

McCartney™

Newsletter July 2008

Welcome to the July 2008 edition of the McCartney.com newsletter.

([created by Martin Nethercutt](#))

Dear Alan,

Ahhh, Summer is here at last!

Well not much more to do than to get out your bathing suit, light the barbie, invite some friends and relax.

We had a great 4th of July, at Casa de Einhorn as you can tell from Ruth's pictures below. Thanks Richard, Kate and Bear!



But wait, aren't we forgetting something?

Ahhh, yes! the long anticipated launch of **Mrs. Angie McCartney's Teas!**

Company News

Mrs. Angie McCartney's Teas

Welcome to our splendid spot! About The Shoppe The Tea Club

Welcome to our splendid spot! Tea is a panacea for all ills, and in Liverpool, where I was born, no matter whether the news is good or bad - if someone just won the lottery or had to mail their tax return, the remedy for celebration or commiseration is always the same ... put the kettle on!

We have [four fab flavours of tea](#) (click the buttons on the left to learn more), which we have sourced from India, Japan, China, Italy and even Washington State in the USA.

We hope you enjoy your visit and make sure you [sign up for our free news and recipe emails](#) - your privacy is our policy.

Remember , "to obtain tea hot, first warm your pot!"

Cheers,
Angie.

Simply Splendid

History of Tea Trivia Quiz Media Room Angie's Blog Press Links

Oh well, the cat is finally out of the bag!

We are proud to announce that MrsAngieMcCartneysTeas.com has been launched, and Angie's excited and ready for your business.

In planning and development for nearly 5 years, Mrs. Angie McCartney's Teas has seen many taste tests, focus groups, graphic layouts and label incarnations. From the start of the concept by Kerry Dunne at the kitchen table at McCartney.com headquarters to the sourcing of the tea, to the final execution of selling and shipping product, it has been a wonderful and educational journey through the world of tea.

If you are a tea drinker (and 51% of Americans are), please learn more about our four fab flavours by clicking on their links. We have (of COURSE) [Organic English Breakfast](#) -a high grade Assam from India. Next on the boil is an [Organic Earl Grey](#) - again Assam from India flavoured with an Italian Bergamot oil. Next we chose an Organic Japanese green tea with roasted rice from China - this "[Gen Mai Sencha](#) " has a lovely, nutty flavour and is almost as satisfying as a consomme. At last but by no means least, our Organic [South African Rooibos](#) (Red Bush) which is flavoured with the tiniest hint of Raspberry from Yakima, WA.



Support the healthy cause by not only drinking tea but by downloading the exclusive [tea banners](#) for **your** web site.

Can't decide what to order? Try our [Sampler Pack](#).



Feature Site of the Month

FUZE-ARTZ [Cindy Rosmann's Fuzartz.com](http://CindyRosmann.com)
plugged in to creativity

Welcome to Fuze Artz online, your strategic music and sound agency.

"Celluloid Dreamz" v1 now available for license.

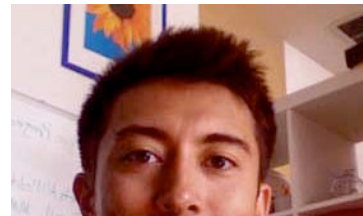
With the release of Celluloid Dreamz, Fuze Artz serves up a delicious array of scene-setting cinematic scores for license to major motion picture, game and television advertising campaigns. A collaboration of artists spanning the globe.

This is just the beginning. Follow the links on the site for a listen, and sign up for news of many more exciting artists, labels and music supervisors joining the Fuze Artz network. Enjoy!

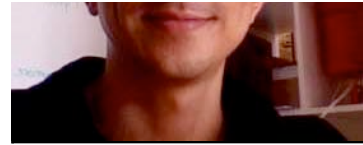
Christian's Corner

So you have your website, you have your iFanz account, and you have your fan / customer database to market and communicate to.

But how much do you really know about your fanz/customerz?



Did you know that you can use iFanz to conduct surveys to further find out what your fans are interested in? What content they are looking for from you? What motivates them to keep coming back to your website? As well as other demographic information!



Surveys are an excellent tool to dig deeper into that fan base to find out who they really are and what they really want.

Some surveys can get very intense and may require other 3rd party free online tools.

Here is a sample of one survey that we just conducted for our new client AIMLA.com seeking out information for video gamers! <http://www.aimla.com/survey/073008/>

Contact Christian to see if a survey is something you should try!

net.work news



Future Space

Click the movie to watch the animation to see how **Rex Beasley's** amazing indoor /outdoor kitchen invention works.



