

McCartney™

Newsletter January 2009

Welcome to the January 2009 edition of the McCartney.com newsletter.

([created by Martin Nethercutt](#))

Hello Sally💎,

Happy New Year!



2009 feels like a brand new start. With the inauguration of our 44th President Barack Obama, our country experienced an historic event that is setting a new course for the future. Despite all the recent global woes, America is once again lighting the beacon of hope.

In the words of our friend John Burnes of [BurnesCreative.com](#) "there will for sure be bugs in the system, but it feels like the launch of America.2.0". John sure knows how to set the tone!

Before we charge ahead into a New Year, let's take a quick look back on what happened in 2008. No, seriously.

Looking back...

From to having to adjust the World's clocks by one second due to the [earth's rotation slowing down](#), to gas prices acting like a bungee jumper, from the arrival of a flurry of [Hollywood twins](#) (there must be something in the Evian... and is flurry the collective noun for twins?) - what will 2009 bring?

[After having lost 30% of the global wealth](#) one thing is for sure, 2009 will be the year where the tough, smart, **nimble and hopeful** will lead the way. And as in every recession/depression there's also the upside of opportunity! McCartney Multimedia has a whole host of ideas to help your business cut costs, become green and keep smiling till the clouds clear. So.....enough of the past. Repeat after me...

I REFUSE TO BE DEPRESSED

I ESCHEW THIS CRAZY MESS

'COZ NO ONE WANTS TO BE AROUND

A PERSON WHO IS ALWAYS DOWN

So here's this month's issue:

Necessity is the Mother of Invention

As every small business owner knows, when competing for dollars gets tough, you

have to reinvent yourself to stay ahead of the game. That's why this month we want to focus your attention to what you can do to streamline your business or project.

Over the years we have developed small business tools to make managing your products and services on the web more efficiently. The Internet is still the most cost effective and GREEN solution to market, advertise and most importantly maintain your e-relationships, business, products and services.

Here are our 5 steps:

The McCartney.com five step economic survey:

Step 1:

Is your business web site up to date with the latest technologies? (Web 2.0, Community Software, Blogging, etc.)

Step 2:

Can you be found? What happens when you type in the name of your business or service in the search field at Google, Alta Vista, Ask.com or Yahoo!?

Step 3:

What is your Internet strategy? How can you reach more customers, drive more traffic to your web site and increase revenue?

Step 4:

How do you routinely analyze your ad and marketing budgets and make informed decisions on how to go about reaching your target audience?

Step 5:

Maintenance, Maintenance, Maintenance
How often do you blog, mass email or update your content?

We cannot express enough how important it is to keep your messaging in good shape and up to date. We have many clients, we have produced hundreds of web sites and the ones that are successful, maintain a constant dialogue with their visitors, fans or customers. So, when you've done your own analysis, please feel free to give us a call or send an email and we will evaluate your path to online success!

For more information about our service packages, please email:
christian@mccartney.com.

Houston Flashback



Houston's own 002 Houston Magazine featured an article about Ruth in their December 08 issue

Excerpt:

"When you come to work with a new artist - and many of them are already established - do you try and build on



how they're already presented in the media, or reflect how they haven't been represented?"

"Well, as a company that primarily builds websites, emerging artists don't have us build their websites because they don't have a budget. But in creating iFanz, what we've done is given them a tool that they can just plug in that's free to join, and when you get success it's cheap to run - like a hosting fee."

You can read the entire article by [downloading the PDF here](#).

Special thanks to Hotel ZaZa, The Cannon Affair and Jack Potts of Bohemian Photography.

Featured Sites of the Month

This month we want to feature two unique web site that we have developed for our clients:

[Cast and Crew](#)

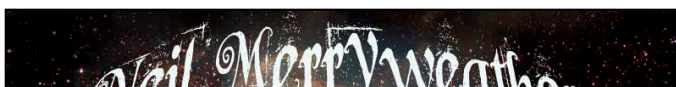


McCartney worked under the command of [DJLA](#) Advertising to provide the Flash, coding, hosting, email connectivity and digital utility services for Cast & Crew who are a leading provider of payroll services to the entertainment industry. Through offices in Burbank, New York, Albuquerque, Atlanta, Baton Rouge, Detroit, Toronto & Vancouver, Cast & Crew provides payroll services to the Motion Picture, Television and Commercial Industries and offers its comprehensive PSL family of

production accounting software.

