

# McCartney™

## Newsletter May 2008

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

Dear Alan,

This month is veiled in secrecy. As you know, we are always proud to announce any ongoings with the company and the net.work, but there are couple of projects that we just can't talk about until they are ready! Don't you just hate editorial deadlines.

What we are pleased to announce is that after 7 years of dedicated service, Christian Volquartz has been promoted to Vice President of Operations for McCartney Multimedia. Congratulations Christian! here's to you!

So stay tuned for next month's edition, which will exceed all you expectations!

Here's what happened in May 2008:

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### May's Production Slate

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#### In Development:

**Fuzeartz.com** Santa Monica, CA - a site for music supervisors and creative professionals for music placement and licensing. It will also soon feature "iZearch" technology - the brainchild of Fuzeartz' Cindy Rosmann and McCartney.

#### change:healthcare Nashville, TN

McCartney produced the voice overs for the "learn more" sections for this new approach to healthcare.

[Check out the website](#) (which is in beta right now)

**SoStupid.com** El Segundo, CA - that's right, this will be the Stupidest site on the whole internet. From one liners to whoopie cushions, this site will have it all. And then some.

**New and Improved Media**, Marina del Rey, CA - veteran media buyers New and Improved will soon debut a whole new look but have the same good old values and friendly staff to back it up.

**Televerde**, Phoenix, AZ - event registration software for their slate of A list clients including Computer Associates and Avnet.

**Production Transportation**, Los Angeles, Chicago and Las Vegas - a new logo, print collateral, web site and corporate video are in the works for this industry leader in "people moving". The video will be shot in Hi-Def in Las Vegas in June at the Convention Center

**GA Wright Marketing**, Denver, CO - their casino clients continue to utilize the iCommunicationz tool set to blast, track, issue coupons and reward loyal customers.

Coming in June - a Fortune 200 company and a start-up ...we cover it all!

## Chamberfest 2008

Going local...



This was McCartney's and iFanz' first exhibition booth at the local annual Chamberfest in Playa Vista.

It was a fun event featuring free food, wine tasting, contests, a raffle with local valuable business prizes.

It tried to uncharacteristically rain - literally - on our parade but we soldiered on! Thanks to the LAX Area Chamber, Kevin Ging and Playa Vista for a well-run, jam-packed event.

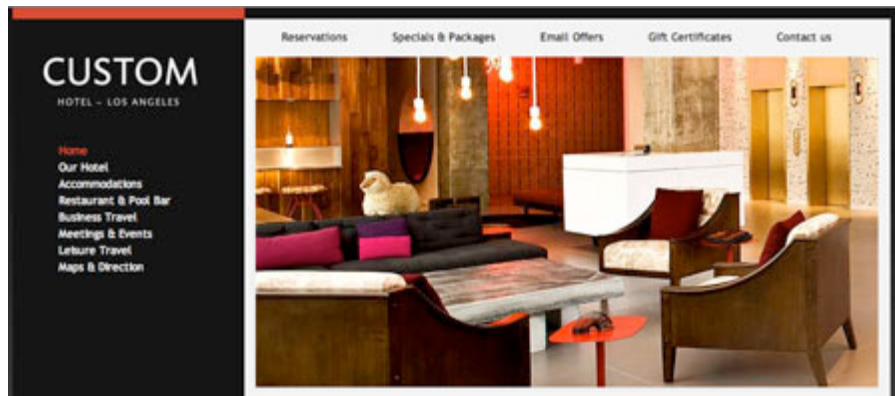
Pictured: Christian Volquartz, VP of Operations and Martin Nethercutt, President

## Hotel Of The Month

### Custom Hotel

If you are ever in Los Angeles and need a conveniently located place to stay over, we highly recommend the Custom Hotel on Lincoln Blvd and Manchester. Formerly known as the "Furama" Hotel, Custom has been completely renovated and offers the elegance and flair of a world class hotel for a great price. When you book, just mention "McCartney Corporate Rate" and we guarantee you a great deal.

For more information, please visit: <http://www.customhotel.com>



### More About Custom:

A sleek, classically modern boutique hotel at the gateway to Los Angeles

Comfortable, fun and whimsical, stylish yet modestly priced, Custom is an international boutique hotel in Los Angeles that thrives off the energy and atmosphere of its local environs, providing hotel guests a uniquely L.A. lifestyle experience. Our hotel is located minutes from LAX (Los Angeles International Airport) in Westchester. A short drive from Marina del Rey, Manhattan Beach, Venice, Santa Monica and Malibu, the hotel is conveniently situated near the 10, 405 and 105 freeways, allowing easy access to nearby businesses and leisure destinations within the general Los Angeles area and Southern California. It features 2 restaurants - Bistrotek and Hopotch (out by the pool) as well as a lobby bar open on weekends.

