the pi

Washington Apple Pi
Journal

A Journal for Macintosh Computer Users

Slide:ology and Great Presentations
Story of the eJournal
Life Beyond PowerPoint

What is this building
and why is it on the
cover of my Journal?
Page 2.

www.wap.org

$2.95

Pi Photo Contest 2009:
THE SEQUEL

In 2007, Washington Apple Pi held its first photo contest, and record numbers of Pi members participated, sending in photos from around the world. The competition was brutal (well, no, really very civilized), the buildup intense, and the results – spectacular.

After two years of grueling preparation, the Pi is ready for Pi Photo Contest 2009: The Sequel.

- Old and newly shot digital images may be submitted
- Novices compete against novices
- Advanced compete against advanced
- Five competition categories
- Photographers can submit in up to three categories
- Photographers can submit no more than ten images total

Timeline

- **Contest kickoff: March 28, 2009**
- Submissions accepted: March 28 to May 1, 2009
- **Awards ceremony: May 30, 2009**
- Fame: long lasting

As with most sequels, we expect this to be an even bigger hit. Get your camera. Get photos. Get involved.

Fine print:
Now playing at a user group near you. Must be a member of Washington Apple Pi to participate. All images must be the sole work of the member. Additional rules, suggestions, hints, and procedures will be announced at the March 28 General Meeting.

Need to renew your membership?

Use the application form on page 44!

the pi

http://www.wap.org

Deadlines
Writers' submissions and ad copy:
May–June 2009 — March 15, 2009
July–August 2009 — May 15, 2009

Table of Contents

Articles

Front Cover Photo
"1 Infinite Loop"
A quarter century ago, Apple introduced the Macintosh. Through many twists and turns, that initial event made this building address – 1 Infinite Loop – one of the most famous in history.
Photo by Lawrence I. Charters

Inside Front Cover
Pi Photo Contest 2009: The Sequel

Inside Back Cover
Election Time

Back Cover
MacUpgrades

Club Stuff

Volume 31, No. 2

Letters to the Editor

Editor,

I've been a member since 1979 or 80. I have watched presidents come and go, as well as many changes in Pi. I attended meetings frequently between 1980 and 1983 and again from 1986-1989 [until] we moved to the West Coast. My fondest memory was a lunch with Steve Wosniak and Steve Jobs after a general meeting at GW University; that was something special.

I appreciate all the hard work that you are putting in to preserve this fabulous resource. Over the last couple of weeks, I've finally had the chance to read all the Journals from Dec 2006 to the present. I had glanced at them when I received them, but they went in a pile because I have been extremely busy as president of a local foundation established to preserve the natural wonders of Lake Forest Park, Washington.

Several things occurred to me as I read these Journals (of course, I wish I had read them when they arrived):

1. Congratulations on the strategic planning effort; I know how difficult it [is].

2. I was a bit surprised and frankly disappointed as I read the final operating principles that the Pi appears to have given up on a sustained effort to attract young people. This may be a good tactica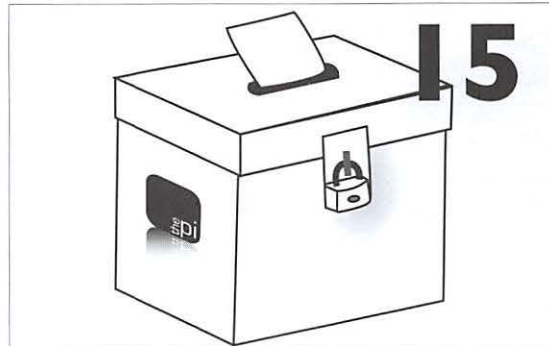l move, but it seems to be a detriment in the longer term. I had a couple of thoughts that might help attract young people.

a) As you know, many of them know more about computers than those of us born in the 40's (early forties at that). I wonder what impact it would have if you invited some young people to present at the Pi General Meeting on a subject they are passionate about. Then spread the word that a young person is giving a presentation; this might entice their friends and their friends to come to the meeting.

b) I've found in our organization that it takes personal contact to get young people to participate as most of them are extremely [busy] with school and extracurricular activities. If you established a mentor program, where older members (our young ones) invite other young people to come to a meeting, perhaps this would increase the number of young participants.

One aside, I thought to myself as I read 20 or so back issues that if you went to an electronic Journal, I would give up my membership since the Journal is my only real contact with the club. However, your link to the Jan/Feb eJournal arrived in my inbox this morning. After I finally figured out what my password was, I logged into the .pdf download area.

CONGRATULATIONS, the eJournal is one of the finest electronic presentations of former print material that I have seen. I have the luxury of a 24 in. monitor and in full screen, the pages of the eJournal jump out at you (probably because of the bright white background and the vivid colors). I hope I can keep reading them now as they arrive.

Again, thanks for your hard work and dedication in the numerous activities of the Pi. I tell people, out here, quite frequently to check out the Pi as it is the best user group there ever was or is.

Regards,

Steve Plusch
Plusch & Associates

Editor,

I attended my first Washington Apple Pi Board Meeting today. Even though I was a new member I felt right at home with all these Macintosh Users. The Board Members are enthusiastic, showed great interest and concern for all the members of the Washington Apple Pi. Some Board Members are still working but have time to devote to the Pi. Some members are retired and are very busy (as most retired people are) but still have time to devote to the Pi. Many matters were discussed quite thoroughly; motions were made, passed [and sent on for action.] A lot of business was discussed.

Things are Starting to Gel

By Bob Jarecke

Here are some Pi buzzwords of the day — *eJournal*, Clubhouse Saturdays, Opt-Out and my.wap.org. What do these mean for you?

The Journal Goes Digital

As most members should know by now, we are working on phasing out the printed *Journal* for myriad reasons, covered previously. The first round of co-publishing a printed edition and the digital companion *eJournal* closed out with a lot of positive feedback; at least that was the case for the email messages sent to feedback@wap.org. However, after the fact, I learned of some rumblings of discontent through informal channels about these and other changes in the Pi. Hmmm, what's up with that? Better read the final paragraph!

Every Saturday is a Pi Saturday

With the advent of Clubhouse Saturday, we now have more weekend options for you from your Washington Apple Pi membership. If there are no scheduled events (e.g. SIG or monthly General Meeting) on a Saturday, you can count on the Pi Clubhouse being open for business! Bring your questions, computers, iPod or iPhone and from 10 a.m. to 2 p.m., let's talk Mac!

Messages for the Masses

The Pi has invested extensively in improving our electronic services and adding capacity and enhancements to our host of Web services. One electronic service is wap.org email, and a side feature of our in-house email service is the ability to generate emailing lists to send out notices and important information to a large group of subscribers. The principal list used to inform the membership (and others) is the Pi Announce list. What is this you ask? Ah, glad you asked!

The Pi Announce list has, up until now, been an Opt-In list; that is, a subscriber has to request to be added. In true democratic fashion, that seems to be the most respectful way to do business. But we have noticed that a large percentage of Pi members are not on the list, and this strikes some of us as odd! While that may be the choice of some, we believe that many folks simply don't know about the list and so are excluded from receiving important reminders. Therefore, there will be a change: the list will go to Opt-Out!

While the decision to place everyone's primary email address on the Pi Announce list will invariably irritate some, we feel it is more responsible to put everyone on the list to ensure they receive the *eJournal* publishing notices and other pertinent information. *Those who feel the target of no-more-than-three list emails a month is too much, can easily click on the provided link and Opt-Out.*

my.wap.org

What the heck is this? While the subtitles line may not make much sense, trust me, in time it will. When we roll out my.wap.org, it will be your portal to all your Washington Apple Pi electronic services that you enjoy today and some new, exciting ones as well. Stay tuned!

Oh, one more thing

It has come to my attention that a few folks may be discontented with some changes that have occurred on my watch or those, like the *eJournal* mentioned above, coming down the pike. I would like to be up front on this matter and ask that you let someone who can do something about it know. The Pi Board of Directors and Management Committee are entrusted to lead the Pi, and I can promise that feedback addressed to them will be seen, read and heard. If there is sufficient rational disagreement with what we are undertaking, we will stop the presses and rethink the matter — you have my word on that! I have a discreet email address of president@wap.org, and I will be discreet with anything passed along to me, or you can send it to a greater audience at feedback@wap.org. As Joan Rivers might say, "can we talk?"

Now, back to our regularly scheduled program. Enjoy the *(e)Journal(s)*!

slide:ology: The Art and Science of Creating Great Presentations

© 2009 Kathleen G. Charters

A more detailed version of this review, with notes and live links, is available on the Pi Web site, http://www.wap.org/journal/slideology/

Peter Norvig created "The Gettysburg *PowerPoint* Presentation" in response to "one too many bad presentations." Best known as director of research for Google, this slide is *PowerPoint*'s graphical representation of "four score and seven years ago." (http://www.norvig.com/Gettysburg/)

None of the screens shown are from the richly illustrated book. Instead, these are examples of why you should read this marvelous work.

slide:ology by Nancy Duarte should be required reading for every high school and college student, and anyone in the workforce who has to do a presentation. If you find the approach Duarte advocates too much work, please retire as soon as possible. The world will be a better place.

slide:ology practices what it preaches. Acknowledgements are presented in a visual map. The history of visual aids is presented as a timeline. The index is remarkably complete and easy to navigate. The first and last chapters are bookends, reminding the reader to create presentations from the point of view of the intended audience.

In the first chapter "Creating a New Slide Ideology," Duarte encourages presenters to realize "the audience members care solely about what the presenter can do for them." The corollary is, "good presenters aren't in it for themselves; they're in it for others." The last chapter, "Manifesto," concludes with five theses of the power of a presentation: "1) Treat your audience as king. 2) Spread ideas and move people. 3) Help them see what you are saying. 4) Practice design, not decoration. 5) Cultivate healthy relationships."

The book is an inspiring blend of narrative, examples, case studies, and tips, augmented by supporting content on the companion Web site, www.slideology.com. For example, along with the narrative explaining the presentation ecosystem, there is an image representing the components of and relationships between message, visual story, and delivery. The case study on Creating Great Presence quotes Rick Justice (Executive Vice President, Cisco Systems): "Presenting…[is] about creating meaning. It's about being present. I need to ensure that every person in the audience believes I am having an individual conversation with them. That is my goal." Duarte then goes on to explain how Rick Justice meets his goal.

In "Creating Ideas, Not Slides," the narrative states, "Sticky notes allow ideas to be captured, sorted, and rearranged as needed." The associated tip is, "When brainstorming, don't settle for the first solution. Think through multiple alternatives. Don't be stingy with sticky notes." The illustration shows a person adding to a wall covered with color-coded sticky notes. The case study on "Using Images Worth a Thousand Words" provides three strategies Mitchell Baker (Chairman, Mozilla) uses for cross-culture communication. "1) Use images that are culturally neutral. 2) Keep graphics extremely simple. 3) Connect with your audience." Having generated several ideas, the destructive aspect of the creative process is to throw away all the brainstorming ideas except one. The critical

Organizational Overview

1
0.9
0.8
0.7
0.6
0.5
0.4
0.3
0.2
0.1
0

11/19/1863

☐ New Nations

-87   Now
Years
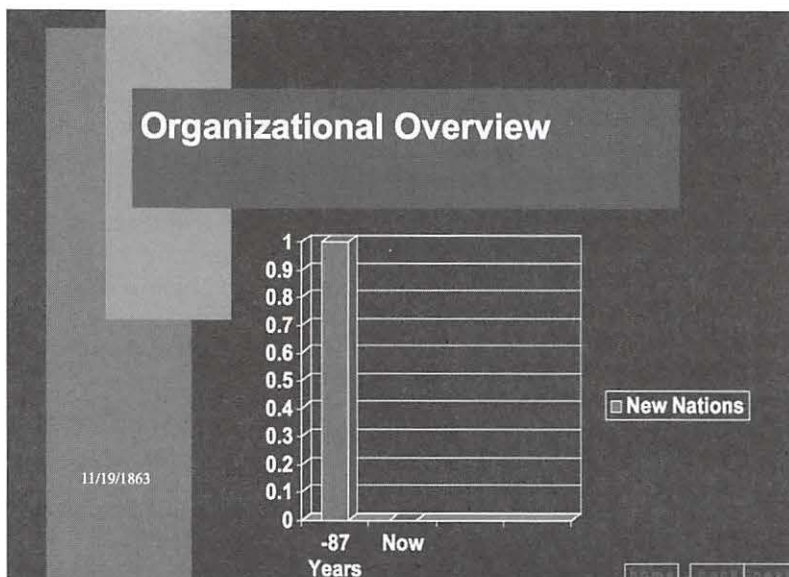
success factor is to "focus on whatever works best, not the idea that is easiest to execute."

Developing that theme in "Creating Diagrams," diagrams are used to explain how parts of a whole interact. According to Duarte, complex relationships take time and thought to develop, but in the end "individual concepts become imbued with context, sequence, and association."

In " Displaying Data," there is one principle above all others: clarity. Data slides are not about showing all the data, they are about the meaning of the data. Slides are not a good medium for showing complex data. Duarte advocates distributing complex data as a handout. Show data in a way that illustrates your conclusion. Five data slide rules help you present your data clearly: "1) Tell the truth. 2) Get to the point. 3) Pick the right tool for the job. 4) Highlight what's important. 5) Keep it simple." Integrity is essential for credibility, so avoid decorating the data. "[A]rticulate the conclusions you want your audience to adopt." A helpful tip is, "When several slides in a row have charts, line up the axes of the charts from slide to slide to avoid content that jumps around." Keep data slides free of clutter; simplicity is important when displaying data for projection.

