

McCartney™

Newsletter June 2009

Welcome to the June wrap-up 2009 McCartney.com newsletter.

([created by Martin Nethercutt](#))

Hello Sally💎,



For those of you Stateside - Happy Independence Day. For those of us who are British - never-mind - we kinda lost that argument;). Once again this year, Google™ got into the spirit of the holiday with a very clever take on their logo.

Passages:

What a month of sudden change June was. Obviously, the entire world knows that sadly, The King of Pop, [Michael Jackson](#) is dead way too soon. His talent will be missed by millions.



Charlie's Angel [Farrah Fawcett](#) has been called to rejoin heaven as a true Angel. [Jay Leno](#) has passed the torch to Conan [O'Brian](#). Johnny Carson's Number 2 banana Ed McMahon, who was involved in Star Search, launching Britney Spears', Justin Timberlake's and Ryan Seacrest's careers, has also left this mortal coil. #1 Pitchman Billy Mays has also moved on. And there is no more Karl Malden on the Streets of San Francisco.

It seems as if the stars of the 70's have reminded us that an era has come to an end.

Below is a glimpse of how MJ used one of our client's paintings (The Boy In The Moon by

[Robert Florczak](#)) for the visitor's map to the Neverland Ranch.



But, staying positive, as you must, there's also the dawning of new era:

Sports: [Kobe Bryant](#) won an NBA Championship without [Shaq](#). Go Lakers!!!

Politics: Iranian Twitter messages, YouTube videos and digital media have been responsible for lifting the political veils of secrecy, nothing is able to be hidden any more, everything is in the now, and instantly published!

Instantaneous access to news from all around the globe means that you can sit on the highest peaks in Nepal and still know what's going on in the rest of the world with a click of your mouse or smart phone.

What does it all mean? When everyone knows what you know, and you know what

everyone knows, it's time to reflect what you really have to say about the world, yourself.


Careful and considerate messaging is the way of the future.

Actually, at McCartney we are developing a program to get you "off the internet"! More on that next month.

Here's what else is happening:

McCartney.com News

iFanz.com reaches 5.2 Million Fanz



Email Marketing and Fan Intelligence

Tell me more. I am a:

MUSICIAN	DIRECTOR	AUTHOR	SPEAKER	ACTOR
RECORD LABEL	MANAGER	BUSINESS	AFFILIATE	FAN

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Service Details

News


Affiliate Program

Marketing Services


Your Music in iTunes

ELIGIBLE PLAY TO WATCH

THE LATEST VIDEO



Eligible Play to Watch



iFanz Member
Denise Vasquez

SIGN UP NOW
and collect up to 100 names
FOR FREE!
PLUS SEND UNLIMITED
EMAILS!
I'm ready >>

Our Fan management software system ifanz.com is steadily growing, whilst other services such as MySpace are cutting hundreds of jobs. In this time of economic uncertainty, it's great to know that some services such as ours, still stand steadfastly against all current trends.

More and more artists, entertainers, hospitality brands, luxury automakers and creative professionals are seeking our services to ensure an ongoing relationship and "top-of-mind" branding strategy with their Fanz. The system will automatically remember your followers' birthdays and blast out greetings, coupons, links to free downloads and so on.

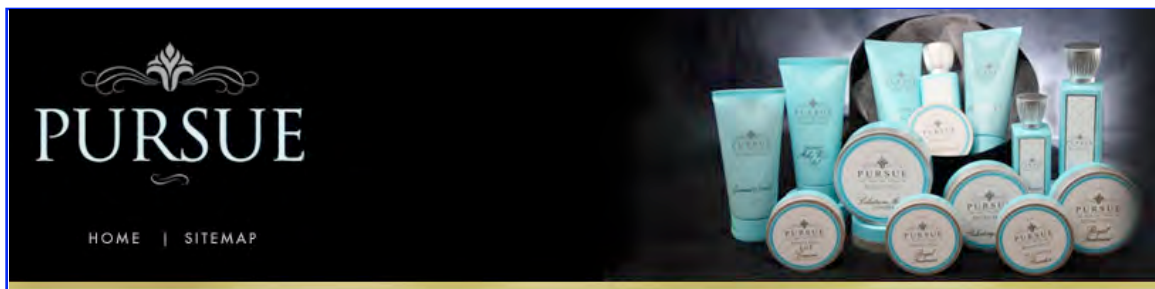
iFanz is also a great way to *re-shape* your corporate culture as pioneers such as Virgin, Apple and Southwest have been doing for years. Our CEO Ruth McCartney is available to give a speech and slide show, as well as pose some strategic thought-provoking questions for your firms' future Fanz strategy. Please [contact us](#) today.