Founded in 1976, Cast & Crew began modestly as a small business that provided payroll services to the commercial and the music business. Today, Cast & Crew has grown into a leading provider of payroll service for the Motion Picture, Television and Commercial Industries. The people who work at Cast & Crew are the "hallmark" of the company. Their vast knowledge and extensive experience in the industry are what makes Cast & Crew the best in the business.

[Neil Merryweather](#)



[Neil Merryweather](#) has had a most colorful and interesting career,



spanning more than 40 years. The Canadian rock singer, bass player, songwriter and producer has recorded and played with a who's who of the rock world including his own band Merryweather, Dave Mason, Steve Miller, Rick James, Howard Roberts, Kal David, Randy California, Billy Joel, James Newton Howard, Charlie Musselwhite, Bruce Cockburn, Kim Fowley, Lita Ford and many more.

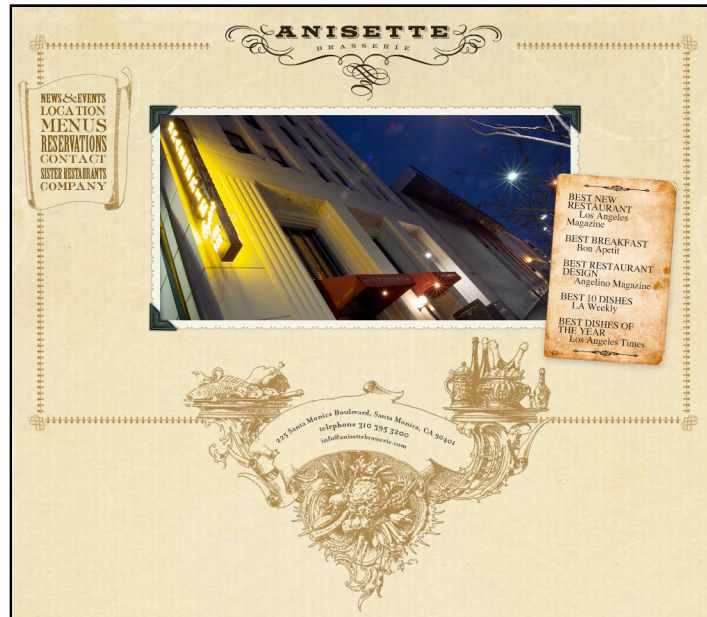
Neil began his career in Toronto as Bobby Neilson then Neil Lillie, playing with a handful of bands throughout the 60s including "Just Us", "The Tripp", "The Mynah Birds" (with Rick James), and "The Flying Circus" (with Bruce Cockburn), eventually becoming Neil Merryweather after moving to Los Angeles in 1968. That's when Neil's career as "Neil Merryweather" was launched, spawning a number of bands and albums. Read Ruth's interview with Neil and watch the video version [at this link](#).

Restaurant of the Month

[Anisette Brasserie](#)

Santa Monica, CA

Alain Giraud is a familiar personality in Santa Monica, California. His accent has reverberated throughout the city's famed Farmer's Market for years, his unwavering presence proffering a passionate support for his many friends, purveyors and farmers that arrive each week. "It's the sharing a cup of coffee with the city's chefs, the serious foodies that are our customers, and the farmers that are essential to our success. It is the one moment of the week that the stress and demanding time constraints of the restaurant momentarily



vanish...a leisurely time to discuss cooking and trends, and to build relationships with the farmers that we depend upon," begins Giraud. It is, therefore, a testament to his professional vision that Chef Alain Giraud unveils Anisette, a Brasserie in association with Tommy Stoilkovich and Mike Garrett of The Falcon Group, mere steps from his beloved Santa Monica Farmer's Market.