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## Recipe of The Month

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### Ingredients

1 bunch (6 large) scallions, trimmed and thinly sliced  
2 (16-ounce) bags coleslaw mix or 1 (16-ounce) bag each of shredded green and shredded red cabbage  
1 small red onion, thinly sliced  
Small can bamboo shoots (drained)  
Small can Mandarin oranges (drained)  
1 Granny Smith apple



### Dressing

1/4 cup soy sauce  
1/4 cup lemon juice  
1/4 cup vegetable oil  
2 tablespoons grated fresh ginger (from about a 1-inch piece)  
2 tablespoons white vinegar  
2 tablespoons dark brown sugar  
2 teaspoons Asian sesame oil  
2 teaspoons sesame seeds, optional  
1 teaspoon salt  
20 grinds black pepper

### Method

Rough up the scallion slices a little with your fingers so all the little layers of the scallion whites separate. Toss the coleslaw mix or both kinds of cabbage, the red onion, other ingredients and scallions together in a large bowl until everything is thoroughly mixed. You can make the slaw up to this point up to a day in advance as long as you keep it refrigerated. Before serving, simply bring the slaw back to room temperature, make the dressing and toss.

Stir the remaining ingredients together in a small bowl until blended, then pour over the vegetables. Serve within 1 hour of dressing or the cabbage will get wilted and sad.

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## Restaurant of The Month

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**Truxton's American Bistro - Westchester, CA**



Enjoy California Cottage dining with its warm and inviting ambiance, where the seasonal menus are carefully designed to create just enough variety for you to eat the way you want. Taking inspiration from America's diverse mix of classic and ethnic dishes, they offer choices from healthful to deliciously sinful food and drinks. Also offering a full bar and wine list, private dining room, and a la carte brunch selections on Sundays.

The crate-to-plate philosophy is simple - work with local farmers and food suppliers to offer freshly prepared and, where possible, hormone-free and natural products.

[Visit their web site](#)  
[Download the menu](#)

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## Net.Work News Update

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Katrina transplant Michael Grozier has been promoted to EVP at Live Nation - welcome to LA Mike!...

McCartney's Peter Harris, aka Dr. Atomic visited us from Beijing - he traveled back to L.A. to produce a show at the Nokia Theater featuring Chinese pop sensation Cheng Lin...

Kenny G also recently returned from sold out shows in China and was featured at the Mandalay Bay Taping of "David Foster and Friends" with other musical geniuses such as Foster and Josh Groban....

[Roseanne Barr](#) continues her record-breaking appearances at the Stardust in Las Vegas...

[Steve Tyrell's](#) new CD "Back to Bacharach" hit stores in May...

Renowned photographer Per Volquartz also exhibited his work in China to great acclaim...

Uber-achiever Rick Caruso launched his live / work / play concept at the swanky "Americana at Brand" in Glendale, CA...

A McCFave Chef - Christian Monchatre has been tapped for the position of Executive Chef at Cancun's tony [El Dorado Royale](#) resort in Playa del Carmen, Mexico...

[Marino de Silva](#) launches new album...



FOREVER GOLD is a compilation CD taken from Marino's first three Gold albums... "After Forever's Gone", "Blues For Lovers" and



"Salvador Dali: The Endless Enigma". Critically acclaimed as "one of the greatest guitarists of our time", Forever Gold is a testament to Marino's timeless guitar magic. AVAILABLE NOW on [iTUNES](#) .

Speaking of music:

Our friends at Music Connection are launching a new online service just for artists called: [AMP](#)

Here's a quick overview of their services. From album reviews to musicians classifieds this site promises a lot of bang for the musicians' buck. No fees! Please click the image on the right to check out the site.



Her Majesty The Queen visits Liverpool.

Our award winning DeeJay and talk radio legend, Pete Price, recently attended a luncheon with The Queen and Prince Philip to commemorate the opening of the Echo Center.

Her Majesty and His Royal Highness were given a tour of the ACC Liverpool, home of the Echo Arena and BT Convention Centre, before The Queen unveiled a plaque marking its final completion and opening.

Liverpool Culture Company also put on a programme of activity to give The Queen and His Royal Highness a taste of the city's year as European Capital of Culture. This included a number of performances themed around the 2008 celebrations and the opportunity to meet participants from community projects.