Announcing: **iFanz version 4.0** ...a major overhaul of the iFanz.com service is planned for later this year.

New This Month

New Clients:

Pursue Skin Care, Beverly Hills, CA



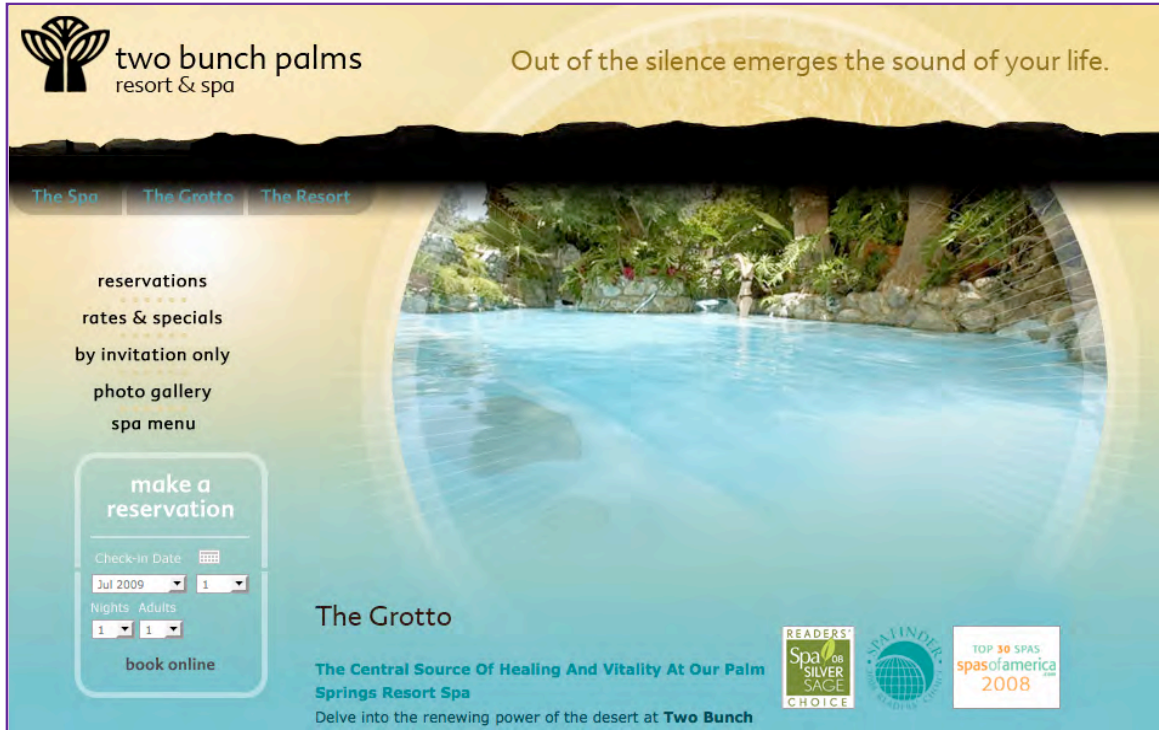
Pursue provides innovative luxurious skin care products to destination spas, day spas, physicians and medi-spas. Their products are designed to biologically stimulate the skin

for rapid and dramatic results, thereby rejuvenating the skin's appearance; restoring its vitality; and drastically reducing the effects of aging.

[Visit their site](#) for more information.

