408
i needed to fall	plays: 35,931

At the bottom, there is a "buy it" button and the iFanz logo. A status bar at the very bottom indicates "Transferring data from reospeedwagon.ifanz.net..."



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McCartney™

Newsletter
February 2007

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

Hello and welcome to the February 2007 edition of the McCartney newsletter. The month of Valentine's Day and the birthday of "She Who Must Be Obeyed". Much to report so on with the show!

Company News



2007 NAMM Show

There's no better place to check out all the latest gear and musical products than at a NAMM Show. With more than 1,400 exhibits filling every inch of the Anaheim Convention Center, we found everything you'd need to keep your retail business booming in 2007! This is THE show to explore, get hands-on and stay current on the latest trends.

McCartney.com was invited to the launch of Baden Guitars at this year's NAMM show at the Anaheim Convention Center.

This was T.J. Baden's first year at NAMM with his own line of acoustic guitars. I was very impressed with both the quality and price of these fine instruments.

Nicely done, T.J. we're here to support good quality. Please visit [Baden Guitars](#).

Here are some photos from the event.
Just click the thumbnails to view larger image.



[Ruth with Baden Guitars](#)



[Ruth with Jim Marshall](#)
([The Inventor of 11](#))

[\(Marshall Amplification\)](#)



[Ruth with the folks of Electric Babes Guitars](#)



[Ruth and Ravi from RKS Guitars](#)

Product Spotlight of the Month

This month we are proud to announce that we are launching a new commercial e-marketing service called: "iCommunicationz". Based on the ever growing need of our clients to conduct professional and successful e-marketing, iCommunicationz fulfills a concierge function that will interface with marketing directors and e-marketing managers. Below is a preview of the site.

iCommunicationz
e-marketing from i to z

The Elevator Pitch | What We Offer | How it Works | The Difference | Our Clients | Get in Touch

Focused. Managed. Email. Delivered.

It's All About Communication
Communication is key. And keeping your message on the move keeps your name, brand and products at the forefront of your customers' awareness.

The Value of Data and B.I.
Content may be King, but data is crucial to understanding your base. Without a clean database to broadcast to, the content becomes less important. By collecting personalized, targeted information, and by building a relationship with your readers, you become part of their trusted network.

I'm Too Busy to Learn New Software
That's why iCommunicationz Concierge service offers managed email solutions. We take care of the list cleaning, de-duping, opt-in, opt-out, send to a friend, creative campaign creation of HTML mail or rich media NetSpots®, sweepstakes compliance, delivery and reporting so you don't have to. E-Marketing from i to Z.

Hard Sell vs. Useful Information
When you inform and educate prospects and customers, they begin to perceive you as not just attempting to sell them something, but as a valued source of information. Even better, they may look to you as an expert. This approach helps develop trust, and thus makes it easier to command their attention when your sales pitch is presented.

The Official Word on the Subject
According to DoubleClick, good email marketing wins over consumers:

- Well-executed permission email marketing campaigns can have a positive impact on consumers' attitudes towards companies.
- 67% of US consumers said they liked companies that, in their opinion, did a good job with permission email marketing.
- 58% of consumers said they opened those companies' emails, while
- 53% said that such emails affected their personal buying decisions.

Home | What We Offer | How it Works | The Difference | Our Clients | Get in Touch

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Coming in March 2007.

Client Spotlight

Sea Venture Resort

This month's client spotlight features the beautiful [Sea Venture Resort](#).



The Sea Venture Resort, one of the premier California beachfront hotels, offers luxury accommodations in Pismo Beach, halfway between San Francisco and Los Angeles. With miles of clean, pristine sand and surf, a perfect climate, and a convenient location off Highway 101, Pismo Beach remains surprisingly quiet and quaint, one of California’s best-kept secrets.

Within the resort, marble finishes and custom furniture lend a casual elegance unique among Pismo Beach hotels. Your comfortable room, with private balcony and hot tub, will refresh you from the day’s outdoor activities: surfing, kayaking, bicycling, fishing, golf, as well as shopping for antiques in town. Stretch out on the warm sands of Pismo Beach and stroll on the boardwalk to the pier, just to catch the sunset and a sea breeze.

Movie Spotlight



Don't hang the donkey. Man law.

This one is truly hilarious! A [donkey](#) gets lifted off the ground because the weight of the kart is too heavy!

Net.Work News

Steve Tyrell is building his new website. Stay tuned for progress report in next month's issue.

Harold Faltermeyer

McCartney hosted a dinner party for legendary producer and artist [Harold](#)

[Faltermeyer](#). It was one of the net.work parties where music and entertainment professionals came together to meet over a wonderful turkey dinner (produced by Ruth McCartney) to share insights and latest music industry trends. Stay tuned for next month's preview of his new site.

Michael Chugg

Martin and Ruth met briefly with Australian legend and promoter Michael Chugg to discuss the "[iConz of Rock](#)" series that Martin and Marino are producing.

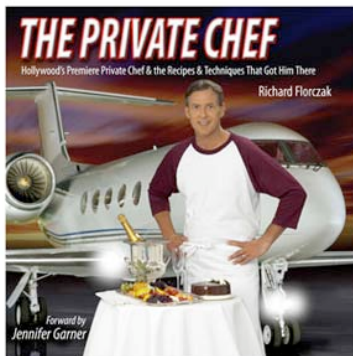
Naughty Mommy on TV!

The first "[Naughty Mommy Party](#)" was a huge success. And had a great response from the media. T.V. crews attended the party and so far Mia has been on the channel 11 news, the channel 13 news and there will be an article in this Thursday's L.A. Daily News.

Tower of Power new site coming soon!

A new web site for the legendary band "Tower of Power" is coming soon. Dr. Atomic is hard at work defining the new look and feel. Stay tuned for next month's issue and preview.

Recipe of the Month



This month's recipe is from the "Private Chef" [Richard Florczak](#).

Potato & Wild Mushroom Soup

(with Truffle Oil)

- 3 tbsp of butter
- 1 small brown onion, diced
- 3 green onions, sliced (green part only)
- 1 1/2 lbs. russet potatoes peeled and chopped
- 6 cups low sodium chicken stock
- 8 oz. mixed wild mushrooms (shiitake, morel, chanterelle etc.), roughly chopped
- 2 tbsp, olive oil
- 1/2 cup heavy cream
- 1/2 cup white wine
- tbsps, truffle oil (optional)

Melt butter in a heavy stockpot over medium heat and sauté onions until soft and slightly brown (about 5 minutes). Add green onions and cook for 1 minute. Add potatoes, salt and stock and cook covered for 15 minutes. In a large skillet, sauté mushrooms in olive oil over high heat until tender. Add wine and reduce until almost completely evaporated.

Scrape mushroom mixture into the soup pot, bring to simmer and cook covered for 25 minutes. Adjust seasoning, transfer soup to a tureen and serve with truffle oil.

Serves: 6

Tech Tips of the Month

Tip of the Week
Emailing Web Pages

If you run across a web page you want to share with a friend, don't send her a link to it — send her the page itself. Just press Command-I and a dialog will appear, asking for the email address of the person you want to send this web page to. Just enter her email address, along with your text message, and click send, and it will send the contents of that page (complete with graphics, formatting, links, etc.) to your friend. She'll be able to see that page right within her email application.



Only works in Safari

How to kill bacteria

Turns out that the microwave can clean your sink sponges while it nukes leftover pizza.

Scientists have found that in just three minutes, the microwave can kill 99 percent of living pathogens, according to research reported by Livescience.

It takes 4 minutes to zap bacteria spores known as *Bacillus cereus*, which are especially hard to kill with heat or radiation, according to the study, which was detailed in the December issue of the *Journal of Environmental Health*.

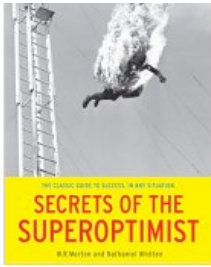
One note: the microwave should be on high heat.

Book of the Month



Secrets of the Superoptimist

Feeling down? Depressed? Uncertain about the future, well then this book is for you!



As many of you know we rarely conduct book reviews, this one however needs a big mention!

Our good friend and celebrity photographer [Andrew Orth](#) turned us on to this little literary gem. [Buy it here.](#)

iFanz® Artist Spotlight



Our iFanz member, John Hall (founding member of Orleans) recently won a seat in Congress. The track you're listening to is called: "Rock Me On The Water", from the same titled album.

www.johnhallforcongress.com.

Excerpt from website:

JOHN HALL SWORN INTO THE 110TH CONGRESS

WASHINGTON, D.C. - U. S. Representative John Hall was sworn into 110th Congress today in the United States Capitol. With his wife Pamela and daughter Sofi watching from the House gallery, Hall and his colleagues ushered in the new Democratic majority in Congress and then made history by voting for the first-ever female Speaker of the House, Rep. Nancy Pelosi (D-CA).



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McCartney™

Newsletter
March 2007

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

Dear {{firstname}},

Hello and welcome to the March 2007 edition of the McCartney newsletter. This month we are coming to you from Montreal, Quebec, Canada.

Company News

Oh Canada!

IT WAS COLD!!! With a wind chill of minus -22 degrees, gusting winds and blizzard-like conditions, it was a nice change from sunny California. For a minute. The people however made up for that natural imbalance, they were warm and loving, caring and French! Merci for being crazy!
À bientôt, Martin

We want to thank Janie, Pierre, Mario, Ange, Dom, Corey, Nic Gougoux, Tony the Greek, Natalya, The crew @ Wanda's, The gang at Zesto's, Big Rick & Rhonda and their large Irish sons Lucas and F.N. Tomalty and **everyone** we met in Montreal, Canada for their hospitality, *stamina* and friendship! Merci! Below are some photos from the trip. Blame Canada for all our mis-behavings and spontaneous outbreaks of fun!



Industry Legend Seymour Stein, Ruth and Janie Duquette Pres. Deja Music after the show.



With Jonas and Alain Boucher, Owner and Chef Extraordinaire at Cellini inside the Hotel Vogue, Montreal.



Cirque Du Soleil's Chef du Media, Marie-Eve LaFrèniere





Janie, Jonas and Ruth backstage at the Bell Centre



With Chef Chuck Hughes at Garde Manger.



The obligatory Jonas Family Dinner. A la votre!

Click the thumbnails for larger images.

Product Spotlight of the Month

As mentioned in a sneak preview last month, "iCommunicationz" has now launched. This exclusive e-marketing concierge service is custom tailored to your ever expanding digital communication needs. From radio commercials or sales video production, animated NetSpots® and custom creative campaign concepts, to delivery and tracking, iCommunicationz covers all forms and types of media.

[Take a tour...](#)



We live on the cutting edge of communication technology, and as part of our extended client net.work, you reap the benefits. We don't keep our Rolodex locked up - we believe in the theory of "share and prosper".

After all, even with hi-tech tools and instantaneous messaging, it's still about relationships. It's still about "who you know". In our extensive client network of entrepreneurs, Fortune 500's, celebrities, and small to mid-size firms, you'll be in good company. Help and expertise is always just a click or phone call away. This concierge service is what makes iCommunicationz so unique.

If you're looking for a free or cheap DIY solution for your outsourced messaging, then we are definitely not for you. If you're looking for top-drawer, high-value service to rise above your peers' current methods - look no further. Our passion is in the details and the delivery of 5-star service to further your company, image, brand, message and products. [Take the tour...](#)

Movie Spotlight



[Jonas The Quest](#)

This video clip is in French. Good time to brush up on yours.

In 2006, in Montreal, a young rock singer faces the biggest challenge of his career. Enjoy the video.

Jonas

Lead Singer / Composer

Jonas is bringing old school rock back to life with his incredible voice, his extraordinary presence on stage and his

rock and roll attitude! His first album launched in September 2004, on which he worked with Desmond Child, Aerosmith and Sass Jordan, is certified gold.