### Angie's One Liners

I told my girlfriend I once had a job in a bowling alley. She said "Tenpin?" I said, "No, permanent."

I went into a shop and said, "Can someone sell me a kettle?" The bloke said "Kenwood". I said, 'Where is he then?'

I asked the waiter: "How do you prepare your chickens?" He replied, "We just tell 'em straight out, we're going to kill you."



### Tech Tip of The Month

## Are we finally getting off oil?

**The Compressed Air Car**, developed by Motor Development International (MDI) Founder, Guy Negre, might be the best thing to have happened to the motor engine in years.



The \$12,700 CityCAT, one of the planned Air Car models, can hit 68 mph and has a range of 125 miles. It will take only a few minutes for the CityCAT to refuel at gas stations equipped with custom air compressor units.

MDI says it should cost only around \$2 to fill the car up with 340 liters of air! The Air Car will be starting production relatively soon, thanks to India's TATA Motors. Forget corn!

There's fuel, there's renewable fuel, and then there's user-renewable fuel!

## What can be better than air?

For more in depth information please visit: <http://www.theaircar.com>

Go to [macigonline.ro](http://macigonline.ro)

Copy the code in red (ctrl C)

Go to any web site you like, once it is displayed, paste (ctrl V) the code into the address bar and hot return.

Watch the magic!

## Planet of the Month

### NEWS RELEASE: 2008-081 May 25, 2008 NASA'S Phoenix Spacecraft Lands at Martian Arctic Site

PASADENA, Calif. -- NASA's Phoenix spacecraft landed in the northern polar region of Mars today to begin three months of examining a site chosen for its likelihood of having frozen water within reach of the lander's robotic arm. Radio signals received at 4:53:44 p.m. Pacific Time (7:53:44 p.m. Eastern Time) confirmed the Phoenix Mars Lander had survived its difficult final descent



and touchdown 15 minutes earlier.

The signals took that long to travel from Mars to Earth at the speed of light. Mission team members at NASA's Jet Propulsion Laboratory, Pasadena, Calif.; Lockheed Martin Space Systems, Denver; and the University of Arizona, Tucson, cheered confirmation of the landing and eagerly awaited further information from Phoenix later tonight. Among those in the JPL control room was NASA Administrator Michael Griffin, who noted this was the first successful Mars landing without airbags since Viking 2 in 1976. "For the first time in 32 years, and only the third time in history, a JPL team has carried out a soft landing on Mars," Griffin said. "I couldn't be happier to be here to witness this incredible achievement."

During its 422-million-mile flight from Earth to Mars after launching on Aug. 4, 2007, Phoenix relied on electricity from solar panels during the spacecraft's cruise stage. The cruise stage was jettisoned seven minutes before the lander, encased in a protective shell, entered the Martian atmosphere. Batteries provide electricity until the lander's own pair of solar arrays spread open. "We've passed the hardest part and we're breathing again, but we still need to see that Phoenix has opened its solar arrays and begun generating power," said JPL's Barry Goldstein, the Phoenix project manager. If all goes well, engineers will learn the status of the solar arrays between 7 and 7:30 p.m. Pacific Time (10 and 10:30 p.m. Eastern Time) from a Phoenix transmission relayed via NASA's Mars Odyssey orbiter.

For more about Phoenix, visit <http://www.nasa.gov/phoenix>

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## iFanz® Artist Spotlight

### David Bradley



David Bradley, international country music rocker, is bringing his own authentic style to the USA by way of Nashville, Tennessee.

Recently relocated from the UK, this northern Englishman made a life for himself as an oil engineer uncovering places beyond the reaches of common imagination. Stationed for months in the forests of Siberia and on an oil rig in the middle of the Caspian Sea, David developed a deep empathy for others who

also found themselves far from the comforts and familiarities of home. He found himself writing about the hopes and fears that a man must confront on his journey through life. In his early music days, David worked as lyricist while singing in a band formed with fellow engineers. They played first in the UK and then on the road wherever their jobs took them. "We'd put on concerts for the guys where we worked, entertained the troops, so to speak." The audiences grew to an estimated 20,000 strong in remote Kazakhstan, formerly of the Soviet Union, where David's music united people of many towns and villages. This experience inspired the song "Tumble Town" and with it emerged his conviction that music was where his heart truly lay.

[Please visit his site for more information](#) and be sure to watch [David's "Inside Music Row" video special here...](#)

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