"Thinking Like a Designer" makes the point that design is about solving problems. Designers "focus on the experience, making it as beautiful and memorable as possible." Instead of using adjectives to describe an organization, Duarte encourages readers to define their organization by selecting a few verbs that resonate. The verbs selected should express what you do and for whom you do it. Design decisions influence your audience's perception of who you are. To design effective slides, think of them as a signal. "Strength and clarity determine how well information is conveyed." The three elements that determine strength and clarity are arrangement, visual elements, and movement. If these elements are not used to facilitate a person's ability to process information efficiently and

Alcohol and its effects on the human body

Alcohol, fermented from grain or fruit sugar has been used and misused for many thousands of years. Alcohol acts like a d_____. Chronic long term exposure to alcohol can have many effects on the human body. Over the long term, alcohol can be addictive causing many health problems including cirrhosis of the liver and h_____ disease. It is estimated to cause the early death of perhaps 50,000 people every year in the UK alone. Despite this, alcohol is sold everywhere and raises huge tax revenues for the government.

effectively, the signal becomes noise, interfering with the message. Audiences tune out a garbled message.

"Arranging Elements" illustrates how to maximize clarity by employing contrast, flow, hierarchy, unity, proximity, and whitespace. These are the tools of slide design. It is critical to make a decision about the priority of the information. "[D]etermine which visual elements should have prominence so they attract attention first." Audiences need contrast to focus their attention. "Unintentional contrast can confuse the intended message at best, and contradict it at worst." Ordering how the information is processed guides the audience's eyes through the content, whether it is text, diagrams, or images. Visual structure establishes the parent-child relationship, revealing their relative importance. "If you don't intentionally provide that message, the audience will create meaning based on their own interpretation of the information."

Duarte recommends a flexible way to organize content through use of a grid system to structure information. To focus attention on specific elements, make an exception and break the grid. Placing elements associated with each other intentionally will preempt the audience from making unintended

Science Interactive, Ltd., is a UK company that "designs, builds and sells *PowerPoint* based software to support both teachers and pupils." From the distorted images, multi-colored text, and sheer quantity of text, the students and teachers may need far more support. (http://www.science-interactive.co.uk/)

"Thinking Like a Designer" makes the point that design is about solving problems.

The revitalization project is an experiment in using Media Wiki and Wiki technology to foster collaborative best-of-breed forward thinking backend technologies in order to optimize cutting edge, revolutionary, Six Sigma, world class centers of excellence during a transition from legacy practices to becoming a leading provider of engaging, quality technical information in a media-saturated, organic infrastructure through maximum leverage of our customer-oriented knowledge workers as we architect a new paradigm in line with our leadership agenda.

The impossibly complex background, with a ridiculously long, buzzword-saturated mission statement, was intended as a parody. Sadly, management thought it was really cool.

interpretations. "[P]ay equal attention to how much space you leave open...the use or misuse of whitespace determines a slide's effectiveness. [C]lutter is a failure of design." "[R]emove everything on a slide that doesn't bring emphasis to your point."

"Using Visual Elements: Background, Color, and Text," covers best practices to use when determining these three elements. Consistency is the key, although breaking consistency can create a visual emphasis if used as a rare exception. Duarte makes an important point about the use of a logo. "The people who have come to hear you speak most likely know who you work for. Use your first and last slides (called bumper slides) to identify yourself or company."

Duarte's observation that backgrounds are a surface on which to place elements, not a work of art, would also be a revelation for many organizations. Useless ornamentation around the edges, meaningless graphical elements, and backgrounds that compete with content make an ineffectual slide template. Graphics exist in either a 2D (flatland) or 3D (shadows, lighting, and depth) space. Pick one. If you use 3D, follow the three laws of environmental consistency: 1) consistent vanishing point; 2) consistent light source; and 3) consistent effect on the elements.

Color is crucial to your presentation, so select colors that appeal to your target audience, ensure you stand out in your field, and reflect your personality. Duarte has an extensive discussion about how to choose your background color and your color palette. One tip reminds you to carefully consider contrast when choosing your palette.

Text should follow the three-second rule: your audience can effectively process your message within three seconds. "The audience should be able to quickly ascertain the meaning before turning their attention to the presenter." Typesetting decisions make the difference between appearing as a novice or as a master. Duarte advocates taking as much care about the treatment of type as you take in your concept, copy, images, and layout. "Choose a font that accurately reflects the personality of your brand." Using the analogy of billboards, Duarte argues that presentations are "glance media." In the debate over which type of font (serif or sans serif) is most suited for legibility, "If... slides are most comparable to billboards, then sans serif is the way to go." "It is best to combine no more than two fonts per presentation. Use one font for headlines and subheads, and the other for blocks of text." "[U]se color or italics to create emphasis."

If you take away only one idea from *slide:ology*, it should be: "The default template in *PowerPoint* ...is not a visual aid, it is a document." Duarte calls the default template a "slideument." This theme is a call to make a conscious decision about what is the appropriate medium for your message. If you have material that is a report, provide a document as a handout. If you are delivering a message, use enough words "to serve as a mnemonic, but go for a very low word count. If you use a plethora of words, your audience will read the slide more quickly than you can explain it, making you strangely irrelevant to your own presentation." Duarte also cautions, "Don't animate your text unless it adds value, meaning, or emotions to the content."

Reveal text sequentially to pre-empt your audience from jumping ahead. If you repeat an agenda slide for context, gray out previous text so your audience can visually jump to the current point. "Use a lighter or darker shade of the background color to dim the text." Duarte recommends taking time to typeset your text using ligatures, kerning, and letterspacing for a professional appearance. Use a single word or phrase to get your point across, as type alone can convey your message.

Bullets are problematic. If you use bullets, use paragraph spacing between primary bullets (but not sub-bullets, as they should be visually connected to the primary bullet). "Protect your audience from the dangers of bullets...use them sparingly [and] use good design sense to visually compose your bullet slides." Duarte recommends thinking of bullets as presenting newspaper headlines only. They should be succinct and in parallel structure, so each bullet begins with the same tense and the same part of speech. Whenever possible, avoid the visual complexity of sub-bullets. Use title case for titles and capitalize only the first word of the line for everything else. Consistency is key. Duarte also cautions that using all capital letters may be perceived as shouting.

Duarte offers four approaches to validating your font size. My favorite is to put your file into slide sorter view at 66 percent size. If you can read your slides this way, your audience should be able to read them, too. Duarte notes that text less than 24 point and third-level bullets are characteristics of a document, not a slide.

Although meaningless animation is discouraged, there are two instances when Duarte recommends using animation effectively. Well-produced animation is effective when waiting for attendees to fill a large venue or "as mini bites of content that play when filler programming is needed."

"Using Visual Elements: Images," focuses on photography and illustration. Duarte provides guidance in determining the right approach for your image. "Photos should

www.shmula.com
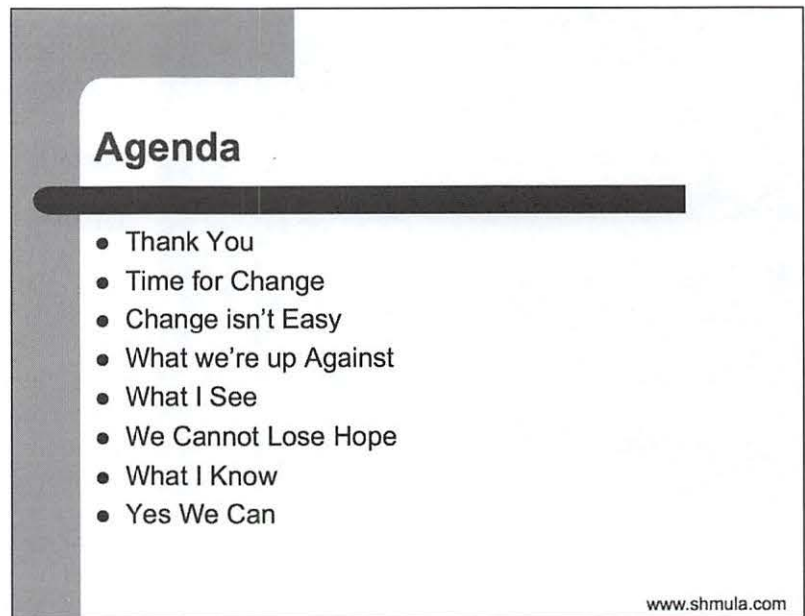
work as a cohesive system." Look for a family of images with similar lighting and color tone. To connect with your audience, present photography that favors realism. Select "images of people that reflect the audience's culture or ethnicity, are context appropriate, don't crop their subjects at the neck, represent industry, customer experience, and real life situations [and] account for the current era." Use the rule of thirds to create aesthetically pleasing and professional-looking imagery: divide your photo into thirds both vertically and horizontally. "This helps create a composition that is balanced, possesses energy, and creates interest."

Newer digital cameras may offer a grid system. Duarte recommends turning the grid on and using it to align your shots so the focal point of the image is slightly off-center. "Crop images so they focus on what's most important."

Custom photos can help drive the message home. Duarte suggests thinking about what type of picture tells your story most effectively, then shooting or finding that specific image. The sequence is think, plan, shoot. She also warns not to snag images from the Web. "If your presentation becomes popular online, the owner of the images can insist you pay usage rights. This can be expensive."

Peter Abilla created a set of *PowerPoint* slides to show how *PowerPoint* can completely strip a presentation of "any life, emotion, inspiration and meaning." To illustrate his point, he took Barack Obama's "A More Perfect Union" campaign speech, better known as the "Yes We Can" speech, and reproduced it as a slide deck. (http://www.shmula.com/)

Book Review

US-CERT

US-CERT and the Multi-State ISAC are working together on a number of programs, including this webcast series, to help enhance our Nation's cyber security readiness and response. The Multi-State ISAC has recently become a member of the US-CERT portal, which provides a secure mechanism for sharing information between and among partners, improving cyber preparedness, readiness and response capabilities.

US-CERT also hosts a public website, at www.us-cert.gov, which provides a wealth of information regarding cyber security – helpful tips for protecting against cyber security threats; cyber security alerts and bulletins, as well as the ability to sign up to receive free cyber security alerts via email.

Amit Yoran

Bad slides and bureaucracy seem to go hand in hand. This screen, from a *PowerPoint* presentation by the Multi-State Information Sharing and Analysis Center, has many of the elements of a classic bad slide: two logos (in case you forget from slide to slide who is doing the presentation), a photo (in case you aren't clear on who is speaking), a difficult to read, multicolor, 3D piece of text at the bottom, and too much text with poor contrast. (http://www.msisac.org/webcast/)

Lines are the foundation of an illustration. Duarte recommends choosing lines that support the rest of your design. Be consistent in your overall system, using various line styles for different purposes in the presentation.

Complex stories may be represented by "infographics," showing how things work and the interconnectedness of the various parts over time. Duarte provides four pointers on working with a professional illustrator: tell them the story you want represented and let them propose a solution; give them time to research, ideate, and revise; listen to them carefully and trust their input; and consolidate all responses into clear non-conflicting directions.

One tip, dating back to the early days of the Mac, helps you create the professional look you want. "Hold down the Shift key to scale images and objects while preserving their original proportions...Each diagram has its own personality...select illustrations and diagrams that look like they are all created by the same illustrator."

Another way to get your message across is to use a video slide, which allows you to integrate video into a presentation. You can create short motion clips lasting

from a few seconds to half a minute. Video should be "a high enough quality to get the point across, but doesn't require elaborate staging."

"Creating Movement" addresses designing time-based scenes. Duarte notes, "Humans are hard-wired to look when things move." Since every change creates distraction, every animation affects an audience's ability to grasp insights. Animation is a key communications strategy, so select animation wisely. "[Animations] should be used only to help an audience process information." Duarte cautions, "Most presentation animation sucks the life out of the audience instead of breathing life into it...you should identify the places where animation will help you get your point across, and invest planning, thinking, and time into making it powerful." Give thought to the effect of slow-moving animation (creating a feeling of nostalgia or the passage of time) with fast moving animation (creating a sense of excitement, energy, or surprise).

Viewers will read and process visual information the moment it is presented. This can create confusion if the visuals are ahead of what the speaker is saying. "Hide elements until you need to refer to them. This ensures the item being discussed will remain the focus of your audience." Animation — the use of motion, speed, and direction — should be used for one of five purposes in your presentation: to show a change in relationship, direction, sequence, emphasis, or object.

The parallel between cinematic storytelling and documentation applies to presentations. You can create a dramatization or a document. Duarte encourages approaching presentations more like a screenwriter than a speechwriter, and recommends looking at *Cinematic Storytelling* by Jennifer Van Sijll for principles in using visual language to tell stories and evoke audience emotion. "Successful presentation developers not only focus on the content but [are] fluent in conveying what the audience sees on the screen." Screen direction affects audiences, creating a sense of comfort or discomfort, or giving the impression that movement is easy or difficult.

Animation choices "influence how much the audience has to move their eyes to process the information. Objects animate to perform specific actions...Plan out what pacing makes sense, where objects will travel, and where the object is at in space." When you need to split content between two slides you can connect them to each other using the push transition to create an

illusion that the content is all in the same scene. To use this technique, Duarte advocates using a template that is free from all ornamentation.

As for graphics, no word-based approach gives the freedom to tell the story without being forced to address every item on a bullet point slide. She presents a clever example where the perspective pulls back to reveal the bigger picture, all without rehashing individual bullet points.

Animation done well is a powerful communication tool. Animation used the wrong way is an obstacle to communication. "Just because an animation feature is in an application doesn't mean you have to use it."

"Governing with Templates" provides an organizational perspective, but many of the points are relevant for individuals as well. Duarte sees a template as a basic shell for words and images. "It shouldn't be a stand alone work of art." She suggests you talk with your IT department before developing a template. Ask about their migration plan for the presentation application. If the template is loaded with images, ask whether there is adequate storage and network bandwidth.

