

Company News

Welcome to the July 2006 edition of the McCartney.com newsletter.

([created by Martin Nethercutt](#))

Not much intro this month. We're all way too busy. In all honesty, July 2006 has been one of the busiest months in company history. Normally we experience a lull during the summer months and spend the time to develop and create. Not this year! But hey, nobody's complaining. So, here's what's cooking this month:

Client Spotlights

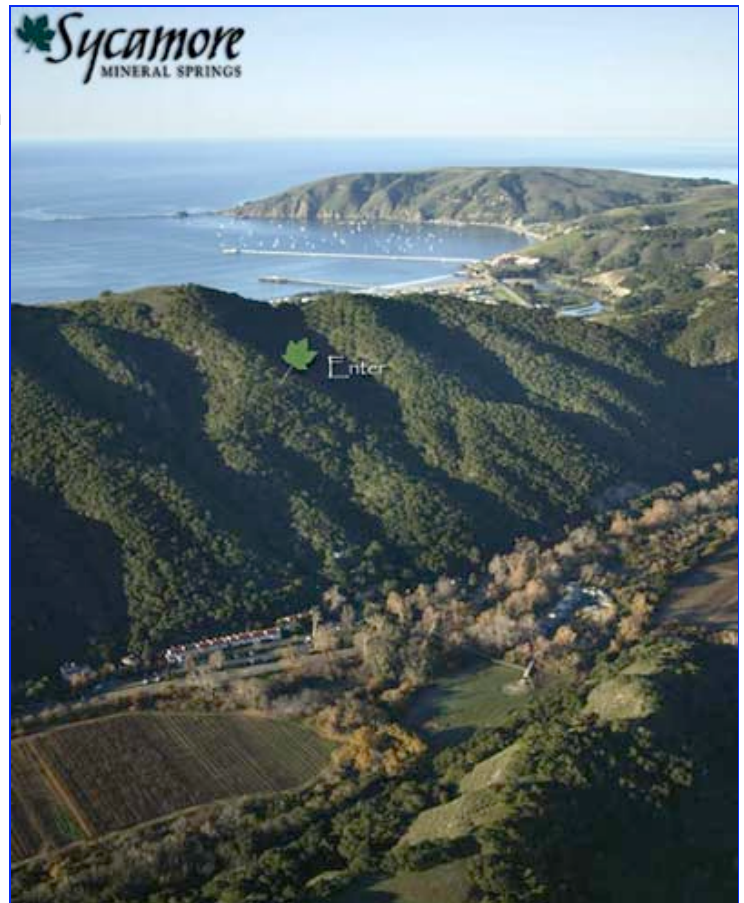
Sycamore Mineral Springs

We're happy to announce that the renowned "Sycamore Springs Resort" has signed a marketing contract with both McCartney's Creative Services and iFanz Communications. This wonderful property is located in San Luis Obispo, California and is the sister property of Two Bunch Palms in Desert Hot Springs.

We are going to be involved with the interactive marketing and email communications for both of the [KingVentures](#) properties. Here's a little excerpt from [Sycamore Springs](#) web site:

According to some sources, the word 'spa' originated in a municipality in the Belgium province of Liege, where the town's famed hot springs were frequented as early as the 14th Century. The town's name, **Spa**, is a Latin acronym derived from the phrase "**Salus Per Aqua**" or "health through waters." There are precious few "true" spas in the United States and Sycamore Mineral Springs Resort is among the finest.

Soaking in hot mineral spring baths is an ancient healing practice tracing its roots from the early Egyptians and Romans to our contemporary worldwide culture. Whilst "taking the waters" has been a time honored tradition in Europe prescribed by physicians and paid for by health insurance companies, it is only now, in the 21st century, being defined by Americans seeking more from their spa experience than superficial pampering. With its hundred year history, Sycamore Mineral Springs Resort is among the first true American Spas to emerge with a commitment to integrating the full spectrum of healing arts from exercise, nutrition, massage and skin care, to meditation and psycho-dynamic therapies. We recommend all McCartney clients to stay at this enchanted and relaxing resort! And watch out in the coming months for the "Great Spa Debate" - what do you think? Is a strip-mall / shopping center nail parlor really a spa? Hmmm.



Barbie® joins iFanz!



Darby meet Barbie. Barbie meet Darby.

Sorry - we were having an "Uma | Oprah" moment!
 OK so - the real news. We are currently working with Anne Ego, Shona Gupta and all the other lovely ladies at Mattel, building an online registration system for Barbie and the upcoming 12 Dancing Princesses movie.

The magical movie is Barbie's first full-length major animated motion picture and Mattel and their promotional partner Wal-Mart are inviting little girls all over America to see the movie for free on Saturday, September 9th.

There will be 40+ real-live Barbie actresses at the theaters to meet and greet the moviegoers, and parents are encouraged to dress up their little girls in their best Barbie-Pink outfits.

