

# McCartney™

**Newsletter**  
February 2007

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

Hello and welcome to the February 2007 edition of the McCartney newsletter. The month of Valentine's Day and the birthday of "She Who Must Be Obeyed". Much to report so on with the show!

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## Company News

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### 2007 NAMM Show

There's no better place to check out all the latest gear and musical products than at a NAMM Show. With more than 1,400 exhibits filling every inch of the Anaheim Convention Center, we found everything you'd need to keep your retail business booming in 2007! This is THE show to explore, get hands-on and stay current on the latest trends.

McCartney.com was invited to the launch of Baden Guitars at this year's NAMM show at the Anaheim Convention Center.

This was T.J. Baden's first year at NAMM with his own line of acoustic guitars. I was very impressed with both the quality and price of these fine instruments.

Nicely done, T.J. we're here to support good quality. Please visit [Baden Guitars](#).

Here are some photos from the event.  
Just click the thumbnails to view larger image.



[Ruth with Baden Guitars](#)



[Ruth with Jim Marshall](#)  
([The Inventor of 11](#))

[\(Marshall Amplification\)](#)



[Ruth with the folks of Electric Babes  
Guitars](#)



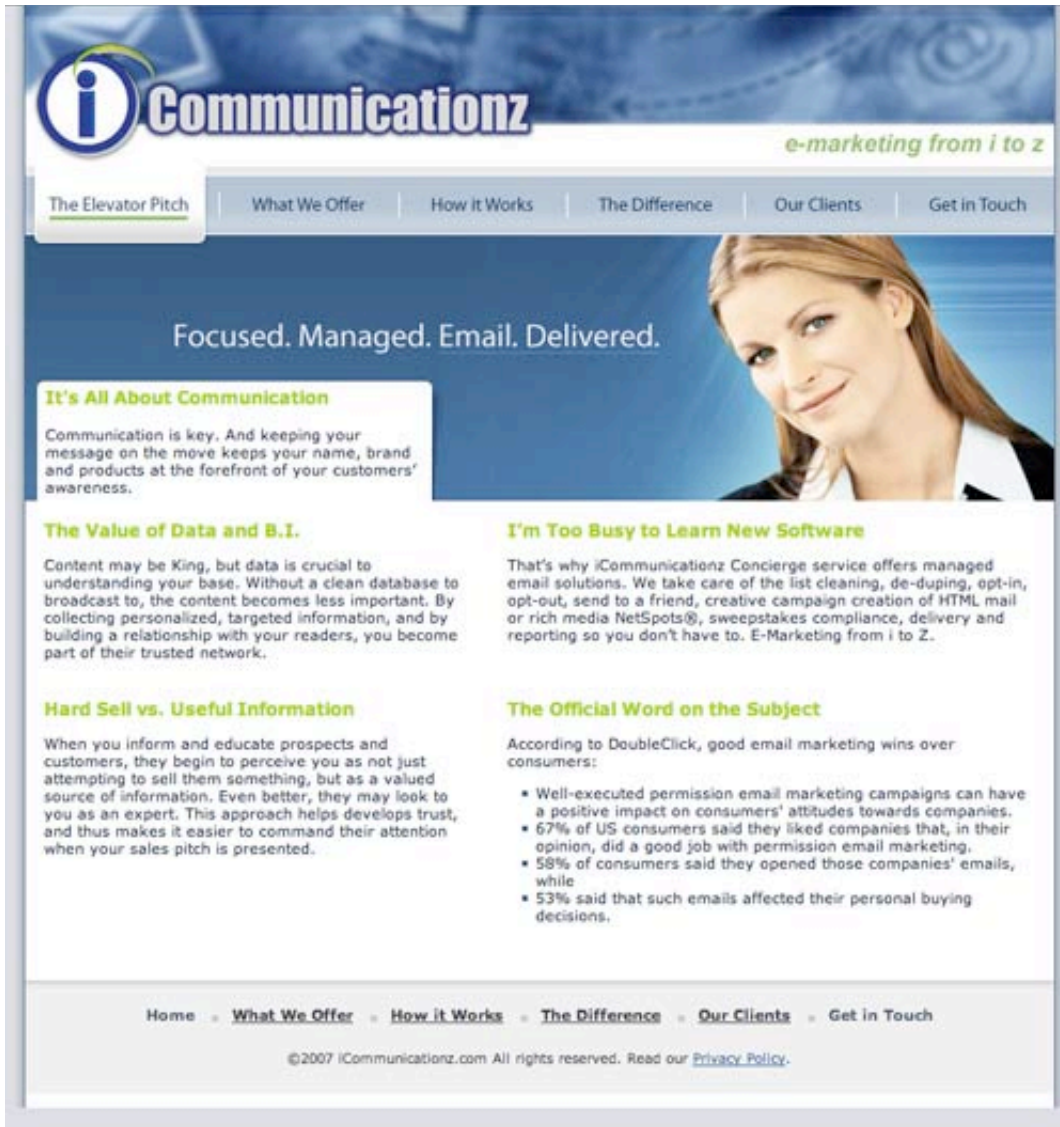
[Ruth and Ravi from RKS Guitars](#)