" Interacting with Slides" should be required reading for everyone. "You are in a codependent relationship with your slides if you are desperately addicted to them and unable to break away." Slides are not the stars of the show; they provide the context and setting in which you give a memorable performance. Duarte provides the three Rs of letting go: reduce, record, repeat. Using this methodology allows you to use your presentation to make a connection with your audience, rather than make it a presentation focused on slides. Duarte presents some interesting approaches, such as "a quick paced presentation format of 20 slides each displayed for 20 seconds" which results in a six minute forty second presentation. Another interesting approach is to give the audience a visual pause during a slideshow by pressing the "B" key to turn the screen black. This forces the audience to focus on you. An alternative is to press the "W" key to turn the screen white; these shortcuts work in either *PowerPoint* or *Keynote*.

Duarte offers a sobering word of caution: "Just because your slides look great does not mean they convey useful meaning...your top concern should be how well you communicate." One way of constraining your slides is to apply the 10/20/30 rule: 10 slides last no longer than 20 minutes and contain no font smaller than 30 points.

> *"You are in a codependent relationship with your slides if you are desperately addicted to them and unable to break away."*

Another approach is to "use as many slides as you need to get your point across...stick with one point per slide." Duarte also talks about using larger point sizes when converting your presentation to a device like an iPhone, where 24-point type reduces to 4-point type.

Duarte reminds us, "You need to come across as a real person, and presentation applications don't inherently facilitate this." "The healthiest relationship to have with your slides is one of interdependence." If your audience feels like they have been enlightened, moved to act, or made willing to change their behavior, you've been successful. Duarte encourages presenters to take the audience on a journey, to show them something they have never seen before. "Employ great stories, reveal convincing information, and communicate in your own, genuinely human way."

Duarte offers seven questions to answer before beginning a presentation: "1) What are they like? 2) Why are they here? 3) What keeps them up at night? 4) How can you solve their problem? 5) What do you want them to do? 6) How might they resist? 7) How can you best reach them?" It takes time to create a presentation that addresses these points. The time estimate for a one-hour presentation consisting of 30 slides is 36-90 hours total. The payoff is dramatic, as evidenced by the case studies cited in the book.

This book is a marvelous reference guide. I will keep it close and refer to it frequently for guidance and inspiration. I will adopt and live the manifesto. My colleagues, and those who see my presentations, will be the beneficiaries.

Nancy Duarte, *slide:ology: The Art and Science of Creating Great Presentations*. O'Reilly, 2008. 294 pp., $34.99. ISBN-13: 978-0-596-52234-6

The Story of the eJournal

By Nora Korc

This story begins the night a fellow student read my mind. It was the spring of 2006 and I had just begun my Graphic Design journey at Montgomery College ("MC"). John Barnes, at that time President of Washington Apple Pi, was one of the students in the evening *InDesign* classes. One of our assignments was to bring in two sample publications that were, in the student's opinion, representative of good and bad design. When John presented, he proudly displayed the latest issue of *Washington Apple Pi Journal* as his example of a nicely designed publication. It had a green cover with snowflakes and it claimed to be a journal for Macintosh Computer enthusiasts. In addition, the cover's logo had a large depiction of famous Washington monuments and its masthead contained a strange looking triangle. None of this said anything about its content. When John finally flipped to the interior pages, I must have outwardly cringed as I thought, "I don't know much yet about designing a publication but even I could do better!" John looked at me and I sensed that he had read my mind. If looks could kill, I wouldn't be here to tell this story. As it turns out, life has a funny way of turning the tables.

Moving forward to the spring of 2007, it was the last day of my Advanced *Photoshop* class. Again, John was one of the students in my class. I was saying my goodbyes to Ed Riggs, our professor, when John overheard me asking Ed to think of me if any internship should become available. John jumped out of his chair and exclaimed, "I have an internship for you! Would you consider doing the layout of the *Washington Apple Pi Journal*?" At that moment I flashed back to the day when John had presented his sample of a good design. My day had arrived. The tables had turned. John was challenging me to do better.

A meeting with the new Pi President, Bob Jarecke, was quickly arranged. I was to accomplish the redesign of the *Washington Apple Pi Journal* starting with the July-August 2007 issue. You may remember that issue. It was the only issue in the 30-year history of the *Journal* that contained a full-color picture centerfold. We were announcing the winners of the first Washington Apple Pi Photo Contest. All I can I say is that there were quite a few moments during its production when I thought, "Oh boy! I've bitten off more than I can chew!" In the end, sheer determination and hard work paid off. The issue was a success and I received a standing ovation at the following General Meeting. Subsequently, after receiving a tiny slap in the wrist from the Managing Editor about having white spaces in the wrong places, I was bestowed the title of "Design and Production Editor" for the *Journal*.

The ink on my first issue was barely dry when, armed with my success, I ventured into deep waters. "Why isn't the *Journal* published electronically?" I asked in an E-mail
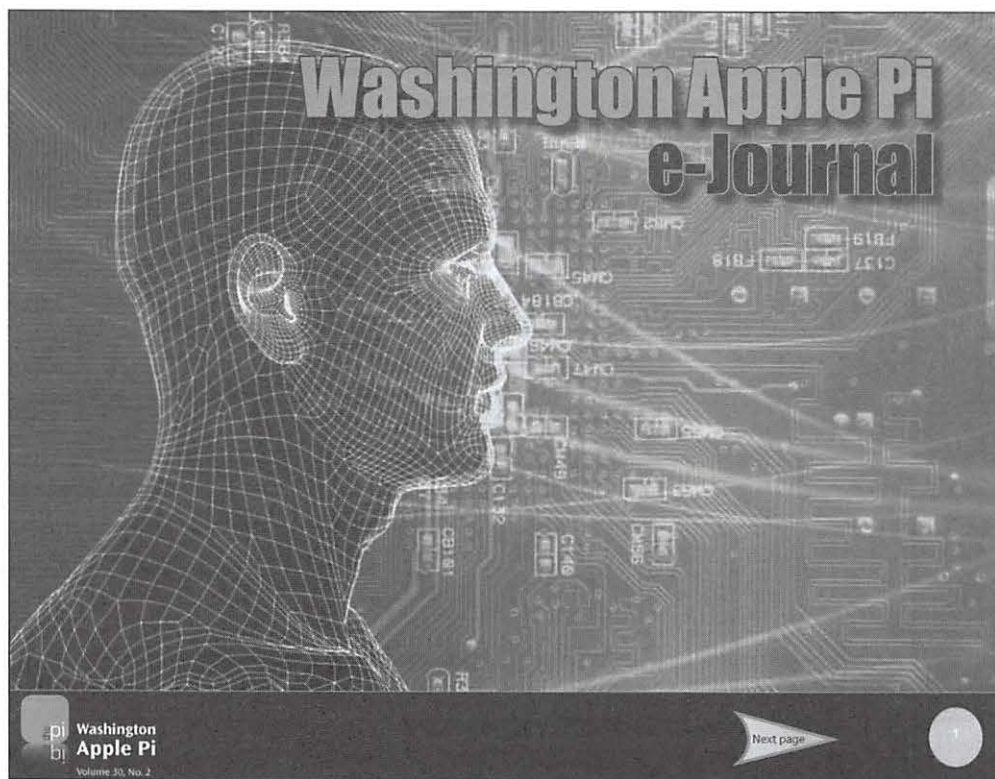

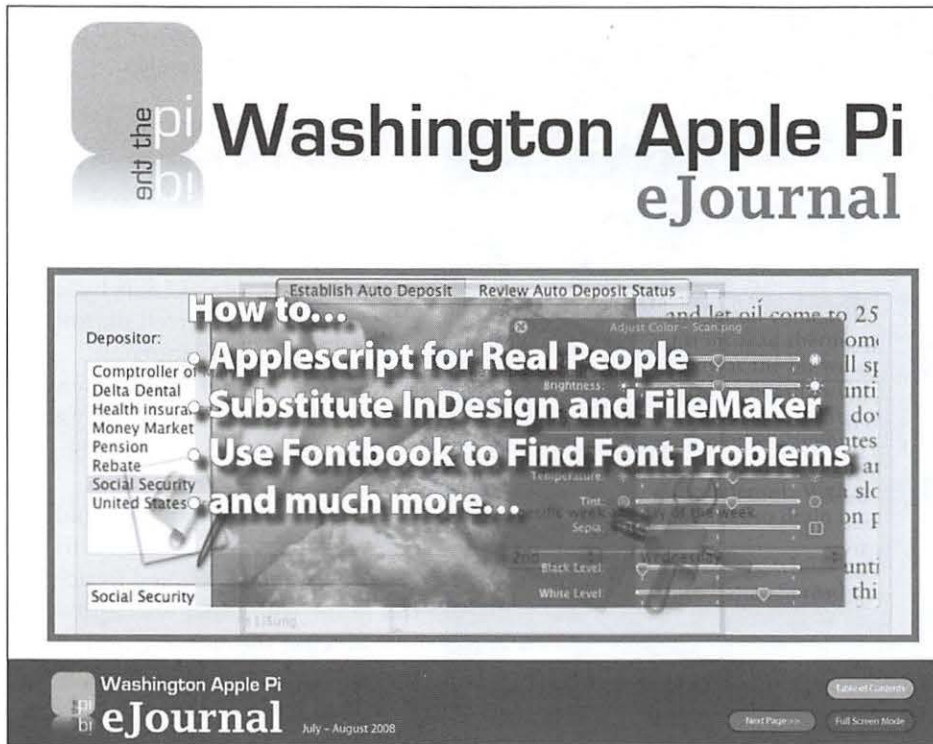Figure 1 - The *eJournal* first prototype.

Figure 2 - The *eJournal* second prototype.

into? Simply converting the printed version of the *Journal* to a PDF did not make an electronic journal. The layout, design and typography were optimized for print. The printed version of the *Journal* was difficult to read on screen, it was cumbersome and too long. Taking cues from my favorite electronic magazines and lessons learned at MC, I came to the conclusion that I had to approach it from a different angle.

My first prototype looked like something straight out of Star Trek. It was clumsy, the navigation buttons didn't quite work, the design barely held together but it was a start. It was at least readable onscreen (see Figure 1). My second try was a big improvement over my first and this one landed in Bob's inbox (see Figure 2). I got kudos from Bob and a "Press on! Will you produce another one with the material from the next issue?" Armed with fresh material from the July-August 2008 issue of the *Journal*, I produced the third prototype. Bob was flying high and took it to the Board. The Board was pleased, they approved publication of the *eJournal* and now I was in business.

The fourth *eJournal* prototype became the first Beta version for distribution to a larger audience (see Figure 3). It was produced with material from the November-December 2008 issue of the *Journal*. Bob introduced it at the following General Meeting and the 60 lucky members who attended were asked to download the first Beta and to provide feedback. Approximately 20 members responded. Their comments were all, without exception, extremely helpful in producing the next *eJournal*. From their comments it was evident that our members wanted to have the option to print the *eJournal*. While the *eJournal* was printable, the design and layout and extensive use of color were not developed with printing in mind. The final prototype, which was launched on January 8, was created as a hybrid, designed for screen or print. What ensued was an avalanche of requests for passwords and login

exchange to a few key Pi players. We could save money. We could help the environment. We could produce it in color. Members could click through to the resources. It could be searchable. There would be no delays at the printer. The advantages were numerous! The intensity of the responses I received took me by surprise. They ranged from "Is it done yet? What are you waiting for?" to "Over my dead body!" Not wanting any dead bodies on my conscience, I quickly shelved the idea in the recesses of my Mac.

Six months or so later, the phone rang. It was Bob. "Would you come to the office? We need to talk." I don't get summoned to the "office" very often. This had the potential of being a serious matter. It was important. There was electricity in the air. When I arrived, Bob didn't waste any time. "So, how about that electronic *Journal*? Do you think you could produce a prototype for me?" I could not contain my excitement. I couldn't wait to get back home and get started. As I was leaving, Bob held me back with a question: "What shall we call this electronic journal?" I hadn't thought of that, but quickly blurted out "How about the *eJournal*?" The name was an instant hit.

Back home sitting behind my Mac I got to work. Oops! The task was a lot more complicated than I had anticipated. I struggled and thought, "I need to learn how to keep my mouth shut!" What had I gotten myself

Technological Evolution
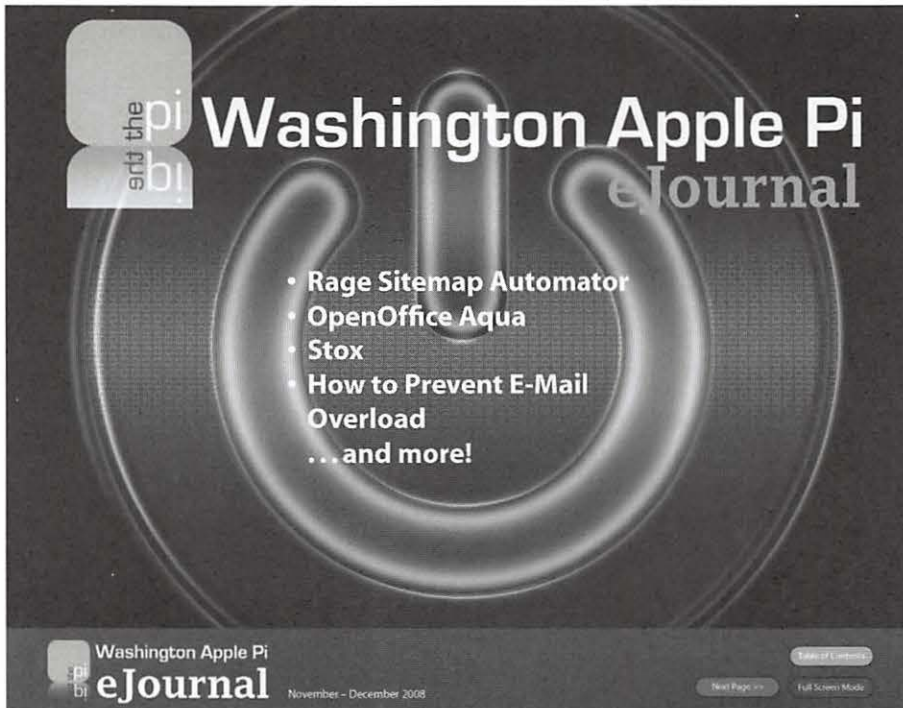
- This edition looks great, especially in the Full-Screen mode! This is real progress, indeed.

