

McCartney™

Newsletter March 2008

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

Dear {{firstname}},

March is here and it has been a busy one. Lots of our clients have been "spring cleaning" their web sites using our updates system. With all the global economic ups and downs, the US election process in full swing, it is an exciting time to be in the good ol' USA right now. Global communication portals such as YouTube, Google and others have given the common content creator access to a worldwide viewing audience. Everything is immediate, instant publishing guaranteed. Peter Harris, our man in China has just informed us that YouTube and MySpace have been banned from Chinese browsers, because they pose a very real threat of uncontrolled footage from Tibet and other current hot spots to come to a global audience. Thank God, iFanz and McCartney.com are still visible!

Here's what happened this month chez McCartney.com

Company News



Introducing the Ruth McCartney YouTube Channel.

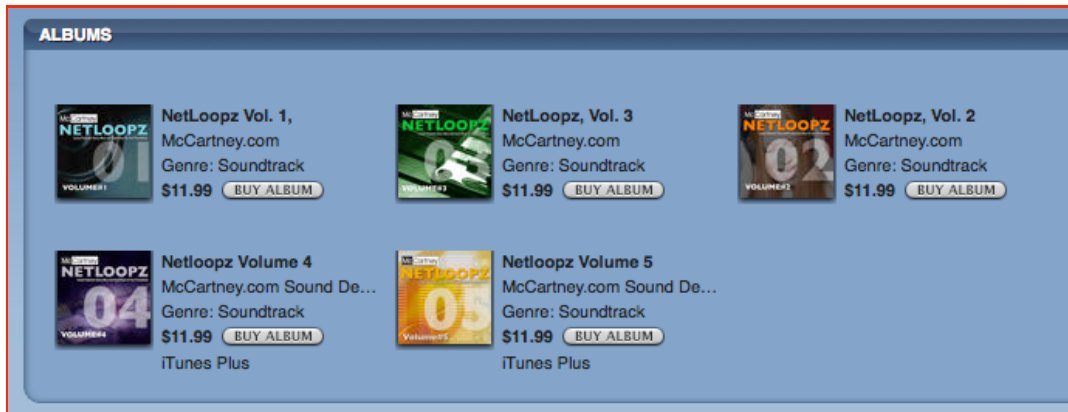
For all you Ruth fans out there, [here's the ultimate location](#) for her videos. We have literally spent over 4 weeks compiling content from over 50 old VHS tapes, digitized the content and then edited all in Final Cut Pro 6. From Liverpool childhood, to Germany, Russia to the US, it's all here...see her fly a helicopter in Siberia, fall on her butt on stage in Armenia and move those fishnets across the world!

Click the graphic to launch YouTube video. Enjoy!

Photo credit : Christian Volquartz

Product Of The Month

Welcome to the Netloopz Music Library
Created by McCartney.com



What are Netloopz?

Netloopz are short music and sound effect beds that were created and designed specifically for content producers, music supervisors, filmmakers, and creative production houses. The idea behind Netloopz is to provide cost efficient musical alternatives to the traditional music libraries.

If you are a Music Supervisor, Game Designer or Presentation Smith, then you know how much traditional Custom Library Music can cost. Let's say you're a designer, you need to be spontaneous with your creative decisions and you don't want to have to run to your boss and ask for tons of money when you can get a cost efficient solution from Netloopz. [These music pieces](#) are ideally suited to provide background ambience for your website, rich media emails, Flash or PowerPoint Presentations. Spice it up with Netloopz. You may use the music for non-broadcast purposes without contacting us, but if you want to make Netloopz part of a commercial, film or TV broadcast, all we ask is that you report the title and its usage to BMI so our writers can collect their public royalties.

(Click the graphic above and launch the iTunes Music Store to sample the tracks.)

iCommunicationz Works for Televerde

Televerde uses our iCommunicationz suite of e-broadcast tools for their first official Newsletter.

[Televerde](#) is Phoenix based, and is the premium provider of customer acquisition solutions, actionable market intelligence and net new business.

They have just published their first corporate newsletter using the iCommunicationz system. Each sales associate was able to have a personalized message sent to their customer base with many informative links to Televerde's extensive library of white paper/pdf best practices and news. Ask us about this communications service for your needs.

Christian's Corner

Christian captures the "Digital Diva"

McCartney Multimedia now offers photographic services to both new and existing clients. We offer headshots, events, catalog and product photography.

Christian has always been an avid photographer outside of the McCartney universe, and used to work heavily in print advertising before joining the team. It only seemed natural to add his photographic talents to McCartney's suite of services.

Below are some samples from Ruth's recent shoot. Which one is your favorite?!

Email [Christian](#) to discuss pricing options and to schedule your photo shoot!



Net.Work News Update

Penn Jillette (of [Penn and Teller](#) fame) appears on Dancing with The Stars.

Steve Tyrell announces "[Back to Bacharach](#) " a new album in the making.

Kenny G embarks on a [tour of the Far East](#) April 26 thru May 12, ranging from Malaysia to Korea to China to India.

