

McCartney™

Newsletter June 2008

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

Dear {{firstname}},

Okay, so last month we were all very secretive about projects we just couldn't talk about. This month we are lifting the curtains on some of those projects.

The first secret mission is completed.

Avnet and HP have launched "Nigel The Data Butler", featuring video performances by **Alan Selka**, real-life butler and accomplished actor. From the inception of the idea to create an off-brand e-marketing campaign for client Avnet (AVT), we knew that we had to raise the bar. So, how exactly do you re-brand data storage solutions to make it an interesting offering to the IT community? Read on dear reader, read on. And thanks to Ed Kamins, Pat Serie and Charlie Babb for your belief in this project!

Company News

Introducing:

Nigel The Data Butler

Your Data is served...

McCartney developed an off-brand personality in "Nigel The Data Butler" for **Avnet (AVT)** and **Hewlett Packard (HP)**. The goal was to create an online personality to sell back up and storage services for the IT industry.

By creating an online campaign that is original and fun, we had to put our thinking caps on tightly to raise the bar.

After a deep search for creative answers, we found that storage services require a fine sense of expertise just like a? **Butler!**

There, that's how the idea was born.

Now what would the character look like, what would he sound like? What was the sales pitch that would get people to accept and opt-in for



the services of our esteemed clients ?

Find out, when you go to:

<http://www.nigelthedatabutler.com>

and don't forget to visit [parody site NigelPedia.com](#) to learn more about our hero and his evil twin **Dastardly Derek the Data Dodger**.



Production Transport Inc. Re-Branding

Richard Einhorn's Production Transport Inc., has hired us to create a new logo, print collateral, web site, video and DVD. So far, we have completed the logo re-branding and stage one of the video shoot. Our crew shot Hi-Def footage in Las Vegas at the Convention Center for 2 days. Part two will be shot in the Production Transport offices in Culver City. Stay tuned for the video next month.



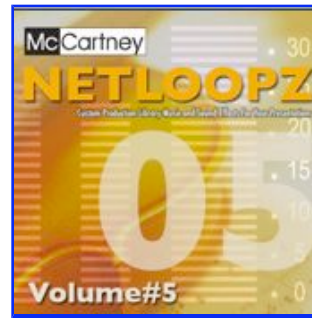
McCartney Netloopz Library keeps growing...

Our tunesmiths over at the Netloopz Studios have don it again! We are pleased to announce that Volume 4 and 5 are now available for download at the iTunes Store.



Netloopz Volume 4.

[Click graphic to launch iTunes Store](#)



Netloopz Volume 5.

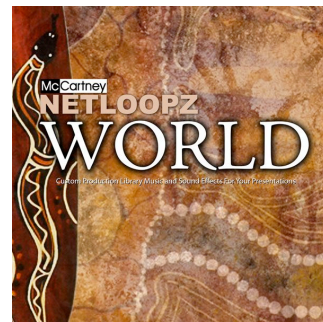
[Click graphic to launch iTunes Store](#)

After listening to our production clients, we are also re-compiling the entire production library by genre. In the works are 4 separate volumes, which will be released shortly.

"WORLD"

World Music. It's everywhere. Each day we experience more information globalization as content is being produced for a fast growing worldwide audience.

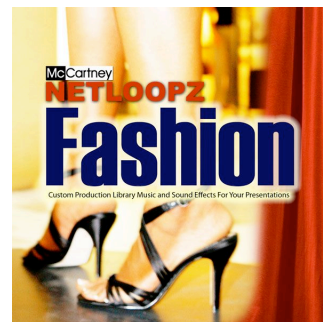
From documentaries to short films and multimedia presentations, Netloopz "WORLD" will give you the musical scope and in-depth environment to cover the global groove you need.



"FASHION"

Having just produced background music and video editing /effects for "Scottsdale Fashion Week", we deemed it necessary to compile a volume just for "The Runway".

Action and energy was key. So, re-mastered and re-edited the upbeat runway rhythms are coming soon to the iTunes Music Store.



"CINEMA"

Need we say more? If you want drama, we've got it. This volume is going to contain a lot of tension sequences, classical as well as electronic and acoustic. It's also going to contain special effects!