- The *eJournal* I just reviewed is absolutely fantastic! It is by far as professional and well planned as any magazine or journal published by organizations with 10 times the personnel. I'd say that if this were placed on YouTube or some other such site the membership would grow rapidly from the exposure. There's only one thing that you failed to point out in the email that was sent introducing the *eJournal*, and that is the huge benefit of it being in full *color*! It just makes everything pop.

resets; members wanted to download the *eJournal*! There was definite interest in the Pi's new kid in town and numerous E-mails with feedback flowed in:

- Very, very nice! Great rendering of graphics and pictures.

- *Good Job* on the publishing of the new *eJournal*! At first thought I'd be dissatisfied reading the *Journal* as a .PDF vs. a paper document but after browsing through it, seeing the legibility of it on a 20" iMac monitor, the convenience of clicking on a URL and going to a Web site, and the brilliant color photos decided it wasn't bad after all. Also now I don't have to worry about finding storage space for back issues. :-)

- I'll have to change my *Journal* reading habits but that's no big thing. Hopefully publishing it as a .PDF document will not only save on expenses for the WAP but will ultimately become a convenient research tool for our members.

- I thoroughly enjoyed reading the *eJournal*. It was attractive visually and a good size for these "older" eyes! It makes infinite sense to do this via the Internet... less cost, less waste, more trees spared... all sorts of good things. Bravo!!

- It's spectacular!!!

- *Congratulations!* The *eJournal* is one of the finest electronic presentations of former print material that I have seen. I have the luxury of a 24 in. monitor and in full screen, the pages of the *eJournal* jump out at you (probably because of the bright white background and the vivid colors). I hope I can keep reading them now as they arrive. Again, thanks for your hard work and dedication in the numerous activities of the Pi. I tell people, out here, quite frequently to check out the Pi as it is the best user group there ever was or is.

The *eJournal* is green

Over the past year, the *Washington Apple Pi Journal's* print run was 1000 copies per issue. Each issue averaged 48 pages. That is 48,000 pages, or 96 reams of paper per issue, or 576 reams of paper per year. That's a lot of paper saved each year!

Go Paperless!

It's Election Time Again. Really!

By Bob Jarecke

Nominees — we want you

It is decision time again for those of you who have pondered volunteering for the Pi Board of Directors. And this year, as always, the need is real for folks to serve. You don't need any special talents, or a lot of knowledge about computers, or management experience. All you need to bring to the table is a willingness to serve, an open mind, some common sense, and time to devote to guiding the Pi. And now a few key points.

The current Board is a great group

The fourteen people now serving on the Board are a great bunch of folks who are conscientious about serving. While each has contributed to the cause, some are doing exceptional work to keep the Pi alive and well. To substantiate my claim, read Neil Ferguson's letter to the editor at the beginning of this *Journal*. Nothing like an unsolicited testimonial! (I'll pay you later, Neil.)

Now the not-so-great news: five current Board members will be finishing up their terms, and unless they can be convinced to run again, their seats and the present empty one will leave six slots to fill — a tall order. (Feeling any guilt pangs yet?)
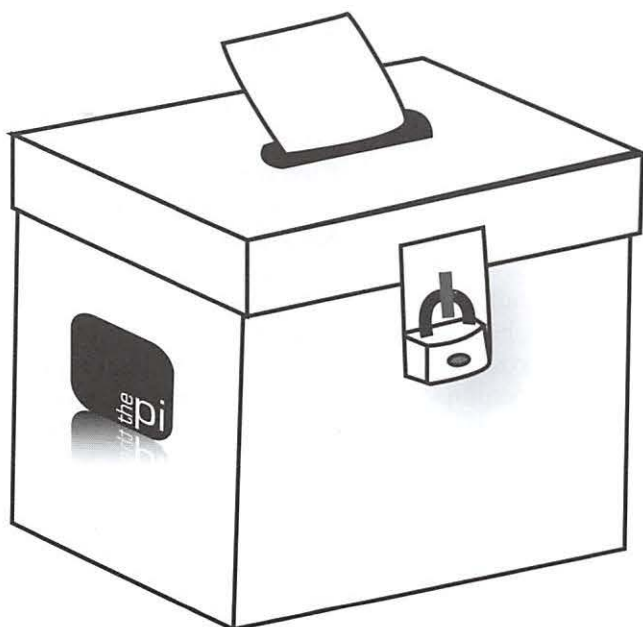
Board meetings are infrequent

Currently the Board meets every other month, so at this rate, we come together only six times a year. The meetings are held on Saturdays to avoid competing with work and to eliminate driving in excruciatingly painful, rush-hour traffic. During the meetings, refreshments are served; no one goes away hungry!

To make up for the lack of meetings, electronic communications are used to keep Directors informed and to solicit their reactions, opinions or positions on topics. We can vote electronically so the Pi's business can be conducted expeditiously with needed confidence that all the important issues will be fully vetted by the group. More importantly, you can contribute from the comfort of your own home. (Aren't you getting excited about being part of this dynamic group now?)

The tour of duty is three years

While three years may seem like a long time, it does take a little while to get familiar with the inner workings of the Pi, but there will be plenty of old heads on the Board to make this a painless process. The only three required officer positions are President, Treasurer and Secretary. In the case of President, a board member must have served on the Board for at least one year, and the other two positions have limited duties. (See: not much threat of getting into something you can't handle.)

Nominations are being accepted until March 31

The time for accepting nominations is right now. The deadline is the last day of March at midnight. You can submit your own name or the name of another member. In all cases, the Election Committee will take the nominations, confirm a desire to run, and get them entered into the election process, which culminates with an electronic election during the month of May. (What do you say? We need your decision —*tick-tock, tick tock...*)

Oh, one more thing

Simple pre-selection test — nominees will need to be able to walk and chew gum at the same time! Just kidding, but seriously, they will need to provide a short bio, answer the question of why they are running, and confirm they are in no position to benefit financially from holding a Director's position. Are you up for the challenge? Bring your own chewing gum!

Disk Utility: Superhero, Savior, Prophet

© 2009 Lawrence I. Charters

Since hard drives have been used with Macs, starting in 1986, they have been both a blessing and a curse. On the blessing side, they can hold vast amounts of information. In 1986, $5,000 could buy a 5-megabyte hard drive, far faster and far more convenient than the equivalent seven floppy disks. Today, $110 will buy you a million megabyte drive, capable of storing more information than a houseful of floppy disks.

But as Spiderman learned, with great power comes great responsibility. Yes, you can store staggering amounts of information, and retrieve it very quickly, too. And you can also lose staggering amounts of information. This potential loss is behind Apple's inclusion of Time Machine with Mac OS X 10.5 Leopard. Time Machine takes about 95% of the effort and pain out of backup.

But 95% isn't all the effort. Regardless of which Mac operating system you use, you need to periodically check your hard drive for errors. In particular, you should check the drive after any minor catastrophe, such as:

- A power outage, however brief;

- The crash of a program – any program;

- The crash ("kernel panic") of Mac OS X, or after an unexpected reboot, or an unexpected shutdown;

- Any unusual slowdown or aberrant behavior on the part of the Mac.

You should also check the drive after the installation of any operating system updates, and periodically just for the heck of it — at least once a month.

How do you check your drive, or drives? Quit all programs, launch *Disk Utility* (in your Utilities folder), click on a drive in the left-hand column, click on the First Aid tab, and click on Verify Disk. Do this for every single disk or disk volume you have either installed inside your Mac, or connected to your Mac. No exceptions, no excuses. What you want to see is shown in Figure 1: a report that "Volume passed verification."

But sometimes *Disk Utility* reports are not quite so rosy. Some of the less rosy reports predict future disaster.

Figure 2, sent in by a Pi member, shows *Disk Utility's* precognitive ability in action. This Mac has two drives, and the top drive in the left-hand column, almost always the boot drive, says it is failing. There is no need to run First Aid: *Disk Utility* interrogated the circuitry on the drive while launching, and sent a clear, unambiguous error: "This drive has reported a fatal hardware error to Disk Utility. If the drive has not failed completely, back up as much data as you can and then replace it with a working drive." Note that the bottom of the window has a line that reads: "S.M.A.R.T. Status: Failing."

S.M.A.R.T. (Self-Monitoring, Analysis and Reporting Technology) is splendid when it works, and when the user notices. But so few users ever bother to routinely check their drives that S.M.A.R.T. messages are rarely seen. Even after seeing a S.M.A.R.T. failure notice, some users tend to rant and rave about unfairness, or ignore the warning and continue to use their computer. The proper response: do exactly as directed in the on-screen notice. Backup what you can; the end is at hand.

In a perfect world, you'd see the message "Volume passed verification" every time you pressed the Verify Disk button in *Disk Utility*.
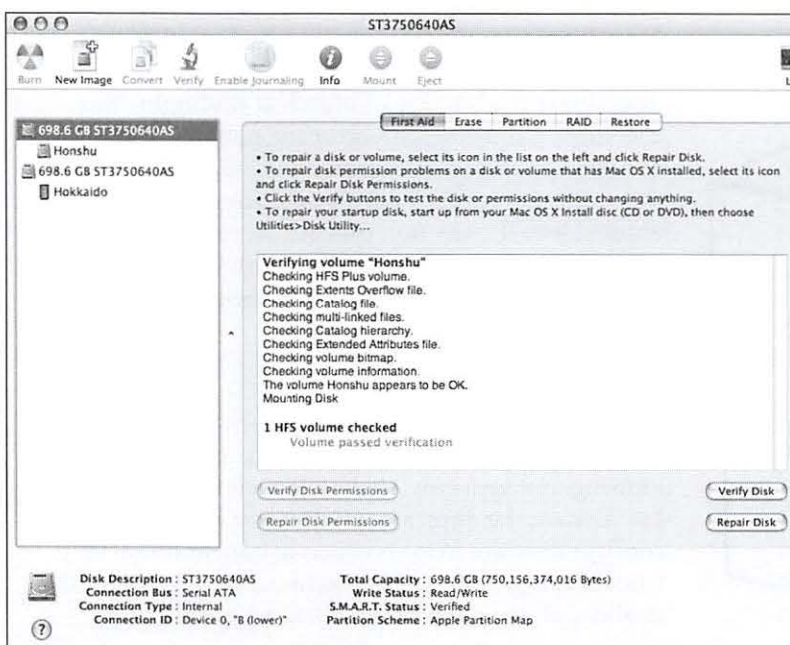
Fortunately, such messages are extremely rare. Unfortunately, the message in Figure 3, or some equivalent, is not. During a Disk Verify, *Disk Utility* reported there was an "Invalid sibling link" and "Volume check failed." A subsequent attempt to repair the damage, triggered by pressing the Repair Disk button, also failed. This sounds bad.

And it is bad. But unlike the previous example, recovery is usually possible. If the volume hasn't been backed up yet, back it up. Then format the drive and, in the vast majority of cases, the problem will be solved. An "invalid sibling" is not some character out of a Shakespearean play but, rather, an accounting error. Disk drives maintain a catalog of where data is stored and, for whatever reason, a portion of the catalog is invalid. Reformatting the drive wipes out the catalog (and, of course your data), allowing the drive to begin again with a blank slate.

There is one commercial utility, *Disk Warrior*, which can often repair a damaged disk catalog without a reformat. We won't address that here since the intent is to praise *Disk Utility* and encourage you to use it, regularly. There is also the somewhat delicate issue of *Disk Warrior's* limitations: it doesn't check your disk regularly (you have to do that, with *Disk Utility*), it doesn't back up your disk (you have to do that, with Time Machine), and most important, it isn't a magic elixir. It is a one-trick pony: it can, fairly often, repair a damaged disk catalog. And that is all; after it is done, you'll still need to use *Disk Utility* to Verify Disk.

Disk Utility can also do far more. It can successfully repair *most* catalog errors. It can copy CD-ROMs and DVD discs. It can make disk images of CD-ROMs, DVDs, and even hard drives. It can create software RAID volumes. It can completely clone one hard drive to another.