Kathy Kelly of the [Winery Music Awards](#) and **Taja Sevelle** of [Urban Farming](#) are working together on "Veggies in the Vineyards" to feed low-income families in downtown Los

Angeles.

URBAN FARMING FOOD CHAIN™ CREATES 'EDIBLE' GREEN WALLS IN SKID ROW Cal Poly Students Grow Vertical Gardens of Food for Congested Urban Areas in Los Angeles

SAN LUIS OBISPO – URBAN FARMING, a nonprofit organization whose mission is to end hunger in our generation, will establish four 'edible' green walls in Los Angeles' Downtown and Central City East area, enabling residents to grow and harvest their own fresh produce. The four walls that make up the Food Chain will be as links in a chain, connected to each other by intention and design, and provide a model that Urban Farming will replicate across the country and abroad for growing food in urban neighborhoods.



Thanks to the efforts and expertise of students and faculty at Cal Poly's Sustainable Agriculture Resource Consortium and the Horticulture & Crop Science Department, 4,000 fruit and vegetable plants have been cultivated organically in 180 garden panels that will soon be transported to Los Angeles and mounted onto the walls of four buildings in Los Angeles' inner city. Recent press releases are here:

http://pacbiztimes.com/index.php?option=com_content&task=view&id=80&Itemid=47

http://www.pasoroblespress.com/V2_news_articles.php?heading=0&story_id=2149&page=72

<http://www.winesandvines.com/template.cfm?section=news&content=56014>

UCP / Wheels for Humanity event at 8:30pm August 16th at X Bar in the Hyatt Regency Century Plaza.

This event will support the distribution of wheelchairs in the developing world. Tickets available at: <http://www.ucpwfh.org/>.

From their web site "We refurbish donated wheelchairs and hand fit them to children and adults with disabilities in developing nations. We then partner with international health-care organizations to identify those in greatest need. With a team of volunteer health care professionals, each recipient is individually fitted to the wheelchair that best fits their needs."

Jim Gath of the [Tierra Madre Horse Sanctuary](http://www.tierramadrehorse.com/) of Cave Creek AZ was paid a visit by Fox 10's news crew and the segment will air next Monday on [Fox10.com](http://www.fox10.com/).

The sanctuary is simply a very nice, very loving home for horses who, through no fault of their own, have no better place to go. Good food, good care, a lot of room, a lot of love and understanding and a lot of treats – a place where horses can enjoy being horses. No pressure to perform just to assuage fragile human egos.

Tierra Madre Horse Sanctuary evolved more by chance than by design. Because we had a little extra space now and then, homeless horses began finding their way here.

A half-blind Quarter Horse, a young Thoroughbred who had broken his knee in a race, and ex-trail string horse, a horse so abused he wouldn't let a human touch him for



months, a couple of show horses that had outlived their "usefulness" - they began trickling in one at a time.

tawd b. dorenfeld movie premiere - this just in from tawd:

"Last February I was asked by World Renowned Composer Trey Spruance to create a DVD based on his performance at the Great American Music Hall, San Francisco. This second collaboration, lead Trey and I into a world where we all felt some visuals would help with the project...

"I will create an entire Stop-Motion Feature Film (80mins.) with a story to the amazing orchestral soundtrack of the Secret Chiefs 3 evening's concert." I had merely 2 months to complete this unbelievable task. The Challenge found solace in the Style of the Great Silent Films of the 20s/30s.

Even before exporting the film "Hurqalya" from my computer the film began garnishing interest and invites from Film Festivals across the Globe and Los Angeles. Now I have two Premieres I would like to inform you of, one of which I am sure you may be able to attend, Downtown LA, and one (The World Premiere) you may not, as it occurs this Sunday in the Slovakia Republic as the Closing Feature of the Anca Animation Festival.

Please Attend:

DOWNTOWN FILM FESTIVAL, LA PREMIERE

Tawd b. Dorenfeld's "HURQALYA"

Aug. 15th (Friday)

7pm

Laemmle Grande

Tickets are available at www.dffla.com

(Limited Seating going fast, get them today)"



Danielle Bisutti is to play fashion diva in 20 episodes of Nickleodeon's new "True Jackson V.P." It is a cross between Devil Wears Prada/Ugly Betty meets BIG. A 14 year old girl named "True Jackson" (KeKe Palmer of "Akeelah and the Bee") is appointed the vice president of youth apparel at "Madigan Design" and begins seriously stepping on the toes of Ms. Amanda Cantwell (ME) - a 30 something executive fashion diva with a degree, a pedigree and one solitary moral code that she lives by: A.C.A.T.T. :

"Always Couture All The Time"! Coming in November.

