

# McCartney™

## Newsletter April 2008

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

Dear {{firstname}},

Wow! What another busy month it has been for the company. Ruth and Martin presented "Know Thy Customer" at the ASU CABIT school of business Symposium in Tempe, AZ, whilst Angie and Pat Healy enjoyed a fun night at the kick off of Brit Week, hosted at the Residence of the British Consul General in Beverly Hills. (See more on this below.) Christian took Angie's official portrait (photos coming soon after the have been suitably airbrushed; Okay, so with so much information and activity happening in April let's go into more detail...

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### Company News

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ASU® W. P. CAREY  
SCHOOL of BUSINESS

### [Achieving Innovation through Collaboration](#)



This Symposium was hosted by CABIT (Center for Advancing Business through Information Technology) and Julie Smith David (who did a tremendous job of making us feel very welcome, Thanks Julie!) Also thanks go to Ed Kamins of Avnet for the introduction.

The main focus of the symposium was to showcase how companies apply new collaboration techniques and strategies to reach the end user and consumer.

Presenters and Keynote Speakers included: Harbrinder Kang (CISCO), Ruth McCartney (McCartney.com, iFanz.com). Gina Fung (Wells Fargo), Brian Sommer (TechVentive). Deborah Hesse (Intel) and many others. Ruth presented the McCartney.com approach of treating your customers as fans, thus creating brand and product loyalty.

For more information on the event including video interviews with the presenters, [please click here...](#)

(Photo: **The Ladies in Red**, Gina Fung (Wells Fargo), Ruth and Host Julie Smith David (CABIT))

**McCartney Receives a Visit from Space (well, Michigan actually)**

Dr. Kathryn Clark, aka Dr. Quark in her media career, served as NASA's Chief Scientist for the Human Exploration & Development of Space Enterprise. Having completed a 2-year term as NASA's Chief Scientist for the International Space Station Program, Dr. Clark became the HEDS Chief Scientist in August, 2000.



As Chief Scientist, Dr. Clark worked with scientists from all other areas of NASA to communicate research needs and look for possible collaboration among the science programs at NASA. In addition, she assists with education and outreach activities related to any human space flight endeavors, including the International Space Station, the shuttle, any expendable launch vehicles intended to further human endeavors in space, and future missions to the Moon and Mars. Dr. Clark's particular interest is in "Human Factors"; all the elements necessary for the health, safety, and efficiency of crews involved in long duration space flight. These include training, interfacing with machines and robotics, biological countermeasures for the undesirable physical changes associated with space flight, and the psychological issues that may occur in response to the closed, dangerous environments while traveling in space or living on other planets.

Dr. Quark is developing a 21st century education platform for young, curious minds. Watch this space. Get it? Space. Nevermind.

**AFCI in Santa Monica**



Ruth and Martin visited the [AFCI](#) (Association of Film Commissioners International) in Santa Monica by invitation of our long-standing client the Nevada Film Commission. Hosted by the Santa Monica Civic Center the exhibition features world wide locations of Film

Commissions. The 3 day event featured all US states and locations as well international exhibitors.



Ruth at the Nevada booth at AFCI in Santa Monica

Ed Harran, Martin and Film Commissioner Charlie Geocaris in front of Capo Restaurant in Santa Monica.

Thanks for a great dinner Charlie and Ed!

**Brit Week (Celebrating 50 Years in Los Angeles) April 26th - May 31st, 2008**



iFanz is the official data collection software for the 2nd annual Brit Week in California. The intent for this event is to showcase how British influence has helped shape the state from historic to the present.



The brainchild of 19 Entertainment President Nigel Lythgoe, BritWeek first took place in 2007. In conjunction with the British Consulate, a number of movie screenings, music concerts, a fashion show and other events were held at the Consul General's Residence and elsewhere.

BritWeek2008 will be on a far larger scale. Commencing with Receptions at the British Consul General's Residence on April 24th and April 26th and continuing into May 2008, it will celebrate the cultural and business connections between Britain and Los Angeles. Special thanks to Paul Wright, Mindy, Gillian and of course the Hon Consul General Bob Peirce and his lovely wife Sharon Harroun-Peirce.