New / Old Client:

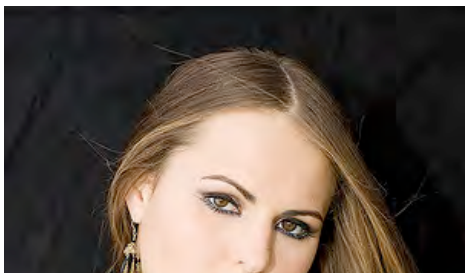
Two Bunch Palms, Desert Hot Springs, CA



After a 2-year hiatus, McCartney and iFanz are back on the case for this jewel of the desert. Featuring hot mineral pools, gourmet dining, a stellar wine list and world-class spa treatments, we are very happy to be back at the digital helm. GM Mark Eads, Chef Michael Hutcheon and Guest Relations Guru Dan Plasse and the family will take good care of you. Mention McCartney VIP at the [time of booking](#) to receive some special goodies!

New Star:

Yulianna



Yulianna's life has always centered around music. Her earliest memories are of her mother (herself an accomplished musician and author) playing Chopin while Yulianna toddled at her feet. Born in the city of [Almaty](#), Kazakhstan ("Yes, that Khazakstan," says Yulianna, adding with an exasperated grin, "and please, no "[Borat](#)" jokes – I've heard them all!"),



Yulianna began violin lessons at the age of six and quickly distinguished herself in competitions and as a member of a children's group performing in the then-U.S.S.R.

The fall of the Soviet Union in the 1990s brought independence to Kazakhstan and opened the doors for Yulianna's mother to come to the United States in search of greater opportunities for herself and her two young daughters. In 1996, Yulianna's family settled in Southern California.

Shy, self-conscious and struggling to learn the language and customs of her new home, Yulianna found solace – and a means of expression – in the world she knew best: music. Already an accomplished violinist for her age, Yulianna continued to hone her skills and started taking private voice lessons.

Upon graduating from high school, Yulianna was accepted to the prestigious [California Institute of the Arts](#). It was at CalArts that Yulianna finally began to find her "voice," both literally and figuratively. Majoring in Vocal Performance, Yulianna found the depth and breadth of the CalArts musical community irresistible; she applied her voice and talents to a broad range of styles, ranging from classical to baroque, jazz, pop, and the extended vocal techniques of traditional World Music, while at the same time drawing on those experiences to compose her own songs and experimental pieces.

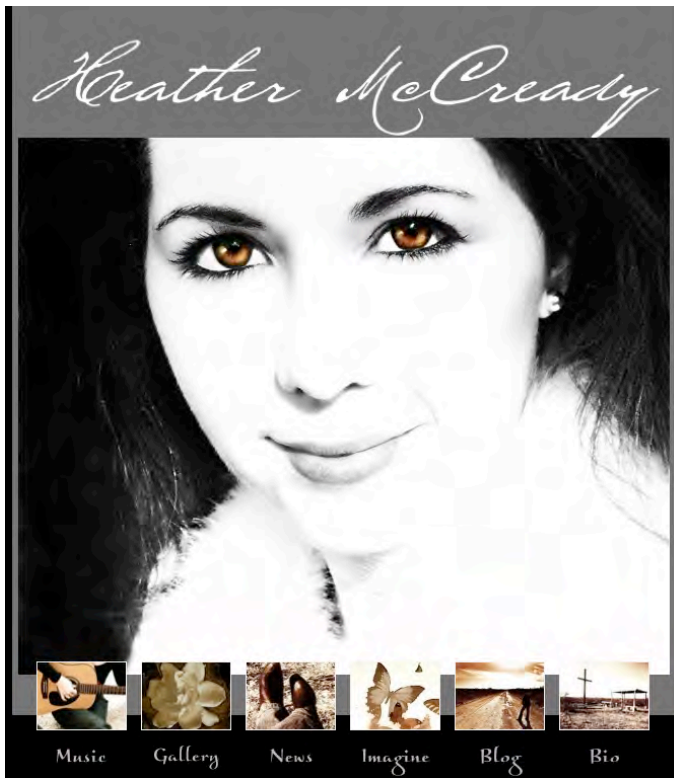


Encouraged by a family friend and vocal coach, Yulianna discovered an aptitude for opera and made it the primary focus of her studies. She soon became an active participant and performer in the opera community, working with [OperaWorks](#), [SongFest](#) and [Bel Canto](#). Though still a student, Yulianna won roles in several productions and has performed on stage at [Walt Disney Hall](#) in downtown Los Angeles, as well as the [Red Cat Theater](#) and the [Sidney Cohen Center](#) with the San Luis Obispo Symphony Guild.