From Danielle: "We begin taping the show in September at Paramount Studios - on the same sound stage where "Cheers" and "Frasier" were filmed. "True Jackson, VP" Premiering Saturday

Nov.9th @ 8:30 p.m. (right after iCarly)"

Read Danielle's [latest newz here.](#)

Rock Against Diabetes

When our dear friend Bernard Baur (Music Connection Magazine), asked us for our support to help get the word out about this event, we gladly gave him space in this month's edition. Good luck, Bernard!



Starving For Gravity to open Rock Against Diabetes August 2008 Shows
 Vancouver, BC - 07/20/08 - The 3 month search to find the opening band for Rock Against Diabetes in Las Vegas August 23rd 2008 has come to an end, with Orange County's Starving For Gravity coming out on top as the winners.

The band was pared down from a massive list that originally submitted their bands to take part, to a Top 45 list that was further trimmed to a Top 10. The Top 10 was then opened to a public vote that saw nearly 8,000 votes from fans made, with a final decision being handed down from the judges participating in the decision process. Starving For Gravity will open the Pre Show Bash on August 22nd at the Rox Club in Vegas, with host Evel Dick Donato being in attendance. Tickets are still available for this show at: <http://www.rockagainstdiabetes.org/preshow.htm> and at the door if any tickets are remaining.

The band will then open the main Rock Against Diabetes event on August 23rd, featuring acts such as Y&T, LA Guns, Leatherwolf, Magnetico, Richie Kotzen and Bumblefoot and his All Star band. The venue for this event has been moved, as the amount of requests for Fanz to be able to take part live grew much too large for Deep Rock Drive to handle at their facility. The new venue will be announced this week, with tickets going on sale immediately following the announcement. For more information or to hear Starving For Gravity, please visit: www.myspace.com/starvingforgravity
 Please direct any and all ticket or lineup questions for Rock Against Diabetes to: darrin@rockagainstdiabetes.org

Recipes of The Month

Afternoon Tea - A Splendid Sandwich and Scone Selection

CUCUMBER TEA SANDWICHES

1-2 European cucumbers
 Sea Salt and black pepper
 White wine vinegar
 Heinz salad cream or Marzetti's slaw dressing
 Pumpnickel or wheat bread very thinly sliced
 Butter at room temperature

Peel a European cucumber and slice it into transparent slices with a mandolin or very thin slicer (a potato peeler



works well too). Sprinkle these thin slices with a little of white wine vinegar and salt and let drain in a sieve for about 1/2 hour. Drain away any excess water and pat dry with a paper towel.

Cover a slice of lightly buttered thin brown bread with 2 layers of cucumber, a smattering of the slaw dressing/salad cream, and a little black pepper and top with another slice of buttered bread.

Press firmly with the palm of your hand. Cut off the crusts. Cut into small rectangles or triangles. Cover with plastic wrap until served.

LOBSTER TEA SANDWICHES WITH CHIVE CREAM CHEESE **Makes 40 Quarters**

Shrimp or crab may also be used in this tea sandwich recipe, or any combination thereof.

3/4 cup soft butter or cream cheese
1/4 cup finely chopped chives
20 slices bread of your choice
2 cups finely chopped cooked lobster meat (or cooked crab or shrimp)
1/2 cup mayonnaise
1 tablespoon lemon juice
1 teaspoon prepared horseradish (optional)
Salt and pepper to taste

Combine the butter and chives and spread the mixture onto 1 side of each slice of bread. Mix the remaining ingredients together in a small bowl, then evenly spread the mixture over

10 of the bread slices.

Top with the other 10 slices, remove the crusts, and cut. Makes 40 quarters or 30 fingers.