But most important of all, it can Verify Disk. Do so. Regularly. Remember: with great power comes great responsibility.
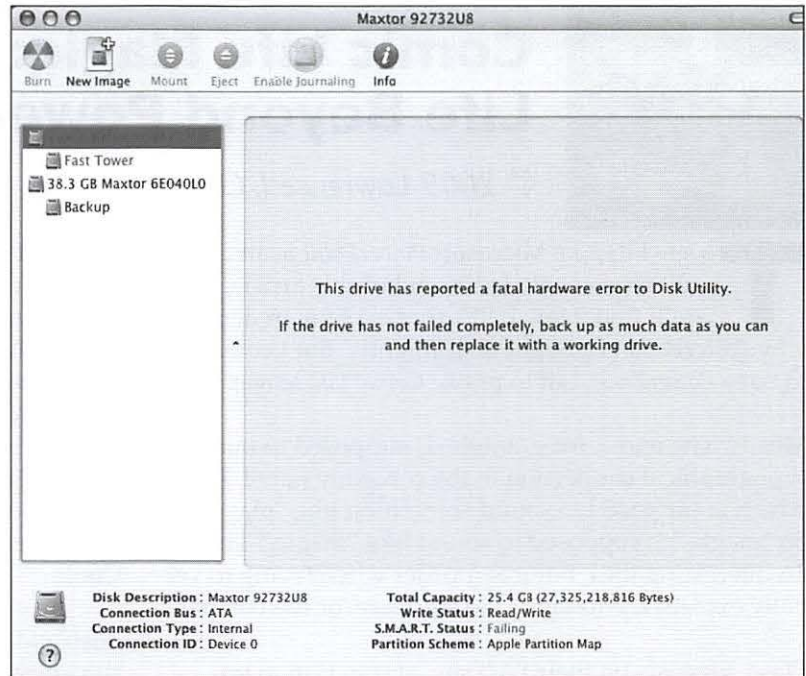
Disk Utility reports that the top, highlighted, drive has failed, and needs to be replaced. Heed the message in the center of the screen. Note the S.M.A.R.T Status message in the bottom panel.
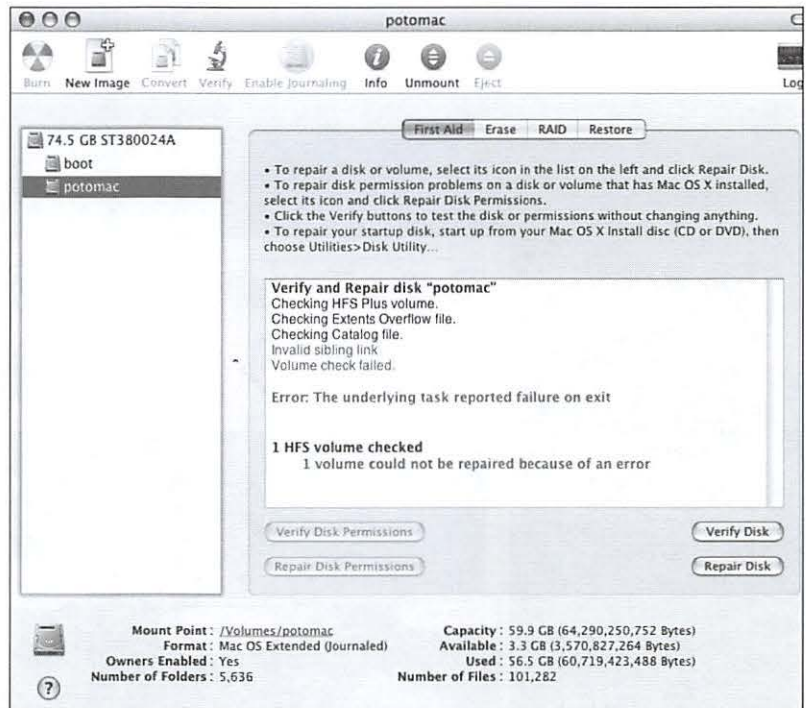
During a routine *Disk Utility* check, using the Verify Disk function, an invalid catalog entry was found. Pressing Repair Disk could not fix the problem. The next step: back up everything and reformat the drive.

Software Review

Comic Life Magiq:
Life Beyond PowerPoint

© 2009 Lawrence I. Charters

To say I dislike Microsoft *PowerPoint* is an epic understatement. At the end of this article, you'll find a few URLs that explain, in detail, why *PowerPoint* is a blight on humanity. But I come not to bury *PowerPoint*, but to praise *Comic Life Magiq*.

Mostly. The name, for example, is supposed to make a typographical connection to the company name, Plasq, which is supposed to sound something like "plastic." So "magiq" is supposed to sound like "magic." This is an interesting idea, but it is murder when trying to verbally explain the name of the software, or the company.

Plasq suggests on their Web site, and in E-mail notifications, that *Comic Life Magiq* is an upgrade from their very popular *Comic Life* application. *Comic Life*, reviewed in 2007 in the *Journal*,

http://www.wap.org/journal/comiclife/

is a great way to take a bunch of photographs or other illustrations and tell a story. *Comic Life Magiq* is, too, but the interface has been drastically redesigned (see below). Whereas *Comic Life* has ready access to your *iPhoto* library, *Comic Life Magiq* can peek into your *Aperture* and *LightRoom* libraries, too, as well as any folder of images you might select. This can slow things down, especially if you have huge image libraries. But, on the other hand, you can freely grab anything that shows up in the media browser and pull it into your comic. Cool.

Also added are a number of tools for controlling the thickness and color of lines, the focus of a panel (a great way to ignore everything on a page except the current section you're working on), the arrangement of elements front to back, and a host of other tools, including a nice spray-gun for spraying graphics (hearts, balloons, rain, bubbles, spiders) over your comic.
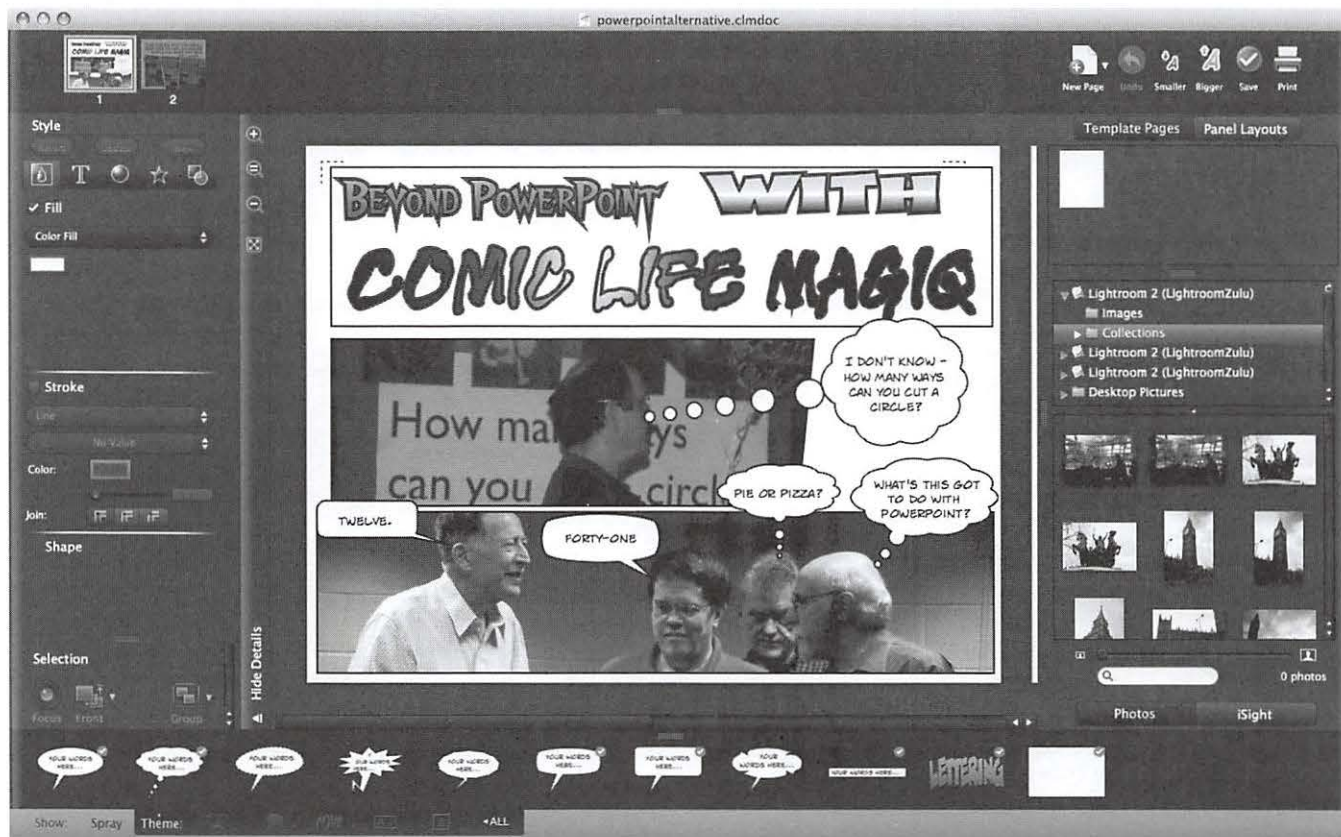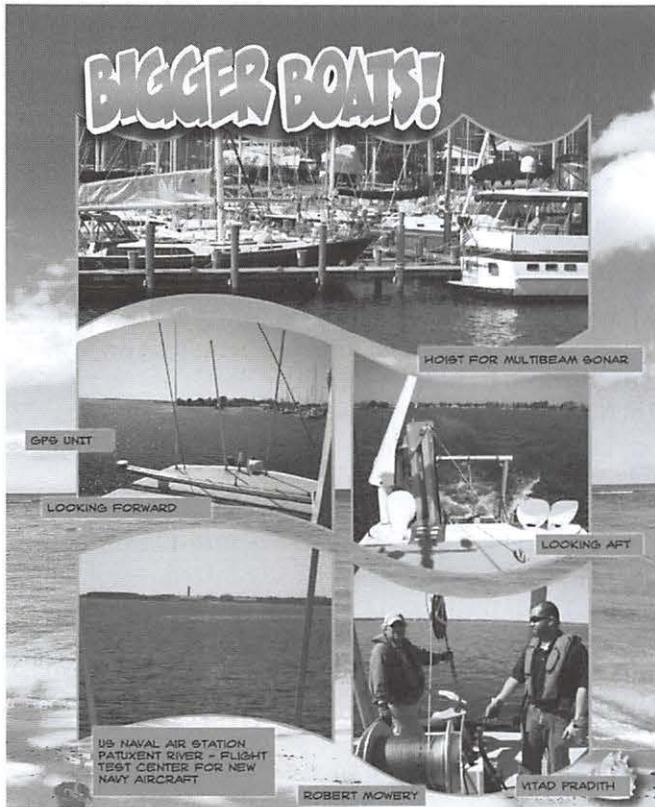
There are pre-defined templates (with accompanying artwork) for birthdays, photo books, birth announcements, dog and cat-centered comics, kid, camping and gardening comics, a day at the beach, snow trips and road trips. You can also create your own templates. A vast collection of panel styles is included, from newspaper comics to graphic novels to manga (a highly popular Japanese comic artform). Every panel style can be modified by moving and reshaping the panel elements; there are no real limits.

Completed projects can be exported as a series of images, one image per page, for sending via E-mail, posting on Flickr, posting as Web pages, sending to *iWeb*, or you can save pages as PDF, TIFF, GIF, JPEG or PNG files. Sending a comic through E-mail, for example, will automatically size the comic for Apple's *Mail* or Microsoft *Entourage*, allowing the recipient to view the message in their mail client; no special software is required.

In typical fashion, without looking at any of the help files, I grabbed a collection of photos of a trip to see an oceanographic survey vessel, brought them into *Comic Life Magiq*, and added labels, thought and speech bubbles, and other highlights. Using a cartoon metaphor, it was easy to add explanations of the photos and

present everything in a much less formal, much less rigid format than, say, *PowerPoint*. Page 2 of the eventual nine-page "comic book" is shown to the left. The entire comic book is available on the Pi Web site at:

http://www.wap.org/journal/comiclifemagiq/

Initial versions of *Comic Life Magiq* were, shall we say, a bit slow and prone to crashing. The current version (1.0.2.1 at this writing) is far faster and very stable, though I wouldn't recommend it for any machine slower than a G5. It will work on a laptop, but a larger screen works best. Fortunately, Pasq offers a free trial download, so you can test it (or the less demanding *Comic Life*) before spending money.

The big question, however, is: why comics? The answer: people read them. If I send my colleagues a set of *PowerPoint* slides (not that I would, of course; I have standards), there is an excellent chance nobody will look at them. But send them a comic and *everybody* takes a look.

I was recently asked to create a "process flow diagram for optimizing interaction between [my employer] and the public." The task name alone is enough to put you to sleep. The group that asked for this is expecting a set of slides. Hah! Are they ever going to be surprised!

But I bet they read it.

Resources
Comic Life Magiq

http://plasq.com/comic-life-magiq

$44.95, or $29.95 as a crossgrade from Comic Life

PowerPoint is Evil:
http://www.wired.com/wired/archive/11.09/ppt2.html

http://spectrum.troy.edu/~rbeaver/PPEvil.html

http://www.edwardtufte.com/tufte/powerpoint

Yoda versus Darth Vader:
http://presentationzen.blogs.com/presentationzen/2006/01/contrasts_in_pr.html

Leopard's Cover Flow Makes Cleaning and Organizing Your Hard Drive A Snap!

## Or, How I deleted a gigabyte of old files in a few hours

By Etana Finkler

It has only been, hmm…10 years or so… that I have been meaning to clean and organize my Macintosh hard drive. In my Documents folder, I had folders within folders within folders, and I had to go through so many layers to find a file or project that important projects were getting lost or forgotten. And resources for projects were scattered among different folders. Downloads were piled into my Downloads folder with mysterious names. Attachments came in with E-mails; I filed the attachments I knew I needed., but the others all went into some folder I specified in my Apple *Mail* preferences, and I could never quite remember

where that folder was. Screen capture .png files and downloaded application .dmg files would sit on my desktop until I couldn't stand the clutter anymore. Then I'd create folders called "2002 Screen Captures," or "Desktop2 folder," and stash them in my Documents folder, to be cleaned out "someday."

I needed a new organizational structure. I know how to do it — my PC at work is pretty organized — but I just couldn't bear the thought of going through my home computer file by file, opening everything to see what it was, and then deciding if I needed it. Does this sound familiar?
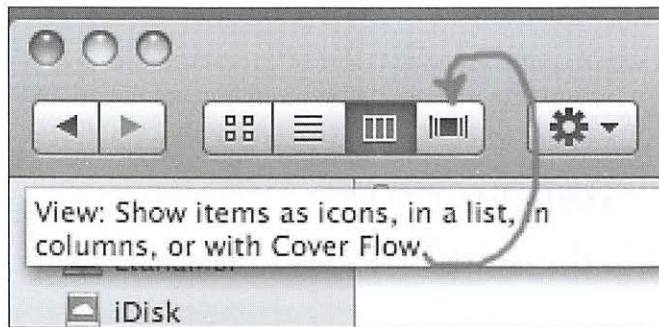
Figure 1 (left): When you open a file in Leopard's Finder, you have the option of viewing the contents as icons, in a list, in columns, or with Cover Flow.

