



McCartney.com Newsletter, August 2006

## Company News

**Welcome to the August 2006 wrap-up edition of the McCartney.com newsletter.**  
 ([created by Martin Nethercutt](#))

Hello and welcome to the overdue edition of the August 2006 newsletter. I wasn't joking when I reported last month that it was the busiest time in our 10 year corporate history! This time, I'm writing to you from the road. We are at The Sanctuary on CamelBack in Paradise Valley, Arizona, more about the property and its fabulous Elements Restaurant next month. So without any further fanfare....here we go.

## From the Road



**DaVinci Institute presents: MySpace Boot Camp.**  
**Denver, CO**

Our trip to Boulder was an exercise in patience with regard to the challenges of air travel today. We found ourselves in Boulder, CO at the same time the John Mark Karr / Jon Benet Ramsey story started to develop. We left LAX for Denver Airport on August 17th. Apparently our luggage did not. Anyhow - that's another story...so, wearing our best new Target outfits, we presented an overview of iFanz at the participants of the DaVinci Institute's "MySpace Boot Camp". It was a very informative day with detailed instructions on how to use MySpace as a potential marketing platform for individuals as well as small business.

We'd like to thank all the participants for inspiring us and for having the patience to listen to us online geeks. Thanks especially to Deb and Thomas Frey for hosting a very exciting event and for their charming hospitality, catered by Chef Kyler Frey at their home. Thanks to all in Colorado!!!



*The Daily Camera News Offices and the classic Pearl Street Boulder Theater*

## Client Spotlights

### Barbie® V.I.P Reservation System launches!

We are proud to announce that the online reservation system for the V.I.P Barbie Event launched. All around the country (US) little girls were invited to a special screening of the Barbie and the 12 Dancing Princesses movie and even had a chance of meeting Barbie in person.

The kids were invited to dress up like Barbie and get their photo taken with her. So, if you are a parent, reading our newsletter and have a picture with your girl taken with Barbie, email it to us, for publication in next month's issue!



## Product Spotlight

### 10 e-Commandments of Online Artist Marketing.



Due to popular demand, we present the entire iFanz marketing package for online Artists. Best of all this collection of information **is free to you**, the McCartney / iFanz client.

In the overview below the document discusses in great detail the necessary steps that management companies, record companies and most importantly artists themselves need to take to stay on top of their online presence in the new world of digital distribution.

So, by downloading this PDF, you will gain the relevant information that you have been looking for, helping to you make the right decisions in today's oftentimes confusing online environments.

[Download the PDF here...](#)

## Net.Work News

### iFanz at the EMMYs.

iFanz made a showing at this years Emmy Awards. Inside the gift baskets! Promoted by our good friend and client Lash Fary from [Distinctive Assets](#), nominees and winners are treated to an iFanz account and a full year of services. (Worth \$1,200).

## Song Writing Experience with the Macy Gray Music Academy

Here's what happened in Macy Gray's world this month.

With kids: The John Lennon Educational Tour Bus ([www.lennonbus.org](http://www.lennonbus.org)) visited Macy's Academy during summer session, where the kids were able to tour and record in the mobile recording studio.



Zane: Macy helped to present the Maxell Song of the Year grand prize for the John Lennon Songwriting Contest to songwriter/performer Zane Williams of Nashville.



## Restaurant of the Month



**Minotaure Restaurant in Playa Del Rey**, is the new favorite hang out of the McCartney crew. A romantic and intimate Spanish tapas restaurant with superb food and very friendly service. Regina, Frank, Leila and Kevin will help you wind down after a hectic day at the office.

Minotaure Tapas Restaurant & Wine Bar owners Frank Sadeghian and Regina Huber met, fell in love and married, in a city foreign to both of them: Guadalajara, Mexico.

Their lives took many strange turns before they eventually met, ironically enough, in the homeland of their Executive Chef, the renowned Severiano Morales from Guanajuato, Mexico.

*LtoR: Rory Crawford (Director of Australian Operations), Christian Volquartz (Director of Operations McCartney.com), Martin Nethercutt (President McCartney Multimedia, Inc.) Angie McCartney and Pat Healy (Filmmaker extraordinaire).*



Before this, Regina managed a beautiful boutique hotel in Switzerland. She also spent much time in Spain, learning the language, experiencing the culture and...discovering the delectable Spanish specialty cuisine of Tapas.

At the same time, Frank, a born entrepreneur, was opening restaurants in Great Britain and Los Angeles, then expanding into furniture design with a showroom in West Hollywood, California and manufacturing in Guadalajara, the Mexican city of artists and craftsmen. If Regina Huber had not been vacationing there at that time...well, there would probably be no Minotaure Tapas Restaurant & Wine Bar in Playa Del Rey, California, today.

## Tech Tip of the Month

### [Podcast Maker](#)

This is a very nifty tool that takes the guessing out of how to create a podcast. At a retail price of \$30.00 it's also very affordable for the garage broadcaster in all of us.

#### About Podcast Maker

A tool for Mac OS X that makes podcasting simple. Using Podcast Maker novices can become podcasters and professionals can podcast without having to do XML sit-ups. You can also create enhanced podcasts with your images and links to take your podcast to the next level.

## Joke of the Month

### [Alcohol Warning!](#)

Turn on your speakers and click here to download the MP3. Enjoy.

## iFanz® Spotlight



Long time iFanz client [Debby Holiday](#) is our iFanz pick of the month. Her new release "What's The Matter", has hit written all over it. Thanks, Debby for creating great music. Below are some of Debby's upcoming dates.

#### **LATEST NEWS:**

September 18th, 2006 (Santa Ana, CA): Debby Holiday has been nominated for "Best Dance Song" for her remix of Half A Mile Away by Scotty K. (Written by Debby Holiday and Bryan Corbett).

October 7th & 8th, 2006 (Palm Springs, CA): Debby Holiday will be performing in the Del Shores hit play The Trails and Tribulations of a Trailer Trash Housewife at the Annenberg Theater @ The Palm Springs Art Museum. performances at 8:00 pm on October 7th and at 2:00 pm on October 8th.



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