CRANBERRY DATE SCONES **Makes 12 scones**

3 cups unbleached all-purpose flour
1/2 cup sugar
Grated zest of 1 large orange
1 tablespoon baking powder
1/2 teaspoon baking soda
1/2 teaspoon salt
1 1/2 sticks(6 ounces) cold unsalted butter, cut into small pieces
1 heaping cup fresh or frozen cranberries (5 ounces)
1/2 cup chopped pitted dates
1 cup cold buttermilk
2 tablespoons sugar mixed with 1/8 teaspoon each cinnamon, allspice and mace, for sprinkling

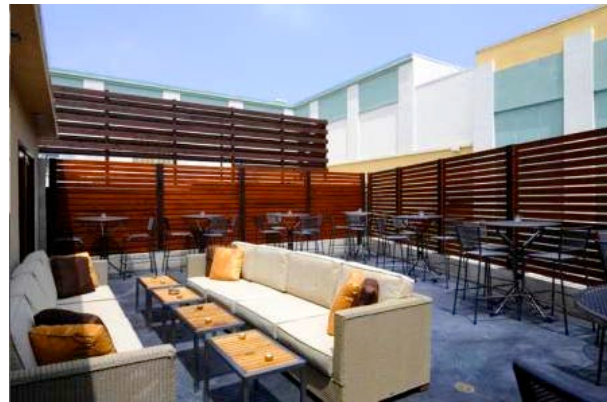


Preheat the oven to 400F. Line a 15-by-12-inch baking sheet with parchment paper. In a medium bowl, combine the flour, the 1/2 cup of sugar; the orange zest, baking powder, baking soda and salt. Cut in the butter until the mixture resembles coarse crumbs. Add the cranberries and dates and toss. Stir in the buttermilk until a stiff dough forms.

Turn the dough out onto a lightly floured work surface and knead gently just until the dough comes together. Divide the dough in half and pat each piece into a 7-inch round about 3/4-inch thick. Sprinkle the tops with the spiced-sugar mixture. Using a knife, cut each round into 6 wedges. Arrange the wedges 1/2 inch apart on the baking sheet. Bake in the middle of the oven for 20 to 25 minutes or until golden brown. Serve warm.

Restaurant of The Month

[Rush Street - Culver City](#) - a Chi-Town Vibe with the area's ONLY roof top patio. Great food, great drinks, brunch, music, cool crowd and best of all - our friend Sean Conley has just joined the team over there - congrats Sean!



Angie's One Liners

You know, somebody actually complimented me on my driving today. They left a little note on the windscreen; it said 'Parking Fine.' So that was nice.

A man walked into the doctors and said 'I've hurt my arm in several places' The doctor said, 'well don't go to those places'.



My idea of a Super Bowl is a toilet that cleans itself.

The new location for Angie's One Liners is now at:
<http://www.mrsmccartneysteas.com>



Click the iPlayer graphic to hear new Angie's One Liners. Enjoy!

A little note: Don't be alarmed when you see a white space on the page, the iPlayer takes a moment to load.

Tech Tip of The Month



What is slydial?

slydial is a voice message service which connects you directly to someone's mobile voicemail... pretty sly huh?

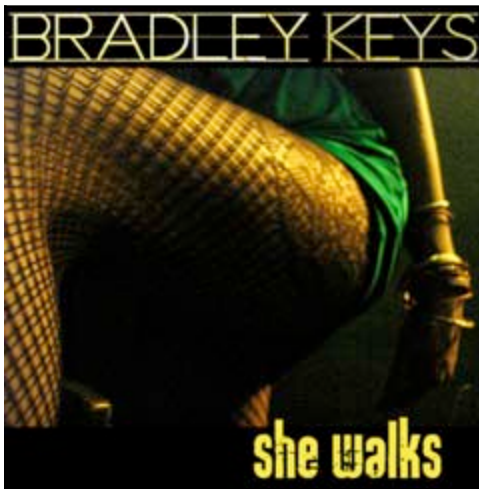
Why do you slydial?

Because you're short on time, want to avoid an awkward conversation, or don't want to bother someone.

Who do you slydial?

Anyone you interact with..... your friends, your family, your colleagues, your boss, etc.

iFanz® Artist Spotlight Bradley Keys



"She Walks" (Available on iTunes)

Singer-songwriter Bradley Keys remembers what it was like the first time he met that special someone. The emotions. The uncertainties. And without question the excitement. It is those feelings that are the backbone of his Los Angeles band infinites eclectic brand of hard knocking hip-hop music.

"Our music is flirtatious and passionate. Kind of a sense of foreplay," explains Bradley whose fiery stage persona has had critics describing him as the next triple threat with the looks, stage presence and talent.

"You know how it is when you're young, single and you've just met someone for the first time. The feeling is amazing. Everything is new. We feel our music encompasses that feeling, grabs onto it and expresses it."

Welcome to iFanz - new members - legendary Canadian artist, songwriter, producer, bassist **NEIL MERRYWEATHER** and jazzmeister - saxophonist **MICHAEL LINGTON** , the incomparable **JAMES INGRAM** and High School Musical star **CORBIN BLEU** - we will be featuring these artists in the coming months.

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