He is dangerously approaching the magical number of 100,000 copies sold and his first DVD, 'Live as we Roll' was certified gold. During the past few months, he has become a true phenomenon: his remake of Stevie Nicks' classic song Edge of Seventeen was the hit of summer 2005. Now, he is a rock star rocker. Jonas opened for Van Halen during their North American tour (in arenas across Canada and the United States). He gave memorable sold out performances at the Spectrum (3 times), at the Metropolis in Montreal and at the world famous Key Club in Los Angeles. Watch out: Jonas will soon be leaving to conquer the rest of the world! He was nominated for Anglophone album of the year at the 2005 Felix award gala / ADISQ and for Best New Artist & Best Rock Album at the 2006 Juno Awards. Stay alert: Jonas is back with SuperSexMe.

Recently Jonas sold out the largest arena in Montreal - The Bell Center on February 23rd, 2007 was packed with 10,000 screaming fans - including us!

Net.Work News



Las Vegas Grand Prix

In net.work news we want to introduce you to the Champ car championship in Las Vegas Nevada. Created and executed by our good friend Dale Jensen, don't miss this wonderful opportunity on April 5-6-7, 2007.

MORE THAN JUST A RACE

Las Vegas is not the ordinary market, and the [Vegas Grand Prix](#) is not the ordinary event. It's a three day festival of speed that is surrounded by superstar concerts, action sports, lifestyle expositions, charity gala and plenty of celebrities.



iFanz and the L.A. Music Awards

The 17th Annual L.A. Music Awards iFanz members now have the exclusive opportunity to submit their materials for the 17th annual L.A. Music Awards. Los Angeles Music Awards is now accepting online submissions for the new 2007 Showcase Season. Artists are encouraged to submit early in the year so as to increase their chances of a nomination and/or Award.

Artists should [submit their music here.](#)



Roseanne Barr All You Can Eat Comedy

Roseanne Barr opening new show at New York New York, Las Vegas. Roseanne Barr is returning to Las Vegas for her first extended run on The Strip in several years, with an in-your-face, all-you-can-stand laugh fest.

Tickets from \$49.95.

Dark Wednesdays

[Click here for more information...](#)



Billy Thorpe 1946-2007

March also marked the sad passing of Australian Music Superstar, Billy Thorpe. Our condolences to all the Aussies who lost a great one.



Success in Sydney:

In 1963, Thorpe moved to Sydney and auditioned for a regular gig at Surf City, a popular beat music venue in the city's Kings Cross area. His backing band were called The Aztecs and the band's various incarnations would be Thorpe's musical collaborators for several decades. If you are not familiar with Billy Thorpe, [please watch this video here...](#)

Recipe of the Month

Irish Stew

- 3 Lb Lamb, Cubed, Browned & Drained
- 2 1/2 tsp Salt
- 1/4 tsp Pepper
- 3 Cups Water
- 2 Whole Bay Leaves
- 4 Medium Carrots, Pared & Cut Into 1/2" Slices
- 4 small Onions, Sliced Thin
- 3 tbsp Dried Parsley Flakes
- 6 Medium Potatoes, Pared & Quartered
- 2 Cloves Garlic, Crushed
- 1/3 Cup Quick Cooking Tapioca
- 20 oz Green Peas



Place the lamb cubes in the slow cooker. Season with salt and pepper. Add all the remaining ingredients except the peas. Stir well. Cover. Cook on LOW for 10 to 12 hours. Add the peas during the last hour of cooking.



And Speaking of Eating

We enjoyed some incredible food in Montreal and of all the gin joints in town, our 2 top rated spots were Restaurant Cellini inside [Leow's Hotel Vogue](#) under the direction of Chef Alain Boucher and Garde Manger in old town, walking distance from the GORGEOUS [Hotel Nelligan](#), under the talented watch of "DeeJay Chef" Chuck Hughes. These 2 totally different spots impressed us so much, we ate at them both TWICE! Thanks guys for the wonderful experience in gastronomy!

Restaurant Cellini's Fruit Platter Garde Manger's sumptuous seafood Appetizer



| Cellini's (514) 288-6667 | Call for reservations | Garde Manger (514) 678-5044 |

Tech Tips of the Month

A Word on Online Petitions

(contributed by Evy Chipman)

To whom it all concerns:

Just a word to the wise. E-mail petitions are NOT acceptable to Congress or any other municipality. To be acceptable petitions must have a signed signature and full address. Almost all e-mails that ask you to add your name and forward on to others are similar to that mass letter years ago that asked people to send business cards to the little kid in Florida who wanted to break the Guinness Book of Records for the most cards. All it was, and all this type of e-mail is, is to get names and "cookie" tracking info for tele-marketers and spammers to validate active e-mail accounts for their own purposes. Any time you see an e-mail that says forward this on to "10" of your friends, sign this petition, or you'll get good luck, or whatever, it has either an e-mail tracker program attached that tracks the cookies and e-mails of those folks you forward to, or the host sender is getting a copy each time it gets forwarded and then is able to get lists of "active" e-mails to use in spam e-mails, or sell to others that do.

Please forward this notice to others and you will be providing a good service to your friends, and will be rewarded by not getting 30,000 spam e-mails in the future. (If you have been sending out the above kinds of email, now you know why you get so much spam!)

Check it out: <http://www.snopes.com/inboxer/petition/internet.htm>

Those truly committed to righting the wrongs of the world are encouraged to take pen in hand and craft actual letters to their congressmen or they deem are the appropriate people to contact about particular issues. Real letters (the kind that are written in a person's own words and sent through the regular mail) are accorded far more respect than form letters (let alone petitions), and that should be kept in mind by those intent upon being heard. Yes, the effort it takes is far larger. But so is the potential for making an actual difference.

As "Snopes" says, it is more effect to take pen and paper in hand and write a short note and mail it to your congressman. That one letter probably has as much influence as the entire 1000 names types into an online petition. As far as the "Chain Letter" concept goes, I would not doubt that some of them are just to gather up e-mails to send you spam.

Claim: Signing and circulating online petitions is an effective way of remedying important issues.

Status: False.

True-isms of the Month

Suppose you were an idiot. And suppose you were a member of Congress.... But then I repeat myself.

-Mark Twain

I contend that for a nation to try to tax itself into prosperity is like a man standing in a bucket and trying to lift himself up by the handle.

-Winston Churchill

A government which robs Peter to pay Paul can always depend on the support of Paul.

-.George Bernard Shaw

Democracy must be something more than two wolves and a sheep voting on what to have for dinner.

-James Bovard, Civil Libertarian (1994)

Foreign aid might be defined as a transfer of money from poor people in rich countries to rich people in poor countries.

-Douglas Casey, Classmate of Bill Clinton at Georgetown University

Giving money and power to government is like giving whiskey and car keys to teenage boys.

-P.J. O'Rourke, Civil Libertarian

Government is the great fiction, through which everybody endeavors to live at the expense of everybody else.

-Frederic Bastiat, French Economist (1801-1850)

A government big enough to give you everything you want, is strong enough to take everything you have. -Thomas Jefferson

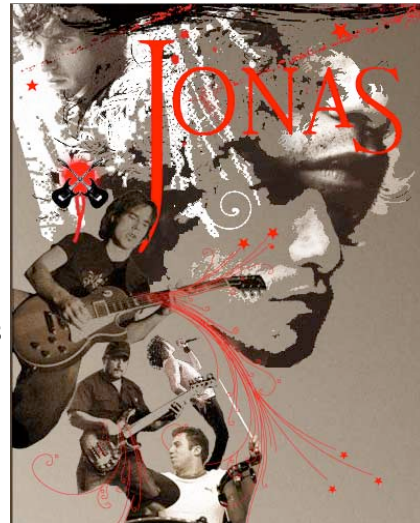
iFanz® Artist Spotlight

Jonas Music

Okay, so we haven't had enough of Jonas yet. We started with Canada, we'll close with Canada.

You are listening to sneak preview of "Jonas - Suite Life", scheduled to be released very shortly. The track of the album that you are listening to is called: "Here She Comes". Enjoy.

Also, make sure you visit Jonas' website at: www.myspace.com/jonaslive



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McCartney™

Newsletter April 2007

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

Dear {{firstname}},

Hello and welcome to the April 2007 edition of the McCartney newsletter.



Before we dive into this month's edition, we would like to express our deepest condolences to the victims and families of the Virginia Tech massacre.

May all of you find peace in these troubled times. God bless you all!

Company News

Introducing Steve Tyrell 2007!

Our team of designers and programmers have just completed and launched the new web site for jazz legend Steve Tyrell. The site is Steve's personal Presidential Library. From childhood photos and pics with celebrities, to his entire discography and movies archive, this site takes an entire afternoon to explore. Get in the mood for love and check out: Stevetyrell.com

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STEVE TYRELL

BIO | MEDIA | DISCOGRAPHY | PERFORMANCES | STORE | MAILBOX

STORE **NEWS**

Just Added: Two new videos in the "Favorite TV" section.

STORE

[Buy Steve's CDs and More](#)

NEXT TOUR DATE
 April 21, 2007, 8:00pm
 Allen Theatre
 Cleveland, OH
 216-987-4099
[Complete Tour Dates...](#)

MAILING LIST

*Steve Tyrell
in Las Vegas*

Don't miss Steve in Las Vegas as he re-opens Frank Sinatra's legendary room at the Golden Nugget in Las Vegas.

April 12th, 13th & 14th

Golden Nugget
Las Vegas
866-946-5336
www.goldennugget.com

for times and more info please visit us at www.stevetyrell.com

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From The Road

Las Vegas Grand Prix Wrap Up



L to R Dale Jensen, Ruth McCartney, Cheech Marin and Natalya

What a great event it was!

The first ever Las Vegas Champ Car Grand Prix was held downtown, in the old part of Las Vegas near the Fremont Experience. Here you see Dale Jensen (Co-Founder Las Vegas Grand Prix), Ruth, Cheech Marin and his charming young lady from St. Petersburg, enjoying a celebrity charity poker tournament at Binion's Casino. All proceeds went to benefit the Jenyon Foundation, created by Dale and partner Brad Yonover.

The Jenyon Foundation, Inc. is named after the owners of the Vegas Grand Prix, Dale Jensen and Yonover. Their company, DDB Ventures, is also putting on the [Grand Prix Arizona](#) , a similar event, in December 2007. The foundation will work with similar charities for the Arizona festival. The foundation will also donate money raised at the celebrity poker tournament to benefit Keep Memory Alive, among other charitable organizations.

Client Spotlight of the Month



The [SeaVenture Resort](#), one of the premier California beach front hotels, offers luxury accommodations in Pismo Beach, halfway between San Francisco and Los Angeles. With miles of clean, pristine sand and surf, a perfect climate, and a convenient location off Highway 101, Pismo Beach remains surprisingly quiet and quaint, one of California’s best-kept secrets.

Within the resort, marble finishes and custom furniture lend a casual elegance unique among Pismo Beach hotels. Your comfortable room, with private balcony and hot tub, will refresh you from the day’s outdoor activities: surfing, kayaking, bicycling, fishing, golf, as well as shopping for antiques in town. Stretch out on the warm sands of Pismo Beach and stroll on the boardwalk to the pier, just to catch the sunset and a sea breeze.

A few minutes drive from the resort you will find wine tasting at the best California wineries. A short drive north up Highway One brings you to the charming towns of San Luis Obispo, Morro Bay, and Cambria, as well as spectacular Hearst Castle and the rugged coastline of Big Sur. It's also a GREAT place to have a corporate retreat or even get married!

Movie Spotlight

iConz of Rock presents:



[Interview with Kevin Cronin \(REO Speedwagon\) and Ruth McCartney](#)

In this rare interview with Kevin Cronin, Ruth asks about the latest album release "Find Your Own Way Home", which was then called "Happy Ending".

Kevin walks her through the complicated process of song writing, recording and deciding on the new

REO Kevin Cronin Interview

material which the band started in 2004.

This interview was recorded in Blue Moon Studios Malibu, California in 2006. We are also happy to report that the new McCartney designed REO Speedwagon web site just launched. Using integrated iFanz Content Management tools, REO are able to handle their own content, images and other media independently. Thanks to the MMI team, Christian, Mike, Kyle, Peter, Ryan and Richard.



