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AN EDITION OF THE EAST VALLEY TRIBUNE

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## Ruth McCartney to speak at forum

**BY MICHELLE SWAFFORD**  
TRIBUNE

Ruth McCartney, stepsister of singer Paul McCartney and CEO of McCartney MultiMedia, will speak tonight at the East Valley Partnership 2002 Economic Forum about communicating more effectively with customers.

The eighth-annual forum begins with a reception at 5 p.m., followed by dinner and the program at 6:30 p.m. in the Mesa Centennial Center, 201 N. Center St.

The theme of this year's event is "Women in Business." As part of the program, an annual economic forecast for the East Valley also will be presented by Scottsdale economist Elliott D. Pollack.

In 1995, McCartney founded Los Angeles-based McCartney Multimedia, a digital marketing and

multimedia company. She co-owns the company with her husband, Martin Nethercutt. Her presentation will discuss the importance of "Knowing Thy Customer."

"I'm an absolute believer in communication," she said. "Using e-marketing we can get a one-on-one with our customers like we never have before."

McCartney said women are born communicators and by using digital marketing, their businesses can excel further.

She suggests going beyond an e-mail address and basic Web site. Some of the products her clients use include jingles and video; netspots; advertisements embedded in e-mail messages; musical CDs on-demand, which are recorded as needed; and merchandise on-demand, which allows companies to have their logos

placed on merchandise as needed instead of ordering in bulk.

She created iFanz.com, an Internet database program that allows performers to keep in touch with fans through e-mail blasts tailored to specific demographics, and sell personalized merchandise and musical CDs. Next year, versions will be released for the hospitality industry, religious sector, colleges and small business owners.

Her clients include Clint Black, LeeAnn Rimes, Chevron, Korean Airlines, MGM and several small businesses.

McCartney became an entrepreneur at age 6 when she helped her mom with The Beatles Fan Club. She will discuss her experiences tonight.

She was a singer in Eastern Europe and Russia and a songwriter in Europe and the United States.



East Valley  
Partnership  
ECONOMIC  
FORUM

WOMEN  
IN BUSINESS

2002

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## FORUM SPEAKER "Know Thy Customer"

Ruth McCartney is CEO of McCartney Multimedia. McCartney Multimedia, Inc. is a privately held Los Angeles, CA based Digital Solutions Provider with affiliates in Las Vegas, Nevada, Nashville, Tennessee, Sydney, Australia, and Munich, Germany.

Ruth grew up in Liverpool, England in a very famous household. She began her business career at age six with her mother Angie in creating and developing the Beatles Fan Club. This family home based business grew into one of the largest fan based enterprises in the world.

Ms. McCartney followed her older sibling into the music business and became a top-selling artist in Eastern Europe and Russia. Over a million tickets worldwide have been sold to Ruth's performances.

Putting her performing career on hold Ruth and her husband Martin Nethercutt founded McCartney Multimedia and the company has grown to encompass three divisions: Multimedia, Music and Marketing. The world's best digital talent on a project by project basis augments their core team.

The company's focus is to facilitate comprehensive communication, e-commerce and marketing solutions by developing and deploying world class technology, on line/off line database technology and visionary marketing solutions.

Among MMI clients are: Clint Black, LeAnn Rimes, America, Bon Jovi's Richie Sambora, MGM, Chevron, Dodge, Deutsche Telecom, Bellagio, American Express Travel, Korean Airlines and Loyola Marymount University.



**Ruth McCartney**  
CEO,  
McCartney Multimedia

### NAWBO, Phoenix Metropolitan Chapter, Inc.

#### Our Mission:

NAWBO Phoenix is the voice and vision of women business owners in the Phoenix Metropolitan area.

#### Our Purpose:

NAWBO's purpose is to assist women in achieving success by uniting in common goals, promoting leadership, developing entrepreneurial skills and business acumen, and advocating and influencing public policy affecting women in business. NAWBO is a business and networking organization exemplifying on a personal level; support, inspiration, creativity, determination and courage.



## FORUM PROGRAM

Welcome ..... **Martin Sepulveda**

Forum Co-Chair  
East Valley Partnership

President's Award ..... **Dr. Chuck Backus**

President  
East Valley Partnership

History of East Valley Partnership ..... **Karen Wittmer**

Publisher  
East Valley Tribune

Cox Communications Excel Awards ..... **Steve Rizley**

Cox Communications

### ***Economic Forum Speakers:***

Women In Business. .... **Becky Jackson**

President, Community Banking  
First National Bank of Arizona  
President  
National Association of Women Business Owners  
Economic Forum Co-Chair  
East Valley Partnership

Know Thy Customer. .... **Ruth McCartney**

McCartney MultiMedia Inc.

East Valley Economic Outlook. .... **Elliott Pollack**

President  
Elliott D. Pollack & Company

Closing Remarks and Evaluations ..... **Susan Anable**

Government Relations Manager  
Cox Communications