



McCartney.com Newsletter, March 2005

## Company News

### Welcome to the March Edition of the McCartney.com Newsletter.

(Edited by [Martin Nethercutt](#))



Hi folks ! Well, February was a month on the road for Ruth and Martin. Their travels took them to the FBR Open in Phoenix Arizona as well as Desert Hot Springs and even Burbank! Whilst staying with their gracious hosts - Über Entrepreneur Dale and wife Vicki Jensen, they attended the Open and had a great time strategizing and taking in the view from the top of Paradise Valley.

Sometimes one needs to hike up the hill to see the bigger picture. Thanks again to **all** our friends in Arizona for making us so comfortable and welcome. We will be back soon !

February also marked Ruth's birthday (we have long since stopped counting *those* numbers!). Thanks for all your cards, emails and best wishes. Now let's make it STOP!

Speaking of good wishes received by the Knee Fairy: **Thanks to all the well wishers.**

Once more - to borrow from James Brown: " I feel good - I knew that I would, yeah."

**Angie McCartney**

<<Nebraska Coach Bill Callahan (formerly Raiders Coach)and the Jensens at Nebraksa U fund raiser event held in Estancia, Scottsdale AZ .

## Hot Off The Press:

[Rikki Klieman](#), recently appeared on both prime-time series Vegas and NYPD Blue. Rikki is also currently appearing live, nightly on cable channel E! in the Michael Jackson case reviews as a legal analyst. Check your [local listings](#)



### GRAMMY NEWS

iFanz artist and long-time McCartney client [Steve Tyrell](#) accepted the award for Rod Stewart who won for best traditional pop vocal album for ' Stardust...The Great American Songbook Volume III' at the 47th Annual Grammy Awards on Sunday, Feb. 13, 2005, in Los Angeles.

More importantly, Steve also received a Grammy for producing the album.

## In Development

**BRAND sense**

(Click graphic on the right to view the McCartney NetSpot® Campaign)

**Sensory Branding**

By **Martin Lindstrom** author of BRAND sense  
(visit [www.BRANDsense.com](http://www.BRANDsense.com) for more)

The largest branding conference in history!

In March 2005 the largest branding conference in history will begin, taking the revolutionary findings from the BRAND sense study to **51 cities**, across **31 countries**.

Click [here for ticket information](#)

"Advertising ain't what it used to be. Let's face it.

By the time the American consumer reaches the ripe old age of 65, they have been exposed to two million television commercials. This means that they've spent an equivalent of eight hours each day, seven days a week, watching commercials without a break for close to six years!

Helping to eliminate clutter, devices like TiVo are being rapidly adopted in the marketplace. TiVo is designed to record television programs **without** the ads. By 2007 it's predicted that 20 percent of consumers will be eliminating ads from their television screens. There is every indication that the assured world of media and advertising is no longer predictable. Anything but.

It's time to rethink the entire process. Snappier graphics, faster editing, more convincing testimonials or bigger and better discounts will no longer do it. And to be perfectly frank, the most attractive special offers are not likely to hold water. *Something new is required.*

The biggest branding revolution in 40 years is about to happen. Martin Lindstrom has written a groundbreaking new book based on the world's largest brand research study ever conducted on our five senses, exploring the effects of leveraging all five of the senses- touch, taste, smell, sight and sound when building brands. It's called BRAND sense. CEOs of McDonald's, Mattel, and Disney, have praised it. Philip Kotler has declared this book contains "mandatory knowledge for every marketer"

Click [here for ticket information](#)

**Event Wrap Up****USA Rugby Sevens Wrap Up**

We are pleased to say that the [USA Sevens Tournament](#) at the beautiful new Home Depot Center in Carson, California was a great success ! What was most interesting was the fact that so many different nations and cultures came together for a fun weekend.

There were teams and supporters from Kenya, Fiji, Tonga, Australia, New Zealand, South Africa, just to name a few. The atmosphere was great, the games were awesome and the beer was cold. We really believe that Rugby will soon find its way into the hearts of the American Sports Fan. After 3 months of intense web and email, as well as street team awareness promotions, we are happy to say that the combined teams of Carola Ross at AEG, Joann Klonowski's Ticket Experts, the usual suspects at McCartney.com, USA Rugby with great leadership and support from Doug Arnot, Michelle Enosara, Bryce Eberhart and Tim Larkin and all those in the trenches with John Diethelm at LARC and the Bill Tatham Gang pulled off an record-breaking, memorable event. Let's do it again next year!





Ruth and Chris Birch of NSWRU  
who is also a director of McCartney PTY Ltd,  
celebrating at HDC



Fanz in the Standz

If you missed it, be there next year!

## McCartney Client Site of the Month

### Oleta Adams

Oleta Adams has been one of our dearest friends and clients who has never stopped believing in what we do ! Thank you so much Oleta ! Not only is Oleta one of the most talented singers and songwriters we have met in long while, but she's also a tremendous human being with a lot of soul and humanity. Make sure you visit her web site at:

#### CONCORD JAZZ FESTIVAL...

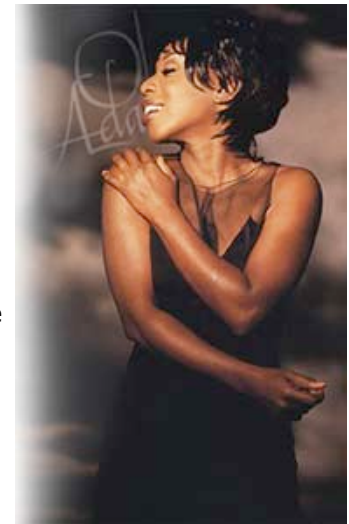
Oleta has been invited to participate in the Concord Jazz Festival Tour again this year, along with Diane Schuur, Karrin Allyson, and Sara Garazek. Check the [tour section](#) for the dates in February and March.

