



McCartney.com Newsletter, August 2005

## Company News

### Welcome to the August 2005 edition of the McCartney.com newsletter.

(created by [Martin Nethercutt](#))

Sorry for the delay in all the info from these last couple months, it has just been crazy. This month's issue is again jam packed with all the information that is fit to print in and around our company. Thanks for understanding and here we go...

### McCartney goes High Definition Video

The latest addition to the production department of our business is the fact that we are now able to film and produce in High Definition Video (1080i). We are building out an interactive suite that features 2 Sony HD Cameras and various video editing tools and are now compiling our first projects for DVD, CD and Internet release. One of the projects we have been involved with is capturing the natural beauty of Aikens Lake, Manitoba, Canada in hi-def.

Once we are finished editing we will include a brief Video link in our next newsletter. Stay tuned. Here are some pics:



---

## From The Road

### McCartney.com supports Special Olympics Golf!



**Special Olympics**

Today golf's major bodies are united in support of Special Olympics Golf. Special Olympics Golf did not exist until 1988. The PGA of America suggested that Special Olympics introduce golf to Special Olympic athletes. After the PGA of America organized successful instructional clinics at the 1991 World Summer Games where athletes demonstrated considerable interest in and enthusiasm for the sport, a golf committee was formed in 1992 at which time the United States Golf Association joined the effort to introduce the sport.

With support of both the PGA and the USGA the golf committee devised three year plan that led to golf being included at the 1995 Special Olympics World Summer Games marking the first time athletes competed in golf as a demonstration sport. With recognition from the PGA of America, the USGA and the Royal and Ancient Golf Club of St. Andrews combined with increased participation both in the US and 12 other countries, golf met the criteria to be classified as an "official" Special Olympics sport in 1996. Today there are over 12,000 Special Olympic golfers worldwide with over 150 players expected to compete in the 2007 World Games in Shanghai,

China.

For more information please visit [www.specialolympicsgolf.org](http://www.specialolympicsgolf.org)

## Now Online



### [Stephanie Dyann launches web site](#)

Stephanie Dyann may be a native southern Californian, but her passion is with country music. Performing since the age of four, she has acted in numerous television shows and commercials, including a recurring role on Pee-Wee's Playhouse and guest starring on Cheers.

Currently, Stephanie is focusing on her crossover country music career and has recently opened for such country greats as Collin Raye and The Marshall Tucker Band.

She is also in negotiations to star in her own reality series tracking her always dramatic, yet entertaining life as she pursues her dream of becoming a "country star."

Here's what Dr.Atomic (web developer on this project) had to say:

*"The task on every design job is really to define the client's aesthetic from their own subconscious. In this case, the result, a very soft simplicity that comes right from Stephanie herself. From a geeky technical side, I like building HTML sites that are easy to update but also have some fun in them, which you get here from the Flash header. It randomizes imagery throughout the site and also makes changes easier because the Flash file is the same on every page--simple to update one file if the menu or content every changes."*

[Visit Stephanie's site here...](#)

## In Development

### Two Bunch Palms

We are very excited to announce that we are assisting King Ventures and John King, the new owners of Two Bunch Palms in Desert Hot Springs, CA with their online e-marketing strategies and a new web site. We'll present a more detailed profile about this beautiful resort and hot mineral water retreat in next month's issue. In the meantime, their original site can be seen at [www.twobunchpalms.com](http://www.twobunchpalms.com)

### A Visit to RKS Guitars

"Hey hey, my my, Rock'n Roll will never die!"(Neil Young)

We visited with [RKS Guitars](#) in Thousand Oaks, CA last month. Ravi Sawhney, inventor, product designer and owner of RKS Designs came up with this incredibly radical new design for their new line of guitars. McCartney and iFanz have been engaged to market and creatively manage RKS Guitar's online appearance by building an online database for retail locations and dealers. Also planned are a hi-def shoot of the facilities and a virtual tour of the actual making of the guitar hosted by legend Dave Mason (Traffic).

