

McCartney™

Newsletter July 2007

Welcome to the July 2007 edition of the McCartney.com newsletter.
([created by Martin Nethercutt](#))

Dear {{firstname}},

Hello and welcome to the July 2007 edition of the McCartney newsletter.

This month has been full of great events, product development and sizzling summer parties! Of course, it's July and who is really thinking about work at this time of year? Well, we are! A lot has happened, so let's recap:

Company News

Farewell to Her Majesty's Ambassador to the United States of America

We were honoured to have been invited to the residence of the Hon Bob Peirce and his bride Sharon Haroun-Peirce to thanks the out-going Ambassador Sir David Manning for his years of dedication and service to Queen Elizabeth and the people of the Commonwealth.

In true British style, a splendid time was had by all at this event. Special thanks to Gillian from the BABC and to Sharon Haroun-Peirce our lovely hostess. We wish Sir David and Lady Catherine all the best in their next endeavours.

Pics from the party at the General Consul's Mansion in Los Angeles.



L to R: Angie, Ruth, Her Majesty's Ambassador to Washington; Sir David Manning and his wife, author Lady Catherine Manning



L to R: The Hon. Bob Peirce British Consul General, Lady Ken Robinson, Paul Wright, Esq of the BABC and Ruth



L to R Los Angeles Mayor Antonio Villaraigosa, Angie, Martin and Ruth



Ruth and Nigel Lythgoe -ueber producer, American Idol and Fremantle Exec, former choreographer, one-time dance teacher of Ruth's and Merseyside born man about town.

Client Spotlight of the Month

McCartney produces survey coding for GA Wright Client Seminole Hard Rock

We are pleased to announce that we recently completed a very successful survey campaign for the Hard Rock Hotel & Casino Tampa working under G.A. Wright Marketing Inc. of Denver, Colorado. We created a comprehensive survey system with a personalized free offer to survey respondents. The campaign has been a great success and it was a real pleasure to work with Peter, Rick, Rich, Ivy and a great team over at G.A. Wright.

