

McCartney™

Newsletter September 2008

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

First, a note about Wall Street and Main Street. Given that budgets are being streamlined from New York to New Zealand, it's worth thinking about the fact that the internet and email is still the most cost-efficient and track able way to advertise your products, and keep your brand top of mind. We have been [designing, deploying and reporting](#) e-campaigns for over seven years now, so please [contact us](#) if we can help your business.

([created by Martin Nethercutt](#))

Hello Alan,

A New McCartney.com is Coming Soon

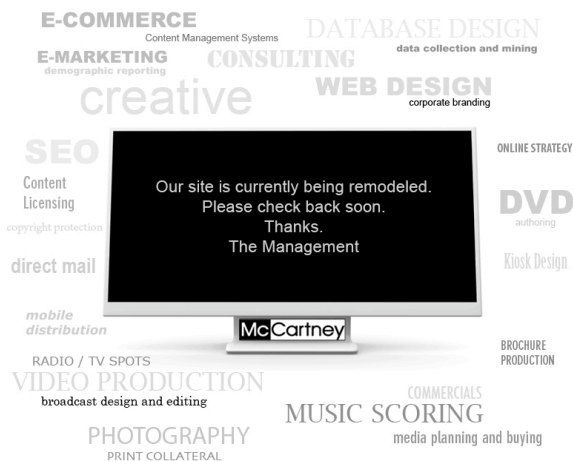
With technology changing all the time, we decided to take some of our own medicine, and re-construct our corporate site. And we are based in L.A. so sooner or later - the time for a face lift comes around!

Expect a brand new look and feel combined with new technologies, but the same straight forward navigation and functionality.

Good news for those of you that bookmarked certain sections of our site, the links and directories will remain at the same address.

The new site will launch by the end of this year, with progress updates being published on the homepage in Flash and streaming video format. So please stay tuned. And Happy New Year!

Meanwhile, here's what happened last month:



In Development

iFanz Feature Update

For customers who have a basic level of HTML knowledge, or those who avail themselves of our e-Concierge services, we are now able to offer a deeper level of tracking metrics. The previously customizable Dear {{first name}} field has been expanded to include other fields such as last name, address, comment/custom fields. In other words, if you have the need to communicate with your audience in an email which speaks only to them - "Dear John Doe, Thank you for choosing our casino, your Player ID# is "123456" and you have \$ 92.46 cents credit in your account, please click here to print your personal coupon"- then all this is now possible with iFanz. With this new feature, your results statistics will be able to tell you WHO clicked on which links within the email, even if they didn't fill out any surveys or forms on your landing pages.

We are in the process of creating a series of training videos which will be posted soon at www.youtube.com/iFanzUniversity.

Neptune Aviation

Missoula based private charter airline has engaged McCartney to develop a corporate brochure web site. ETA is end of October.

Ingleside Inn

Legendary Palm Springs romantic hideaway Ingleside has come back to the fold. After engaging a large corporate hospitality firm on a revenue sharing basis, the Inn has decided to resume its' original agreement with McCartney. Welcome back Inglesiders...new site coming soon.

Cast & Crew

Top Hollywood payroll firm Cast & Crew is developing new marketing materials, branding and software support literature and McCartney's eagle-eyed team has been taking care of the final proofing and editing for this large project.

Restaurant of the Month



Situated between the Ritz Carlton and The Leow's Resort, Sunset & Vines started as a discussion between 3 friends, one with over 30 years experience in restaurants, the others from the entertainment and film

industry, on the virtue of the grape. What other simple fruit could cause such passion, debate and most of all enjoyment? This sparked the concept of Sunset & Vines, a home for fine wines, education, spirits, conversation & most of all fun.

From [their website](#):

"It's hard to imagine opening a bottle of great vintage wine without having friends with whom to share the experience. Sunset & Vines makes possible the sharing of this passion. From a whimsical Rosé to a top-flight Bordeaux, from a fresh Mosel Riesling to a ponderous Côte Rotie, our mission is simple: converse with guests, exchange knowledge & strengthen this lifelong passion for wine.

Our collection of wines & spirits range from the carefully selected must-haves to rare collector dreams to wonderful wines for drinking on any day for any reason. Moreover, our creed is to offer a warm smile, genuine advice & the ultimate in guest service. These features combined with our remarkable décor create this place, we call it Sunset & Vines..."

Featured Site of the Month

CorbinBleu.com

Actor, musician, producer and High School Musical superstar Corbin Bleu launches his new website designed by McCartney and powered by iFanz. The site features the trackable iPlayer ®, a journal which Corbin is able to update from his iPhone whilst he is on the road, an iFanz powered image gallery which allows instant updates from the tour and a gig calendar software feature to keep Fanz on top of the latest developments.

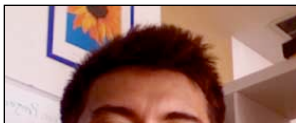


Corbin's new website.
Visit: www.corbinbleu.com



Corbin, Ruth and David Reivers at Stanley's Restaurant, Sherman Oaks, CA

Christian's Corner



The Holidays are just around the corner!

Do you have your website optimized for your holiday product



line? Have a new Christmas album you want to release?