Kevin Cronin of [REO Speedwagon](#) won \$350,000 for non-profit MusicCares on "Don't Forget The Lyrics". Congrats Kevin.

WTP Films Munich, Germany



Our good friends from WTP Film in Munich, Germany have just finished their new film "My Dream or Loneliness Never Walks Alone" which they shot within 24 days last April.

It will come to the German Theaters on March 13th.

It also celebrated its international Premiere at the renowned FANTASPORTO Film Festival in Porto last week.

Please find the new website of the film at:
<http://www.lonelinessneverwalksalone.de>



CALENDAR
 WWW.CANYONCLUB.NET
 (818) 879-5016

THE CANYON CLUB
 28912 ROADSIDE DRIVE
 AGOURA HILLS, CA 91301
 THE CANYON CLUB in the
 FOUR QUEENS HOTEL & CASINO
 202 FREMONT ST, LAS VEGAS, NV 89101

Take a trip down Rock'n Roll memory lane. See some of the shows that are coming to iFanz member The Canyon Club this spring. Here some of the listings:

Coming Soon to The Canyon Club in Agoura Hills!

Thursday, April 10: Jon Anderson & The Paul Green School of Rock All-Stars performing the music of Yes!

Friday, April 11: Foreigner

Friday, April 18: John Mayall & the Bluesbreakers

Saturday, April 19: Edgar Winter ... also Ghosthounds

Wednesday, April 23rd: Leon Redbone with Special Guest Ronny Cox

Saturday, April 26: Richard Marx & Matt Scannell ...

also Venice and Matt Castrillion

Friday, May 2: Asia ... all four original members!

Friday, May 9: Blue Oyster Cult ...also Bluebeard and Fiesty Piranhas

Friday, May 16: Foghat

For a complete listing of upcoming events, go to www.canyonclub.net

Resort and Restaurant Tip of the Month

Valley Ho Resort

Since we are traveling frequently to Scottsdale these days to see an ever-growing

list of clients, let us share a couple of gems with you...



Firstly, our friends at [Valley Ho](#) have a great hotel right in the middle of downtown and walking distance to the art district.

Hotel Valley Ho was cool back in 1956 when it first opened its doors, and it's every bit as chic now, after an expansive and meticulously groomed 2005 rehabilitation.

The hotel is a classic in mid-century design and lighthearted ambiance. Originally a hideaway for Hollywood's elite, this downtown Scottsdale urban resort once again features rooms with all-glass walls opening onto airy patios.

Arcadia Farms Cafe and Wine Bar

Another favorite (and walking distance) is the charming, cottage atmosphere, [Arcadia Farms](#) Cafe and Wine Bar.

Arcadia Farms' fresh and organic selections, along with delectable pastries and desserts, allow guests to decadently indulge themselves. Stepping into Arcadia Farms for lunch or dinner transports you to an inviting cottage and garden setting where you'll have an intimate culinary experience.



Angie's One Liners

"I went to buy some camouflage trousers the other day, but I couldn't find any."

"I'm going south for the Spring. Actually, some parts of me are headed there already."

"If you look like your passport photo, then you definitely need the trip"



Tech Tip of The Month

[Currency Converter 0.8.2](#)

If you deal in multiple currencies, you'll want to check out this nifty little widget from Palple. This handy widget lets you simultaneously compare as many different currencies as you like.

[Follow this link here...](#)



Recipe of the Month

Curried Sweet Potato and Apple Soup

Ingredients:

- | | |
|---------------------------|--|
| 1 tablespoon olive oil | 1/4 teaspoon ground cinnamon |
| 1 large onion | 4 cups water or veggie broth |
| 2 garlic | 1 1/4 pounds sweet potatoes, peeled and cubed |
| 1 tablespoon fresh ginger | 3 large Granny Smith apples - peeled, cored and sliced |
| 1 teaspoon curry powder | 1/2 cup chopped fresh chives |
| 3/4 teaspoon ground cumin | |
| 1/2 teaspoon salt | |

Directions:

- 1 Heat the oil in a large saucepan or Dutch oven over medium heat. Add the onion and garlic and cook, stirring occasionally, for 5 minutes, or until tender.
- 2 Add the ginger, curry powder, cumin, salt, and cinnamon. Cook, stirring constantly, for 1 minute. Add the water, sweet potatoes, and apples and bring to a boil over high heat. Reduce the heat to low, cover, and simmer, stirring often, for 20 minutes, or until the sweet potatoes are very tender.
- 3 In a food processor or blender, puree the soup in batches until very smooth, pouring each batch into a bowl. Reheat if necessary. Sprinkle with chives.



iFanz® Artist Spotlight and News

This month we are shamelessly self-promoting Volume 5 out of our Netloopz production series. Having just finished the last touches on this 25 track production music album, we are happy to announce that it is now available from iTunes for download.

The album features a wide variety of musical styles and sound effects, from Classical, Rock, Jazz to World and Sound Design, Netloopz Volume 5 covers almost all aspects of today's production music needs.

You are currently listening to:

"The ViceRoy"



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