



McCartney.com Newsletter, June 2006

Company News

Welcome to the June 2006 edition of the McCartney.com newsletter.
 ([created by Martin Nethercutt](#))

World Cup Fever!!! As you probably know, I am originally from Germany and have called the US my home for the last 14 years. I consider myself to be an American, but when it comes to the World Cup of Soccer, the game I grew up with, I go ballistic. So, my apologies for the delay in our monthly publication, but the Cup only happens every 4 years. Although Germany lost tragically against Italy, I want to wish the remaining teams good luck and hope that this beautiful sport will find its way into the hearts of American sports fans!

Oh, and I almost forgot: Happy 4th of July!!!!
 (Check out the recipe section below for a cool summer cake...)

([Photos courtesy AP and Reuters, view more here...](#))



Client Spotlight

RevItUp® NetSpots, Banner and Radio Campaigns

AMCI's Rev It Up Events (sponsored this year by Chevrolet), hired McCartney to create their NetSpots, banner and radio campaign materials for 2006. You are listening to Sean Phillips' commercial soon to be aired in LA, Dallas, Miami, Chicago, New York and DC. You heard it here first!

This fun family day out is the world's largest performance driving school and National racing competition, and gives participants a chance to not only get behind the wheel of a brand new Corvette, but also possibly win a brand new



Chevy Cobalt SS.

For more info about dates and tickets, please check out www.revitupracing.com



Product Spotlight

In this space we regularly introduce our latest products and services. This month's spotlight features:

Introducing iPlayer® 1.0



iPlayer®. It's not just another MP3 player. iPlayer is a web based *portable MP3 player* which you can place onto your website or "Space".

iPlayer allows you to stream your music online, offer downloads, link your music to purchase, track hits and plays, and (most importantly) geographically track your listeners in REAL TIME ([utilizing Google Maps](#)).

iPlayer will help you make decisions [where you should play your next gig.](#)

Most importantly, iPlayer protects your copyright! Unlike other online MP3 players (MySpace, etc.), iPlayer locks your songs, artwork and other sensitive material.

You decide if you want to share your material via free downloads with others, or send listeners straight to the store to purchase your tracks.

[For more information, please click here.](#)

The iPlayer has multiple applications: You can use it to stream your music, or commercial announcement, or even speeches and training materials. With our tracking and mapping system utilizing a Google API and worldwide IP address data system, you can literally track your audience down to within 10 city blocks.

Thanks to our trusted iFanz Development Team, especially Darby Frey, Joe Beeson and Broen Westberg, for producing the iPlayer and bringing a new as well as an extremely innovative approach to the music industry.

So why not open an [iFanz account](#), load up your sound and lyrics/text and get your message out there, today?

Passages

Billy Preston's Sad Passing

June 6th, 2006

BY ROGER FRIEDMAN

'FIFTH BEATLE' BILLY PRESTON DEAD AT AGE 59

The great singer-songwriter and performer [Billy Preston](#), the real "Fifth Beatle" has died after a long illness as a result of malignant hypertension that resulted in kidney failure and other complications. As a result of a medical incident he'd been in a deep coma since last November 21st, but was still struggling to recover. He died at Shea Scottsdale Hospital in Scottsdale, Arizona where he'd lived for the last couple of years.

Billy was called the Fifth Beatle because he played keyboards on Let it Be, The White Album and Abbey Road. He also played on the Rolling Stones's hit song Miss You, and often played with Eric Clapton. He also did the organ work on Sly & the Family Stone's greatest hits. Preston's own hits included "Nothing from Nothing," "Will it Go Round in Circles," and "You Are So Beautiful," which Joe Cocker turned into an international hit.



Preston was actually mentored by Ray Charles, and acts like Little Richard (see below), Mahalia Jackson, and James Cleveland who had a huge impact on him at a young age. In the early 60s, Billy went to Europe with Little Richard who playing in Hamburg. The Beatles were the opening act and as the story goes he was the one who made sure they got fed.

His friendship with them lasted through the 1960s and he was the first act signed to Apple Records thanks to George Harrison. The resulting album is called "That's the Way God Planned It." In 1971, Preston played in "The Concert for Bangla Desh." Last year, in one of his final appearances, he performed at a reunion in Los Angeles for the release of the Bangla Desh DVD with Ringo and Harrison's son Dhani on guitar.

More recently, Billy can be heard on the latest albums by Neil Diamond and Red Hot Chili Peppers. He's also featured on the Starbucks soul album "Believe to My Soul" featuring Mavis Staples and Ann Peebles.



I had the good fortune to know Billy the last few years, and saw him perform--as chronicled in this column--last August at the Mohegan Sun Casino in Connecticut and last October at the Atlantis in the Bahamas. He was one of those spectacular performers who put everything into his show even though his kidneys had shut down by then and was receiving dialysis. He was a warm, wonderful human being with a mile wide smile. He was also a genius musician, the likes of whom we will not see again.

Rest in peace, Billy. You deserve it.
[Listen to Billy's final work here.](#)

Billy Preston † 9.2.1946 -6.6.2006

Net.Work News Orange County Choppers



Look out America. The Teutels are on the road again.

Our fearless friends and promoters at R Entertainment are bringing the eclectic bike-designing family to Spokane, WA for a weekend of music,



bikes, fun, demonstrations and general [Orange County Chopper](#) madness. There is even an opportunity to meet Senior, Pauly and Mikey in person. If you are going to be in the Pacific Northwest, this is an event you shouldn't miss. Unless of course you are a Krishna vegan yoga teacher. In that case, it might not be your cup of tea.