Yulianna received her BFA in Vocal Performance from CalArts in 2004 and went on to receive her Master's in 2006.

Yulianna still trains privately with internationally acclaimed Russian baritone [Vladimir Chernov](#), currently a Professor of Vocal Studies at [UCLA](#)) and sees the move as just one step in her progression as an artist. Yulianna is working with McCartney and iFanz to build an international fan base for what will surely be a lengthy career.

Web Site of the Month



[Heather McCready](#) launches brand new web site.

Heather is an acclaimed singer/songwriter from Texas whose music will reach deep inside of you and touch your spirit.

Some of the words that have been used by fans to describe her music are "evocative" and "refreshing". One of Heather's fans said "it opened up my heart".

Her voice is uniquely pure while her lyrics are vulnerable and sincere. She is a prolific songwriter whose music has originality that cannot be boxed into any particular musical genre. With touches of country, bluegrass, classical, and folk, Heather McCready has a sound that is all her own.

Heather is not swayed by convention and loves doing the unexpected. The end result is music that is beautiful and full of life. As a person, Heather is a genuinely warm, personable, deeply spiritual woman.

Heather is a compassionate soul and is most content when she is able to walk alongside others and help or encourage them. Her music is one way she hopes to bring hope and peace into other people's lives. Discover this inspirational [new talent on iTunes](#) .

Please visit: HeatherMcCready.com
 Designed by McCartney and Powered by iFanz.

Welcome New iFanz Member

Jessica J



"Smoky", "sexy" and "sultry" are just some of the words that describe the voice of singer-songwriter and acoustic guitarist, Jessica J Felman. Classically trained, Jessica J sings her songs with clarity, passion and lyrical intensity. She loves to entertain with or without her band and has a special rapport with audiences through her quick wit and flirtatious banter. Her songs stem from life experiences and personal journeys. Her musical style ranges from rhythmic love



songs to rowdy rock.

"I want to entertain and connect with my audience. There's no holding back or sugar-coating my feelings," quips Jessica J.

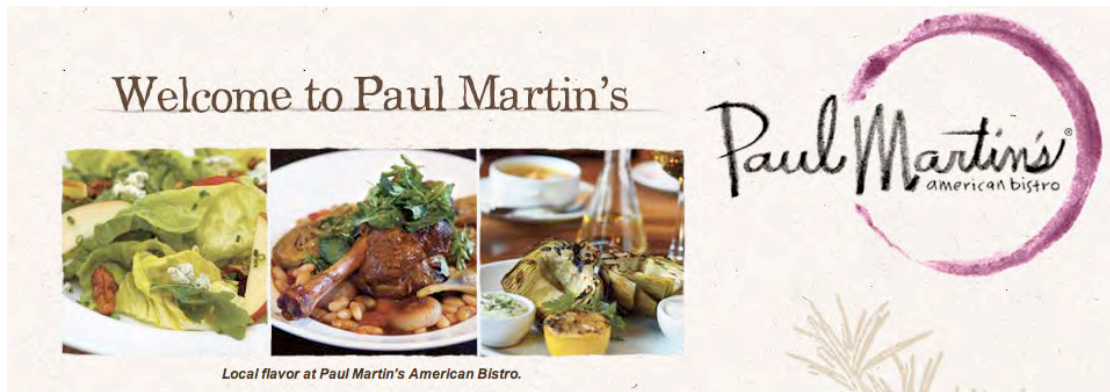
Born and raised in the Los Angeles area, Jessica J initially displayed her musical talent at age 6, when she wrote and performed her first song. In the year 2000, her first recorded CD "Barely There" debuted. A short while later, she continued her musical journey and expanded her experience by earning her Bachelor of Music degree from the University of Miami. Having worked for Warner and Univision, Jessica J has a handle on what goes on behind the scenes and now it's time for her to step *permanently* in front of the microphone...right where she belongs.

Jessica J can be seen live throughout Southern California in acoustic shows and on tours along the coast, in solo performances and with the JFB band. Check out her ever-growing performance schedule at www.jessicajfelman.com and connect with her in person before and after a show.