McCartney "Team Barbie": Mike Moroney, Design; Darby Frey and Joe Beeson, Database Design and programming; Christian Volquartz, Producer; Peter Harris Lead Web Developer and last but not least, Ruth McCartney, Exec. in charge of production (and pink shoes).

Event Wrap Up

Rev it Up® Wrap Up

Well there we were with Roberta Cohen and David Stokols, President of AMCI in Irvine California, on the El Toro Marine base watching all the new Corvettes and Chevy Cobalt SS' being raced around a specially prepared track. It's really cool to see the fruits of one's labor in the form of smiling faces enjoying this tremendous race enthusiasts' event. Below are some pics.



Ahhh... The new Corvettes The RevItUp Promotion Team Cobalt SS Supercharged



Click thumbnail for larger image



Click thumbnail for larger image



Click thumbnail for larger image

Product Spotlight

Introducing NetEngine

Be Top of The Charts... on all the Search Engines!

With iFanz's NetEngine Search Engine Optimization and Submission, it's EZ!

It's been widely reported that 98% of people looking for something online use the top search engines. Proper listing with these search engines is a key component to attracting visitors. Doing these submissions one at a time by hand is part of the secret. Most of the "off the shelf" programs use a technique called multi-threading. Most search engines now block programs using this feature.

Is Your Site Search Engine Compliant?

More than half of the Fortune 500 companies' sites are not even coded correctly, so with our expert techniques, you have a chance to stand above the big guys! Our service includes:

- Your competitors' sites analysis
- Title tag consulting
- Keyword recommendation and insertion
- Meta tag coding with the allowable number of characters and spaces
- HTML coding · Hidden words · Search engine and directory submission

In the case of sites built in HTML, we can pull the code from the browser, modify it and deliver it back to your Webmaster for upload. You must supply sample pages if your site is a database driven or specially constructed site. We actually visit each search engine and very carefully submit* your information by hand to hundreds of top search engines and directories including:

* [AltaVista](#) [C4 Search](#) [DMOZ.org](#) [Excite](#) [FAST Search](#)

* [Galaxy](#) [Go.com](#) [Google](#) [HotBot](#) [InfoHiway](#)

* [Infoseek](#) [Inktomi](#) [LinkMaster](#) [Lycos](#) [Magellan](#)

* [MSN Search](#) [Scrubbie](#) [REX](#) [Webcrawler](#) [Yahoo!*](#)



** Please note, Yahoo! now charges \$199 per page additional fee for considering submissions, which is additional to the cost of the NetEngine program.

Actual listing is at the discretion of each individual search engine and we cannot therefore guarantee positioning or listings.

Interested ? Gives us a call 310 301 8166, xtn 221 or send us an email info@mccartney.com and we'll get you started.

The NetEngine program starts at **\$399.00**

Net.Work News

Femme Fatales



What a job I have!
 I had the recent pleasure in sitting down with Mark Altman and Paul Zimmerman (Publishers and Executive Editors of Femme Fatales and CFQ Magazine), discussing the online future of digital content/video distribution amongst other things. Stay tuned for exciting projects coming your way. For now, if you're over 18, please visit our friends at [Femme Fatales](http://FemmeFatales.com).

Just Stopped In...

Brian Cadd superstar rocker from Australia visited McCartney headquarters recently and sat down for a chat with Ruth. The interview will be available on iConz of Rock soon.

In the series "Speak Easy with Ruth McCartney" we currently have the Barefoot Servants up on iConz of Rock. [Check them out here...](#)



Life By Night - Las Vegas Event

Desert Diva Janie Hoffman is hosting a weekend of groovy happenings in where else? Vegas baby! September 17th for 4 nights. Make sure you're part of the in-crowd... Visit LifeByNight.com for details.





Check out **Macy Gray's new movie "ShadowBoxer"**
 She stars as "Neisha". Click on the image to watch the Movie Trailer on
["ShadowBoxerTheFilm.com"](http://ShadowBoxerTheFilm.com)

Shadowboxer is an emotionally-charged, full-throttle noir, which delves deep into the harsh underworld of organized crime and uncovers the complex lives of trained assassins, Mikey (Cuba Gooding Jr.) and Rose (Helen Mirren).

MusicSupervisor.com



MS-Pro is a program that automates the processes of licensing music to film, TV, commercials, trailers, games and more. MS-Pro provides you with your own film and TV licensing team that never sleeps, is available around the world, and can give quotes, grant licenses, sign contracts, and collect money - all while you make more music.

The MS-Pro software solution allows you to accurately see how much money your company is making in licensing instantly. You can sort by Artist or Song Title to see which genre is most effective. You can see how much money each song/artist is currently due and how much money they have generated in total. This information is available from anywhere and anytime online. Brought to you by the fertile mind of Barry Coffing and Co.

Recipe of the Month

Ruth's Maple Granola Squares (VEGAN)- EASY EASY EASY !!

I know this sounds a little "Martha Stewart in Topanga" but these are actually delicious. They keep in the 'fridge for a couple of weeks and are a handy "on the way out the door" snack. See...Messrs Schultz, Harris and Garcia - I think of you....