Info and ticketing site is [just a click away](#).

New Team Member

Please give a warm welcome to the newest member of the McCartney team. Introducing: [Kyle Bonnici](#). Kyle will be responsible for much of the editorial content within McCartney and iFanz, as well as aiding in operations and customer service.

Kyle is a native Las Vegas who is currently studying both Communications and Theater at Loyola Marymount University in Westchester, CA.



Lemons, Lemons and more Lemons!



Ruth and Martin recently visited with The Limoneira Company in Santa Paula, California.

Scott Harris of Mustang Marketing was very kind to introduce us to Alex Teague and Harold Edwards of www.limoneira.com.

After an extensive tour of all the facilities and crash course in lemon growing and handling, Ruth and Martin went back to L.A. to get their creative heads around what else? "Lemons".

Stay tuned for organic developments....

Roseanne @ The Comedy Store

La Legend recently invited Ruth and Martin to a taping of her up-coming HBO Comedy Special at Sunset Blvd's equally legendary Comedy Store.

[Roseanne](#) was in rare form looking stunning with her new blonde locks and a tantalizing turquoise kimono. One never knows what will come out of her brain (via her lips) next, and this evening was certainly no exception to that rule. Barr was sassy, clever, edgy and of course hilarious.

Roseanne has recently launched the [Roseanne Barr Foundation](#) and has committed to donating all the income from her comedy tour this year to her Rebuild New Orleans fund. You too, can join her in this wonderful effort.

Every cent of your donation will go directly to a special gutting and cleaning fund, which ACORN has set up for us at their New Orleans headquarters. The money is used primarily to pay the crews, and all the locals who lost their homes and jobs in the disaster. These men and women are trained by ACORN in a construction trade and taught to mentor new members as they join the crews. This ever-widening 'circle of employment' is not only bringing back the economy in the area, but it's also creating jobs while saving homes.



Any money left is used to buy van fuel, lunches, or cleaning and building supplies. Not a penny goes to administration.

We will be all TIVO'd up for some incredible comedy this next November. Thanks Roseanne, now pass the Kleenex!

Recipe of the Month

4th of July Cake

(as prepared by Sarah Watson, "TheJungle", Playa Del Rey CA.)

Coconut cake:

5 eggs, separated
8 tablespoons butter, room temperature
1/2 cup shortening
2 cups sugar
1 teaspoon vanilla extract
2 1/2 cups all-purpose flour, sifted
1 teaspoon baking soda
1 cup buttermilk, shaken
1 cup unsweetened coconut
1 cup pecans, finely chopped

Coconut Frosting:

8 ounces cream cheese
1/2 cup butter, softened
3 cups confectioners' sugar
Milk, to thin as needed
1 cup unsweetened coconut plus 1/4 cup unsweetened coconut, toasted for garnish
5 large strawberries
1/2 cup blueberries
1 teaspoon vanilla extract



Special equipment: 3 (8-inch) round cake pans, or 2 (9-inch) round cake pans, floured and greased

Preheat the oven to 350 degrees F.

To make the cake, whip the egg whites until stiff, but not dry with an electric mixer. Set the whites aside.

Switch to the paddle attachment. In a clean bowl cream the butter with the shortening, and sugar until fluffy. Add the yolks, 1 at a time, beating well after each addition. Stir in the vanilla.

Sift the flour and baking soda together. Add the flour mixture to the butter mixture, alternating with the buttermilk, starting and ending with the dry ingredients. Beat in the coconut and pecans. Gently fold in the whipped egg whites. Do not overmix.

Pour the batter into the prepared pans and bake until toothpick comes out clean, about 25 minutes. Do not overbake or cake will become too dry. Remove the cakes from the oven and cool in pans for 10 minutes. Turn the cakes out onto a rack. Cool completely.

To make the frosting: Cream the cream cheese with the butter in an electric mixer. Gradually beat in confectioners' sugar. To achieve the spreading consistency you desire, add milk to thin, as needed. Add the vanilla and beat in 1 cup of coconut and the chopped nuts. Frost the cake and decorate with blueberries and strawberries.

Tech Tip of the Month



Need to crop an image? Don't know Photoshop® that well? Got a deadline and need the images sized smaller? Here's a great solution that we found to make it easy for you to edit your images online in real time!

Check out: www.Snipshot.com. This Tech Tip was discovered by: Peter Harris.

iFanz® Spotlight

We are proud to welcome [Phil Keaggy Music](#) as a new iFanz member.



Phil's newest CD, "JAMMED!" is now [available here](#). This CD is a sort of reincarnation of "Premium Jams", but also very different.

Phil is currently working on a new vocal album. The songs primarily are love songs, and is planning a release around the fall. This will be Phil's first vocal album of all original songs since "Inseparable", and he's very excited about it. More info on this CD coming soon, but for now, here is a preview of some of the song titles: "Love Is The Reason", "Why", "The Talking Oak", "Revive Me", "Thank You For Today", "The Little Things", "Dream Again", "There With You", "It's You and Me", "How Can I Thank You", "Kathy's Song".

Phil has been a long time sponsor of Compassion International. Their website is now featuring a video of Phil and his son Ian as they communicate how they expanded their family through Compassion's Christian child sponsorship ministry - [watch the video here](#)



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