Wanna be GREEN and save a tree and send out an Netspot e-card for the holidays?

Don't leave your holiday marketing efforts to the last minute!

With Christmas only a couple months away contact Christian@McCartney.com to talk about your holiday marketing initiatives so you can have a profitable and Merry Christmas as well!

Why not email us your thoughts, requirements, dreams and deadlines and let's see what we can do together?

info@mccartney.com

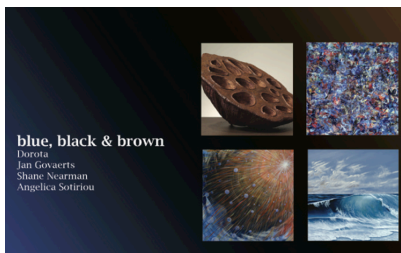
net.work news

change:healthcare featured on CNN

Ruth recently completed the voice over portion of the Changehealthcare.com website for Nashville based Rob Hendrick's company. CNN's health guru Dr. Sanjay Gupta featured the company and Rob's new book, "My Healthcare is Killing Me". Download the FREE e-book by [clicking here](#).

Blue, Black and Brown

Manhattan Beach Creative Arts Center
 1560 Manhattan Beach Boulevard
 Manhattan Beach, CA 90266
 (310) 802-5440



September 19 - October 30, 2008

Artists: Dorota, Jan Govaerts, Shane Nearman, Angelica Sotiriou

Featuring paintings and sculptural works influenced by instinctual feelings present in natural elements. This exhibition explores how these primal colors found in our environment inspire artists for their unique expressions of emotions and concepts. These contemporary works

communicate powerfully by introducing new features of visual language.



Honey Honey

Our friends at Ironworks Music have done it again!

The much-anticipated wait for the release of the "Little Toy Gun" video is FINALLY over!

Directed by and co-starring Kiefer Sutherland, this video is sure to entertain you!



Click the image to launch web site and video.

Enjoy!

Recipe of The Month

Ruth's Lighter Chicken Pot Pie

This recipe is made lighter by the virtue of the fact that there is no bottom crust, and the use of less chicken as the filling is jammed full of veggies.

Ingredients:

- 2 tablespoons margarine or olive oil spread, divided
- 1 small yellow onion, diced
- 2 stalks celery, chopped
- 6-8 mushrooms, scrubbed, dried and sliced
- 1 rotisserie cooked chicken - white meat separated
- Sea salt or kosher salt
- 1/2 teaspoon dried thyme
- 1/2 teaspoon black pepper
- 1 package (16 ounces) frozen mixed vegetables, such as potatoes, peas and carrots, thawed and drained
- 1 can (10-3/4 ounces) low fat condensed cream of chicken or mushroom soup, undiluted
- 1/4 cup chicken stock
- 1 frozen pie crust (1/2 of 15-ounce package), at room temperature
- 1 egg yolk, beaten



Method:

1.
Preheat oven to 425°F. Melt 1 tablespoon margarine in medium broiler proof skillet over medium-high heat. Add onions, celery; sprinkle with salt, thyme and pepper. Cook 6-8 minutes, stirring frequently. Add mushrooms and saute for an additional 3-4 minutes. Add chicken stock and allow to reduce.
2.
Reduce heat to medium-low. Stir in diced chicken meat, vegetables, soup and add more stock if needed to form a thick pie filling consistency; simmer 5 minutes.
3.
Meanwhile, unwrap pie crust. Using small cookie cutter, make decorative cut-outs from pastry to allow steam to escape.
4.
Remove skillet from heat; top with pie crust. Melt remaining 1 tablespoon margarine. Brush crust with melted butter and beaten egg yolk. Bake 12 minutes. Turn oven to broil. Broil 4 to 5 inches from heat 2 minutes or until crust is golden brown and chicken mixture is bubbly.

Angie's One Liners

Few women admit their age. Few men act theirs.

Give me ambiguity or give me something else.

If you lend someone \$20, and never see that person again; it was probably worth it.

Save the whales. Collect the whole set.

Why do psychics have to ask you for your name?

Some drink at the fountain of knowledge. Others just gargle.

Don't forget, the holidays have officially begun - so why not give the gift of health to your friends and family with my line of all organic, imported, gourmet, splendid teas!

[Click here to order.](#)



Photo by Christian Volquartz

Tech Tip of The Month



iPhone App Update

After having the iPhone now for about a month, I discovered this nifty little application called: "Remote".

You can remote control your iTunes library



from your iPhone! It's really handy at parties when the mood changes, just grab your iPhone and change the music!

Best of all it's free!

Click the graphic on the left to download the app.

Enjoy!

iFanz™ Artist Spotlight

Your Fanz Are Your Future

Marino Forever Gold



Marino de Silva launches new album...

FOREVER GOLD is a compilation CD taken from Marino's first three Gold albums...

"After Forever's Gone", "Blues For Lovers" and "Salvador Dali: The Endless Enigma".

Critically acclaimed as "one of the greatest guitarists of our time", Forever Gold is a testament to Marino's timeless guitar magic.

You are listening to: "Gala Mi Amor".

[AVAILABLE NOW on iTUNES.](#)

[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.