Figure 2 (below): To clean up my files, I opened two Finder windows side by side. In the window on left I viewed the files using Cover Flow; in the other window I selected view in columns.
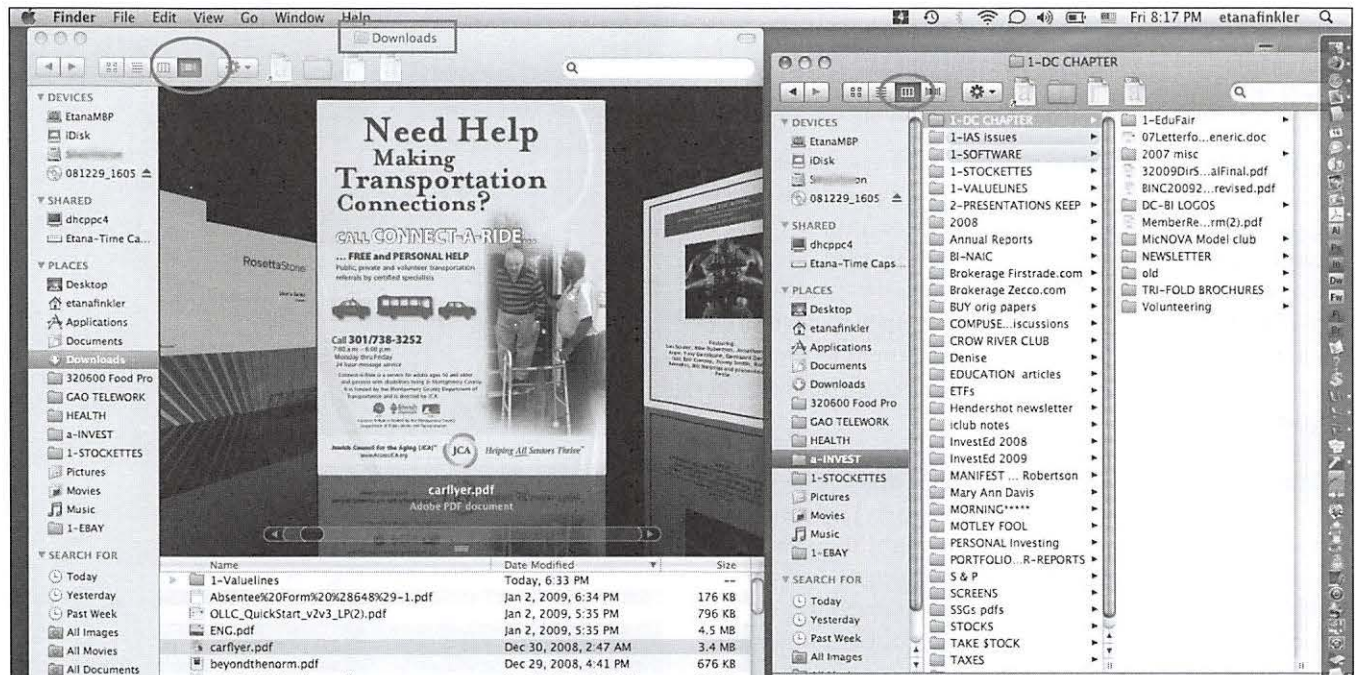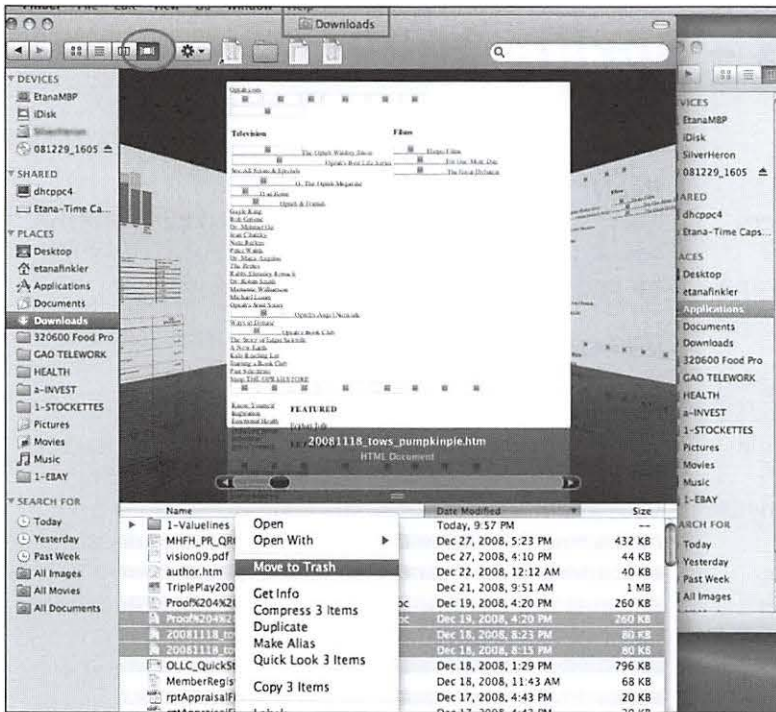
Figure 3: "Control click" when a file is selected brings up the "Move to trash" option.

1.   I opened two Finder windows, side by side (see Figure 2).

2.   I chose "view with Cover Flow" for the left window, and "view in columns" for the right window. (You can see the different view options in Figure 1.)

3.   In the left window I selected the Downloads folder, and began selecting files and viewing them in the big Cover Flow window preview. I could easily determine whether I wanted to trash or re-file the document. I could easily drag the document in the left Finder window into the appropriate folder in the right Finder window.

I also found a shortcut: if I chose "Control click" when selecting a file, it brought up a little window with a "Move to trash" option. You can see this in Figure 3.
I could look at several files, hit shift click to select them all, and hit the Control click to bring up the menu to send them all to the trash. I just *loved* emptying the trash of 100 megabytes of junk at a time! And so quickly!

I was so thrilled with the ease of the task that, after I had tossed one gigabyte of junk, I went on to reorganize my file structure into something that makes more sense and suits my current needs.

To remind myself of the date of this major reorganization, in case I'm ever searching for something in Time Capsule, I created a *TextEdit* document (see Figure 4) to memorialize my endeavors. I don't know if this was necessary or if there's a better alternative, but I felt that I should do something, since even some file names have been changed.

Then along came Mac OSX 10.5, Leopard, which includes Cover Flow as a new feature in the Finder. Often with a new operating system, you will see new features advertised, and may even see little videos of their use, but they just don't sink in. Maybe you don't even use the new features, because it is easier to just keep doing things the same way you have been doing them. My stubborn older aunt does this because she is afraid of change on the computer. But I also do this, though I consider myself a "power user." Then, all of a sudden, I stumble upon some new feature that I embrace.

This is what happened to me with Cover Flow this week. I just happened to click on a file while Cover Flow view was selected (see the red arrow in Figure 1), and it was a real "ah ha" moment. I noticed that I could see what the file was. I knew I didn't need that file, so I dragged it to the trash...and didn't stop until I had deleted one gigabyte of unneeded files.

It only took me about 4-6 hours to get rid of 1,000 megabytes of junk and then reorganize my folder structure, and it was a very pleasant 4-6 hours. Here's the flow I developed:
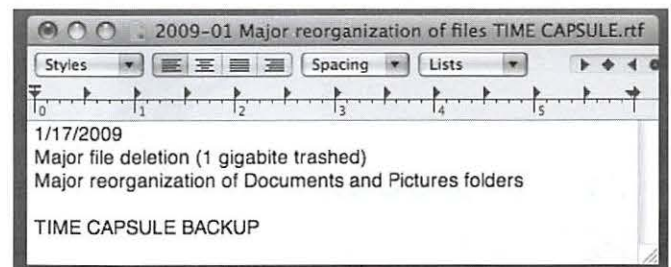

Figure 4: I created a *TextEdit* document to remind me of the date that I reorganized my files, in case I need to find something in Time Capsule sometime in the future.

The Best of the TCS – Spring 2009

By Bob Jarecke and Dick Rucker

The Pi's TCS Keeps Rolling Up the Hits!

The TCS (TeleCommunications System) has answers — great answers! The service is one of the premier offerings to the membership. Have you logged on and used it to its fullest potential?

Not sure how to get started? There is a highly detailed "how-to-use" guide available for download on the Pi's Web site, http://www.wap.org/. Just look for the title "TCS User Guide" under the Washington Apple Pi Events heading. It is a PDF download of 2.7 megabytes.

And to give you a sample of the TCS offerings, here are some recent discussions that have helped other members with questions about their Macs and more. Enjoy!

How to override Dashboard widgets

(TCS/Computing Conference/ Mac OS System Software)

Help! I've disabled my daughter's Safari and other Internet access but she's figured out that if she presses the circle around the cross symbol (lower left of screen on our iMac) when the Dashboard icons are up, she gets ALL the icons, including a Google one and something else that gets her straight onto Yahoo with absolutely no controls at all. I need to get this shut down NOW! By the way, my daughter is 7! AAARGH.

Reply:

After you hit the circle with the + sign, to the right of it there should appear "manage widgets" button. Select it and then scroll down the list to the items you do not want visible to your daughter and uncheck them.

OUTSTANDING DISCUSSION
http://tcs.wap.org
BEST of the TCS

Reply:

There's a wonderful network tool called Little Snitch, whose main purpose is not at all what you're looking for and thus not something you'd come up with.

http://obdev.at/products/littlesnitch/

Nonetheless, at its basic level Little Snitch is the natural opposite of personal firewall software. Rather than preventing outside machines from contacting your applications, it prevents your applications from contacting outside machines. Except under specific conditions/rules you define yourself. So for most people its value is interceding when, say, your favorite cribbage game opens up an unexpected network connection and proceeds to communicate who knows what about your system, back to its home planet. This could, however, be used to augment your parental controls by enforcing exactly which applications, widgets, and behind-the-scenes tools are allowed to contact the outside world and which are not. For your daughter's account you'd enable the checkbox that prevents her from changing the set of rules.

Personally, I'd want to reinforce such restrictions at the network perimeter since the computer itself will always be a weak link as long as the kid has any unsupervised physical access to it. By moving content filtering/reporting to a more controlled device you largely remove yourself from the inevitable cat-and-mouse game with your kids and their friends on the computer itself. And hopefully you will maintain a narrative there of closer trust in the first place, letting you hash out appropriate computer behaviors while the greater network is setting the same tone a school or library network would be setting.

P.S. As to the immediate next stage of these cat-and-mouse games, you could always move, remove, or otherwise disable the contents of /Library/Widgets. But that only catches up one step behind your daughter in the game; it doesn't even begin to jump out ahead and anticipate the next creative loophole.

Reply:

Thanks! I've disabled them but it would be useful to also know how to re-enable them? I wouldn't worry so much, but my daughter has very little impulse control

and less judgment, so I have to protect her at this point more than I would a "normal" kid...

Upgrading PowerBook to Leopard

(TCS/Computing Conference/ Upgrading Advice)

I'm ready to install Leopard on my Power Mac G5, but thought I would practice first on my PowerBook, which I plan to sell. I did the zero-out thing [erasing the drive by writing zeros], and then began the installation. Here's the question:

When the window asks for my registration information, should I put all my own info in since I'm going to sell it?

And if yes is the answer how do I erase that when I sell it?

Reply:
When the window asks for my registration information, should I put all my own info in since I'm going to sell it?

The easiest way is to use bogus information. For example:

Joe User
123 Main Street
Anytown, MD 12345

There is a way to remove the setup information and the computer will prompt the new user upon the first boot. (See below.) But, this is a little impractical since the prospective purchaser will surely want to boot the computer and check it out. Just note the bogus information and use it to sign on when the prospective purchaser wants to see the computer operate.

------
start the computer (or restart) and hold Command + s
(starts the computer in
single-user mode)
At the command prompt:
type: /sbin/mount -uaw <return>
type: rm /var/db/.applesetupdone <return> (note the period before the word apple)
type: reboot <return>

Reply:
When the window asks for my registration information, should I put all my own info in since I'm going to sell it?

I prefer to do the zero thing, then the installation DVD, then when it wants to reboot from the hard drive I somehow kill the power during the startup bong.

(Timing is critical: get it -after- everything written to the disk is closed and flushed for shutdown, and -before- the disk is mounted again for startup. If you're not sure, you can hold the Option key as it restarts, or any of a few other key combinations that wait for your attention before mounting any disks.)

That way the new owner gets the fresh installation, with registration prompts, and especially full control over first account setup and personalization.

Reply:
rm /var/db/.applesetupdone <return> (note the period)

As a rule, capitalization is important: it's /var/db/. AppleSetupDone. But on a typical setup you'll be using a case-insensitive HFS+ filesystem and either way should work. Still, in case anybody's taking notes for posterity's sake...

Personally, I'd rather not set up a bogus user 501 account first or see that someone else has done so on my behalf before I take over a system which I'm told has been (and which I perceive to be) scrubbed clean.

Not ever booting from the installed (or better: restored) system provides exactly Apple's out-of-box startup experience for a refurbished machine.

Reply:
Personally, I'd rather not set up a bogus user 501 account first or see that someone else has done so on my behalf...

Agreed.

before I take over a system which I'm told has been (and which I perceive to be) scrubbed clean.

Scrubbed clean or not I, and I suspect you, would perform an erase and install anyway.

Reply:
Scrubbed clean or not I, and I suspect you, would perform an erase and install anyway.