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## Product Spotlight of the Month

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This month we are proud to announce that we are launching a new commercial e-marketing service called: "iCommunicationz". Based on the ever growing need of our clients to conduct professional and successful e-marketing, iCommunicationz fulfills a concierge function that will interface with marketing directors and e-marketing managers. Below is a preview of the site.



**iCommunicationz**  
e-marketing from i to z

The Elevator Pitch | What We Offer | How it Works | The Difference | Our Clients | Get in Touch

**Focused. Managed. Email. Delivered.**

**It's All About Communication**  
Communication is key. And keeping your message on the move keeps your name, brand and products at the forefront of your customers' awareness.

**The Value of Data and B.I.**  
Content may be King, but data is crucial to understanding your base. Without a clean database to broadcast to, the content becomes less important. By collecting personalized, targeted information, and by building a relationship with your readers, you become part of their trusted network.

**I'm Too Busy to Learn New Software**  
That's why iCommunicationz Concierge service offers managed email solutions. We take care of the list cleaning, de-duping, opt-in, opt-out, send to a friend, creative campaign creation of HTML mail or rich media NetSpots®, sweepstakes compliance, delivery and reporting so you don't have to. E-Marketing from i to Z.

**Hard Sell vs. Useful Information**  
When you inform and educate prospects and customers, they begin to perceive you as not just attempting to sell them something, but as a valued source of information. Even better, they may look to you as an expert. This approach helps develop trust, and thus makes it easier to command their attention when your sales pitch is presented.

**The Official Word on the Subject**  
According to DoubleClick, good email marketing wins over consumers:

- Well-executed permission email marketing campaigns can have a positive impact on consumers' attitudes towards companies.
- 67% of US consumers said they liked companies that, in their opinion, did a good job with permission email marketing.
- 58% of consumers said they opened those companies' emails, while
- 53% said that such emails affected their personal buying decisions.

Home • [What We Offer](#) • [How it Works](#) • [The Difference](#) • [Our Clients](#) • [Get in Touch](#)

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Coming in March 2007.

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## Client Spotlight

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### Sea Venture Resort

This month's client spotlight features the beautiful [Sea Venture Resort](#).



The Sea Venture Resort, one of the premier California beachfront hotels, offers luxury accommodations in Pismo Beach, halfway between San Francisco and Los Angeles. With miles of clean, pristine sand and surf, a perfect climate, and a convenient location off Highway 101, Pismo Beach remains surprisingly quiet and quaint, one of California's best-kept secrets.

Within the resort, marble finishes and custom furniture lend a casual elegance unique among Pismo Beach hotels. Your comfortable room, with private balcony and hot tub, will refresh you from the day's outdoor activities: surfing, kayaking, bicycling, fishing, golf, as well as shopping for antiques in town. Stretch out on the warm sands of Pismo Beach and stroll on the boardwalk to the pier, just to catch the sunset and a sea breeze.

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## Movie Spotlight

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Don't hang the donkey. Man law.

This one is truly hilarious! A [donkey](#) gets lifted off the ground because the weight of the kart is too heavy!

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## Net.Work News

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**Steve Tyrell** is building his new website. Stay tuned for progress report in next month's issue.

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## Harold Faltermeyer

McCartney hosted a dinner party for legendary producer and artist [Harold](#)



[Faltermeyer](#). It was one of the net.work parties where music and entertainment professionals came together to meet over a wonderful turkey dinner (produced by Ruth McCartney) to share insights and latest music industry trends. Stay tuned for next month's preview of his new site.