Keep an eye out this year for the release of her newest single, the edgy, "Who Are You?" This a culmination of over two years of passionate love, hate and grit packed into a tongue-in-cheek feverish track that is sure to please fans of all walks of life.

Sign up for Jessica's iFanz list at <http://jfelman.ifanz.net>

Restaurant of the Month



Paul Martin's American Bistro

"Eat organic. Believe in sustainable. Buy local. Love fresh." is the mantra of Paul Martin's back-to-the-farm American Bistro. The California restaurant, with locations in Roseville and El Segundo, is the long-nurtured dream of Brian Bennett and restaurateur Paul

Fleming. Together with their partners, they teamed to make it come to life. [Read more...](#)

net.work news - spotlight on McCartney Clients and Net.work Members



Our dear friend and film director Pat Healy finally released his movie **"Baja Beach Bums"**.

A splendid little road movie about American Surfing Tourists going to Mexico only to be entangled by other adventures.

A group of friends annual New Year's trip to Baja Mexico goes slightly awry when an outsider decides to tag-along.

Together with the sun, waves, and an unruly donkey these friends are determined to show their new

tag-along a good time.

This New Year's beach party is sure to top the last.

[Check it out on Amazon.com. Click here...](#)

Corbin Bleu Credits on "Speed of Light"



Our dear friend Corbin Bleu gave us a big thank on his new album - thank **YOU** Corbin!

"Thank you Ruth McCartney and the amazing team at McCartney Multimedia for your endless work with not only me, but for helping so many to have a better opportunity to reach out to their fans. Mama McCartney, thanks for the tea."

Hot off the mega success of High School Music 1, 2 & 3, Corbin Bleu is out to remind everyone he is a multi-talented entertainer.

His sophomore album shows his diversity as an artist with feel good tracks like Celebrate You and Moments (from the Indie movie Freestyle where Corbin plays a young motocross racer looking to win the Amateur National Championships while also supporting his family).

The new album also shows Corbin's growth and development as a singer with the edgier tracks Willing To Go, Paralyzed and Fear of Flying.

[Get it now on iTunes!](#)

iFanz member [Rocco de Luca](#) of Jude Cole and Kiefer Sutherland's Ironworks label appeared on The Bonnie Hunt Show June 3rd.

Website & iFanz client [Danielle Bisutti](#) appeared on Raising the Bar June 8th on TNT playing a recurring role.

[David Cassidy](#)'s new ABC Family TV series Ruby and The Rockits begins July 21. David is starring with his brother Patrick on screen. Another Cassidy Bro, Shaun is behind the scenes.

Here's a tidbit about "Ruby & The Rockits" star David Cassidy you may not know.

OK. You may know about his 18 gold and platinum albums, and his four consecutive multi-platinum releases. Or that David's one of the few performers who's had hit songs on the charts in every decade since the 1970s.

But did you know that his fan club was even bigger than Elvis Presley's or the Beatles'?

[Visit the official site](#)



Our pet Vet Dr. Rachel Jones (daughter of the great Quincy) sponsored a red carpet pet event on 27th June in Hollywood called "The Groomer of the Year Awards". If you live in the LA area and are looking for a truly passionate vet, contact Dr. Rachel and her team at Marina Vet.

From their site: "Our mission is to embrace the needs of our client's, their pets and their families, while being committed to well-managed preventative veterinary care. Our goal is to enhance the quality of animals' lives by providing caring, ethical and state-of-the-art veterinary care. Marina Veterinary Center offers a unique balance of traditional and holistic medicine. We pledge to provide the finest personal service & facilities for our patients, who will always enjoy a warm, relaxed & healing ambience.

The Marina Veterinary Center experience seeks to give all family members peace of mind and to fulfill the unexpressed wishes & needs of our clients & their pets".

[Visit their site](#) for more details.

Recipe of The Month

Yulianna's Brownies

INGREDIENTS

1/2 cup canola oil

1/2 cup white sugar

1/2 cup brown sugar



2-3 tablespoons of Almond Milk
 2 eggs
 1/2 cup all-purpose flour
 1/3 cup unsweetened cocoa powder
 1/4 teaspoon baking powder
 1/4 teaspoon salt
 1/2 cup chopped walnuts
 1/4 almonds (part crushed part whole)



DIRECTIONS

Preheat oven to 350 degrees F (175 degrees C). Grease a 9x9 inch baking pan. Spread the batter evenly into the prepared pan.