Absolutely. In fact I do that when I take possession of a machine from Apple! My job writing and testing software has made me more sensitive to tracking the chain of custody all the way back to factory state. Specifically, back to an interpretation of "factory state" to which I can always return and retrace.

To be honest, I'm not sure I've ever sold a Mac rather

The Best of the TCS

than handing one down among family and friends pre-installed/configured/personalized. And I can't say whether a typical secondhand buyer would prefer to immediately see desktop rather than be prompted through the whole Apple first-time setup experience.

I'd definitely erase and install for myself after confirming the machine's OK (and so should *everybody* reading this!) but since I realize there are crazies who don't do that I don't mind pausing for a moment to hurdle first-time setup before I'm able to put System Profiler, Disk Utility, etc. through their paces.

In fact I perceive it as a sign of good stewardship on the part of the seller to prepare a machine in that way. Show me the Apple procedure and I can sense that you're focused on how I experience your prized hand-me-down. Rush ahead to a bunch of diagnostic tools and I begin to suspect that you're focused on providing cover to the cut-rate RAM and disk you'd crammed in there before you finally decided to be rid of the thing. Just one intangible among many...

Reply:
In fact I do that when I take possession of a machine from Apple!

Same here. Boot it up, do the registration thing, then erase & install.

Other TCS discussions for this edition
of the *Journal*
In the selections listed above, we have supplied you with both the originating question and the replies that question generated, so you can get a feel for how the TCS works. Below we present some other topics that were posted to the TCS, but here we present only the initial posting. Some of the postings were for informational purposes only. Others sought help. If you want to see how members responded, go to the TCS and look at the replies. We're hoping this approach will induce more readers to actually check out the TCS for themselves, and discover what a treasure trove of information it is.

External HD Recommendations
(TCS/Computing Conference/ Upgrading Advice)

I probably will be upgrading my computer after the beginning of the year. Right now I have a G4 Dual Processor tower that has served me incredibly well since 2002! I probably will go with an iMac.

That being said, I'm also looking to buy an external HD to handle a lot of video I want to digitize plus to use as a

SuperDuper! backup. I haven't looked at prices in a few months so I was surprised at the low price for a 1 TB HD.

I'm looking at either a G-Drive Q 1 TB or a LeCie quadra 1 TB. I have a 500 MB external LeCie that has given me no problems. The G-Drive got a good review in Macworld but looking over the reviews for both brands these two seem comparable.

What are your feelings about this? Also, is it possible to daisy chain the drives so I don't have to plug both into the main computer?

Firewire, Ethernet, USB
(TCS/Computing Conference/ Mac OS System Software)

Which is the fastest and slowest, Firewire 400, Ethernet, and USB 2.0?

PDFpen Script
(TCS/Computing Conference/ Office Productivity)

To solve a rather complex problem, I need to be able to use PDFpen 4.0.4 to paginate a document (Acrobat does not seem to be available for the Mac as a standalone). PDFpen provides a script for this task but the script places the page number on the lower left side of the page, possibly subject to blocking by a binding. Though PDFpen says that this placement can be changed via the script editor, it does not say how. I have no experience with such scripts. Below is the script as currently provided. I would like to place the page numbers in the upper right of the page instead.

```
— This script places a page number in the
bottom left corner of each page.
tell application "PDFpen"
      if (count documents) > 0 then
      set pageCount to count (pages of
document 1)
      repeat with pageNumber from 1 to
pageCount
      set thePage to page pageNumber of
document 1
      make new text imprint at end of
imprints of thePage with properties {rich
text:pageNumber as rich text, x
position:36, y position:36, height:16,
width:30}
      end repeat
      return pageCount
      end if
end tell
```

I assume the change would be to the "x position" and "y position" but don't know just what or how. I would appreciate someone leading me through this so that I would still have the script as given plus the new one with the different placement.

Web Bugs

(TCS/Computing Conference/ Internet Software)

More than half the Web sites we visit are making use of Web bugs to track our comings and goings. The most frequent planter/harvester is Google Analytics, followed by Quantcast, Sytecatalyst and various "Sitemeters."

According to The "Web Bug Faq"

http://w2.eff.org/Privacy/Marketing/web_bug.html

these bugs collect and send out the following data:

* The IP address of the computer that fetched the Web Bug

* The URL of the page that the Web Bug is located on

* The URL of the Web Bug image

* The time the Web Bug was viewed

* The type of browser that fetched the Web Bug image

* A previously set cookie value

Nearly all of these bugs contain an element of data which I believe is some sort of "previously set cookie value" that looks something like this:

Analytics: UA-142218-3

Quantcast: p-d4P3FpSypJrlA

Two questions:

(1) do these bugs and their cookie data persist on the user machine? And if so, where might they be found and how removed?

(2) is there any way to prevent such bugs from being planted and accessed -- aside from avoiding sites where they are used?

iTunes purchase

(TCS/Computing Conference/ Digital Music)

I have a season pass for FRINGE, the TV show. I downloaded the latest episode last night and it has a sound track but no voice track! Both on my iPhone and my desktop. I cannot find a link anywhere in iTunes or in the iTunes store for contacting about a problem. Nor can I find web links about this.

Should I just call the Apple Store or is there a more specific route?

Ripping DVDs for iPod

(TCS/Computing Conference/ Digital Music)

My sister wants to transfer a video from a DVD to her 2nd generation 2 gig iPod. I have advised her that she can use "RipIt" http://ripitapp.com/ to copy a DVD to her hard drive and that she can use "HandBrake" http://handbrake.fr to translate it to H.264 for iPod use.

I don't know that it will be useful to copy to HD prior to creating the H.264 version, but it might be if the process needs to be repeated. Since I've never done this, I'm ignorant as to how a show gets from the computer to the iPod. Does the H.264 file get "Imported" into, stored in iTunes, then downloaded from iTunes to the iPod? Any 'how-to' advice? Options, settings, preferences?

Final Thoughts: If these "best of" excerpts help you learn something new or helpful, that's good. There is a lot more where they came from. The WAP Web site is a great resource for current and archival information, and the TCS takes it a step further by offering near-real-time assistance from friendly fellow Pi members. Give the TCS a try; you may like it.

Pi Photo Contest 2009 Kicks Off At March General Meeting

By Tom Carlson

The wonderfully successful 2007 Washington Apple Pi Photo Contest (PPC) began a few days before the groundhog tried to see his shadow. Contestants submitted their image files in March and the first half of April. Best of show, first, second, and third place images as well as their photographers were celebrated at the awards and recognition ceremony at the May 2007 General Meeting. Everyone who participated was honored. Everyone in the audience enjoyed seeing the great images submitted by Pi members. The color pages in the Pi Journal were stunning. There was a consensus that the Pi should do another photo contest.

Now is the time for the **Second Pi Photo Contest**! Kickoff will be at the General Meeting on March 28, 2009. To help members "edit" their digital images and have them look like what you thought you were getting when you pressed the shutter button, we've lined up Lesa Snyder King to be our featured speaker. Lesa will show us how to do the allowed limited image edits using Adobe's *Photoshop Elements 6* for Macintosh. She will show how the following can enhance your already "best" images: cropping, burning and dodging, red-eye correction, sharpening the image, correcting colors to natural colors (removing the unholy green cast caused by fluorescent lights, for example), stitching to create a panorama, fixing perspective correction (skewing), refining brightness, contrast and saturation, and converting a color image to a sepia image. The judges for the previous contest said that most images would have benefited from more sharpening.

Key dates for the 2009 contest are March 28 through May 1 for submitting entries. During May the judges will assess our images, choosing first, second, third, and honorable mentions at each skill level and category as well as selecting the best image overall. On May 30, the fifth Saturday in May, we will have the Pi Photo Contest recognition and awards ceremony. In June, the winning images will be posted on the Pi's Web site for the world to see, and first place images along with best of show will be printed, framed and mounted on the Pi Clubhouse wall.

What's new with the Second Photo Contest? We're keeping what worked well in the first contest and making changes when rules and processes caused confusion. We kept the rule allowing the best of your images, including new ones, to be submitted, provided they are your own unpublished creative work and not in a prior photo contest. We will keep the two skill levels – novices compete against novices, advanced against advanced. We will keep four categories with limited image editing allowed.

The first contest's unrestricted edit category, the Washington Apple Pi category, was poorly understood and it has been retired. The 2009 contest does have an unrestricted edit category. It is hoped more Pi members will participate in the new category, which will be revealed at the March meeting.

What else is the same or changed? Find out at the kickoff of the Second Pi Photo Contest on March 28! We'll provide 2009 contest categories, review contest rules, tell you how to submit your files, and what information needs to accompany your images. Let's all come and participate in the 2009 Pi Photo Contest.

Unable to come to the March 28 General Meeting? Come to a Clubhouse Saturday in April. A Pi Photo Contest volunteer will be on hand to review the contest particulars and answer your questions. Photo contest rules will also be posted on the Pi Web site, http://wap.org.

Want to be a contest insider? Send an email to **office@wap.org**.
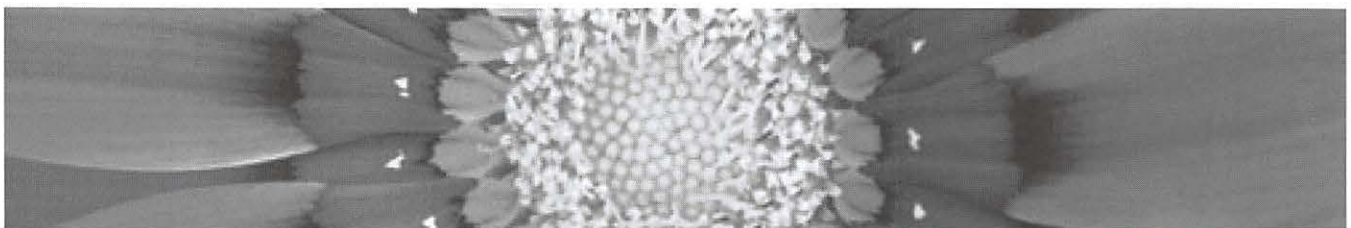
The Magic of Getting Together

By Travis Good

Members helping members is what Washington Apple Pi is all about. We do this within the Pi in many ways. The *Journal* brings thoughtful insight on a regular basis. The TCS Forums are there for getting and giving help online. The Web site, www.wap.org, holds deep reserves of knowledge stored away in its archives. However, my favorite Pi venues for members helping members are people gatherings: General Meetings, Special Interest Groups, etc.

There is no better place than the Pi to get together with Mac enthusiasts!

For decades, the Pi has been a place to meet with people of like minds. We all love our Apple computers, our iPods, our iPhones. We enjoy how they empower and entertain us. We take pride in being users of Apple products and we enjoy sharing our joy, our knowledge, and our enthusiasm.

Using our wonderful new clubhouse we should have more get-togethers!

What? You haven't heard? The Pi clubhouse has moved to a new space. Yes, it's new as in you can still smell the fresh paint. Yes, it's new as in we've purged the ancient inventory and scrubbed everything to the point of almost-new. Yes, it's so new we just had an Open House to celebrate. Didn't attend the Open House?! If not then check out the accompanying photo; there is also a movie clip on the Pi Web site,

http://www.wap.org/events/jan2009openhouse.html

The new clubhouse is in a very nice space. Unlike before, this new facility is custom-tailored for gatherings. There are rows of tables and chairs plus overhead projection and a whiteboard for presenting or training. The space is large enough for many people to mingle, talk, and socialize. In the back is a table with Macs available for use and

there's a lounge, a cozy corner you won't believe. The clubhouse has become a fabulous space in which to gather.

Got a passion to start a SIG? We've got the place to meet! Have a hankerin' to teach a class? We've got a classroom! Want to get together regularly with Pi friends? We've got just the right social setting! **This clubhouse is yours**. One benefit of being a Pi member is use of our clubhouse. Does your bridge group need a weekly home? Is your sewing club looking for a gathering place? Does your car club need a spot to meet? We're considering expanding access to the clubhouse so long as a Pi member is present and responsible. Let us know how you'd like to use the clubhouse.

Intrigued? We hope so. The clubhouse is yours and it's just waiting to be put to good use. Come on! Let's generate more of that special getting-together magic!

Bill Kingley took this photo at the January Open House with a spiffy new Panasonic LX3 camera. He sent the photo along with a comment: "Many thanks for all the sweat that went into creating the new digs. It's a very usable space."
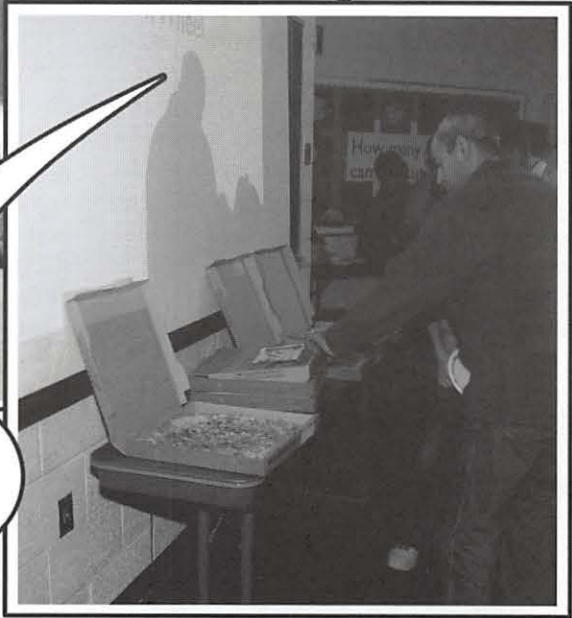
Washington Apple Pi Meetings

Lesa Snider King and Photoshop Elements 6.0

March 28, 9:30 a.m., Luther Jackson Middle School

Lesa Snider King, graphics wizard, returns to Washington Apple Pi to talk about editing photos. Lesa will show us how to do image edits using Adobe's latest version of *Photoshop Elements* for Macintosh, version 6. She will show how simple editing can enhance your already "best" images, and discuss: cropping, burning and dodging, red-eye correction, sharpening the image, correcting colors to natural colors, stitching photos together to create a panorama, fixing perspective correction (skewing), refining brightness, contrast and saturation, and converting a color image to a sepia image. And more.