We've decided that we are expanding it to 50 tracks instead of the usual 25 for the same price per album! Now can anyone go lower than \$.50 per track?

**"SPIRIT"**

As the title suggests: Musical atmospheres that provide enormous space for reflection, meditation and focus.

These tracks are designed to give instrumental depth to your videos and presentations.



All 4 volumes should be available in the iTunes Store by the end of this year.

[Sign up for release information here...](#)

Featured Product(s) of the Month
Document Proofing Services

In a tight economy nothing is worse than the cost of a re-print because of typos or grammatical errors. It's **so** important that the first impression you give a potential client or customer is a solid one. We are pleased to announce that we now offer proofing services for documents, brochures, business plans, web sites etc. We're happy to have completed a 577-page project for [Cast & Crew](#) this past week. Thanks Eric B. and team!

Do you have copy that needs proofing? Please contact: Christian@mccartney.com and we will take care of it with native speakers.

List Rental and e-Mail Blasting Services

We are now able to deliver you, in xls format, the desired database records of your targeted sales audience. No more "send to a blind list" through a third party service provider. McCartney can format, de-dupe, intake, deliver, track and report results from a rented, **imported** list.

Providing the routine information like physical addresses and phone numbers, our records also feature: direct contact Email addresses, an unlimited usage license, and guaranteed accuracy. With that unlimited usage license, you can use our databases for outbound sales, e-marketing, direct mailings, recruiting, branding, announcements, channel partner pull-through campaigns, etc., as much as you want, for as long as you want with no additional cost.

Please contact info@mccartney.com for more information and in-depth pricing.

Hotel of The Month



The Artisan Hotel (Las Vegas, NV)

Having traveled to Las Vegas twice recently in a month, we thought to share this little delight of a boutique hotel with you. [Roseanne](#) introduced us to it following her sell-out show at the Sahara.

Art Gallery atmosphere, no ding-ding-ding, no crowds, no kids screaming, the Artisan Hotel is a relaxing oasis right in the middle of downtown Babylon!

"WHERE CHIC MEETS BOUTIQUE"

The Artisan Hotel is Las Vegas' first small, luxurious, non-gaming boutique hotel, and is conveniently located at I-15 and Sahara Avenue, the gateway to Las Vegas, and just minutes from the fabulous "Strip", Las Vegas Convention Center, first class shopping, golf, and McCarran Airport.

Experience the VIP treatment at the Artisan Hotel where you'll find an elegant atmosphere with exquisite fine art adorning the lobby, hallways, ceilings, and 64 finely appointed non-smoking rooms. View artworks from both contemporary and classic artists such as Cezanne, Chagall, Da Vinci, Rembrandt, Renoir, Van Gogh, and more. Yeah sort of!



We also want to mention that it is one of the rare places to serve Absinthe from a Fountain! Bottoms up!

If you don't know anything about Absinthe, [check out Wikipedia here...](#)

Recipe of The Month

Martin's SauerRahm Dressing - that's Sour Cream Dressing to the rest of us.

Ingredients:

Serves 4

1 cup sour cream (regular or low fat)
 1/2 cup low fat milk or soymilk
 2 tblspns olive oil
 1 tblspn white vinegar
 2 tsp white sugar
 To taste:
 Chives
 Lemon juice



Flat leaf parsley
Kosher salt
Ground black pepper

Method:

Start with the sour cream, oil and vinegar in a bowl - mix with an immersion blender, whisk or mixer - add the other ingredients to taste and keep refrigerated until serving. Best served with a classic green salad.

For once, Martin gets to write the recipe huh?

Restaurant of The Month

[Simon at Palms Place](#)



During our last video production for ProdTrans.com, we discovered this little gem in the heart of the expansion (Palms Place) of the Palms Hotel in Las Vegas, NV.

We went for lunch during our shooting break and have to say the food was outstanding, the prices surprisingly affordable and the service and staff were friendly and informed about all the ingredients on the menu.



Celebrated chef Kerry Simon presents his signature culinary venture, **[Simon at Palms Place](#)**.

The sophisticated restaurant offers an inventive menu with a special focus on the freshest seasonal items and quality organic ingredients.

