

McCartney™**Newsletter**
January 2007

McCartney.com Newsletter, January 2007

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

Hello and welcome to the January 2007 edition of the McCartney newsletter. We hope everyone had great holidays and most of all a time to relax, reflect and be with your families and friends. We wish everyone a fresh and healthy start to the new year! Here's what happened in our world over the holidays.

Christmas with Roseanne**There goes the neighborhood!**

As many of the close circle inside McCartney might know, Roseanne Barr moved to Playa Del Rey last summer and we have basically become neighbors. We shared a sumptuous Christmas Night feast of toasted Reuben sandwiches and sticky toffee pudding....no, we're not kidding!

Also, you may be pleased to know that Roseanne Barr's HBO Special "Blonde and Bitchin'" has Ruth and I in the front row at the Comedy Store, cheering her on vigorously.

As Roseanne put it: "Thanks for having me in your show, Ruth and Martin!". If you haven't seen it yet, check out the link...

**Parents Against
Junk Food™**

This year start healthy and if you have children, then please support the good cause of education. Click the graphic to find out more.

New Year's with REO at the Canyon Club in Augura, CA.

We had a wonderful evening at the Canyon Club, Augura Hills California. We received the V.I.P. treatment and watched an unbelievable REO show. The guys packed a punch and are as rocky and melodic as ever! I can honestly say that the upcoming album will take your shoes off. Here are some photos from that evening. Enjoy!

Thanks to all at the Canyon Club for making us so welcome. Special thanks to Diane, Joe, Chris, Kevin, Dave, Bruce, Neil and Brian! You guys rock!

If you have your speakers on, then you are listening to a brief clip from "Smilin' in the End" off the new REO album.

Click the image to view more pictures, (all shot by Ruth McCartney) from the evening at the Canyon Club.

Online Campaign of the Month

Let's talk about Fresh Baby ...

Foxy Produce NetSpot Campaign

Foxy Produce of Salinas, CA used the McCartney NetSpot package as an interactive companion media piece to their already planned TV commercial to track user reaction.

This NetSpot features TV schedule and press release and the original embedded 30 second video commercial. (Click graphic to view NetSpot.)



SALINAS, CA---The Nunes Company, Inc., marketers of Foxy brand vegetables will launch a consumer television advertising campaign this week to promote the care and quality of its Foxy vegetable items. The consumer advertising campaign features a 30-second spot that will run through November in selected US markets.

The campaign's commercial, "Our Family Farm", highlights the beauty of California's Salinas Valley while promoting the care and quality the Nunes family puts behind Foxy brand vegetables. The commercial also speaks of the four generations of Nunes family members that have grown Foxy vegetables. Nunes Company President Tom Nunes, Jr appears as spokesperson for the company's vegetable line, telling viewers "our family farm is your farm---- and has been for sixty years." The tag line "Foxy Vegetables-Taste the Freshness" closes the spot, including information on the company's web site (www.foxy.com)

Product Spotlight



McCartney introduces a new PodCast creation service.

Undoubtedly, you have heard the word by now: **PodCast**.

Your kids have downloaded them and listen to them on their computers and iPods via the iTunes® platform.

What is a PodCast?



A **PodCast** is a media file that is distributed by subscription (paid or free) over the Internet using syndication feeds, for playback on mobile devices and personal computers. They play on PC, Mac, Sony Vaio and of course, iPod. A Podcast can consist of audio or video plus a soundtrack.

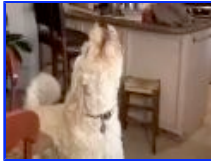
Why use a PodCast?

We create your company's PodCast to let the world hear about your mission and vision. We compress, compile and load the finished PodCast to your web site and submit it to iTunes for global syndication.

- Educate and train your employees, sales and marketing staff about new products, services and news that your company is developing.
- Introduce your consumers to the *Zen* of your brand!

Don't have an iPod? No problem... they will play thru a browser. Contact you McCartney Sales Agent today.

Movie Spotlight



In our video of the month segment we are featuring: **"Harvey The Singing Doodle Dog"**. Our good friend Pat Healy, famed director recently debuted his feature: "Pinche Burro" at Cinepace in Hollywood, Los Angeles, has a dog who is obsessed with Eric Clapton in particular with the song "Wonderful Tonight". Check out his performance by clicking the video link. And if Eric Clapton or any of his people are reading this, please have him on stage at your next performance, because Harvey really loves you, man! Enjoy!

Net.Work News

Our clients Mia and Steven of NaughtyMommyBodyCare.com have a wonderful line of small-batch, high-quality bath and body products which they are marketing through both online efforts and parties.

We introduced them to [Lash Fary's Distinctive Assetts](http://LashFary.com) and they are now going to be participating in a high-end celebrity Mother's Day Gift Basket promotion.

Their products will be given to people such as Angelina Jolie, Julia Roberts and many more movie-star moms. Naughty Mommy is soon to launch a line of very cute merchandise so bookmark their website!



Recipe of the Month

Ruth's Pecan Crusted Sea Bass

(Serves 4)



Ingredients:

4 eight ounce sea bass filets
 one pound pecans, darkly toasted
 one pound bread crumbs
 2 tablespoons Cajun or blackening seasoning
 flour
 2 eggs, lightly beaten
 Canola oil
 peach salsa (recipe below)

Method:

Dredge filets in flour, then dip in egg wash. Combine pecans and bread crumbs in food processor. Coat filets with pecan/crumb mixture.

Sautee filets in canola oil approximately 7 to 8 minutes per side, until cooked through. Top with peach salsa and serve immediately.

Peach Salsa

Ingredients:

one cup peaches, diced
 1/2 red pepper, seeded & minced
 one jalapeno, seeded & minced
 1 medium red onion, minced
 1 bunch cilantro, chopped
 3 tablespoons lime juice
 salt & pepper to taste.

Method:

Combine all ingredients & serve on top of bass.

Tech Tip of the Month



Introducing iPhone

iPhone combines three products — a revolutionary mobile phone, a widescreen iPod with touch controls, and a breakthrough Internet communications device with desktop-class email, web browsing, maps, and searching — into one small and lightweight handheld device. iPhone also introduces an entirely new user interface based on a large multi-touch display and pioneering new software, letting you control everything with just your fingers. So it ushers in an era of software power and sophistication never before seen in a mobile device, completely redefining what you can do on a mobile phone.

([Check out the official site.](#))

Factoids of the Month

SO YOU THINK YOU KNOW EVERYTHING?

The words 'racecar,' 'kayak' and 'level' are the same whether they are read left to right or right to left (palindromes).

There are only four words in the English language which end in "dous": tremendous, horrendous, stupendous, and hazardous.

There are two words in the English language that have all five vowels in order: "abstemious" and "facetious."

TYPEWRITER is the longest word that can be made using the letters only on one row of the keyboard.

A cat has 32 muscles in each ear.

A goldfish has a memory span of three seconds.

More next month!

iFanz® Spotlight

REO Speedwagon Special Preview for McCartney.com Newsletter.

Well, since we have been talking about the great live performance at the Canyon Club, New Year's eve, the guys have given us generous access to three little clips from their upcoming album release.

No title yet, but boy I can tell you, after listening to the material in the Blue Moon Studios, in Malibu, CA and then seeing it live, this album is going to rock your socks off no matter what.

Just click on the iPlayer and check them out...



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