Building on the fact that April marks the 50th Anniversary of the permanent official Residence of the British Consul General in Los Angeles, BritWeek will celebrate fifty years of British links with Los Angeles and highlight the extent of the current relationship.



BritWeek's objective is to generate publicity and broaden awareness of the importance of this relationship, in terms of ideas and investments in both directions; to highlight the fact that Britain is the largest investor in Southern California as well as a profitable investment destination for Californian companies; and emphasize British influences in film, TV, music, fashion and luxury lifestyle that are prevalent in Los Angeles life. Join in the festivities, click here to [Sign Up for more information...](#)

(1) Angie with escort, Film Director [Patrick Healy](#) . (2) Angie with old mate (Ok he's not THAT old) [John Cleese](#) (3) Angie and Bruno Tonioli of Dancing with

the Stars and Dance Wars.

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## GET ON THE BUS!

JOIN "THE DIRTY HANDS CARAVAN"  
A MOVEMENT DESIGNED TO "INSPIRE  
INDIVIDUALS TO TAKE INDIVIDUAL  
ACTION"

Caravan of Activists to Travel from  
the Coachella Festival to  
Jazz Fest from April 28-May 5th

Los Angeles, CA, April 23, 2008 - The  
morning after the Coachella Valley  
Music & Arts Festival in Indio, CA, a  
string of bio-diesel buses transporting

up to 300 people will caravan 1800 miles in an effort designed to engage a new generation of activists. The Dirty Hands Caravan is the coming together of individuals who will be encouraged to get involved by building houses for the homeless, protesting the War in Iraq while supporting the needs of veterans and their families, caring for the sick or needy, cleaning up parks or neighborhoods across America, taking part in clean water initiatives for foreign lands or engaging in whatever way they feel compelled to help others. The caravan, which is the brainchild of **Sean Penn**, will make stops in numerous cities until it arrives at its final destination, New Orleans, where the spirit of Coachella will join the close of the New Orleans Jazz & Heritage Festival. On Sunday, May 4th, members of [The Dirty Hands Caravan](#) will descend on New Orleans to help better the Big Easy through their good works.




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## Hotel Of The Month

### THE CRESCENT HOTEL

Revelry & Relaxation Coexist in Beverly Hills



Beverly Hills, CA—Offering intimate, modern accommodations in the heart of Beverly Hills, [The Crescent Hotel](#) is reminiscent of a fabulous vacation home in the city; a 35-room vintage villa that has been meticulously restored to provide guests with the perfect mixture of posh amenities and chic surroundings.

Simultaneously sexy and spare, The Crescent offers edge without attitude. Originally built as a residence for Hollywood's silent film actors in the 1920's, The Crescent was purchased and redeveloped by hotelier Gregory Peck in

2001. Peck envisioned The Crescent as a hotel that would seamlessly encourage revelry and relaxation through a blend of glamorous, sensual style and warm, personalized service. Peck worked closely with acclaimed designer Dodd Mitchell to redesign the

Crescent in a contemporary yet intimate fashion in 2003. The Crescent has since won raves for its forward-thinking aesthetics from press and guests alike.

Guests venturing out of their rooms will find they are surrounded by the best that Los Angeles has to offer. Strolling just around the corner brings visitors to the finest shops and restaurants of famed Beverly Hills.

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

**Net.Work News Update**



Los Lonely Boys finished recording their third album, *Forgiven*, using the Design FX Remote Truck in Austin. Niko Bolas engineered and Steve Jordan produced the CD. The album is expected to be released July 1st. Niko also used the Design FX truck to produce, engineer and mix Neil Young's latest CD *Chrome Dreams II*. Pictured finishing up some rough mixes inside the Design FX Remote Truck is Niko Bolas (Left) and vocalist Henry Garza behind the API console.

**Los Lonely Boys**

Here's what our good friend Niko Bolas has been up to with Los Lonely Boys...