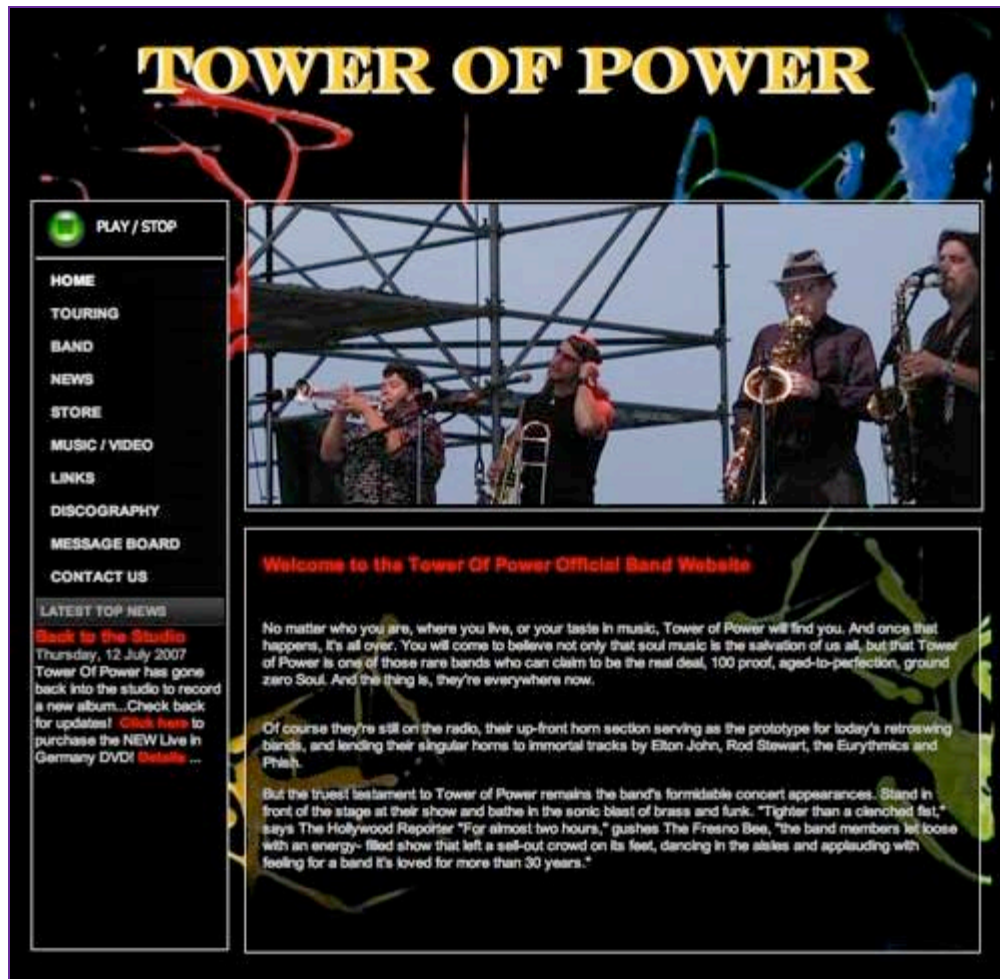


Tower of Power launches new web site!

Our McCartney web development team headed up by Christian, Jerry, Peter, Mike and Jessica just put the finishing touches on the new web site for the legendary band [Tower of Power](#)

Besides graphic design the site features a ton of functionality, is Web 2.0 compliant and features iFanz controlled core functionalities such as: Discography, Tour Schedule, Image Gallery, etc.

Thanks to David Garibaldi, Diane Ricci and Pat Rains for the direction...great job guys!



Welcome to the Tower Of Power Official Band Website

No matter who you are, where you live, or your taste in music, Tower of Power will find you. And once that happens, it's all over. You will come to believe not only that soul music is the salvation of us all, but that Tower of Power is one of those rare bands who can claim to be the real deal, 100 proof, aged-to-perfection, ground zero Soul. And the thing is, they're everywhere now.

Of course they're still on the radio, their up-front horn section serving as the prototype for today's retro-swing bands, and lending their singular horns to immortal tracks by Elton John, Rod Stewart, the Eurythmics and Phish.

But the truest testament to Tower of Power remains the band's formidable concert appearances. Stand in front of the stage at their show and bathe in the sonic blast of brass and funk. "Tighter than a clenched fist," says The Hollywood Reporter "For almost two hours," gushes The Fresno Bee, "the band members let loose with an energy- filled show that left a sell-out crowd on its feet, dancing in the aisles and applauding with feeling for a band it's loved for more than 30 years."

Christian's Corner



Hello there! Some of you may know me and some of you may not, but my name is Christian Volquartz (christian@mccartney.com) and I am the Director of Operations here at McCartney Multimedia.

From time to time I come across helpful tech tips and information that may be of value to our clients and industry professionals alike. My hope is to pass them on to you in an effort to help with our ever increasing multitasking lives! I'll call my little section of the newsletter "Christian's Corner"!

New services which we offer:

We have now partnered with a new hosting service company that provides great hosting services, domain services, SSL certificates, merchant accounts, etc. for much more competitive pricing than before. Technical support is provided 24/7/365 with a special phone number that we provide you. Please email christian@mccartney.com if you would like to take advantage of these new services with better pricing!

Free MAC application of the month:

Ever feel like your desktop is cluttered with zillions of open screens? Desktop Manager is a free MAC application that allows you to create unlimited desktops so you can scroll from screen to screen with specific applications for specific desktops. I have 4 screens: 1 for email, 1 for Safari, 1 for excel files, and 1 for "other" apps. You can [download the free app from this link](#).

