

McCartney™**Newsletter**
May 2007

Welcome to the May 2007 edition of the McCartney.com newsletter.
([created by Martin Nethercutt](#))

Dear {{firstname}},

Hello and welcome to the May 2007 edition of the McCartney newsletter. This has been a very busy month for us. From travelling up to the beautiful Central California Coast to visit with the Boutique Hotel Collection executives, to producing media elements for the annual AMCI RevItUp 2007 campaign, it has been non stop! Here's the scoop this month:

Company News

RevItUp Again!

The world's largest performance driving school and national racing competition is back! This year AMCI has asked our creative team to produce online media elements and content for the 2007 [RevItUp](#) event such as: Flash and static banners for Google and the New and Improved Media buy, video clips for the site, YouTube etc as well as the 30, and 60 sec. Radio Spots. We also are in the edit stages of HiDef video shot this past Friday by Peter Trunk in Salt Lake City at the HUGE Chevy event. Fashioned after the existing web site, these banners are coming to an interactive campaign near you.



Online Banner ads for RevItUp campaign



30 second performance video about the RevItUp event. Editing by Pat Healy, original music score by Martin Nethercutt. Click graphic to watch the video.

New Faces @McCartney.com

We would like to welcome Jessica Chrysler and Wade Minter to the McCartney team. They come to us from OTIS Art College and bring the talents in multiple multimedia areas such as: Graphic Design, Final Cut HD Studio film editing and Digital Performer audio editing. Stay tuned for progress reports and work demos.



Jessica Chrysler



Wade Minter

From The Road

BHC Marketing Summit at The Cliffs Resort in Shell Beach, CA.



What a summit!

Here we are at the beautiful Cliffs Resort in Shell Beach (near Pismo) for the bi-annual sales and marketing get-together for Boutique Hotel Collection. At this all-day event Ruth and I presented new e-marketing strategies and media deployment campaigns for all the Boutique Hotel Collection properties. Thanks to all for making us so welcome. And watch for the new BHC site coming soon.

MusExpo Los Angeles.

The 3rd annual MUSEXPO concluded with great success this month in West Hollywood, California. The four-day, sold-out MUSEXPO at The BelAge Hotel and the KeyClub once again proved to be an engaging, productive, and inspiring international music and media gathering -- this year attracting many hundreds of the most influential music and media and technology executives from 35+ countries on five continents. In our opinion, this was the best MUSEXPO to date.



Sire Founder Seymour Stein, Ruth and Orchard Founder Richard Gottehrer

Seymour, JONAS and Deja Musique Pres., Janie Duquette

In addition, 40 artists, including Canada's own rock star [JONAS](#) showcased their abundant talents throughout **MUSEXPO**. A number of artists are already in negotiations regarding recording, publishing and management deals as a result of these performances. Many other performing artists have received substantial international radio, press, media, film/TV supervisor, booking agent, licensing and synchronization interest from their **MUSEXPO** showcases.

[More info at Muxexpo.net](#)

Upcoming Events Not to be Missed

June 3rd, Los Angeles

A French picnic, put together by several of Los Angeles' French restaurant chefs — members of Club Culinaire of French Cuisine — will be the centerpiece of an outdoor event June 3 at Elysian Park. More than 20 items of French regional fare (from Paris and Brittany to Alsace, Provence and beyond) will be on the menu.



A picnic basket filled with saucisson (salami from Trader Joe's), madrange ham, a pasta salad, cold roast beef, Dijon mustard, cornichons, a baguette, a butter lettuce salad with shallot vinaigrette, and cheese (Saint-Marcelin, Brie or French goat) and fruit (strawberries marinated with lemon and sugar) for dessert is the choice of Christian Monchatre, executive chef and president of the Jonathan Club.

His wine choice is usually a pinot noir, as "it goes well with everything."

But there are more pleasures than just eating when you go al fresco, says the Loire Valley native who now resides in Sherman Oaks.

"I love laying out on the grass on a blanket and drinking pastis (anise liqueur from the south of France) mixed with a little water."

Check out the full days' menus and activities and [get your tickets here](#).