More about the new album, the new web site and much much more, check out: Speedwagon.com and "Find Your Own Way Home". We reckon it's some of the best new music we've both heard in over a decade.

Net.Work News



McCartney.com helps out with campaign **e-marketing** for Heath Cliff Rothman's:

From FilmYourIssue.com

"FYI/Film Your Issue is an unprecedented, ambitious outreach to young Americans to engage them in the public dialogue about pressing issues of importance, locally or nationally.

We want to know what young people think, we want to empower the next

generation of leaders to understand how their single voices can influence the public debate, and — as hokey as it sounds — to understand the power of democracy — where every voice counts.

It doesn't always feel that way — like individually we can make a difference, or even collectively.

Sometimes voices get drowned out because of special interests, because of majority votes, because the time is not yet right for a collective consciousness to manifest the level of equality we know is the profound truth of the higher consciousness. We are all equal. We all deserve protection by our government. Animals shouldn't be abused. There shouldn't be pollution. Nobody should suffer without healthcare or food or shelter.

We want to encourage young people, no matter how disaffected, cynical or disillusioned — and there is every reason to be cynical and disillusioned — yet, yet ... We have to fight, to speak up, to believe, to believe things can be better."

The project is sponsored by Yahoo! and JumpCut. [Visit their site here.](#)



iFanz sponsors the 2007 Winery Music Awards

Our dear friend Kathy Kelly is once again presenting the Winery Music Awards. iFanz is a foundation sponsor to the event, letting all iFanz Music Artists know that it's time again to submit their materials to enter this year's competition. Ruth and Martin will be part of the panel of judges and critique style, performance and writing. Good luck to all of you and watch out Simon and Paula!

Winery Music Awards Judges & Show Hosts

2007 Winery Music Awards Co-Hosts

- Andrew Firestone - Janie Terrazas

2007 Winery Music Awards Judges

- Chris Andrews - Roy Braverman - Elizabeth Brooks

- Tom Cartwright - Timothy Drury - Bob Engel

- Jake Hooker - David Hunt - Stacie Jacob

- Adam Lazarre - Ruth McCartney - Brian Panella

- Marc Rashba

About the Winery Music Awards

"One of the Central Coast's most successful music events ever among local artists will be returning in 2007. Held on the grounds of select Paso Robles wineries, the

Winery Music Awards competition showcases the best original, unsigned music artists in California and beyond with a backdrop of grapevines, stacks of wine barrels and the smell of fermenting wine in the air.

The artists compete for significant prizes contributed by a variety of sponsor companies within and outside the music industry. A panel of notable judges influential in the music, entertainment and wine industries votes its choices for best artists of the competition. Artists are judged in the categories of originality, musicianship and, most importantly, marketability to the wine-consuming market. The competition is open to the music genres of : jazz, rock, blues, new age, acoustic, country, folk, soft rock, reggae' and adult contemporary.

The Winery Music Awards Elimination Round concert competitions are held on one Saturday each month from June to September, with the Final competition and Awards presentation in October."

www.winerymusicawards.com

Movie News

Our good friend Margit Pfeiffer just finished the sound design, foley and mixing for **Grindhouse**.

Two full length feature horror movies written by Quentin Tarantino & Robert Rodriguez put together as a two film feature. Including fake movie trailers in between both movies. Go Margit!



Recipe of the Month (If you have a dog...)

This month's recipe is unique, it comes from actress and close friend [Iva Franks](#), who had enough of the latest dog food fiasco.

"This is for all my dog loving friends...I will no longer be buying food, I'll be making it. It is also less expensive..."
 Deb's super duper dog recipe. (If you have small dogs you'll want to freeze some of this.)



2 lbs ground turkey (organic on all meats to avoid preservatives)
 1 pint chicken livers
 1 can beef broth
 2 tablespoons olive oil.
 1/2 package of mixed vegetables, blended
 2 cups oats
 3 cups brown rice
 dash of salt
 10 cups of water

Cook turkey and livers together in a separate pan, save drippings.

Cook oats and brown rice in water, add salt, olive oil and mixed vegetables along with beef broth.

Cook until completely thickened, add turkey and chicken livers. Stir together and store in storable plastic bowls. This is enough for 2 dogs for 1 entire week. You can certainly freeze this and thaw out as needed.

Just fyi, I cook for them once a week. It is completely worth it because I know exactly what they are eating. I also microwave their food for about 30 seconds and stir well before feeding. I can promise you, with the chicken livers added, your dogs will love it."

Tech Tips of the Month

Google's Hidden Easter Egg

Here's something you don't see very day, Especially not if you're stock is more than \$400 per share. Follow the steps below and find the Easter Egg.

1. go to www.google.com
 2. click on "maps"
 3. click on "get directions"
 4. type "New York" in the first box (the "from" box)
 5. type "London" in the second box (the "to" box)
 6. scroll down to step #24
-

Vixy.net



Description:

Vixy is a website that provides 3 services; it can download YouTube and other embedded FLV videos straight into a number of different video formats, including iPod MP4, and it can Generate video RSS feeds or video Podcasts using either a YouTube URL or keyword search.

I've been looking for a good solution for how to download YouTube videos into iPod MP4 video for some time, and this is certainly it. I've found some software that does this, but the quality of the MP4 video was rather poor. I am happy to report that Vixy's video conversions are simply excellent. Note that Vixy allows download into a number of formats. In addition to iPod MP4, it supports DivX encoded AVI, 3GP for Mobile, and Mac MOV format.

Or if you are interested in only downloading the audio track into MP3 it can do that as well. I somehow expect that the list of supported formats will continue to grow. Vixy is also an excellent resource for creating video RSS feeds. I used it to create a feed by keyword search and it did a great job. The RSS feed will update automatically whenever new videos are posted that are related to your search term. This service is really cool, really fast, and, if you have an iPod and are interested in YouTube videos, it is simply a gift.

iFanz® Artist Spotlight

Jimi Speaks

HENDRIX: JIMI SPEAKS – The Album - OUT NOW!

Hendrix fans listen up! My good friend and producing partner Marino de Silva and I just released the Jimi Speaks project for our Steven Rosen presents iConz of Rock series. Hear the Voodoo Child speak on Burning Guitars, UFOs, Sex, Drugs and Rock 'n' Roll!

The album features rare and unreleased interviews with JIMI HENDRIX, and includes interviews with MITCH MITCHELL, NOEL REDDING, EDDIE KRAMER and BILLY COX....all conducted by veteran rock journo Steven Rosen. The luxury CD booklet contains contributions from MICK JAGGER, CARLOS SANTANA, PAUL McCARTNEY, KEITH RICHARDS, MILES DAVIS, PETE TOWNSHEND, MARINO DE SILVA, and BILL GRAHAM. Liner notes are written by STEVEN ROSEN and Grammy-winning producer LARRY COHN.

[BUY IT HERE.](#)

You are listening to a trance dance, drum and bass remix of the project, using voice over elements. Brought to you by: D.J. Poison (Santino de Silva) and DJ #9 from the U.K. featuring the guitar hooks of Marino. Cheers, lads and



thanks! Next time we're over the pond, the fish n' chips are on us!



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McCartney™

Newsletter
May 2007

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

Dear {{firstname}},

Hello and welcome to the May 2007 edition of the McCartney newsletter. This has been a very busy month for us. From travelling up to the beautiful Central California Coast to visit with the Boutique Hotel Collection executives, to producing media elements for the annual AMCI RevItUp 2007 campaign, it has been non stop! Here's the scoop this month:

Company News

RevItUp Again!

The world's largest performance driving school and national racing competition is back! This year AMCI has asked our creative team to produce online media elements and content for the 2007 [RevItUp](#) event such as: Flash and static banners for Google and the New and Improved Media buy, video clips for the site, YouTube etc as well as the 30, and 60 sec. Radio Spots. We also are in the edit stages of HiDef video shot this past Friday by Peter Trunk in Salt Lake City at the HUGE Chevy event. Fashioned after the existing web site, these banners are coming to an interactive campaign near you.



Online Banner ads for RevItUp campaign



30 second performance video about the RevItUp event. Editing by Pat Healy, original music score by Martin Nethercutt. Click graphic to watch the video.

New Faces @McCartney.com

We would like to welcome Jessica Chrysler and Wade Minter to the McCartney team. They come to us from OTIS Art College and bring the talents in multiple multimedia areas such as: Graphic Design, Final Cut HD Studio film editing and Digital Performer audio editing. Stay tuned for progress reports and work demos.



Jessica Chrysler



Wade Minter

From The Road

BHC Marketing Summit at The Cliffs Resort in Shell Beach, CA.



What a summit!

Here we are at the beautiful Cliffs Resort in Shell Beach (near Pismo) for the bi-annual sales and marketing get-together for Boutique Hotel Collection. At this all-day event Ruth and I presented new e-marketing strategies and media deployment campaigns for all the Boutique Hotel Collection properties. Thanks to all for making us so welcome. And watch for the new BHC site coming soon.

MusExpo Los Angeles.

The 3rd annual MUSEXPO concluded with great success this month in West Hollywood, California. The four-day, sold-out MUSEXPO at The BelAge Hotel and the KeyClub once again proved to be an engaging, productive, and inspiring international music and media gathering -- this year attracting many hundreds of the most influential music and media and technology executives from 35+ countries on five continents. In our opinion, this was the best MUSEXPO to date.



Sire Founder Seymour Stein, Ruth and Orchard Founder Richard Gottehrer

Seymour, JONAS and Deja Musique Pres., Janie Duquette

In addition, 40 artists, including Canada's own rock star [JONAS](#) showcased their abundant talents throughout **MUSEXPO**. A number of artists are already in negotiations regarding recording, publishing and management deals as a result of these performances. Many other performing artists have received substantial international radio, press, media, film/TV supervisor, booking agent, licensing and synchronization interest from their **MUSEXPO** showcases.

More info at Musement.net

Upcoming Events Not to be Missed

June 3rd, Los Angeles

A French picnic, put together by several of Los Angeles' French restaurant chefs — members of Club Culinare of French Cuisine — will be the centerpiece of an outdoor event June 3 at Elysian Park. More than 20 items of French regional fare (from Paris and Brittany to Alsace, Provence and beyond) will be on the menu.



A picnic basket filled with saucisson (salami from Trader Joe's), madrange ham, a pasta salad, cold roast beef, Dijon mustard, cornichons, a baguette, a butter lettuce salad with shallot vinaigrette, and cheese (Saint-Marcelin, Brie or French goat) and fruit (strawberries marinated with lemon and sugar) for dessert is the choice of Christian Monchatre, executive chef and president of the Jonathan Club.

His wine choice is usually a pinot noir, as "it goes well with everything."

But there are more pleasures than just eating when you go al fresco, says the Loire Valley native who now resides in Sherman Oaks.

"I love laying out on the grass on a blanket and drinking pastis (anise liqueur from

the south of France) mixed with a little water."

Check out the full days' menus and activities and [get your tickets here.](#)

Winery Music Awards Kick Off June 9th, Paso Robles

Once again, Ruth and Martin will be lending their musical ears to the judging tables at one of the Central Coast's most successful music events ever among local artists will be returning in 2007. Held on the grounds of select Paso Robles wineries, the Winery Music Awards competition showcases the best original, unsigned music artists in California and beyond with a backdrop of grapevines, stacks of wine barrels and the smell of fermenting wine in the air.

The artists compete for significant prizes contributed by a variety of sponsor companies within and outside the music industry. A panel of notable judges influential in the music, entertainment and wine industries votes its choices for best artists of the competition. Artists are judged in the categories of



originality, musicianship and, most importantly, marketability to the wine-consuming market. The competition is open to the music genres of: jazz, rock, blues, new age, acoustic, country, folk, soft rock, reggae and adult contemporary.

Produced by Kathy Kelly Productions, The Winery Music Awards Elimination Round concert competitions are held on one Saturday each month from June to September, with the Final competition and Awards presentation in October.

[Tickets are available here.](#)

Client Spotlight of the Month

[Costanoa Resort](#)

Discover The Place Of Nature near San Francisco.