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## Michael Chugg

Martin and Ruth met briefly with Australian legend and promoter Michael Chugg to discuss the ["iConz of Rock"](#) series that Martin and Marino are producing.

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## Naughty Mommy on TV!

The first ["Naughty Mommy Party"](#) was a huge success. And had a great response from the media. T.V. crews attended the party and so far Mia has been on the channel 11 news, the channel 13 news and there will be an article in this Thursday's L.A. Daily News.

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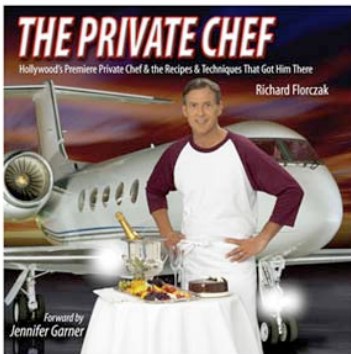
## Tower of Power new site coming soon!

A new web site for the legendary band "Tower of Power" is coming soon. Dr. Atomic is hard at work defining the new look and feel. Stay tuned for next month's issue and preview.

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## Recipe of the Month

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This month's recipe is from the "Private Chef" [Richard Florczak](#).

### Potato & Wild Mushroom Soup

(with Truffle Oil)

- 3 tbsp of butter
- 1 small brown onion, diced
- 3 green onions, sliced (green part only)
- 1 1/2 lbs. russet potatoes peeled and chopped
- 6 cups low sodium chicken stock
- 8 oz. mixed wild mushrooms (shiitake, morel, chanterelle etc.), roughly chopped
- 2 tbsp, olive oil
- 1/2 cup heavy cream
- 1/2 cup white wine
- tbsps, truffle oil (optional)

Melt butter in a heavy stockpot over medium heat and sauté onions until soft and slightly brown (about 5 minutes). Add green onions and cook for 1 minute. Add potatoes, salt and stock and cook covered for 15 minutes. In a large skillet, sauté mushrooms in olive oil over high heat until tender. Add wine and reduce until almost completely evaporated.

Scrape mushroom mixture into the soup pot, bring to simmer and cook covered for 25 minutes. Adjust seasoning, transfer soup to a tureen and serve with truffle oil.

**Serves: 6**

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## Tech Tips of the Month

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### Tip of the Week

## Emailing Web Pages

If you run across a web page you want to share with a friend, don't send her a link to it — send her the page itself. Just press Command-I and a dialog will appear, asking for the email address of the person you want to send this web page to. Just enter her email address, along with your text message, and click send, and it will send the contents of that page (complete with graphics, formatting, links, etc.) to your friend. She'll be able to see that page right within her email application.

Only works in Safari



### How to kill bacteria

Turns out that the microwave can clean your sink sponges while it nukes leftover pizza.

Scientists have found that in just three minutes, the microwave can kill 99 percent of living pathogens, according to research reported by Livescience.

It takes 4 minutes to zap bacteria spores known as *Bacillus cereus*, which are especially hard to kill with heat or radiation, according to the study, which was detailed in the December issue of the *Journal of Environmental Health*.

One note: the microwave should be on high heat.

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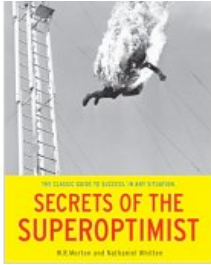
## Book of the Month

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### Secrets of the Superoptimist

Feeling down? Depressed? Uncertain about the future, well then this book is for you!



As many of you know we rarely conduct book reviews, this one however needs a big mention!

Our good friend and celebrity photographer [Andrew Orth](#) turned us on to this little literary gem. [Buy it here.](#)

## iFanz® Artist Spotlight



Our iFanz member, John Hall (founding member of Orleans) recently won a seat in Congress. The track you're listening to is called: "Rock Me On The Water", from the same titled album.

[www.johnhallforcongress.com](http://www.johnhallforcongress.com).

Excerpt from website:

### JOHN HALL SWORN INTO THE 110TH CONGRESS

WASHINGTON, D.C. - U. S. Representative John Hall was sworn into 110th Congress today in the United States Capitol. With his wife Pamela and daughter Sofi watching from the House gallery, Hall and his colleagues ushered in the new Democratic majority in Congress and then made history by voting for the first-ever female Speaker of the House, Rep. Nancy Pelosi (D-CA).