Winery Music Awards Kick Off June 9th, Paso Robles

Once again, Ruth and Martin will be lending their musical ears to the judging tables at one of the Central Coast's most successful music events ever among local artists will be returning in 2007. Held on the grounds of select Paso Robles wineries, the

Winery Music Awards competition showcases the best original, unsigned music artists in California and beyond with a backdrop of grapevines, stacks of wine barrels and the smell of fermenting wine in the air.

The artists compete for significant prizes contributed by a variety of sponsor companies within and outside the music industry. A panel of notable judges influential in the music, entertainment and wine industries votes its choices for best artists of the competition. Artists are judged in the categories of originality, musicianship and, most importantly, marketability to the wine-consuming market. The competition is open to the music genres of: jazz, rock, blues, new age, acoustic, country, folk, soft rock, reggae and adult contemporary.



Produced by Kathy Kelly Productions, The Winery Music Awards Elimination Round concert competitions are held on one Saturday each month from June to September, with the Final competition and Awards presentation in October.

[Tickets are available here.](#)

Client Spotlight of the Month

[Costanoa Resort](#)

Discover The Place Of Nature near San Francisco.



Costanoa is an eco adventure resort designed to encourage our guests to explore the stunning beauty of our protected California coastline and Discover the Pace of Nature. By closely following their Mission Statement and Values, they aim to create an experience for guests to retreat from the chaos of everyday life by providing an array of activities such as hiking, mountain biking, music and art exhibits, educational lectures, kayaking, spa treatments and many others. Costanoa is on a quest to reduce the impact of their operation on the environment in which we live and work as we are constantly developing new programs and methods to reinforce our uncompromising commitment to the environment and to social responsibility.

Surrounded by endless acres of undisturbed wilderness, rolling coastal hills, and secluded beaches, Costanoa invites you to explore the extraordinary beauty of California's scenic coast and experience nature in its purest form. Connected to four state parks, 30,000 acres of hiking trails and a vibrant wildlife reserve, Costanoa offers the unique opportunity to experience outdoor living in comfortable, stylish surroundings.

www.costanoa.com

Net.Work News

CBS NEWS VIDEO



Congratulations to Mike and David Hartkop!

Solar Roast Coffee is the latest beverage of choice for healthy minded people.

From their site:

"Our coffee is roasted using only clean abundant solar energy. With our special solar-thermal coffee roasters, no fossil fuels are burned to heat the beans, and no electric connection is needed to power the our fans and motors. Roast Master Michael Hartkop uses 100% organically grown, chemical free coffees. Our roasts are made in small batches and hand mixed to create our rich flavorful blends. Our passion for traditional coffee roasting and our drive for energy innovation makes for a truly unique cup of coffee!

- **"our goal is to roast the finest organic coffees using only the power of the sun."**

- **Michael Hartkop, Roastmaster"**

Click the graphic to view the CBS news bulletin.

www.solarroast.com



Ironworks Music joins iFanz.

Ironworks Music in Silverlake is a label, production company, artist management and studio complex.



Owned by Brit. Jude Cole and his partner Kiefer Sutherland, the company handles [Rocco Deluca](#), [Lifeshouse](#) (currently on tour with the GooGoo Dolls) and [Ron Sexsmith](#).

Visit their newly launched site at ironworksmusic.com



Macca Goes "Off The Grid"

Watch out for those flying pigs, and if you're going to Hell this summer - take a jacket. It's finally happened! No more Capitol Records - usher in the "Groove of the Grind"- that's right, we're talking about Starbucks and HearMusic. In addition, the "Apples to Apples" battle seems to have turned into a very nice slice of the sweet pie for both Paul and Steve as the fans finally get what they've been waiting for - big bro in iTunes.

Will wonders never cease? Now if we can all just zen on thin thighs and world peace..... [check it all out here.](#)

The Ted Wright Radio Show

Martin recently produced several episodes of the new Ted Wright Talk Radio show featuring Baltimore based broadcaster Ted Wright and interviews with Media Anchor and Legal Eagle Rikki Klieman, Dr. Tony Strickland of the Sports Concussion Institute, Actor and Interventionist Richard Lawson, former Miss America and Author Lexie Brockway Potamkin, Ruth McCartney (our own Digital Diva) and actors Cathy Ferraro and Iva Franks.