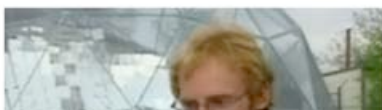
Costanoa is an eco adventure resort designed to encourage our guests to explore the stunning beauty of our protected California coastline and Discover the Pace of Nature. By closely following their Mission Statement and Values, they aim to create an experience for guests to retreat from the chaos of everyday life by providing an array of activities such as hiking, mountain biking, music and art exhibits, educational lectures, kayaking, spa treatments and many others. Costanoa is on a quest to reduce the impact of their operation on the environment in which we live and work as we are constantly developing new programs and methods to reinforce our uncompromising commitment to the environment and to social responsibility.

Surrounded by endless acres of undisturbed wilderness, rolling coastal hills, and secluded beaches, Costanoa invites you to explore the extraordinary beauty of California's scenic coast and experience nature in its purest form. Connected to four state parks, 30,000 acres of hiking trails and a vibrant wildlife reserve, Costanoa offers the unique opportunity to experience outdoor living in comfortable, stylish surroundings.

www.costanoa.com

Net.Work News

 CBS NEWS VIDEO



Congratulations to Mike and David Hartkop!

Solar Roast Coffee is the latest beverage of choice for



healthy minded people.

From their site:

"Our coffee is roasted using only clean abundant solar energy. With our special solar-thermal coffee roasters, no fossil fuels are burned to heat the beans, and no electric connection is needed to power the our fans and motors. Roast Master Michael Hartkop uses 100% organically grown, chemical free coffees. Our roasts are made in small batches and hand mixed to create our rich flavorful blends. Our passion for traditional coffee roasting and our drive for energy innovation makes for a truly unique cup of coffee!

- "our goal is to roast the finest organic coffees using only the power of the sun."

- Michael Hartkop, Roastmaster"

Click the graphic to view the CBS news bulletin.

www.solarroast.com



Ironworks Music joins iFanz.

Ironworks Music in Silverlake is a label, production company, artist management and studio complex.

Owned by Brit. Jude Cole and his partner Kiefer Sutherland, the company handles [Rocco Deluca](#) , [Lifehouse](#) (currently on tour with the GooGoo Dolls) and [Ron Sexsmith](#).

Visit their newly launched site at ironworksmusic.com



Macca Goes "Off The Grid"

Watch out for those flying pigs, and if you're going to Hell this summer - take a jacket. It's finally happened! No more Capitol Records - usher in the "Groove of the Grind"- that's right, we're talking about Starbucks and HearMusic. In addition, the "Apples to Apples" battle seems to have turned into a very nice slice of the sweet pie for both Paul and Steve as the fans finally get what they've been waiting for - big bro in iTunes.

Will wonders never cease? Now if we can all just zen on thin thighs and world peace..... [check it all out here.](#)

The Ted Wright Radio Show

Martin recently produced several episodes of the new Ted Wright Talk Radio show featuring Baltimore based broadcaster Ted Wright and interviews with Media Anchor and Legal Eagle Rikki Klieman, Dr. Tony Strickland of the Sports Concussion Institute, Actor and Interventionist Richard Lawson, former Miss America and Author Lexie Brockway Potamkin, Ruth McCartney (our own Digital Diva) and actors Cathy Ferraro and Iva Franks.



Watch this space for broadcast times and details.

Recipe of the Month

Spring is in the air!

Ruth's Citrus-Glazed Scallops with Avocado Salsa

Scallops:

- 1 1/2 pounds large sea scallops, cut in half horizontally
- 1/4 teaspoon salt
- 1/4 teaspoon black pepper

Glaze:

- 1/4 cup fresh lime juice
- 1/4 cup fresh orange juice
- 2 tablespoons fresh lemon juice
- 1 tablespoon grated peeled fresh ginger
- 2 tablespoons honey
- 1 teaspoon olive oil
- 1/4 teaspoon ground red pepper
- 1 garlic clove, crushed
- 1/2 cup chopped green onions
- 1/4 cup finely chopped fresh cilantro

Salsa:



1/2 cup chopped seeded plum tomato
1/2 cup diced peeled avocado
1/4 cup finely chopped red onion
1 tablespoon finely chopped fresh cilantro
1 tablespoon chopped jalapeño pepper
1 tablespoon fresh lime juice
1/2 teaspoon olive oil
1/8 teaspoon salt
1/8 teaspoon black pepper
1 garlic clove, crushed
8 Bibb lettuce leaves (optional)

To prepare scallops, heat a large nonstick skillet over medium-high heat. Combine first 3 ingredients in a bowl; toss well. Add scallops to pan; cook 2 minutes on each side or until browned. Remove from pan; keep warm.

To prepare glaze, combine lime juice and the next 7 ingredients (lime juice through 1 garlic clove) in a small bowl; stir with a whisk. Add juice mixture to pan. Cook 7 minutes or until glaze becomes shiny and begins to thicken. Drizzle the citrus glaze over the scallops; add green onions and 1/4 cup cilantro. Toss well.

To prepare salsa, combine chopped tomato and remaining ingredients except lettuce; toss well. Serve on Bibb lettuce leaves, if desired.

[Download and print the .pdf](#)

Helpful Tips of the Month (by Angie McCartney)

When the US Post Office increases its rates on May 14th, it will cost more to send a "flat" (8" x 10") envelope due to size, irrespective of the weight. Therefore you will save money by folding the document in half and mailing in a 9" x 6" envelope.

I hate people who forward too many warnings as much as anyone, but this one is important! Send this warning to everyone on your e-mail list! If someone comes to your front door saying they are conducting a survey on deer ticks and asks you to take your clothes off and dance around to shake off the ticks, do not do it!

IT IS A SCAM...they only want to see you naked. I feel so STUPID now.

How to be Green!

Just say no to plastic bags. The plastic bags you bring home from the supermarket probably end up in a landfill. Every year, more than 500 billion plastic bags are distributed, and less than 3% of them are recycled. They are typically made of polyethylene and can take up to 1,000 years to bio-degrade in landfills that emit harmful greenhouse gases. Reducing your contribution to plastic bag pollution is as simple as using a cloth bag (or one made of biodegradable plant-based materials) instead of wasting plastic ones. For your next visit to the store, BYOB! Trader Joe's are selling re-usable ones for 99 cents, washable and attractive. Ralph's are giving

out free canvas ones that will hold 6 wine or other bottles.

iFanz® Artist Spotlight



Luis Oliart

Southern California native Luis Oliart's talent as a guitarist, singer, and songwriter has been described as "simply magical... totally captivating... compelling." His sound blends the influences of funk, rock, blues, reggae and Latin, producing music that is fresh and full of energy.

Oliart has tagged this new genre "Alternative Soul", and he has brought this unique sound to such well-known venues as the House of Blues, the Hard Rock Café, Key Club, Knitting Factory, BB King's, The Bitter End and CBGB. In addition to performing all throughout the US, Luis has also toured Canada, Europe and Southeast Asia.

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



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McCartney™

Newsletter
June 2007

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

Dear {{firstname}},

Hello and welcome to the June 2007 edition of the McCartney newsletter. From very impressive meetings and speaking engagements to judging the Winery Music Awards in Paso Robles, CA (more in next month's issue) the month of May was a very busy one. Here's what's fit to print:

Company News

BABC



Ruth was invited to speak at the British American Transatlantic Business Conference about the future of the Music industry. Together with moderator Andrew Bentley, Exec. Chairman FilmNight Group Ltd, and fellow panelists Simon Wright (CEO Virgin Entertainment Group), Jay Quatrini, Esq, and Colleen Andersen of TAG Strategic, the debate covered issues such as: Piracy, copyright protection, use of digital widgets for online distribution and the general state of the music business. Thanks again to Bob Wright for having Ruth and I at this captivating event.



The Brits are coming!

Ruth and Angie with British Members of Parliament, The Hon. Ann and Alan Keen.

Ann is also Parliamentary Secretary to Gordon Brown, who will take over from Prime Minister Tony Blair in late June 2007.



Two Brit Northerners making a difference in the Political scene.

Needless to say, a jolly splendid time was had by all!

iFanz gets a Manager (or 2)

We are happy to announce that our beloved iFanz System has gotten itself a brand manager!

iFanz joined forces with [Yes, Dear Management](#) which is headed up by Mike Gormley and Jolene Pellant.

The mission of Yes, Dear Management is to align iFanz for prime time entertainment industry relationships with strategic focus on the investment community and affiliate programs.

(Photo left to right: Jolene Pellant, Martin and Ruth, Mike Gormley)

(Excerpt from their Web site)



Yes, Dear Entertainment Formed By Industry Vets

Los Angeles. Feb. 5, 2007... Music industry veterans Mike Gormley and Jolene Pellant have teamed up to form a new management/marketing/music publishing company. The new firm is called Yes, Dear Entertainment.

Pellant resigned this past summer as Vice President/Marketing for Live Nation after completing work on several national tours.

Gormley has been President of L.A. Personal Development since 1987. Prior to that Gormley was partners with Miles Copeland in L.A. Personal Direction. Both were affectionately referred to as L.A.P.D.

Yes, Dear management clients already include buzz artist Quincy Coleman, new Danish/Greenlandic singer/songwriter Simon Lyng and the firm will represent Australia's Michael McMartin in North America, primarily regarding Oz icons Hoodoo Gurus.

On the marketing side Yes, Dear currently represents Mediabase, the largest radio airplay monitor in North America, and Orsino Publicity whose music program is heard in eighty-five arthouse movie theatre auditoriums around the country including the

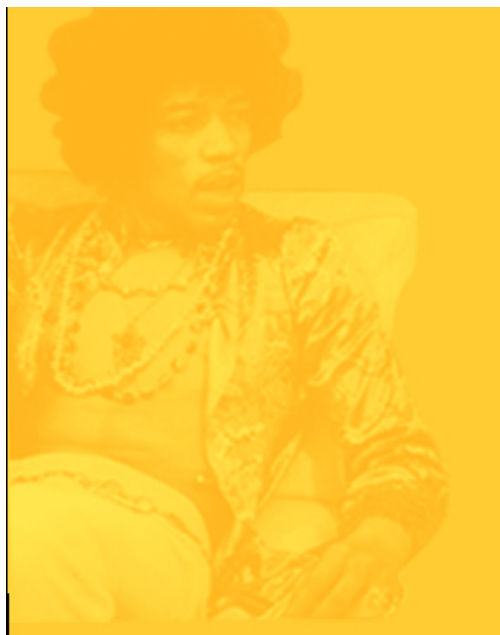
Laemmle Theaters, Angelika and City Cinemas.

[Visit Yes, Dear Entertainment here..](#)

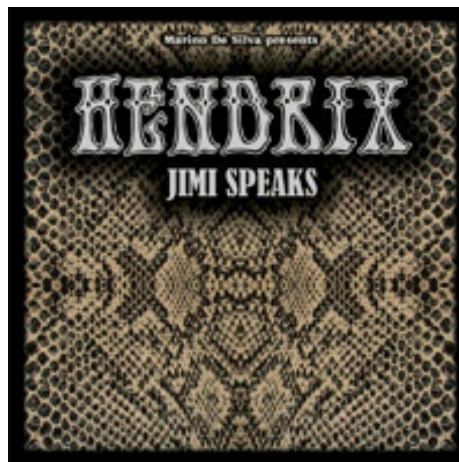
iConz of Rock - In memory of the 40th anniversary of the Summer of Love

Jimi Hendrix was interviewed by Steven Rosen for the iConz of Rock Interview Series

In memory of the 40th anniversary of the Summer of Love, (Altamont Pop Festival), iConz of Rock is proud to release ["Jimi Speaks"](#) available now exclusively on iTunes.



