

McCartney™

Newsletter February 2008

Welcome to the February 2008 edition of the McCartney.com newsletter.
([created by Martin Nethercutt](#))

Dear {{firstname}},

Well, after quite some time in town, February put us back on the road again. We had a wonderful time at the Phoenix Open (FBR) and the Superbowl! Thanks to Kerry and Cynthia Dunne (and R Entertainment), Vicky and Dale Jensen, we had a great time at the 944 Superbowl Village, saw most of the festivities and mingled with the stars! We watched Paris Hilton lose at Poker (for charity) and getting thrown of stage by 50Cent. Slash and Velvet Revolver played good ol' rock n' roll, we also met up backstage with our good friends REO Speedwagon who played the private VIP John Travolta party.

After the action-packed weekend we also stopped by to see Jim and Larry at Televerde to further integrate our digital and eCRM tools with their new online marketing department. A little bit of work, a little bit of play and a whole lotta football!



Thanks to everyone in PHX for making us so welcome.

Company News

Remember, we featured our **YouTube /Social Media Channel Management** service in our last issue?

Well, Madge Claybion of UCLA Extension, read the article and invited Ruth to speak at the day long UCLA Extension Seminar: **Social Media Marketing, Leveraging Channels for Optimal Success**. The timing was perfect and it just goes to show that the power of selected and targeted messaging can go a long way!


Thanks to everyone at UCLA we had a great time.

[You can read the "Thank You Note" \(PDF\) here...](#)





Product Of The Month

Usually, we feature some new whizz-bang we've come up with, but sometimes less is more. In an age of "everything old is new again" we thought it worth mentioning that we **STILL BUILD WEB SITES**. We have come to be known for so much more, that we thought a little shameless reminder wouldn't hurt. With all the available web 2.0 tools like streaming, social networking, social media platforms, content management / DIY systems, RSS feeds, Wikis etc., it *might* be time for you to re-design your web site?

Give us a call on 310 301 8166 xtn 221 or email info@mccartney.com to discuss what a new generation web site can do for the future of your business.



Design Portfolio

	<i>Celebrities</i>	<i>Entertainment</i>	<i>Corporate</i>
<p>For a complete overview of all Corporate interfaces we have designed over the last 10 years, please click on the graphic to view a Quicktime movie.</p>  <p>(23.4 MB. Broadband or higher recommended.)</p>	 <p>Featured Site: <u>Steve Tyrell</u></p> <p>Below is a partial listing of all the Celebrity Sites we have produced which include:</p> <p>John Cless</p>	 <p>Featured Site: <u>Harold Faltermeyer</u></p> <p>Below is a partial listing of all the Entertainment Industry Sites we have produced which include:</p> <p>Life by Night</p>	 <p>Featured Project: <u>Boutique Hotel Collection</u></p> <p>Click on the link to take you to a thumbnail and larger image slide show of our <u>Corporate Sites</u> which include:</p> <p>Velocity Sports Village</p>

A Night @ The Roxy



Ruth, CV and Martin having fun



Rocco de Lucca with Ruth and Marts



Billy Boy on Poison



Honey Honey

[Ironworks Music](#) cordially invited us to their Grammy Week artist showcase at the Roxy on Sunset. Ruth, Christian and I sat in the "Reserved for Tommy Lee" section of the venue (no pictures please!) and watched Rocco de Lucca and the Burden, Honey Honey and Billy Boy on Poison perform. Thanks to Jenn Littleton for a great night out and Jude Cole and Kiefer Sutherland for having the vision and endurance to take these great acts to the next level. Ironworks rocks!

Christian's Corner

Christian spoke at The Red Gorilla Grammy week event

Christian attended the 3rd annual Red Gorilla Music Fest Event as a panelist and speaker on behalf of McCartney Multimedia and iFanz.com. Christian addressed an audience discussing issues such as how recording artists can create, grow, and market to their fan base using [iFanz](#). Additionally he spoke about all the various tools available online at McCartney Multimedia and elsewhere that further help to promote an artist's career and future! Other panelists present were Jolene Pellant of Yes Dear Entertainment, Chris Carlucci of Perfection Records, and Steve Eggleston of VegasRocks.com who can be seen from left to right in the image below.



Photo Credit Sally Steele of Vegas Rocks Magazine.

Net.Work News

REO Speedwagon

Their song "**Can't Fight This Feeling any more**" was featured on a TV commercial by Hallmark cards for Valentine's Day as well as being inside the actual cards on a music chip...aaah technology meets rock n'roll - wait - that's iFanz!

Our old friend and iFanz members, **David Cassidy**, appeared Live on Oprah on Feb. 12th and delighted his audience with his performance of songs from his new release CD.

iFanz member **Benny Mardones** made his first appearance since his recent auto accident at The Malibu Inn on 16th February, and was in fine form.

A Blast from The Past

German rock sensation Supermax is back on tour!