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

Corbin Bleu



Corbin performed his single, [Moments That Matter](#), from his forthcoming album, "Speed of Light" at the "Kids' Inaugural: We Are The Future" concert honoring military families in D.C. on January 19th - MLK day, and one day before the Inauguration of the 44th President.

(Pictured: David Reivers, First Lady Michele Obama, Corbin Bleu)

The concert aired on the Disney Channel at 8:00 ET/PT on Monday, January 19 and featured performances by The Jonas Brothers, Miley Cyrus, Demi Levato and Bow Wow.

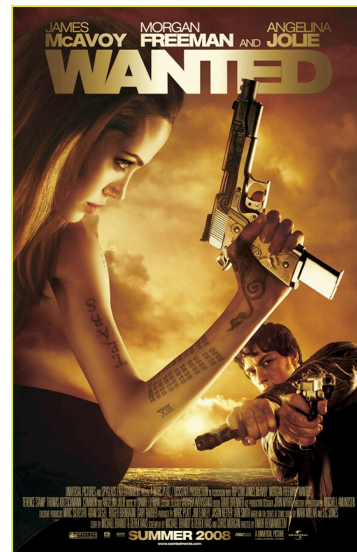
The event was simulcast on Radio Disney, and streamed on Disney.com.

"Wanted"

The movie "Wanted" with Angelina Jolie and Morgan Freeman that our Austrian Sound Siren Margit Pfeiffer contributed to as Sound Effects Editor, has received an Oscar nomination for Sound Editing. Go Margit! And if you're an academy member, vote, vote, vote!

About the movie

25-year-old Wes was the most disaffected, cube-dwelling drone the planet had ever known. His boss chewed him out hourly, his girlfriend ignored him routinely and his life plodded on interminably. Everyone was certain this disengaged slacker would amount to nothing. There was little else for Wes to do but wile away the days and die in his slow, clock-punching rut.



Until he met a woman named Fox. After his estranged father is murdered, the deadly sexy Fox recruits Wes into the Fraternity, a secret society that trains Wes to avenge his dad's death by unlocking his dormant powers. Wes grows to enjoy all the strength he ever wanted.

But, slowly, he begins to realize there is more to his dangerous associates than meets

the eye. And as he wavers between new found heroism and vengeance, Wes will come to learn what no one could ever teach him: he alone controls his destiny.

Pierre de Villandry Art Show

Pierre de Villandry announces his solo art exhibit entitled "**Tonalité Géométrique**"

The show, consisting of over 50 pieces, will run from February 28th until March 9th, 2009 at 11821 Mississippi Avenue, Los Angeles, CA 90025. A reception will be held on Saturday, February 28th, beginning at 6 pm. The evening will entail food, drinks, music and more. More information about this event can be found by going to www.pierredevallandry.blogspot.com or by contacting Mandy Pfifer at 310-578-2300. Be sure to RSVP to RSVP@newandimprovedmedia.com if you intend to attend the opening.

About Pierre de Villandry

Pierre de Villandry is a French born artist currently residing in Santa Monica, California. Pierre studied under the master Paul Juvé, a member of the prestigious Academie Francaise des beaux-arts. Along with painting, Pierre is also a very talented violinist who studied in both Paris and Brussels and played in orchestras across Western Europe.

About "Tonalité Géométrique"

Musicality; passion; eroticism; and calming beauty are all words which have been used to describe Pierre's latest collection. His works (a collection of 30" x 48", 36" x 48" and 48" x 60" acrylics) carry with them the inherent ability to harmonize the local environments in which they are present. Combining his love and knowledge of music and art, Pierre has created a collection which he calls Tonalité Géométrique, or *Geometric Tonality*. Harmonic circles contrasting with melodic columns lend a symphonic ear to the art viewer's experience. The dramatic canvases are large enough to command a wall, either individually or in a series. The paintings show wonderfully by themselves without the need for traditional framing.