In a medium bowl, mix together the oil, sugar, and almond milk. Beat in eggs. Combine flour, cocoa, baking powder, and salt; gradually stir into the egg mixture until well blended. Stir in walnuts. Sprinkle the crushed and whole almonds on top.

Bake for 40 minutes, or until the brownie begins to pull away from edges of pan. Let cool on a wire rack before cutting into squares.

Angie's One Liners

The Doctor called me and said: "your check came back."
 I told him: "So did my arthritis."

A drunk goes before a Judge. The Judge says: "You have been brought here for drinking." The drunk replies: "OK, then let's get started."

A vagrant came up to me and said: "I haven't had a bite for 3 days." So I bit him.



A friend of mine has been married so many times she has rice marks on her face.

The following glorious insults are from an era before the English language got boiled down to 4-letter words:

The exchange between Churchill & Lady Astor: She said, "If you were my husband I'd give you poison." He said, "If you were my wife, I'd drink it."

A Member of Parliament to Prime Minister Benjamin Disraeli: "Sir, you will either die on the gallows or of some unspeakable disease." "That depends, Sir," said Disraeli, "whether I embrace your policies or your mistress."

Tech Sector



Emoji for iChat

The iPhone "Emoji" emoticons are now available as a downloadable iChat icon pack. Version 1.1 is out now. This update includes more organized icons and shortcuts. (contributed by Øivind Tangen)

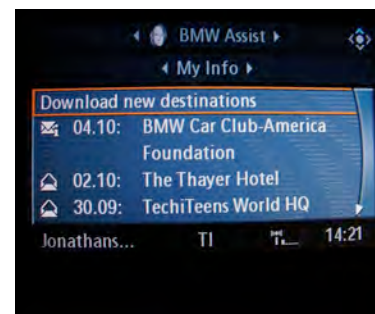
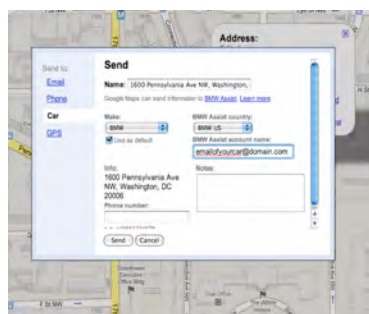
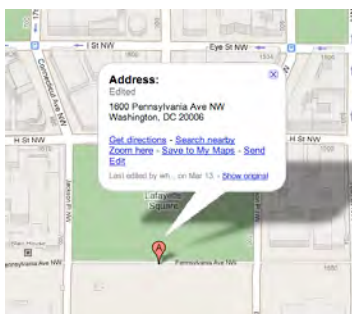
Fraud Alerts

Alerts: Bank of America emails purporting to be from customer service, do not open the link. It is a fraud and is "phishing" for your password and social security number. Forward any of these emails to abuse@bankofamerica.co

Ditto from PayPal saying you have won an Apple iPod as a good customer. Forward to spoofer@paypal.com

Google Maps in Your Car

If you own a BMW or Mercedes with a navigation system and "MyInfo" technology, you can now use your computer to send Google maps directly to your car. Go to maps.google.com. Select the address you want to look up. Click on the map and hit "send". Select "send to car" select make and country and enter the email address associated with your car's user account and BINGO! Go out to the car, go to the communications screen and select the entry then "add to address book" and "start navigation" and away you go!



iFanz™ Artist Spotlight
Your Fanz Are Your Future™
Ella Woods



Ella sings Ella

Las Vegas Star Ella Woods is this month's iFanz Artist. An amazing talent, Ella took it upon herself to record a unique album of Ella Fitzgerald's classics.

Having worked for some time in Europe, Ella also sings in French and German.

You are listening to:

"Autumn Leaves"

[Check her out on iTunes!](#)

[Unsubscribe](#) | [Privacy Policy](#) | [Update Profile](#) | [Send to a Friend](#)



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