From The Road

Emily's House in Paso Robles

For the [Winery Music Awards](#), Kathy Kelly Productions arranged for us to stay at this beautiful home in downtown Paso Robles. If you are ever in the area, this is definitely the place to stay for a weekend in Wine Country. Ruth rocked the gourmet Viking range and 20 seater kitchen table!

[Welcome to Emily's House...](#)

A Place to Call Home.

An 1892 Renovated American Heritage Vacation Home.

This farmhouse of the past is ready for you to enjoy. Built in the tradition of a bygone era but infused with the modern conveniences of today

This 4 bedroom / 2 bath home was carefully styled to create an atmosphere reflecting the warmth and history of a vintage home.



Emily's House is located just steps away from downtown Paso Robles, an award winning "Main Street City" proud of its gourmet dinning, wine tasting, and specialty shopping.

Movie Spotlight



RevItUp El Toro 2007

Thanks to fantastic footage that the McCartney Film crew of Pat Healy and Wade Minter shot and edited, this month's video comes to you from El Toro, CA where the annual RevItUp event presented by Chevy was held. Feed your need for speed and [enjoy the clip.](#)

Thanks also to Team AMCI; Rich Anderman, Dave Sherman, John Ashcraft, Kevin Jones and Cooley Ludtke.

Net.Work News

iConz of Rock Album "Jimi Speaks" reaches 3 million plays on MySpace.com!



Proud and determined producers, [Martin Nethercutt](#) and [Marino De Silva](#) hold up MySpace award for over 3 million plays of the recently released spoken word album "[Jimi Speaks](#)". [iConz of Rock](#), preserving Rock'n Roll History for Future Generations! Congrats, boys!

iFanz hosts NARIP Brunch

Well, last weekend saw a great iFanz / [NARIP](#) networking event at the iFanz Beach House in Playa Del Rey. Thanks to the indomitable Tess Taylor and her posse and also to those who came. For those of you who couldn't attend, click on the graphic below to get the event wrap up:



Book Of The Month

["Pharma"](#)

by our good friend Rip Gerber.



About The Book

A scientist is brutally murdered at ChemGen Pharmaceuticals, leaving behind an undecipherable chemical formula. A thousand miles away, deep in the Amazon, two tourists are devoured by a horrific plant. The events propel biochemist Dr. Ben Maxwell into the depths of the Brazilian rain forests and the boardrooms of the drug industry, as he desperately searches for a connection between the attacks, a connection that promises to save his life. And the lives of millions.



PHARMA unfolds at a dizzying pace, as an engineer, a scientist and a computer hacking teenager find themselves in the path of an unspeakable plague, a natural evolution resulting from mankind's careless tinkering with Mother Nature. But this time, science may not prevail.

Für unsere deutschen Leser:

[Pharma ist jetzt auf Amazon.de erhältlich!](#)

Über den Autor

Rip Gerber, geboren 1962 in Washington, ist Diplom-Biochemiker. Er arbeitete zunächst beim CIA, dann zwanzig Jahre lang in der High-Tech Branche. Sein erstes Werk wurde im "Virginia Literary Review" veröffentlicht. "Pharma" ist sein Debutroman. Rip Gerber ist verheiratet und hat zwei Kinder.

Recipe of the Month

It's grilling season - get yer butt outdoors (unless you live in Phoenix!)

Ruth's Nod to Tony Roma's Baby Back Ribs

Ingredients:

2 slabs baby back ribs (about 3 pounds)
Kosher salt and freshly ground black pepper
Extra-virgin olive oil
2 bacon slices
4 sprigs fresh thyme
1/2 onion
3 smashed garlic cloves
2 cups ketchup
4 dashes Tabasco
1 cup peach or apricot jam
2 tablespoons Dijon mustard or 1 tablespoon dry mustard
2 tablespoons brown sugar



1/4 cup molasses
2 tablespoons red or white wine vinegar
1 teaspoon ground cumin
1 teaspoon ground paprika
Special equipment: Kitchen twine

Method:

Preheat the oven to 250 degrees F. Put the ribs on a baking sheet, season with salt and pepper and drizzle with olive oil. Stick them in the oven, and let the ribs bake, low and slow for 1 1/2 hours.