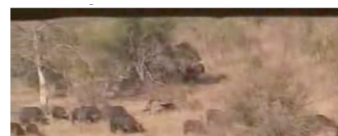
The first and only Monterey International Pop Festival was held for three days, 16-18 June 1967. This was during the "Summer Of Love" just days after the Beatles' "Sgt. Pepper's Lonely Hearts Club Band" was



released. The latest Beatles release marked a turning point in rock music history, and together with Monterey helped to show where rock was going. Monterey Pop turned out to be the root of every rock festival to come, most notably

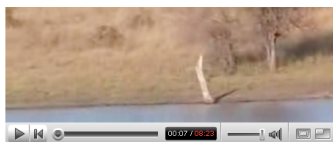
Woodstock and Live Aid, but for different reasons. Monterey was different from all of the other rock gatherings because "the seekers at Monterey had assembled not for a freak out but for a tune in - the first international pop festival." Twenty-five hours of music in two and a half days brought over 50,000 people together. Bay Area musicians like the Grateful Dead and Jefferson Airplane performed with the first major US appearance of the Who, Jimi Hendrix, and Janis Joplin, all of whom would later be major attractions at Woodstock. Only the Who would perform at Live Aid. In honor of the 40th anniversary of the Summer of Love, [iConz of Rock](#) is proud to present ["Jimi Speaks"](#) now exclusively available on iTunes.

Video of the Month



Battle at Kruger

What a way to spend your vacation on a once in a lifetime safari expedition. This is an amazing video. We normally



only show McCartney.com approved videos, but this one was too good to be missed. Warning not for timid eyes! The video is over 8 minutes long but it is really worth the download time. The moral of the story: the little guy CAN win.

Client Spotlight of the Month

The Inn at Morro Bay

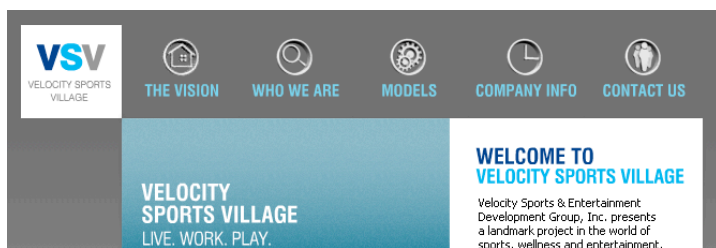


Another beautiful Boutique Hotel Collection property is the Inn at Morro Bay.

The Inn at Morro Bay, unique among Morro Bay hotels, is ideally located on California's Central Coast, halfway between San Francisco and Los Angeles. Nestled on 4,000 acres just inside Morro Bay State Park, the Inn offers visitors a true coastal hideaway of unsurpassed natural beauty.

Morro Bay, California, offers life in the slow lane. Shop for antiques in town, or watch rare birds in the National Estuary. Spend a gourmet afternoon wine tasting in the lush countryside of Paso Robles. Hearst Castle, historic San Luis Obispo, and centuries-old missions wait to be explored. Harbor cruises are available daily. That is, if you can tear yourself away from our grounds!

Velocity Sports Village launches new web site



We are pleased to announce that we have just launched the web site for [Velocity Sports Village](#).

Imagine a Mall. A well-located

The Velocity Sports Village (VSV) is...
→ read more

OUR VISION

Imagine a Mall – a well located easily accessed structure on a grand scale with a very pleasing indoor environment, beautiful common areas and specialized place for events.

Now, imagine a new Sports and Wellness Themed Mall. Not a traditional mall where its smaller pieces (mall space tenants) rely heavily on its neighboring and often competitive anchors, but, a mall where each and every part lives in harmony with the other - rendering its inter-connected self, together as one, the anchor. Or if you will, a synergy of related smaller parts that result in the greater collective strength of the whole; like the string,

→ read more

SYNERGY

The first-ever, mixed use retail complex designed for Interactive Sports & Entertainment

Over 30 Sports Venues & Activities, Wellness Facilities & Programs, Recreation Activities & Events, Food & Beverage, and Corporate Hospitality and much more; a playground in the community that meets the growing demand for active and fully...

→ read more

CONTACT US
CLICK HERE FOR INFO →

Sports Village Developers, Inc. © 2007 sound

easily accessed structure on a grand scale with a very pleasing indoor environment, beautiful common areas and a specialized place for events.

Now, imagine a Sports and Wellness themed Mall, where each and every part lives in harmony with the other - rendering its inter-connected self, together as one, the anchor.

[Learn more here](#) about Canadian

former Olympic Gymnastic coach Tom Bertrand's vision for the family, wellness and fitness gathering post of the future.

Net.Work News

This is the section of the newsletter where we introduce our clients to our clients, our friends to our family and our family to our friends.

May 23, 2007 is now Gloria Lynne Day



IFanz Artist Ms. Gloria Lynne is honored by US Department of Interior.

On May 23, 2007 at 7:30PM a police escort lead a chauffeur driven car belonging to the legendary Gloria Lynne, to US Department of Interior in Washington DC. The evening commenced and Ms. Lynne was celebrated as a national treasure. Congressman John Conyers Jr. presented a Statement from the Congressional Record as well as a proclamation from the Mayor of the District of

Columbia, Adrian M. Fenty, proclaiming that May 23, 2007 will now and for ever be Gloria Lynne Day.

The City Council also made its presentation with a Resolution for Ms Lynne's outstanding achievements as a performer and musical artist in the genres of Jazz and R&B. After the many presentation of love, the sold out concert began and Gloria

Lynne blew the roof off US Department of Interior and bought the house down with an array of phenomenal renditions that included I'm Glad There Is You, I Wish You Love and with songs from her new CD "From My Heart to Yours".

This tribute and live performance that ended in a standing ovation and shouts of encore was presented by the Southwest Renaissance Development Corporation. The stellar group of events surrounding the show were coordinated by Linda S. Green special Emphasis Program Coordinator of the National Parks Service.

Congratulations Gloria!

Recipe of the Month

Ruth's Moussaka

Moussaka is a Greek version of the classic European "one pot meat and potato" dishes and can be historically compared to Shepherd's Pie from the UK, and Lasagna from Italy. For a vegetarian version, substitute the meat for ground soy / TVP / fake meat! **Ingredients:**

- 1 medium eggplant, peeled and sliced into 1/2" rounds
- 2 large zucchini
- 3/4 cup crushed tomatoes
- 1/2 can tomato paste
- 1 pound potatoes, thinly sliced
- Olive oil
- 1 cup Parmesan, grated
- 1 large onion, minced
- 2 cups plain whole yogurt
- 2 cloves garlic, minced
- 1 pound ground beef or lamb or veggie ground round
- 1/2 teaspoon nutmeg
- 1/2 teaspoon cinnamon
- Butter

Sauce:

- 2 eggs, lightly beaten
- 1/4 cup light cream
- 1/4 cup crumbled feta



Method:

Preheat oven to 375. Brush eggplant rounds with olive oil and season with salt and pepper. Heat 2 tablespoons of oil in large non stick skillet and brown eggplant over medium high heat. You can also do this on a George Foreman grill. Remove to a paper towel to drain. Repeat the process with the zucchini. Heat 2 tablespoons of olive oil in same large skillet and cook onion and garlic for 3 minutes. Add the

ground beef and brown completely. Add the spices, paste, and tomatoes. Bring to a simmer and cook for 10 minutes. In a second non stick skillet, heat 3 tablespoons olive oil and brown potato slices on both sides. Remove to a paper towel to drain and season with salt and pepper. In a buttered baking dish, layer potatoes, meat, eggplant and top with Parmesan. In a blender, combine yogurt, eggs, feta and cream. Season with salt and pepper and pour over casserole. Let casserole sit for 10 minutes and then bake for 30 - 40 minutes or until golden brown and bubbly. Allow casserole to sit for 15 minutes before serving. Serve with a fresh Greek salad or steamed green beans with lemon zest.

Download the pdf here.

Introducing the unique McCartney T-Shirt store!

Since we are living and breathing within the creative community, ideas and slogans come to us all the time. So, starting this month we will present unique logos and prints. Whether you like or hate Paris Hilton we thought you can make a fashion statement by supporting the heiress' ordeal in jail! We have other unique designs waiting for you in the store. We'll just keep adding them. Stay tuned to this section.



Tinkerbell has rights too you know! Paris' Prisoner Identification Number

Designs by Jessica Chrysler.

Digital Tips by Angie McCartney PayPal phishing attempts

Comments from Angie the watchdog:

I know I keep harping on about this but the frauds are out there, sending messages to "dear PayPal user" with things like "your account has been suspended. Please click link below and confirm your details...." etc. **NEVER** act on these emails. Send such messages to spoof@paypal.com and you will receive their confirmation. Be

aware that PayPal only ever addresses you as "Dear (first name) (last name)", or "Dear (Company name)".

iFanz® Artist Spotlight



Shannon Curtis

2007 Winery Music Awards 1st Round Winner!

When she was 7, her piano teacher told her she played like a boy. Today, Shannon Curtis still kills her piano and delivers a vocal performance that is, in her signature style, as breathtakingly intimate as ear searingly powerful.

The Los Angeles Times says Shannon is "a beautiful piano player who sounds like the love child of Fiona Apple and Norah Jones." As a performer, she endears her audiences with her living room demeanor and sparkling humor. As a songwriter, she is unafraid.

Her tenure as the lead of modern rock band Paradigm gained her thousands of devoted fans nationwide. And now that she's turned to the piano as a solo artist, her fans are turning with her and adding to their numbers daily.

[Visit Shannon's myspace page...](#)



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



This mailing has been performed on behalf of a client of iFanz, located at 322 Culver Blvd #124, Playa del Rey, CA 90293, in proud compliance with all the rules and regulations indicated in the CAN-SPAM Act of 2003.

Your email address has been opted in, or supplied to us by a client under our strict Spam Policy Guidelines, displayed on our website at www.ifanz.com.

You can automatically unsubscribe from the individual list by clicking the "unsubscribe" link at the footer of this email or by sending a paper copy of the email via mail to the address above.

McCartney™

Newsletter
July 2007

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

Dear {{firstname}},

Hello and welcome to the July 2007 edition of the McCartney newsletter.

This month has been full of great events, product development and sizzling summer parties! Of course, it's July and who is really thinking about work at this time of year? Well, we are! A lot has happened, so let's recap:

Company News

Farewell to Her Majesty's Ambassador to the United States of America

We were honoured to have been invited to the residence of the Hon Bob Peirce and his bride Sharon Haroun-Peirce to thanks the out-going Ambassador Sir David Manning for his years of dedication and service to Queen Elizabeth and the people of the Commonwealth.

In true British style, a splendid time was had by all at this event. Special thanks to Gillian from the BABC and to Sharon Haroun-Peirce our lovely hostess. We wish Sir David and Lady Catherine all the best in their next endeavours.

Pics from the party at the General Consul's Mansion in Los Angeles.



L to R: Angie, Ruth, Her Majesty's Ambassador to Washington; Sir David Manning and his wife, author Lady Catherine Manning



L to R: The Hon. Bob Peirce British Consul General, Lady Ken Robinson, Paul Wright, Esq of the BABC and Ruth



L to R Los Angeles Mayor Antonio Villaraigosa, Angie, Martin and Ruth



Ruth and Nigel Lythgoe -ueber producer, American Idol and Fremantle Exec, former choreographer, one-time dance teacher of Ruth's and Merseyside born man about town.

Client Spotlight of the Month

McCartney produces survey coding for GA Wright Client Seminole Hard Rock

We are pleased to announce that we recently completed a very successful survey campaign for the Hard Rock Hotel & Casino Tampa working under G.A. Wright Marketing Inc. of Denver, Colorado. We created a comprehensive survey system with a personalized free offer to survey respondents. The campaign has been a great success and it was a real pleasure to work with Peter, Rick, Rich, Ivy and a great team over at G.A. Wright.

Hard Rock TAMPA

GET BACK
TO WHERE YOU ONCE BELONGED!

So...
Tell Me Why
And get \$40 in FREE PLAY
at Seaside Hard Rock Hotel & Casino - Tampa

Please enter your Reward Code: where's the code?
(see sensitive)

In our continuing effort to provide you with the ultimate gaming and entertainment experience, we'd like to get a better understanding of you and your view of our property. We will also be able to communicate - and send valuable offers - to you in the most effective way.