Watch this space for broadcast times and details.

Recipe of the Month

Spring is in the air!

Ruth's Citrus-Glazed Scallops with Avocado Salsa

Scallops:

- 1 1/2 pounds large sea scallops, cut in half horizontally
- 1/4 teaspoon salt
- 1/4 teaspoon black pepper

Glaze:

- 1/4 cup fresh lime juice
- 1/4 cup fresh orange juice
- 2 tablespoons fresh lemon juice
- 1 tablespoon grated peeled fresh ginger
- 2 tablespoons honey
- 1 teaspoon olive oil
- 1/4 teaspoon ground red pepper
- 1 garlic clove, crushed
- 1/2 cup chopped green onions
- 1/4 cup finely chopped fresh cilantro

Salsa:

- 1/2 cup chopped seeded plum tomato
- 1/2 cup diced peeled avocado
- 1/4 cup finely chopped red onion
- 1 tablespoon finely chopped fresh cilantro
- 1 tablespoon chopped jalapeño pepper
- 1 tablespoon fresh lime juice
- 1/2 teaspoon olive oil
- 1/8 teaspoon salt
- 1/8 teaspoon black pepper
- 1 garlic clove, crushed
- 8 Bibb lettuce leaves (optional)



To prepare scallops, heat a large nonstick skillet over medium-high heat. Combine first 3 ingredients in a bowl; toss well. Add scallops to pan; cook 2 minutes on each side or until browned. Remove from pan; keep warm.

To prepare glaze, combine lime juice and the next 7 ingredients (lime juice through 1 garlic clove) in a small bowl; stir with a whisk. Add juice mixture to pan. Cook 7 minutes or until glaze becomes shiny and begins to thicken. Drizzle the citrus glaze over the scallops; add green onions and 1/4 cup cilantro. Toss well.

To prepare salsa, combine chopped tomato and remaining ingredients except lettuce; toss well. Serve on Bibb lettuce leaves, if desired.

[Download and print the .pdf](#)

Helpful Tips of the Month (by Angie McCartney)

When the US Post Office increases its rates on May 14th, it will cost more to send a "flat" (8" x 10") envelope due to size, irrespective of the weight. Therefore you will save money by folding the document in half and mailing in a 9" x 6" envelope.

I hate people who forward too many warnings as much as anyone, but this one is important! Send this warning to everyone on your e-mail list! If someone comes to your front door saying they are conducting a survey on deer ticks and asks you to take your clothes off and dance around to shake off the ticks, do not do it!

IT IS A SCAM...they only want to see you naked. I feel so STUPID now.

How to be Green!

Just say no to plastic bags. The plastic bags you bring home from the supermarket probably end up in a landfill. Every year, more than 500 billion plastic bags are distributed, and less than 3% of them are recycled. They are typically made of polyethylene and can take up to 1,000 years to bio-degrade in landfills that emit harmful greenhouse gases. Reducing your contribution to plastic bag pollution is as simple as using a cloth bag (or one made of biodegradable plant-based materials) instead of wasting plastic ones. For your next visit to the store, BYOB! Trader Joe's are selling re-usable ones for 99 cents, washable and attractive. Ralph's are giving out free canvas ones that will hold 6 wine or other bottles.

iFanz® Artist Spotlight



Luis Oliart

Southern California native Luis Oliart's talent as a guitarist, singer, and songwriter has been described as "simply magical... totally captivating... compelling." His sound blends the influences of funk, rock, blues, reggae and Latin, producing music that is fresh and full of energy.

Oliart has tagged this new genre "Alternative Soul", and he has brought this unique sound to such well-known venues as the House of Blues, the Hard Rock Café, Key Club, Knitting Factory, BB King's, The Bitter End and CBGB. In addition to performing all throughout the US, Luis has also toured Canada, Europe and Southeast Asia.

<http://www.myspace.com/oliartmusic>

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