(Blurb courtesy Music Connection Magazine)

Learn more about Niko's stellar rock music productions at [www.neeks.com](http://www.neeks.com)

**Speaking of Studios...**

John Burnes of Burnes Creative took advantage of McCartney's digital media services when he recorded voice-overs and processed his HD video files at the McCartney digital sound studio.

John needed production services for an HD video he was producing for the St. Monica Catholic Community in Santa Monica, one of the country's most prominent and dynamic parishes. The video will help the parish raise \$25 million for a new community center and enhanced school facilities.

John recorded voiceovers with three of LA's leading voice talents -- Paul Mercier, Hellena Taylor and Haskell Anderson. "These pros were really impressed with McCartney's voice booth, classic mic collection and Martin's sure hand at the controls," John said. He also used McCartney's HD editing bay to pull selects and produce dailies. "All there in one shop," John said. "I can't thank them enough -- top-notch equipment and professional service." The video (after Saturday, May 3) can be viewed at [www.stmonica.net/campaign](http://www.stmonica.net/campaign)

**Kenny G Takes Latin Rhythms to Asia**

Throughout April and May, Kenny G will be touring and playing his timeless hits as well as new tracks from the latest smash "Rhythm & Romance" throughout China, Korea, Malaysia and India. For details, check out [KennyG.com](http://KennyG.com).

**G.A Wright Marketing of Denver, CO...**

Engages McCartney to assist in various strategic and design e-marketing initiatives for their Native American Resort clients from coast to coast. Website and email campaign

links coming soon.

### Angie's One Liners

1. What do you call a fish with no eyes? A fsh.
2. A clear conscience is usually the sign of a bad memory.
3. A tidy desk is usually the sign of a cluttered filing cabinet.
4. Experience is something you don't get until just after you need it.



### Tech Tip of The Month

#### [Airport Monitor 2.0](#)

This is a nifty little tool that monitors all the air traffic in and around Los Angeles.

#### **Monitor hundreds of flights in real time!**

(Be patient, let the screen load completely, takes 2-3 minutes depending on your connection.)

Pretty scary stuff!



### Wisdom of the Month

#### **DEMOCRAT**

You have two cows.  
 Your neighbor has none.  
 You feel guilty for being successful.  
 Barbara Streisand sings for you.

#### **REPUBLICAN**

You have two cows.  
 Your neighbor has none.  
 So?

#### **SOCIALIST**

You have two cows.  
 The government takes one and gives it to your neighbor.  
 You form a cooperative to tell him how to manage his cow.

**COMMUNIST**

You have two cows. The government seizes both and provides you with milk. You wait in line for hours to get it. It is expensive and sour.



**FRENCH CORPORATION**

You have two cows. You go on strike because you want three cows. You go to lunch and drink wine. Life is good.

**GERMAN CORPORATION**

You have two cows. You engineer them so they are all blond, drink lots of beer, give excellent quality milk, and run a hundred miles an hour. Unfortunately they also demand 13 weeks of vacation per year.

**AMERICAN CORPORATION**

You have two cows. You sell one, lease it back to yourself and do an IPO on the 2nd one. You force the two cows to produce the milk of four cows. You are surprised when one cow drops dead. You spin an announcement to the analysts stating you have downsized and are reducing expenses. Your stock goes up.

**ITALIAN CORPORATION**

You have two cows but you don't know where they are. While ambling around, you see a beautiful woman. You break for lunch. Life is good.

**iFanz® Artist Spotlight and New**

**Steve Tyrell "Back to Bacharach"**



Steve has been an iFanz member for the longest time and we are excited and proud to announce that his new album "Back to Bacharach" will be available in stores and online nationwide soon. You are listening to "Walk on By".

Every recording artist has one album that they are destined to make - an album so singularly in-sync with their sensibility and history that its' making smacks of pure destiny. For Steve Tyrell - the distinguished Grammy winner and Emmy nominated purveyor of pop standards, as well as a behind the scenes impresario - that album is Back to Bacharach, a deeply personal collection of songs from the piano of Burt Bacharach and the pen of Hal David.

[Click here for more information on how to pre-order Steve's new album...](#)

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