Please be aware: this information will be kept strictly confidential and will not be shared with any other third party entities.

Once you complete this quick survey and click submit, we will email you \$40 in FREE PLAY to use in our casino.

We sincerely thank you in advance for your time.

Give us your two cents...
...and we'll give you \$40 in FREE PLAY!
Didn't receive \$40 FREE PLAY email? [CLICK HERE](#)

Give us your two cents...
...and we'll give you \$40 in FREE PLAY!
Didn't receive \$40 FREE PLAY email? [CLICK HERE](#)

Tower of Power launches new web site!

Our McCartney web development team headed up by Christian, Jerry, Peter, Mike and Jessica just put the finishing touches on the new web site for the legendary band [Tower of Power](#)

Besides graphic design the site features a ton of functionality, is Web 2.0 compliant and features iFanz controlled core functionalities such as: Discography, Tour Schedule, Image Gallery, etc.

Thanks to David Garibaldi, Diane Ricci and Pat Rains for the direction...great job guys!

TOWER OF POWER

PLAY / STOP

HOME
TOURING
BAND
NEWS
STORE
MUSIC / VIDEO
LINKS
DISCOGRAPHY
MESSAGE BOARD
CONTACT US

LATEST TOP NEWS

Back to the Studio
Thursday, 12 July 2007
Tower Of Power has gone back into the studio to record a new album...Check back for updates! [Click here](#) to purchase the NEW Live in Germany DVD! [Details](#) ...

Welcome to the Tower Of Power Official Band Website

No matter who you are, where you live, or your taste in music, Tower of Power will find you. And once that happens, it's all over. You will come to believe not only that soul music is the salvation of us all, but that Tower of Power is one of those rare bands who can claim to be the real deal, 100 proof, aged-to-perfection, ground zero Soul. And the thing is, they're everywhere now.

Of course they're still on the radio, their up-front horn section serving as the prototype for today's retro-swing bands, and lending their singular horns to immortal tracks by Elton John, Rod Stewart, the Eurythmics and Phish.

But the truest testament to Tower of Power remains the band's formidable concert appearances. Stand in front of the stage at their show and bathe in the sonic blast of brass and funk. "Tighter than a clenched fist," says The Hollywood Reporter "For almost two hours," gushes The Fresno Bee, "the band members let loose with an energy-filled show that left a sell-out crowd on its feet, dancing in the aisles and applauding with feeling for a band it's loved for more than 30 years."

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Christian's Corner



Hello there! Some of you may know me and some of you may not, but my name is Christian Volquartz (christian@mccartney.com) and I am the Director of Operations here at McCartney Multimedia.

From time to time I come across helpful tech tips and information that may be of value to our clients and industry professionals alike. My hope is to pass them on to you in an effort to help with our ever increasing multitasking lives! I'll call my little section of the newsletter "Christian's Corner"!

New services which we offer:

We have now partnered with a new hosting service company that provides great hosting services, domain services, SSL certificates, merchant accounts, etc. for much more competitive pricing than before. Technical support is provided 24/7/365 with a special phone number that we provide you. Please email christian@mccartney.com if you would like to take advantage of these new services with better pricing!

Free MAC application of the month:

Ever feel like your desktop is cluttered with zillions of open screens? Desktop Manager is a free MAC application that allows you to create unlimited desktops so you can scroll from screen to screen with specific applications for specific desktops. I have 4 screens: 1 for email, 1 for Safari, 1 for excel files, and 1 for "other" apps. You can [download the free app from this link](#).

From The Road

Emily's House in Paso Robles

For the [Winery Music Awards](#), Kathy Kelly Productions arranged for us to stay at this beautiful home in downtown Paso Robles. If you are ever in the area, this is definitely the place to stay for a weekend in Wine Country. Ruth rocked the gourmet Viking range and 20 seater kitchen table!

[Welcome to Emily's House...](#)

A Place to Call Home.
An 1892 Renovated American Heritage Vacation Home.

This farmhouse of the past is ready for you to enjoy. Built in the tradition of a bygone era but infused with the modern conveniences of today



This 4 bedroom / 2 bath home was carefully styled to create an atmosphere reflecting the warmth and history of a vintage home. Emily's House is located just steps away from downtown Paso Robles, an award winning "Main Street City" proud of its gourmet dining, wine tasting, and specialty shopping.



Movie Spotlight



RevItUp El Toro 2007

Thanks to fantastic footage that the McCartney Film crew of Pat Healy and Wade Minter shot and edited, this month's video comes to you from El Toro, CA where the annual RevItUp event presented by Chevy was held. Feed your need for speed and [enjoy the clip.](#)

Thanks also to Team AMCI; Rich Anderman, Dave Sherman, John Ashcraft, Kevin Jones and Cooley Ludtke.

Net.Work News

iConz of Rock Album "Jimi Speaks" reaches 3 million plays on MySpace.com!



Proud and determined producers, [Martin Nethercutt](#) and [Marino De Silva](#) hold up MySpace award for over 3 million plays of the recently released spoken word album "[Jimi Speaks](#)". [iConz of Rock](#), preserving Rock'n Roll History for Future Generations!
 Congrats, boys!

iFanz hosts NARIP Brunch

Well, last weekend saw a great iFanz / [NARIP](#) networking event at the iFanz Beach House in Playa Del Rey. Thanks to the indomitable Tess Taylor and her posse and also to those who came. For those of you who couldn't attend, click on the graphic below to get the event wrap up:

The image shows a promotional banner for NARIP (National Assn. of Record Industry Professionals) and iFanz. On the left is the NARIP logo, which consists of several concentric red circles resembling a vinyl record. To the right of the logo is the text 'NARIP National Assn. of Record Industry Professionals'. Below this is a subscription form that says 'Subscribe to NARIP Bulletins - FREE!' with an 'Enter Email' field and a 'subscribe' button. To the right of the form is the iFanz logo, which features a blue circle with a white 'i' and the word 'FANZ' in red. Next to it is the text 'now with our new iPlayer! streams, downloads + tracks MP3s'. On the far right of the banner is a small thumbnail image of a group of people.

Book Of The Month

["Pharma"](#)



by our good friend Rip Gerber.

About The Book

A scientist is brutally murdered at ChemGen Pharmaceuticals, leaving behind an undecipherable chemical formula. A thousand miles away, deep in the Amazon, two tourists are devoured by a horrific plant. The events propel biochemist Dr. Ben Maxwell into the depths of the Brazilian rain forests and the boardrooms of the drug industry, as he desperately searches for a connection between the attacks, a connection that promises to save his life. And the lives of millions.



PHARMA unfolds at a dizzying pace, as an engineer, a scientist and a computer hacking teenager find themselves in the path of an unspeakable plague, a natural evolution resulting from mankind’s careless tinkering with Mother Nature. But this time, science may not prevail.

Für unsere deutschen Leser:

[Pharma ist jetzt auf Amazon.de erhältlich!](http://www.amazon.de)

Über den Autor

Rip Gerber, geboren 1962 in Washington, ist Diplom-Biochemiker. Er arbeitete zunächst beim CIA, dann zwanzig Jahre lang in der High-Tech Branche. Sein erstes Werk wurde im "Virginia Literary Review" veröffentlicht. "Pharma" ist sein Debutroman. Rip Gerber ist verheiratet und hat zwei Kinder.

Recipe of the Month

It's grilling season - get yer butt outdoors (unless you live in Phoenix!)

Ruth's Nod to Tony Roma's Baby Back Ribs

Ingredients:

- 2 slabs baby back ribs (about 3 pounds)
- Kosher salt and freshly ground black pepper
- Extra-virgin olive oil
- 2 bacon slices
- 4 sprigs fresh thyme
- 1/2 onion
- 3 smashed garlic cloves
- 2 cups ketchup
- 4 dashes Tabasco
- 1 cup peach or apricot jam



2 tablespoons Dijon mustard or 1 tablespoon dry mustard
2 tablespoons brown sugar
1/4 cup molasses
2 tablespoons red or white wine vinegar
1 teaspoon ground cumin
1 teaspoon ground paprika
Special equipment: Kitchen twine

Method:

Preheat the oven to 250 degrees F. Put the ribs on a baking sheet, season with salt and pepper and drizzle with olive oil. Stick them in the oven, and let the ribs bake, low and slow for 1 1/2 hours.

Meanwhile, make the sauce. Wrap the bacon around the middle of the thyme sprigs and tie with kitchen twine so you have a nice bundle. Heat a 2-count of oil in a large saucepan over medium heat. Add the thyme bundle and cook slowly for 3 to 4 minutes to render the bacon fat and give the sauce a nice smoky taste. Add the onion and garlic and cook slowly, without coloring, for 5 minutes. Add all of the rest of the sauce ingredients, give the sauce a stir, and turn the heat down to low. Cook slowly for 20 minutes to meld the flavors. Put some sauce in a separate bowl for basting, reserving the remaining sauce for serving.

Baste the ribs with the sauce and let them continue cooking, basting twice more, for 30 more minutes. When the ribs are cooked, take them out of the oven. You can let them hang out like this until you're ready to eat.

When ready to eat, preheat the broiler for 5 minutes and broil the ribs, basting with the sauce. They should become crisp and charred, about 5 minutes on each side. Pick the onion and garlic out of the sauce and serve with ribs.

Tuck in your napkin and go for it!

Tech Tips of the Month

Duplicate Annihilator 2.14 (for iPhoto)



Duplicate Annihilator 2.14

07/18/2007 Finds and annihilates duplicates within iPhoto. (Shareware)

Download

1.1MB

Duplicate Annihilator takes on the time-consuming task comparing the images in your iPhoto library using effective algorithms to make sure that no duplicates escape.

When found, the duplicate will either be marked with a description of your choice to make it searchable, or simply moved to iPhoto's trashcan. For a mere \$7.95 it's well worth it. We have over 29,000 photos in our library and it's been running for over a day now sorting through all the duplicates. (So far, it has encountered over 8,000!)

BEWARE: Cell Phone Entries and Text Messaging.

Thanks to Evy Chipman for this valuable info.

Never store your family or loved ones as "Hubby", "Wife", "Mom" etc. in your cell phone's address book. Recently, a woman lost her purse and in it was her cell phone. The thief sent a text message to "Hubby" asking for a reminder of the couple's PIN #. "Hubby" texted right back and within 15 minutes, their bank account was empty. So, if you receive a text message from someone asking for sensitive information, ALWAYS verify that it was indeed the sender you assumed before you text anything back.

**iFanz® Artist Spotlight and News
Rocco deLuca and The Burden**



"The blues died when they took the 'f***' out of it," explains a seemingly shy and unassuming Rocco DeLuca. "The music I was raised on had heat. Energy. That feeling of aggression. The music of today seems so washed out and generic.

To get 'em back we need to stick the real soul, that punk element back into it. It's the only way I know how to play it." It's with that ferocity and determination that DeLuca's debut album, *I Trust You To Kill Me*, challenges the listener to dive head first into the heart and soul of a musical revolution.

[We encourage all our readers to sign up for Rocco's iFanz mailing list. Check out the album "I trust you to kill me" here,](#) or click on the graphic above.

iFanz visits Ironworks Studios

iFanz® co-founder Martin Nethercutt visited Ironworks Studios in July to showcase iFanz Services for the Label.

Thanks, again Jude, Angelica, Jenn, Flo and all the the lovely people at Ironworks Studios for making us so welcome.

Ironworks is the label, studio and production company which is co-owned by producer / musician Jude Cole and "working actor" Kiefer Sutherland. Congrats on the new Emmy nomination Kiefer William Frederick Dempsey George Rufus Sutherland. Yep folks. That's really his name!

They represent artists Lifehouse, Rocco DeLuca and The Burden (aka Cheap Hotel) as well as Ron Sexsmith.

You guys rock! We will be back for more.