Kurt Hauenstein is on the road again... visit his site at supermax.cc

Lovemachine
 camillo
 world of today
 ain't easy
 fi with me
 electricity
 don't stop the

Last tour of a legend
 Supermax 2008

- 1.03 Amaty
- 19/20.03 Moscow
- 22 - 29.03 Russia
- 01.04 Berlin-
- 04.04 Vienna
- 08.04 Minak
- 10.04 Kiev-
- 12.04 Sevastopol
- 13.04 Dnipropetrovsk
- 14.04 Donetsk
- 16.04 Pollava
- 17.04 Chernigov
- 20 - 23.04 Russia
- 26.04 Linz
- ...06 South Africa
- and continues

Contact&booking to:

www.supermax.cc
 booking@supermax.cc
 office@supermax.cc

Save the Horses! Jim Gath's Tierra Madre Horse Sanctuary in Arizona... the Hay Drive



Email from Jim

"Great news, you guys!

We made it. We made our goal in our hay drive! And it's all thanks to you.



The contributions you guys made, combined with my own modest, budgeted funds, enabled us to purchase AN ENTIRE TRAILER load of hay - & save a whole lot of money to

boot!

Yesterday morning, a double semi pulled up & unloaded 25 TONS of hay. Fifty thousand pounds. To give you an idea, that's 512 bales. Six stacks, each with a 'footprint' of about 15'x15' and 20' high. If all that hay was put into one tall stack - still with the 15x15 footprint, it'd be a stack ten stories tall.

And I'm absolutely thrilled with the quality. The alfalfa is dense & leafy & green & not 'stemmy' in the least. That means it'll go farther than I originally anticipated. The Bermuda grass is short & nice & green. Top quality.

If all goes well, this means we'll have enough hay to last us until sometime in June. And that's just terrific. Hey - I just thought of something - that also means I'll be schlepping 50,000 pounds of hay between now & June! Not that I wouldn't be doing that anyway, I just never thought of it in those terms. Yikes!

Again, from all of us here at Tierra Madre to all of you who keep us in your hearts & helped us save a LOT of money by buying this load, thank you. You are truly Warriors of the Rainbow.

Please know that this Cherokee Prayer Blessing comes from the hearts of all of us here who look upon you as great friends.....

"May the warm winds of heaven
Blow softly upon your house.
May the Great Spirit
Bless all who enter there.
May your mocassins
Make happy tracks
In many snows.
And may the rainbow
Always touch your shoulder."

Again, with gratitude & humility, Wah Do (thank you).

Dawn, Venture, Jericho, Johnny B. Goode, Susie Q, Bentley, Tarzan, Solo, Kiss, Mr. Bernie Rivers, Charlie, MiniMe, M'Stor, Sweet Boy, Guess, Moose, Hudson, Jani, Heighten, Bella, Vai, Akira, Levi & Sharena, Ali, Diamond, Maui, Orion, Rocky & Sugar

And Mikey.

And me.

Jim "

Visit their site at MySpace.com/tierramadrehorsesanctuary

Solar Roast



Our friends from Solar Roast are making the big time!

From Dave Hartkop:

"We are happy to announce that a newly re-modeled website is up and running! Changes need to be made to the 'News' blog section of the site, but the main part works and is much better than before! Please check it out when you have a chance and give me any feedback you feel like mentioning.

Our sales section uses PayPal now so we can take virtually any kind of payment securely (thank you Ruth!) and we hope to be updating the store with merchandise sometime soon as well. Thanks! And stay tuned!-

Davego to: www.solarroast.com

Sam Zeller (Andre from the Jungle)



from Sam:

"Hello Everyone!

I wanted to share with you, my latest project. I portray Chicago mobster George "Bugs" Moran in this world premiere musical by Ray Cooney. With artistic license, history has been somewhat changed for the musical convention, but nonetheless, the story is original, the music is fun, and I'm in love with the cast.

We open on February 16 and run until March 2. The theater has given us unlimited \$20 vouchers for our friends and family. If you wish to attend, get in touch with me or with the theater (the number and website are below). Hope you're all well and I hope to see you soon!

All the best,
SAM

[Read more about the Show here...](#)



Angie's One Liners

"I've learned that even when I have pains, I don't have to be one."

"I've learned that I still have a lot to learn."

"I recently joined Alcoholics Anonymous. I still drink, but under another name."



Angie on UFOLOGY

Many of you will recall that on July 8, 1947, almost 60 years ago, witnesses claim that an unidentified flying object (UFO) with five aliens aboard, crashed onto a sheep and cattle ranch just outside Roswell, New Mexico. This is a well-known incident that many say has long been covered up by the U.S. Air Force and other federal Agencies and organizations. However, what you may NOT know, is that in the month of March 1948, (nine months after that historic day), the following people were born:

Al Gore
Andrew Lloyd Webber
Steven Tyler
Dianne Wiest
Rhea Perlman
James Taylor
David Eisenhower

See what happens when aliens breed with sheep?