Again, a full feature story will follow in the next months.

### Ring Ring Ring (Tones that is...)



## Get Your John Cleese Original Ring Tones for Your 'Phone now!

The funniest man on the planet launches his own custom Ringtone Store!

Get caught in airports with people staring at you when your phone rings! Get your Cleesemobile package now!

[You can check out John's Ring Tones right here...](#)

*A word of caution - the site is definitely PG17.56*

## Restaurant of the Month

Go to Montecito for Sushi - **SAKANA** Summer!  
(It's a cholesterol thing)

Nestled in quiet and beautiful Montecito (Santa Barbara) California, is the most amazing Sushi Bar and Restaurant Ruth and I have been to in a while. Sakana. I'd like to call it "Designer Sushi". From the moment you set foot in this small but elegantly designed restaurant you are made to feel special. The unbelievable variety of fish and combination of exotic sauces was what caught my eye and tongue immediately.

If you are ever in Montecito and you love Sushi you must go to Sakana 1046 Coast Village Road in the Starbucks Plaza! Call 805-565-2014 for directions and hours.

Martin



Ako and Ruth (Photo)

## Recipe of the Month

### Rhubarb and Strawberry Crumble with Brandy Butter

For the Brandy Butter:

- 1/2 cup (1 stick) unsalted butter, at room temperature
- 3/4 cup confectioners' sugar
- 1/4 cup brandy for the butter sauce
- 1/2 cup of brandy for the cook

For the Crumble:

- 5 cups quartered strawberries
- 3 cups sliced rhubarb, about 1/3-inch thick (fresh or frozen and thawed)
- 1/2 cup sugar
- 1/4 cup cornstarch
- 1 teaspoon fresh lemon juice
- 3/4 cup flour
- 3/4 cup old-fashioned oats
- 2/3 cup packed light brown sugar
- Pinch salt
- 6 tablespoons cold unsalted butter, diced

To make the brandy butter, place the butter in a mixing bowl and whip until fluffy. With the mixer running, gradually add the confectioners' sugar. Slowly add the Irish whiskey until combined. The mixture may look separated and curdled at first but if you continue whipping, it will come together. if it doesn't drink the remaining brandy



Preheat oven to 375 degrees F. Lightly grease a 7-by-11-inch baking dish and set aside.

In a medium bowl, combine the strawberries, rhubarb, sugar, cornstarch, and lemon juice. Pour the strawberry mixture into the prepared baking dish.

In a medium, mixing bowl, add the flour, oats, light brown sugar, and salt, stirring to combine. Add the diced butter to the flour mixture, and using your fingers, work the mixture until it resembles coarse crumbs. Pour the crumb mixture evenly on top of the strawberry mixture.

Place the baking dish in the oven and bake for 40 minutes, or until the filling is bubbly and the topping is golden brown.

### **Joke of the Month**

#### **It's Good to be King!**

The king of Saudi Arabia and Bill Gates meet at an international conference. They are having a little chat. The king says, "With oil prices as high as they are I am making more money than ever. I'm making so much, I feel I could buy the whole world."

To which Bill Gates replies, "I'm not selling!"

### **iFanz® Artists Newz**

#### **[Netloopz Vol. # 3](#) now available on iTunes!**

McCartney's own Netloopz Music Library is getting a lot of attention at iTunes!. What's more, the Netloopz series has been extended to the next volumes 4,5 and 6. Netloopz are short music tracks and compositions, great for the working multimedia producer to spice up the old slideshow or powerpoint presentation. They vary in length from 8 sec. to 4 minutes for entire soundtracks. You are currently listening to a small sample.

[Try out our Netloopz Collection here...](#)



For all the latest information on iFanz, please **sign up** for our **iFanz Insiderz Newsletter** by clicking [here](#).



2005 Newsletters © McCartney.com. All rights reserved. We are not responsible for the content we link to.  
Comments, contributions or ideas ? Please email them to: [martin@mccartney.com](mailto:martin@mccartney.com)