Ingredients:

- Cooking spray
- 1 cup quick cooking rolled oats
- 1/2 cup raw unsalted sunflower seeds
- 1/2 cup toasted wheat germ
- 1/4 cup whole-wheat pastry flour
- 1/2 cup dried apricots (or prunes, plums, figs etc.)
- 1/2 cup raw almonds
- 1/2 cup raisins
- 1/2 cup pitted dried dates
- 1/2 cup powdered nonfat dry milk
- 1/2 teaspoon ground cinnamon
- 1/3 cup pure maple syrup (organic if you can get it)
- 2 large eggs (again, organic, free range preferred)



Method:

Preheat the oven to 350 degrees F. Coat a 9 by 13-inch baking pan with cooking spray. Place all ingredients except the syrup and eggs in a food processor and pulse until the mixture is finely chopped. Add the syrup and eggs and pulse until the mixture is well combined. It will resemble a coarse paste. Transfer to the baking pan and spread evenly. Bake until just done, about 20 minutes. Cut into 20 squares. Allow to cool and then wrap individually for freezer or refrigeration. (Note: Because live wheat germ is used in this recipe, they **MUST** be kept refrigerated until use.)

Tech Tips of the Month

MAC Users

Are you on a Mac and are tired of iPhoto?
Do you need a good solid archiving software solution ?

Look no further than [iView Multimedia Pro 3](#). I have been using this software for years and when it comes to large amounts of files (The McCartney Photo Library contains over 200,000 images alone) there's just no other way to handle it. Remember iPhoto comes free with almost every Mac. You get what you pay for....

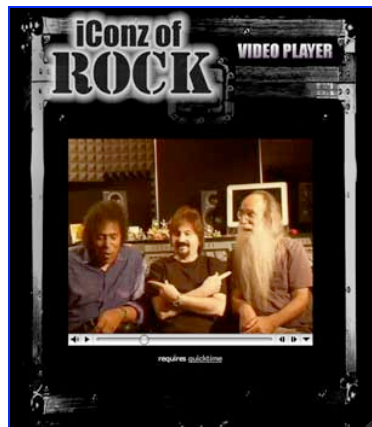


PC Users

Need to take a screen shot of your desktop so you can explain what you're experiencing to other people? Or just want to snag a picture of a web page? Well, of course, in MACWorld we use "Shift ,Command,3" to do that but now there's a program called SnagIt which allows PC users to join the ranks! Not that we're partial to Apple or anything! Anyway, check it out at www.snagit.com

Video of the Month

This is a new section in the newsletter and upon massive request we will introduce the "Video of The Month" here.



This month we are featuring: "Speak Easy with Ruth McCartney - The Barefoot Servants", a series dedicated to the biggest names in music today. This interview series features rare looks into the minds and workings of the most talented musicians and performers today.

Here's how it works: Just click the thumbnail and the video will open in another window. Enjoy.

(If the video takes more than a minute to load, please be patient. Thanks.)

Funny of the Month

A blonde is driving south on I5 towards San Diego when she sees a truck with 2 flat tires pulled over on the right side of the freeway. She pulls over to see if she can help (the driver was kinda cute, you see.)

He says " Are you going anywhere near San Diego?"

"Yes, *actually I live there*" came the blonde's reply.

"Well, the thing is I have these 2 Chimpanzees in the truck that are going nuts and I need someone to take them to the San Diego Zoo"

"*No problem - I drive right by there on my way home*"

"I'll give you \$150 for your trouble, but they are very distressed and I need to get them on their way."

They proceed to try to load the cage into her BMW325i without success, so they decide to strap the little Chimps into the back seat (safety first!) and then the blonde and the 2 monkeys are off.

About 3 hours later, the truck driver has had his tires fixed and is reaching his destination



near the San Diego Harbor when, driving thru the GasLamp Tourist District, he sees the blonde with the two Chimps hand in hand, eating vanilla ice cream!




"Wait up lady!" he yells, "I gave you \$150 to take these animals to the San Diego Zoo"

"Well sure" says the blonde "but we had money left over - so I'm taking them to SeaWorld now."

iFanz® Spotlight

There has been a new addition in the iConz of Rock Interview Series. [David Gilmour just joined the iConz of Rock family on iTunes.](#) It's truly a must-have for every Pink Floyd fan out there. Steven Rosen does a tremendous job getting the oftentimes shy Gilmour to elaborate on songs and guitar techniques. Click the graphic to get the 52 minute interview on iTunes.



The Steven Rosen "Iconz of Rock - Interview Series - David Gilmour"
 David Gilmour (interviewed by Steven Rosen)

Gift This Music +
 Artist Alert +
 Tell a friend +

Genre: Rock
 Released Jul 07, 2006
 Total: 1 song
 © 2006 Angels on Earth
 \$9.99 [BUY ALBUM](#)



You are listening to: "Pharaoh's House" by the Barefoot Servants.

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