#### TWO OLETA PERFORMANCES IN AUSTIN, TX...

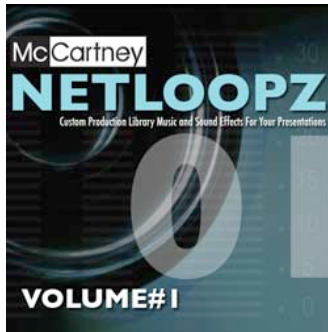
Oleta performs two amazing shows at the One World Theatre in Austin, TX on March 4. Show times are set for 7PM & 9:30PM so purchase your tickets today by calling 512-329-6753 or visit [www.startickets.com](http://www.startickets.com).

#### OLETA IS ON HER WAY BACK TO NEW YORK...

Oleta will be performing an unforgettable show at the Town Hall Theatre in New York on Friday, May 20. Tickets are now on-sale and going fast so get your today by calling 212-307-4100 Check her out her web site at: [www.oletaadams.com](http://www.oletaadams.com) You can sign up for [her free newzletter](#) here....



## Product Showcase Preview



### **NetLoopz®**

From our own custom music library we are happy to announce that the first edition of NetLoopz has been completed. NetLoopz are musical scores and environments as well as broadcast quality special effects in 10 / 15 / 30 sec. format that go well with your digital, multimedia and broadcast presentations. Volume #1 is finished and we are putting last touches on Volume #2

Coming in April 2005.

Sign up today at [NetLoopz.com](http://NetLoopz.com) for launch notification.

### **Guest Recipe of the Month from Alyce Faye Cleese**



Hi, we are friends of Ruth and Martin and I decided to share some recipes with Ruth as she is such a good cook and I am trying much harder to become better. So here we go!

We have a small garden on our horse stable property. So we decided to grow a vegetable garden. Because of this we found that vegetables unlike the grocery market come in large quantities and all of the same kind at the same time. So we get lots and lots of ONE THING. This month we had Sweet Potatoes. I am not a great fan of this particular root vegetable but my husband John (Cleese) or "Jack" to me, loves them. But even he, after having had them every evening for 10 days will say, "I really, really, do not want to see another sweet potato." This is when I turn to, what in cooks' terms is called "creative cooking". I'm about to share this creation with you and if you don't like it, please just keep it to yourself and think

*maybe she will do better next time.* Or better yet, [give me some new ideas](#). I love them and would appreciate all the help I can get.  
Alyce Faye-Cleese

### SWEET POTATO SOUP – THAI STYLE

4 Tablespoons unsalted butter  
8 Large shallots or 2 large red onions  
1 1/2 lbs. of sweet potatoes.  
One medium fresh ginger root  
6 gloves of fresh garlic  
1 quart of chicken stock  
Salt and Pepper to taste  
1 tin of coconut milk – 8 to 12 oz.  
Fresh parsley or coriander

#### METHOD:

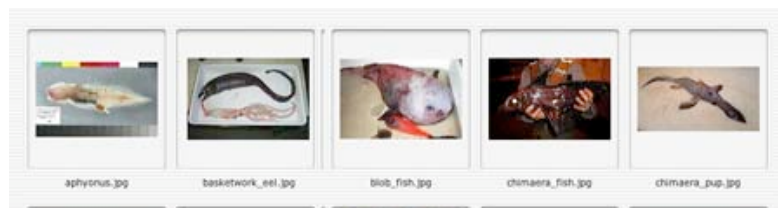
Sauté the onions or shallots in the butter until Clear and a bit caramelized. Cook peeled sweet potatoes in 4 cups of water with fresh ginger, garlic gloves and one half onion or 2 peeled shallots. *I used a lot of fresh ginger two knobs and 3 gloves but you may choose to make this less.* Simmer until the potatoes are tender. Strain the liquid and save. Then puree the potatoes in a magic mix along with strained liquid using as just enough to keep the mixture liquid and somewhat thin. While the potatoes are cooking you may sauté the rest of the onions. Then add more grated fresh ginger and at least 4 gloves of garlic. Add these to the mixture you are pureeing. Return all of this to the original pot and add chicken stock until of a consistency which you desire for soup. *I like mine a bit thick but you may choose to make it thinner.* Add one tin of coconut milk, salt and pepper. Serve immediately with parsley, coriander, or Thai Basil on top.

### Most Amazing Photos of the Month

#### Strange Deep Sea Creatures

These are some incredible images that Ruth's half-brother [Andrew Clark](#) from Adelaide, Australia has dug up on the internet, quite an amazing nature display of something we would **never** hope to encounter at our local sushi bar...

Click graphic below to see the entire series of Strange Deep Sea Creatures...







## iFanz® Newz



### iFanz Member Michael Lord's Single "Smile" named as iTunes Download Of The Week

If you have speakers in your computer, then you have been listening to an excerpt of "Smile" by Michael Lord.

#### Smile

Michael Lord

<http://www.michaellord.com>

## Version 3.0 Update

We are still compiling the code for something tremendously cool. Our release date now is April 15th. The new features will include image manager, news manager, home page updater and media manager; where you can manage your media files, update your band's news page from the road and load photos and video sessions into your account. Media files like MP3, .Mov, and all pic formats will be supported. For all the latest information on iFanz, please sign up for our **iFanz Insiderz Newsletter** by clicking [here](#).

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