Meanwhile, make the sauce. Wrap the bacon around the middle of the thyme sprigs and tie with kitchen twine so you have a nice bundle. Heat a 2-count of oil in a large saucepan over medium heat. Add the thyme bundle and cook slowly for 3 to 4 minutes to render the bacon fat and give the sauce a nice smoky taste. Add the onion and garlic and cook slowly, without coloring, for 5 minutes. Add all of the rest of the sauce ingredients, give the sauce a stir, and turn the heat down to low. Cook slowly for 20 minutes to meld the flavors. Put some sauce in a separate bowl for basting, reserving the remaining sauce for serving.

Baste the ribs with the sauce and let them continue cooking, basting twice more, for 30 more minutes. When the ribs are cooked, take them out of the oven. You can let them hang out like this until you're ready to eat.

When ready to eat, preheat the broiler for 5 minutes and broil the ribs, basting with the sauce. They should become crisp and charred, about 5 minutes on each side. Pick the onion and garlic out of the sauce and serve with ribs.

Tuck in your napkin and go for it!

Tech Tips of the Month

Duplicate Annihilator 2.14 (for iPhoto)



Duplicate Annihilator 2.14

07/18/2007 Finds and annihilates duplicates within iPhoto. (Shareware)

Download

1.1MB

Duplicate Annihilator takes on the time-consuming task comparing the images in your iPhoto library using effective algorithms to make sure that no duplicates escape.

When found, the duplicate will either be marked with a description of your choice to make it searchable, or simply moved to iPhoto's trashcan. For a mere \$7.95 it's well worth it. We have over 29,000 photos in our library and it's been running for over a day now sorting through all the duplicates. (So far, it has encountered over 8,000!)

BEWARE: Cell Phone Entries and Text Messaging.

Thanks to Evy Chipman for this valuable info.

Never store your family or loved ones as "Hubby", "Wife", "Mom" etc. in your cell phone's address book. Recently, a woman lost her purse and in it was her cell phone. The thief sent a text message to "Hubby" asking for a reminder of the couple's PIN #. "Hubby" texted right back and within 15 minutes, their bank account was empty. So, if you receive a text message from someone asking for sensitive information, ALWAYS verify that it was indeed the sender you assumed before you text anything back.

iFanz® Artist Spotlight and News

Rocco deLuca and The Burden



"The blues died when they took the 'f***' out of it," explains a seemingly shy and unassuming Rocco DeLuca. "The music I was raised on had heat. Energy. That feeling of aggression. The music of today seems so washed out and generic.

To get 'em back we need to stick the real soul, that punk element back into it. It's the only way I know how to play it." It's with that ferocity and determination that DeLuca's debut album, I Trust You To Kill Me, challenges the listener to dive head first into the heart and soul of a musical revolution.

[We encourage all our readers to sign up for Rocco's iFanz mailing list.](#) [Check out the album "I trust you to kill me" here](#), or click on the graphic above.

iFanz visits Ironworks Studios

iFanz® co-founder Martin Nethercutt visited Ironworks Studios in July to showcase iFanz Services for the Label.

Thanks, again Jude, Angelica, Jenn, Flo and all the the lovely people at Ironworks Studios for making us so welcome.

Ironworks is the label, studio and production company which is co-owned by producer / musician Jude Cole and "working actor" Kiefer Sutherland. Congrats on the new Emmy nomination Kiefer William Frederick Dempsey George Rufus Sutherland. Yep folks. That's really his name!

They represent artists Lifehouse, Rocco DeLuca and The Burden (aka Cheap Hotel) as well as Ron Sexsmith.

You guys rock! We will be back for more.

[Please visit Ironworks Web site!](#)



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