The English Speaking Union



Ruth and Angie recently spoke at an afternoon tea (and wine!) event hosted by the US Branch of The English Speaking Union at the magnificent Brentwood home of Mrs. P. Craig Combs.

They were warmly welcomed by Gillian Campbell of Bread and Butter Consulting Group and topics ranged from Angie and Ruth's early beginnings in Liverpool to the events of the Beatles days in the 60's, their adventures in Russia, Armenia, Siberia, Germany, Austria and Australia, to their beginnings in the MultiMedia business together with Martin in USA some 12 years ago.

The audience asked many questions about the inception of McCartney Multimedia to its present day version in California, and a very lively discussion ensued. Judging by the congratulatory emails received by our gruesome twosome after the event, it is safe to say that a good time was had by all.

For more on the ESU, visit: www.english-speakingunion.org

Tech Tip of The Month

How to ad lyrics to your iPod

This is a great tool for all you iPodders out there. Ever wondered how you can view the lyrics to your favorite songs on your iPod?



Well here's an answer:

<http://www.lyricsmode.com/about/ipod.php>

Recipe of the Month

Ruth's Eggplant Roly Poly

3 medium-sized eggplants (about 4 pounds total)
Sea salt and freshly ground black pepper
Can vegetable spray
32 ounces ricotta cheese
2 large eggs, lightly beaten
1/2 cup shredded mozzarella
8 tablespoons grated Parmesan
3 tablespoons toasted pine nuts
20 basil leaves, chiffonaded
Extra-virgin olive oil, for drizzling
2 cups tomato sauce or marinara/spaghetti sauce



Preheat the grill pan and preheat the oven to 375 degrees F.

Place a rack over a large baking sheet. Cut the 2 ends off the eggplant. Cut the eggplants lengthwise, into 1/2-inch thick slices. Arrange eggplant slices onto rack. Sprinkle with sea salt to help remove excess moisture and any bitterness from the eggplants. Set aside for about 10 to 15 minutes. Rinse off the salt from the eggplants and pat dry with a towel. Spray hot grill pan liberally with vegetable spray and then place eggplant slices on the grill until lightly browned on each side and tender, about 4 minutes per side. Remove slices from the grill pan and allow to cool.

In a large bowl, beat eggs until lightly scrambled. Mix the ricotta in with the egg. Add mozzarella, 3 tablespoons of Parmesan cheese and toasted pine nuts and gently combine. Fold in basil just to combine. Do not overmix.

Place a tablespoon of the cheese mixture on 1 end of the eggplant and roll up tightly. Place the eggplant rollatini into a greased (with olive oil) 13 by 9-inch baking dish, seam side down. Continue with remaining eggplant. Evenly distribute the tomato sauce on top of the eggplant rollatini. Season with salt and pepper. Sprinkle with remaining 5 tablespoons of Parmesan cheese and bake for 15

minutes. When cooked, drizzle the top with extra-virgin olive oil.

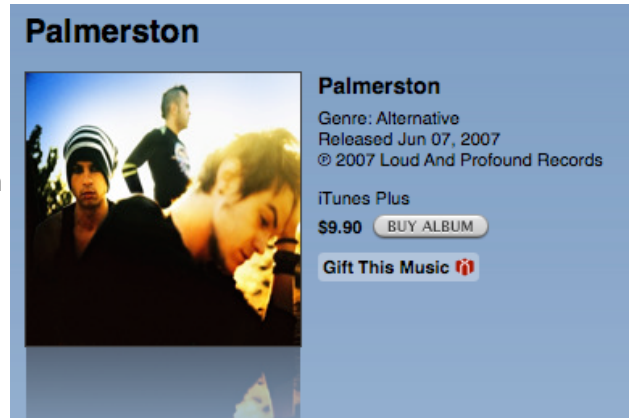
Yummy AND healthy...

iFanz® Artist Spotlight and News

Palmerston

(Pronounced "Palmerstone")

Every month we try to bring you the best new artists from all around the world, not just the US. So this month we are pleased to announce that our good friend [Dale Penner](#) has brought the Ontario (Canada) natives Palmerston to our attention. I really really like this band, especially their cover version of "**Luka**" (you are listening to the track now). Once again, the McCartney newsletter brings you the undiscovered, almost breaking acts before they hit the big time! Enjoy Palmerston and visit their [web site](#) and check them out on [iTunes](#) as well.



(excerpt from Palmerston's web site)

It took two continents, three countries, and 237 singers to find Palmerston. No, really.

Hear the band, and you'll believe it. An unlikely collision of worlds fuels their kind of rock'n'roll: hot meets cool, mind meets guts, the northern sensibilities of two Portugese-Canadian brothers fuse with the California bohemian passion of one explosive singer.

Let's take it from the top, when Gabriel and Fernando Ferreira started jamming in (where else) a garage in Toronto, Ontario. They rounded up a singer, released an EP, and rolled through the narrow roads and massive festival stages of Europe. There was a Top 10 single on Portugese radio, tens of thousands of European fans, and opening slots for bands like Weezer and System of a Down.

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