Tyrell @ Catalina Bar and Grill

Jazzmeister Steve Tyrell returns to the Catalina Bar and Grill in Hollywood in February 5th thru the 8th and again 12th thru the 15th.



For details and tickets, please visit his site at SteveTyrell.com or click to [ticketweb](#).



For all you Tyrell fans, you can now [download](#) free desktop wallpaper inspired by Steve's latest CD "**Back to Bacharach**" a collection of incredible songs from Bacharach and Hal David.

Recipe of The Month

Serve this as an appetizer, side dish or just an anytime snack. Great with a variety of dipping sauces from ranch to raclette...

Ruth's Panko Roasted Golden Cauliflower

INGREDIENTS

- 3 large cloves of garlic, minced
- 3 tablespoons olive oil
- 6 tablespoons of white wine
- 1 large head of cauliflower, cut into florets
- 1 tsp coarse sea salt
- 1/2 tsp pepper
- 1/2 cup panko (Japanese) bread crumbs
- 1/2 cup grated pecorino cheese



DIRECTIONS

Preheat the oven to 450 degrees. Place cauliflower florets in a large roasting or casserole dish. Add the garlic, olive oil, wine, salt, and pepper; toss thoroughly. Mix the panko and pecorino together and sprinkle over the cauliflower.

Bake for 25 minutes, stirring halfway through. Remove from oven, and serve.

Serves four.

Angie's One Liners

"Laws are like sausages, it is better not to see them being made."

Otto von Bismarck

"Age is just a number. It's totally irrelevant unless, of course, you happen to be a bottle of wine."

Joan Collins

"Did you ever notice that the first piece of luggage on the carousel never belongs to anyone?"



Erma Bombeck

"I have been a gigantic Rolling Stones fan since approximately the Spanish-American War."

Dave Barry

Tech Tip of The Month

Do not open emails with the subject **"Obama Acceptance Speech"** or **"Amazing Speech by Obama"**

They send an image of a video with a link to download the latest Flash player for PC - it is a link to a file called Adobe_flashplayer9.exe - do not click on THAT link or download the exe file as it contains the virus which sniffs passwords off of your hard drive as well as starts spamming everyone in your address book as if it came from you.

<http://www.snopes.com/computer/virus/obamaspeech.asp>

This information came from a source at the Secret Service, so please be aware of any mails with the subject line below.

THERE IS AN EMAIL WITH SUBJECT LINE OBAMA ACCEPTANCE SPEECH FLOATING AROUND WITH A TROJAN HORSE ATTACHMENT.
DO NOT OPEN FOR ANY REASON. DELETE IMMEDIATELY.

THE TROJAN STEALS ALL PASSWORDS AND USER IDS.

SPREAD THE WORD.

iFanz™ Artist Spotlight

Your Fanz Are Your Future

UR Label -Discover, Vol. 1

www.urlabel.net



The artists on this compilation prove that you don't have to be signed with major record label these days to make an impact on the scene.

The founders of OnSeeker, an up and coming search engine focused on providing the most comprehensive clean and safe search engine in the world, were attempting to gain momentum and attention to the OnSeeker site and came

up with the concept of OnSeeker music. The founders drafted an email invitation to introduce the first contest for OnSeeker music called "the Unveiling". Hundreds of

bands uploaded a song for the competition that was judged by Grammy winning producers and songwriters. The judges narrowed the selection to the top six who were then invited to perform live in Houston, Texas to compete for a mastered recording by a Grammy winning producer, cash and a video. The concert was streamed live via the World Wide Web and was a huge success. The production was so successful that the founders of OnSeeker and four time Grammy winning producer Randy Miller saw an opportunity to reshape the conventional music label and Unveiling Records was founded. Unveiling Records then decided to take the "U" from unveiling and the "R" from records and created "UR" (your). Unveiling records acquired OnSeeker music and designed a virtual stage through URLABEL.net to seek, sign and promote the best unsigned music talent around.

URlabel.net | Welcome to YOUR music Career

The featured track of the CD compilation is: "**Slowdown**" by **Laura C.**

Enjoy and make sure you [check this album out on iTunes!](#)

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