Simon at Palms Place overlooks the dramatic outdoor pool and cabanas, along with a sparkling view of the Vegas strip and Spring Mountains.

Valet Parking is available at Palms Place for direct access to Simon. Insider Tip: Do NOT valet at the main Palms entrance otherwise it is a long walk - Please visit Simon Restaurant & Lounge and enter into Palms Place.

Angie's One Liners

- 1) Don't let your mind wander. It's too small to be out on its own.
- 2) If there is a tourist season, how come we can't shoot them?
- 3) Law of Close Encounters: The probability of meeting someone you know increases dramatically when you are with someone you don't want to be seen with.
- 4) As you slide down the banister of life, may the splinters never point the wrong



way.

Tech Tip of The Month

Are we finally getting off oil? (Part 2)

Since we had such success with our Air Car featurette last month (a lot of click-throughs), we are now also featuring the **Tesla Electric Car**. This one actually looks like a Ferrari! Get in line though, there's a waiting list!

**Factoids:**

Amazing Sports car

Electric 220 miles on a charge

2 cents per mile cost to run

0-60 in 3.9 seconds

Couldn't you just see yourself humming up the Pacific Coast Highway in this baby!

Isn't it amazing how innovation arrives to market when gas prices hit \$5/gallon. Besides the environment, there is an upside to the high cost of gas.

Instant Freedom

The first time you drive the Tesla Roadster, prepare to be surprised. You're at freeway speed in seconds without even thinking about it. There is no clutch pedal to contend with and no race-car driving techniques to perform. Just the touch of your foot and you're off, without any of the sluggishness of an automatic.

How powerful is the acceleration? A quick story to illustrate. A favorite trick at Tesla Motors is to invite a passenger along and ask him to turn on the radio. At the precise moment we ask, we accelerate. Our passenger simply can't sit forward enough to reach the dials. But who needs music when you're experiencing such a symphony of motion? For more information please visit our friends at:

<http://www.teslamotors.com>

Speaking of high gas prices, where should you fill 'er up?

This is pretty nifty. Just enter your US zip code in the site below, and it tells you which gas stations have the cheapest prices (and the highest) on gasoline in your zip code area. It's updated every evening. You may want to reconsider your route. Sorry for all you overseas readers, but we guess you have no sympathy for us anyway right?

<http://autos.msn.com/everyday/gasstations.aspx?zip=&src=Netx>

Planet of the Month (Earth)

Arctic sea ice melts 'even faster'

By Richard Black
Environment correspondent, BBC News website

A widespread Arctic melt would have major impacts on wildlife. Arctic sea ice is melting even faster than last year, despite a cold winter.

Data from the US National Snow and Ice Data Center (NSIDC) shows that the year began with ice covering a larger area than at the beginning of 2007.

But now it is down to levels seen last June, at the beginning of a summer that broke records for sea ice loss.

Scientists on the project say much of the ice is so thin as to melt easily, and the Arctic seas may be ice-free in summer within five to 10 years.



[Read Entire Article](#)

iFanz® Artist Spotlight

[Buddahead](#)



This month's featured iFanz Artist is: "Buddahead".

You are listening to: "Brake" from their new album "Ashes".

Buddahead's Ashes, the trio's second album, is at its heart the chronicle of a musical, geographical and emotional journey that front man and

songwriter Raman Kia found himself on, a thinly veiled life story that is as incendiary as it is cathartic.

Look for Ashes to hit the street and Internet on June 17.

By any reckoning, Iranian native Kia has an extraordinary story to tell; he calls Ashes "music to lament to," and he



is only half-joking. As a small boy, he fled Tehran for London with his father, after witnessing up close the internecine violence of the Islamic Revolution.

In the U.K., he was reintroduced to the mother he'd virtually never known, since she'd left Iran years before him, and he found himself placed in the strange, regimented environment of a British military school.



As he grew up, the feelings that Kia was unable to articulate in words alone found expression in songs. He was so intuitively skilled at this creative channeling that he attracted the interest of a major London music publisher. As Kia built a repertoire, he decided to go to the United States in pursuit of his first record deal. Enjoy.

[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.

[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.

[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.