[Please visit Ironworks Web site!](#)



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



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McCartney™

Newsletter August 2007

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

Dear {{firstname}},

Hello and welcome to the August 2007 edition of the McCartney newsletter. We have had many requests from our readers for more funny stuff. So, we decided that this month's issue should make you laugh and enjoy the summer, unless you are sitting in Antarctica reading this newsletter, you should be outdoors, bbq-ing and enjoying life away from your desk. And yes, we are being somewhat politically incorrect this month.

Product Spotlight

Before we dive into all the silliness, some advice from the pros about the life and health of your web site.

Do You Know Where Your Digital Assets Are?



Engage McCartney experts to undertake a complete corporate Digital Appraisal©
After all, you can have the best web site in the world but if no-one can find it, the name expires or the server goes down – it's a VERY costly exercise.

- what domain names do you / your clients own?
 - when do they expire?
 - who are the registrar services?
 - who has the passwords?
 - if no passwords, we advise as to notarized documents needed to begin password retrieval process
 - are there trademarks associated with the domains and services?
 - what are the trademark registration numbers and dates?
 - we trace opposing domain name owners
 - we determine if this a trademark infringement
- what is the hosting situation - direct, co-lo, in-house etc?
 - where are your off-site backups?
 - who has access to those?
 - who are the administrative managers and system administrators of your domain?
 - how can they be reached after-hours

- what is your emergency notify process and chain of command?
- who is the billing contact?
- are all the contacts on file with the registrar still relevant?
- what is your brand standing?
- what are your competitors' brand standings?
- what are your keywords and meta tags?
- is your site fully optimized with the max # of allowable characters?
- when was the last time it was submitted to all the search engines?
- do you have BI / Google analytics plugged in?
- do you use Google AdWords?
- How often do you interpret the reports of ads and BI?

email : lucy@mccartney.com

Christian's Corner



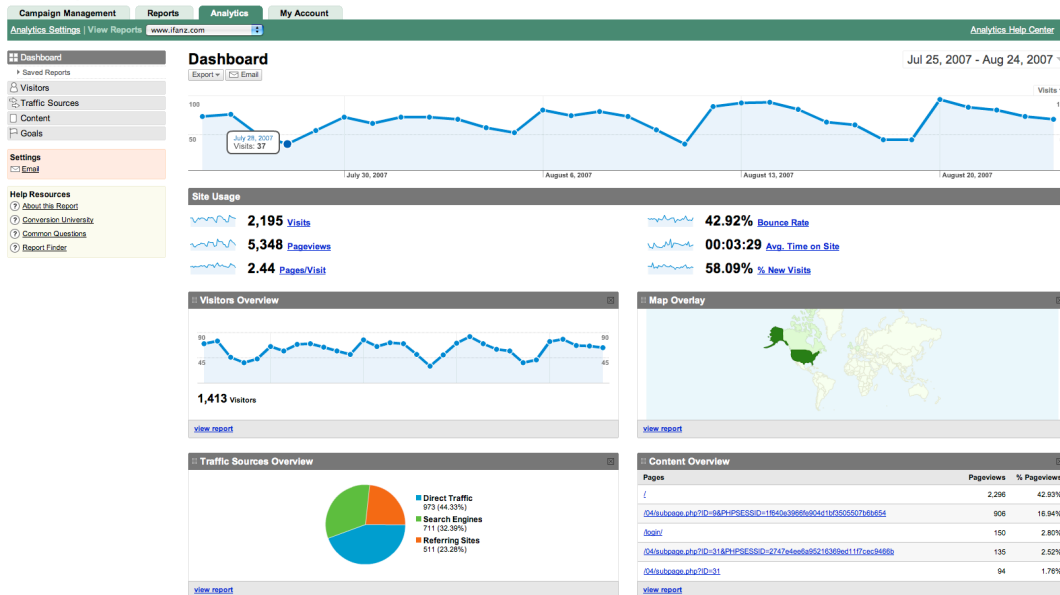
Do you know who your customers are?

Do you know where your traffic is coming from?

Google Analytics is a relatively new program that has been launched with great success. With Google Analytics you can track with pin point accuracy website traffic, unique visitors, page views, and campaign metrics. We can now implement and monitor campaign specific tracking which is a perfect compliment to both your email campaigns and mail drop campaigns.

To setup your Google Analytics account on your website contact Christian Today!

Technical support is provided 24/7/365 with a special phone number that we provide you. Please email christian@mccartney.com if you would like to take advantage of these new services with better pricing!



*****I.C.E***" IN CASE OF EMERGENCY*******

ICE Campaign - "In Case of Emergency" We all carry our mobile phones with names and numbers stored in its memory but nobody, other than ourselves, knows which of these numbers belong to our closest family or friends. If we were to be involved in an accident or were taken ill, the people attending us would have our mobile phone but wouldn't know who to call. Yes, there are hundreds of numbers stored but which one is the contact person in case of an emergency?

Hence the **"ICE"** (In Case of Emergency) campaign.

The concept of "ICE" is catching on quickly. It is a method of contact during emergency situations. As cell phones are carried by the majority of the population, all you need to do is store the number of a contact person or persons who should be contacted during emergency under the name "ICE" (In Case Of Emergency). The idea was thought up by a paramedic who found that when he went to the scenes of accidents, there were always mobile phones with patients, but they didn't know which number to call. He therefore thought that it would be a good idea if there was a nationally recognized name for this purpose.

In an emergency situation, Emergency Service personnel and hospital Staff would be able to quickly contact the right person by simply dialing the number you have stored as "ICE." For more than one contact name simply enter ICE1, ICE2 and ICE3 etc. A great idea that will make a difference!

Let's spread the concept of ICE by storing an ICE number in our Mobile phones today! Please forward this. It won't take too many "forwards" before everybody will know about this. It really could save your life, or put a loved one's mind at rest. ICE will speak for you when you are not able to.

Tip by Per Volquartz

Movie Spotlights

Here are some of the online movie gems that people have posted either on YouTube or Revver.com This is a great collection guaranteed to make you scream!



Condom Head

The Darwin Awards

People really did this to themselves! Based on true cases. This is a link to the official movie site.

Click graphic to play movie. I know the title may call for an R rating but believe it or not its is actually more like PG!

[Let us know if you like us to continue to hunt for great movies](#) and feature them every month. Okay so now take a break. Get up, go outside and flip the (veggie) burgers!

Net.Work News

HouseofPetalsLA.com

The charming ladies Joey and Charity have joined the McCartney Net.Work (thanks to Kevin O'Keefe)...if you need the absolute BEST in floral design, do yourself a favour... don't go to one of those awful cookie-cutter FTD shoppes -just click on over to www.HouseOfPetalsLA.com



Angie's One Liners

- You know you're getting old when you tell your best friend you're having a affair and she asks "is it catered?"
- Teenager stashes his LSD in an aspirin bottle. Then he forgets where he put them. He asks his visiting Grandma "Hey Gran, have you seen the aspirin anywhere?" She replies "The heck with the aspirin, have you seen the dragons on the front lawn?"!
- We watched with great anticipation as an angler at the end of Manhattan Beach Pier struggled with a huge catch. When he finally landed, it was a 4 x 4 piece of wood. A nearby wag shouted to him: "What did you use for bait - your Home Depot card?"

Recipe of the Month



sea bass with herby lemon vegetables and watercress

Preparation time: 2 minutes

Cooking time: 5 minutes

- 2 tbsp olive oil
- Salt and freshly-ground black pepper
- 2 x 175g (6 oz) sea bass fillets
- 2 tbsp extra virgin olive oil
- 3 tbsp freshly-chopped mixed herbs (rosemary, thyme, oregano, sage or tarragon)
- Zest and juice of ½ lemon
- 1 x 350g pack fresh cut vegetable stir fry
- 1 x 85g pack watercress
- 2 tbsp dark soy sauce

It Might Be Time To Quit Drinking When...





Things that are **difficult to say** when you're drunk

- a) Innovative
- b) Preliminary
- c) Proliferation
- d) Cinnamon

Things that are **VERY difficult to say** when you're drunk

- a) Specificity
- b) British Constitution
- c) Passive-aggressive disorder
- d) Transubstantiate

Things that are **DIFFICULT to say** when you're drunk

Nope, no more booze for me.

Sorry, but you're not really my type.

No chilli fries for me, thank you.

Good evening officer, isn't it lovely out tonight?

I'm not interested in fighting you.

Oh, I just couldn't - no one wants to hear me sing.

Things that are **DOWNRIGHT IMPOSSIBLE to say** when you're drunk

That guy is looking at my girlfriend but I am sure it's just because he knows her or something.

That chair looks wobbly and dangerous and I certainly wouldn't try balancing on it with this short skirt on in case I fell off.

I must get to my bed as I could never have a really good sleep in that hedge.

I really believe in prohibition.
Me? Drink? No thanks.

iFanz® Artist Spotlight and News



Quincy Coleman

" (Quincy has)...all the goods, a beautiful voice, such sweet emotion and tenderness...very talented." Dolly Parton
 With song writer and vocalist extraordinaire Quincy Coleman think Elvis Presley's power, Edith Piaf's emotion and the spirit of Django Reinhardt breaking Challa on a Hawaiian island while shooting a scene for a David Lynch, Quentin Tarantino, Fellini collaboration.

Online publication, Editorial Emergency says about Quincy and her sophomore recording "Come Closer", "her husky delivery navigates the shifting territory with aplomb. Coleman's feel for the swoony tropes of yesteryear at times recalls Maria Muldaur and Van Dyke Parks, though her voice is closer to the knowing, rootsy timbre of Shelby Lynne." While Paste magazine describes "Come Closer" as "Asyln meets Tom Waits."

You are listening to ["I'm Crying"](#) of Quincy's album "Also so known as Mary", available on iTunes®. Quincy is managed by our dear friend Mike Gormley of Yes Dear Entertainment.

[| Ironworks signs biLLy bOy on poiSon! |](#)



2007 Hollywood-Sunset Strip

A world famous club hosts biLLy bOy on poiSon! Looking out over a SOLD OUT crowd of over 1,000 screaming, moshing, jumping, dancing kids--- and you're transported back to a time when music was an escape. Weaving its way into the fabric of the times and becoming a way of life. This stage has seen Morrison, Dylan, Sting, Bono, Led Zeppelin, Hendrix and countless others.

As you watch the performance of biLLy bOy on poiSon, you repeatedly have to remind yourself youre watching a band of 16 year old boys with an 18 year old female drummer! The energy is definitely youthful ala The Rolling Stones circa 1965 or The Stooges of the early 70s. There's also a youthful delivery of the music. Youthful yes, but this band is the real deal! These are not fakers, these kids are living music, biLLy bOy on poison, is living Rock and Roll! Its always live, heartfelt and extremely genuine!

Good luck with Ironworks you guys! | [Visit their mySpace page here...](#) |



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



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McCartney™

Newsletter
September 2007

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

Dear {{firstname}},

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

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

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

Company News

Logicalis Web Film

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

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



A sneak peek at the Interface



Peter, Dieter, Spencer and Brad hard at work



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



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

Plan Your Future Marketing Materials Now!

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

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

Web Site of the Month

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

Live. Work. Play.

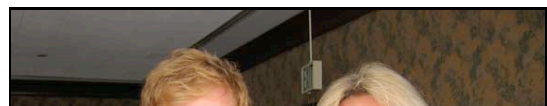
<http://www.velocitysportsvillage.com/>

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



Breakfast with the L.A. Galaxy

Ruth and Martin enjoyed a





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



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

Brit Week Fashion Show Kickoff Luncheon

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

Visit [ZandraRhodes.com here](#) .

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



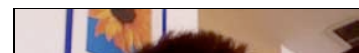
Dame Zandra Rhodes and Ruth



The Lovely Lulu with Ruth

Christian's Corner

Custom Branded Newsletters



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

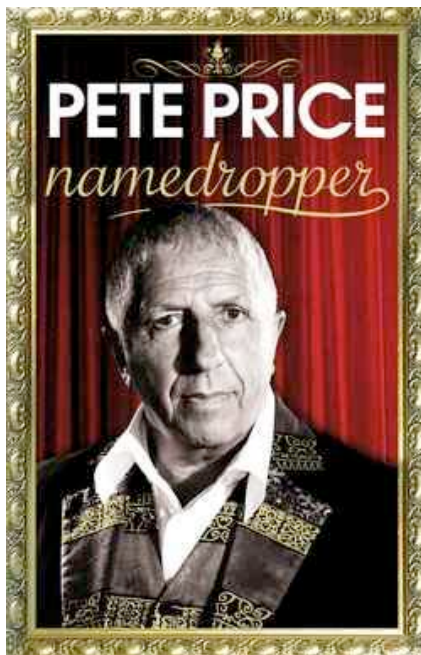


Custom iFanz email templates can easily be integrated into your existing iFanz account. Any graphics and images we use in the email templates are stored on either yours or our web servers so emails are kept small in size and can therefore be sent quickly and received quickly, even over a dial up internet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

Samples of custom branded templates:



Book of the Month



Pete Price "Namedropper"

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

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

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

Blurb from Amazon:

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

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

Net.Work News

Solar Roast Anyone?



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

(Click image to view larger size)

This just in from Dave:

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

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

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

Services with a Smile

Pacific Coast Cleaners

Dry Cleaning to your door!

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



Got L.A. based Insurance?

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

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

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

<http://www.isuwissink.com>

Need a Patent or Trademark?

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

David's Mission:

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

Company Profile:

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

David Hong, Esq.,
LAW OFFICE OF DAVID HONG
Patent, Trademark, and Intellectual Property
Mailing Address: P.O. Box 2111, Santa Clarita, CA 91386-2111E-Mail:
david.hong@dhpattentlaw.com or david_hong@sbcglobal.net
866.824.8680 Tel & Fax
805.807.0515 Mobile & Int'l Tel

Angie's One Liners



Overheard at the **HBO Emmy** party:

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

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

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

Outlaws are wanted!

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

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

Recipe of the Month

Goat Cheese and Herb Stuffed Mushroom Recipe

Ingredients-

FILLING:

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

- MUSHROOMS:

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

- BREAD TOPPING:

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



Directions

FILLING:

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

BREAD TOPPING:

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

MUSHROOMS:

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

iFanz® Artist Spotlight and News



Rhythm Of Life CD

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

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

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

The album also features music icons:
 JIMI HENDRIX, HERBIE HANCOCK, THE QUINCY JONES BAND, MARINO,
 LES McCANN, DAVE KOZ, CLARENCE CLEMONS and more!

Please visit the website:

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

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



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McCartney™

Newsletter
October 2007

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

Dear {{firstname}},

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

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

The people of Southern California need our help.

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

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



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

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

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

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

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

Company News

So here's what happened this month:

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



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

Participants in the video are:

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

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

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

2007 Winery Music Awards Finals

This year's Winery Music Awards finals were a great success. Thanks to Kathy Kelly Productions we had an unbelievable talent



pool. Congratulations to [Shannon Curtis](#) for taking first place for her incredible song writing and performance.

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

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



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



Rocktoberfest 2007

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

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

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

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

Product of the Month

Introducing:



iBizPlanz®

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

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

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

The iBizPlan System works in close contact with iCommunicationz, monitoring user and password access, making sure that your plan is safe and securely protected. Only those who have been issued a User ID and PW will have access to view your presentation.

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

Christian's Corner



Domain Name Management Madness!!!

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

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

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

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

Net.Work News



The Maybach Family Foundation event at the Beverly Hills Hotel

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

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

Seven decades later, in 2002, DaimlerChrysler AG revitalized this Maybach Brand in recognition of Wilhelm Maybach and his son Karl, who together played such a monumental

role in defining German engineering. The Maybach Family Foundation honors the spirit of Wilhelm and Karl, and their legacy of mentoring in the pursuit of excellence. iFanz has donated a communications software account to aid the Foundation in their community outreach and donation efforts. [Join the list here.](#)

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

Pictured: Ruth with Uli Maybach.

In Brief:

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



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

the Munich offices...

Choose Your Candidate for '08



[Click here](#) to answer the **11 questions** to find out which candidates are most aligned with your views and opinions. You may skip questions if you do not want them factored into the results. This quiz is not meant to pick your candidate for you. It is designed to inform the public of the various stances candidates make. Results are not scientific. The WQAD candidate survey is based on the original SELECT A CANDIDATE survey developed by Minnesota Public Radio and posted at: http://minnesota.publicradio.org/projects/ongoing/select_a_candidate/. Used by permission.We guarantee YOU WILL BE AMAZED at the results. Thanks to Evy Chipman for forwarding this one.

Angie's One Liners

"Flexible people never get bent out of shape".

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

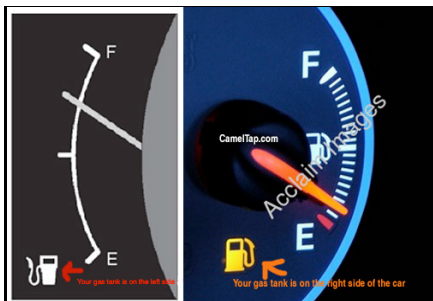
and....

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



Tech Tip of The Month

from Gillian Campbell



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

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

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

Double duh.

Recipe of the Month

Peter Trunk's Famous Seasoned Sauerkraut

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



KRAUT!

Ingredients:

3 tablespoons unsalted butter
3 medium onions, peeled, halved, and thinly sliced
10 slices bacon, diced
5 large cloves garlic, minced
10 very small (red or white) potatoes
2 heaping tablespoons paprika
2 cups chicken stock
Salt (kosher or sea)
Freshly ground black pepper
4 pounds sauerkraut, drained
4 bay leaves
1 Shot of Gin
2 cups sour cream
5 Pork sausages

Method:

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

PROSIT!

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



1st place



2nd place



3rd place

iFanz® Artist Spotlight and News

CAVALON presents
THE PARTY ANIMALS Live

Kid Box Lunches Available

Host Your Child's Private Birthday Party Before The Show
Contact Avalon @ 323.466.0270

Rock-N-Roll for the Whole Family
Visit our website: www.thepartyanimalslive.com for more information.

A Live Interactive Show for Children of All Ages
★ **Location: The Avalon: 1735 Vine Street, Hollywood, CA**
Sunday, June 10, 2007 @ 1pm and 4pm
(*The Party* starts 1 hr before the show. arrive early for all the festivities)
For Tickets go to: www.thepartyanimalslive.com
For more information call: 818.590.8448

Tickets: \$40 at the door or Pre-Sale Price: \$30*
*with Promotional Code: X2007 (Children under 2 yrs old Free)

The Party Animals, LLC, 4821 Lanekshire Bl #F-302, Toluca Lake, CA 91502 www.thepartyanimalslive.com

This month artist feature:

The Party Animals.

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

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

From their website:

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

to sing and dance to some of the coolest kid songs ever written.

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

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

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McCartney™

V.I.P.

A Special Deal for Special People!



McCartney.com would like to thank you personally for being a part of our extended digital family, and we're happy to connect you with one of the most wonderful places in Southern California: Two Bunch Palms.

We are excited to tell you that we have made special reservation for you, so that you can relax, rejuvenate and most of all just be!

So here's the McCartney VIPdeal:

Offer Code: RMCPJS

Reservations Toll Free: (800) 472-4334

50% off room rates from now through Labor Day. Start your day with a free continental breakfast, spend lazy hours in the soothing mineral waters of the grotto, watch Plasma TV, send Wi-Fi email or just kick back and drink a Margarita.

Rooms are from \$159,
Suites, Villas and Casitas are just \$179 - \$199

If you want to bring a friend or assistant, there are a limited number of singles available at \$119.

Sunday nights in any room for **just \$99***. On Sundays, enjoy Classical Hollywood movies poolside underneath the stars. It's "Popcorn in Paradise" and a sumptuous BBQ prepared by Chef Michael Hutcheon - all for just \$30 per person.

**Excludes House on The Hill and The Al Capone Suite*

Enjoy Watsu Therapy

Take your mind off everything and simply float - in silence.

Private mineral pool where you are cradled, massaged & carried through the water. If you've never tried it, you owe it to



yourself - a belated New Year's resolution of sorts!

Wassertanzen: "Water Dancing"

Watsu that also incorporates being taken underwater for a few moments - this feels like an underwater ballet...bring out your inner Nijinsky!



Aqua Reflexology:

Hand & foot reflexology in a private mineral pool - what could be better!? Imagine a private mineral pool where you are cradled, massaged & carried through the water while listening to soothing music & sounds from nature - only at world-class Two Bunch Palms.

This offer is obviously strictly subject to availability so please email the general Manager Mr. Patrick J. Sturgeon - a splendid chap - psturgeon@twobunchpalms.com with the subject matter "**McCartney VIP**" to request your booking.

And be sure to bring a copy of this email with you for check-in.

Offer Code: RMCPJS.

Two Bunch Palms Resort and Spa
67425 Two Bunch Palms Trail
Desert Hot Springs, CA, 92240
Phone: (760) 329-8791
Fax: (760) 329-1874
Reservations Toll Free: (800) 472-4334
Subject to availability.



You're listening to [Zoe Scott](#) - "Beautiful to Be Alive". Thanks Zoe!

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McCartney™

V.I.P.

Dear {{firstname}},

Attention all you Wine lovers! We would like to present the Winery Music Awards. Our dear friend Kathy Kelly has put together a special package for you.

Click on the graphic to see more details.

BTW, Ruth will be a Judge at this year's event. Thanks and see you there!



FILL YOUR WEEKEND WITH MUSIC, WINE, AND WOW!

NEW! SPECIAL OVERNIGHT PACKAGE TO THE 2007 WINERY MUSIC AWARDS IN PASO ROBLES WINE COUNTRY, COMPLETE WITH TRANSPORTATION, HOTEL, MEALS AND LOTS OF LIVE MUSIC!

THE EXCITEMENT FROM ATTENDING the only competition among unsigned original music artists held in romantic winery settings is only half the fun. The rest of the pleasure comes from being whisked away to wine country, staying in comfortable accommodations with vineyards nearby, wine tasting at select wineries, and fine wining and dining in quaint downtown Templeton--and getting it all for one great price!

Meet the bus at Wades Wines in Westlake Village at 9am

Saturday and return Sunday night, around 9pm. Concert dates:
June 9, July 14, August 11, September 15.

Enjoy five hours of original music competition, dozens of great wines, miles and miles of vineyards and unlimited moments of wow!

Complete package includes:

- Round trip on 48-passenger luxury bus
- Gourmet box lunch
- Ticket to Winery Music Awards concert
- One night hotel stay in wine country (double occupancy)
- Continental breakfast
- Wine tasting tour of Paso Robles wineries by Wine Wrangler
- Dinner at McPhee's Grill

Only \$350 per person!
Call now to book your wine country getaway to Paso today!
Call Wades Wines at 818.597.9463

For concert tickets only, go to www.WineryMusicAwards.com

Presented by:

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Dear {{Firstname}},

Want to send an environmentally friendly **Holiday Greeting this year?**

Running so far behind you haven't chosen and signed your cards yet?

At McCartney we can send out very special holiday e-greetings to your naughty *and* nice lists via email...**no matter how many names on your list.**

We have made available a range of graphics (click below for a closer look), which can be customized with your photo, logo and message and sent without so much as a trip to the Post Office! iFanz account holders can even add music.

Save a tree. Save gas. Save yourself a project!

Package A

Creation of customized message on a graphic below.

We send you the web-optimized jpg to attach to your list **\$179**

[Order by December 19th](#) (please reference the design # and your contact details in the email)

Package B (iFanz account required)

Creation of customized message on a graphic below.

We blast to your iFanz database and add a music clip from the list below **\$229**

Order by December 17th (please reference the design #, your chosen music clip, and your contact details in the email)



Music clips available:

Auld Lang Syne
 Away In a Manger
 Deck the Halls
 God Rest Ye, Merry Gentlemen
 Good King Wenceslaus
 Hark, the Herald Angels Sing
 Jingle Bells
 O Christmas Tree
 O Come All Ye Faithful

We Three Kings
We Wish You a Merry Christmas

[Order Now >>>>click here](#)



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