The regular Q & A session will start the meeting followed by club news. Next, a coffee and donut break hosted by Kitty. Lesa's presentation will occupy most of the meeting, right up to the popular raffle drawing. This month will feature a topically appropriate prize: a Canon PowerShot A590 8-megapixel Digital Camera — bring some moola!

Following the drawing, Papa John's will provide our pizza lunch. There will be four afternoon sessions with the new iPhone/iPod touch meet-up joining the regular fare of *iLife* SIG, Genealogy SIG and *"members helping members"* help session.

Making a Movie — from Soup to Nuts!

April 18, 9:30 a.m., Luther Jackson Middle School
NOTE: This event is on the 3rd Saturday of April due to a scheduling conflict on the regularly scheduled date.

The main event will feature a presentation by Steve Roberson, a club favorite, as he reveals some of his secrets on making great movies. From the beginning frame to the final credits, Steve will show us how to take a piece of music, photos and digital video, and with a little imagination, produce a Sundance award winner!

Of course, if anyone attending has some special techniques, hints or short cuts, pipe up and pass them along to everyone. The more the merrier, and it will serve to make this a great event!

Questions and Answers will lead off the day followed by Club business, which will include the introducing of the nominees standing for election to the Pi Board. Kitty's Koffee Klatch comes next with hot coffee and doughnuts!

After the main presentation, we will conduct a raffle drawing for a copy of *iLife* '09. The lunch break will feature our usual pizza fare. Special Interest Group sessions and other meetings will round out the day.

As always, check the Pi Web site for additional, updated details on these meetings.

You are invited

January General Meeting: Macworld San Francisco 2009 in Review

By Lawrence I. Charters

As almost everyone in the world knows by now, Apple's Chief Executive Officer, Steve Jobs, did not attend Macworld Expo San Francisco 2009. Apple also announced that it would not attend Macworld in the future. This caused worldwide panic and angst, a drop in the value of almost all technology stocks, and dire predictions for the world economy. A week later, Apple posted record earnings, much to the consternation of prophets predicting the end of the world. With all this as a prelude, the January 2009 General Meeting took a look at Macworld, and the topic drew a large crowd. But first…

Question & Answer Session

Q: Why do people have trouble reading attachments to my E-mail messages?

A: E-mail was designed to send and receive text messages. Not multi-colored text messages with multiple fonts. Not messages with photos embedded in them. Not E-mail with sounds or video. Just plain, simple, unadorned text. Any time you go beyond basic text, you run a risk that the recipient will have problems reading what you send.

Two basic rules will help. First, every E-mail attachment must have an extension. JPEG-compressed photos must end in .jpg, QuickTime clips must end in .mov, and Microsoft Word documents must end in .doc. Second, to be on the safe side, you should not send more than one attachment per E-mail message, as many E-mail clients can't reasonably handle more than one at a time.

Q: Speaking of extensions, do you know what application can open a file with a .odt extension?

A: While this looks like it might be a form of attention deficit disorder, a quick search with Google shows .odt is the extension for a word processing document written with Open Office. You have two choices: install Open Office (free, but not very Mac-like); or ask the sender to resend the document in Microsoft Word (.doc) format. To find out what application goes with a given extension, type the word "extension" and the extension itself into the search box in your browser, like this, **extension .odt**

and you should be swiftly directed to a Web page that can help out.

Q: Are there any ways to see the contents of an attachment if you don't have the program that created the document?

A: There are two great tools for such detective work. If you think an odd attachment might be a graphic file, drop it on top of *Preview*. Apple's *Preview* application is an amazing Swiss Army knife when it comes to graphics; it reads a shocking variety of graphics formats. The other tool is *TextWrangler*, from Barebones Software. This free text editor will open up and display many attachments, including things it can't edit. Even if you can't edit the attachment, though, simply opening it may give you enough information to figure out what the file is, or may allow you to copy/paste useful text out of the file.

Q: I tried to print a multi-page Web page from my Web browser, but it doesn't print properly. How come?

A: Technically, a Web page is a Web page. It isn't so much "multi-page" as "it was designed to be viewed in a browser, rather than chopped into printer-compatible chunks." If the page doesn't print fully, one solution is to use *Paparazzi!*, a free application. *Paparazzi!* is designed to capture an entire Web page, no matter how long it might be, as one file; you can save the file as a JPEG, a PDF, a PNG or a TIFF. *Paparazzi!* was reviewed in the *Journal*, and you can find the review online at:

http://www.wap.org/journal/paparazzi/

Q: I had a problem launching applications. A restart cures the problem. What gives?

A: This can be caused by problems with the directory structure (launch *Disk Utility* and use the First Aid tab to Verify Disk), by a lack of memory in your computer, by problems with a lack of free space on your startup drive, or by having too many applications open at once, or some combination of these conditions.

If trying the simple approaches doesn't solve the problem, a more drastic choice is to rebuild your Launch-
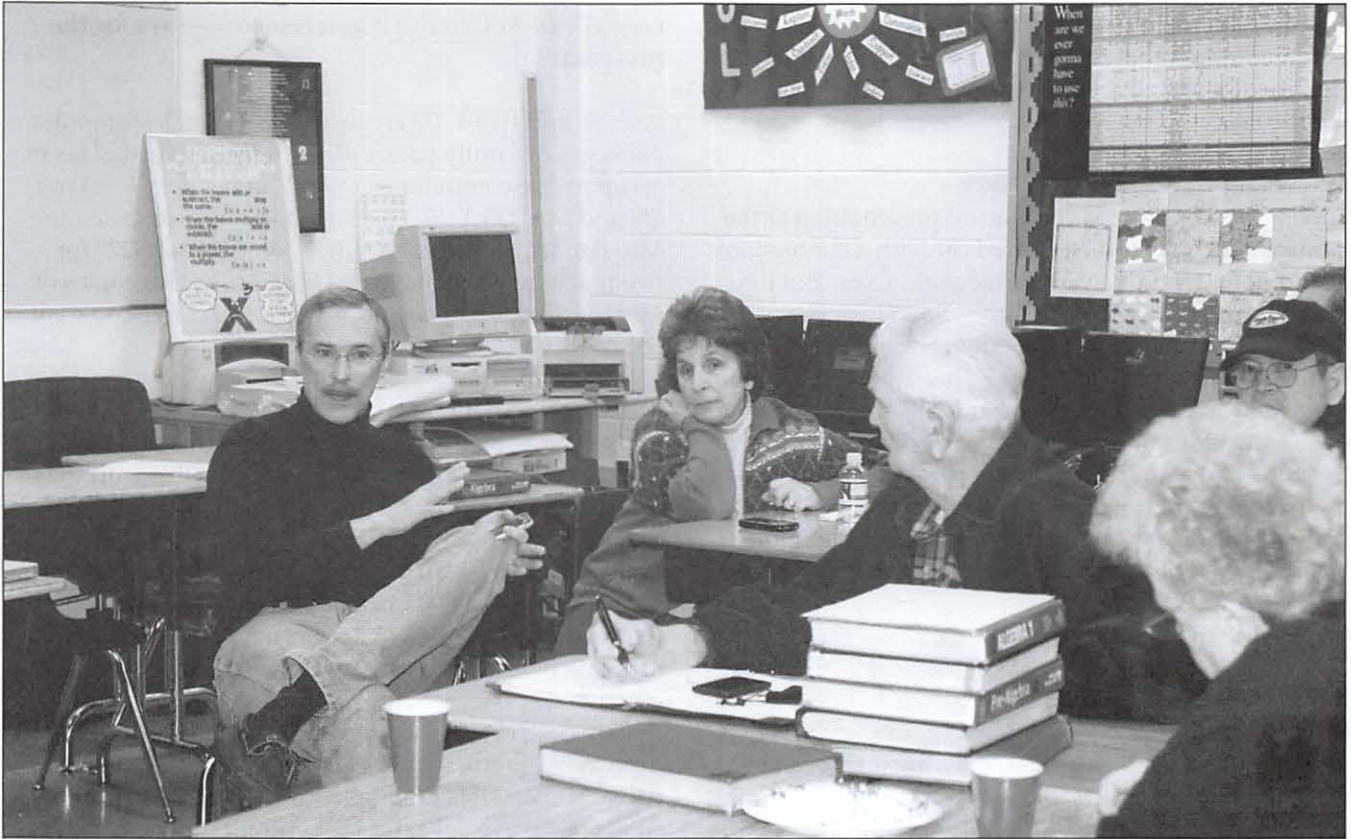
Travis Good, after serving as the main speaker at the January General Meeting, retired to a side room for a "meetup" where members shared iPhone and iPod touch tips and tricks. Photo by Richard Sanderson.

Services database. You can do this via the *Terminal*, or via free utilities such as Titanium Software's *Onyx* and *Maintenance* applications,

http://www.titanium.free.fr/pgs/english.html

but rebuilding the LaunchServices database is fairly drastic. It may also cause even more problems, so check your RAM, free disk drive space, disk integrity, and other, more common and less drastic measures first.

Q: I need to create a database for a non-profit that can be used by Macs and PCs. What are my choices?

A: *FileMaker* is probably the best cross-platform full-blown database. Highly graphical and easy to use, it is so well thought of in the Windows world that few realize it started on a Macintosh.

If your needs can be met by something that can be handled by a spreadsheet rather than a true database, you might wish to try Google Docs,

http://docs.google.com/

which allows you to create *Excel*-compatible spreadsheets. The spreadsheets can't be as elaborate as *Excel*, and work best with simple lists, but you can share the tables with both Mac and Windows users, and limit access to a password-protected group.

The Q&A session ended with Kitty's Koffee Break, to the great delight of the Q&A moderator, who was thirsty.

Club and Clubhouse Business
President Bob Jarecke started by asking how many people had downloaded the electronic version of the Pi *Journal* in early January. A majority said they had, though a significant minority said they were unaware of any such publication, including a member of the *Journal* production staff. Hmmm. Need to work on that.

Bob then announced Clubhouse Saturday, a "members helping members" effort whereby members can stop by, with or without their computers, and get help with their hardware or software questions. Clubhouse Saturday is covered elsewhere in the *Journal*.

General Meeting Report

Finally, Bob mentioned that Pi elections are coming in May, and asked that folks consider joining the Board. He concluded with an impassioned plea for articles for the *Journal*.

Macworld San Francisco 2009

Travis Good organized the feature presentation at the January meeting, and he started off with a confession: he did not attend this year's Macworld Expo. But like millions around the world, he obsessed over every tidbit of information leaking out of San Francisco, concerned about what Apple's withdrawal would mean for Macworld Expo and the Mac world at large, and about the implications of Steve Jobs' health. He also combed the newswires for the most important introductions made during the event, and presented them to us neatly laid out in a *Keynote* presentation with links to more information. For the *Keynote* presentation, visit the Pi Web site:

http://www.wap.org/events/jan2008/

iLife/iWork/Mac Box Set
iLife '09

Though it had not been released by the time of the meeting, *iLife '09* (*iPhoto '09*, *iMovie '09*, *iWeb '09*, and *GarageBand '09*) each sparked considerable interest. *iPhoto '09* adds face recognition and geo-tagging (which it calls "places") as new ways to organize photos, and allows direct uploading to Facebook and Flickr, in addition to MobileMe. *iMovie '09* appears to be an interesting melding of the old, beloved *iMovie '06* and the more controversial *iMovie '08*, with the best of each, combined with some new tricks such as software video stabilization. *GarageBand '09* adds video-based lessons in how to play various instruments, some of them free and some available for download. *iWeb '09* adds explicit support, via FTP, of sites not on Apple's MobileMe service, allowing you to upload pretty much anywhere, and also adds support for FaceBook. Little mention was made of *iDVD*, but it is still included.

iWork 09

Apple's office suite, *iWork '09*, was released at the show, and already has a large following. *Pages '09* now offers a full-screen view, dynamic outlines, mail merge, and the ability to work with the very popular *EndNote* and *MathType* packages. *Numbers '09* has an innovative method for creating and tracking formulas, adds new table functions, and adds even more very slick charting functions. *Keynote '09* has a clever "magic move" feature that allows objects to change size and orientation as one slide transitions into another. If you have an iPhone or iPod touch, *Keynote* now allows you to use it as a remote control for the presentation.

iLife '09 and *iWork '09* are available as single-computer packages or family packs, allowing you to install them on up to five computers. Or you can get *iLife '09*, *iWork '09* and *Mac OS X 10.5* packaged in one box, called the *Mac Box Set*, at $169 for a single computer or $229 for five machines. This is a great bargain, as five copies of *Mac OS X 10.5*, five copies of *iLife '09* and five copies of *iWork '09* would otherwise cost $1,435.

MacBook Pro 17"

The big non-surprise was the introduction of a new, widely rumored 17-inch MacBook Pro. Built with the same impressive unibody construction as recently released MacBook and MacBook Pro 15" models, the new laptop has three USB 2.1 ports, a mini DisplayPort for video, a FireWire 800 port, digital audio in and out, an ExpressCard slot, a gigabit Ethernet port, Apple's clever Magsafe power adapter, a spiffy video card to drive the massive display, and Apple's new "glass" buttonless trackpad. RAM can be upgraded to 8 GB; a 320 GB hard drive is standard, or you can select a 256 GB solid-state drive. The 2.93 GHz model with 8 GB of RAM, a 256 GB solid state drive, an extra-cost anti-glare screen, and AppleCare will set you back $5,598; the more modest basic model is $2,799.
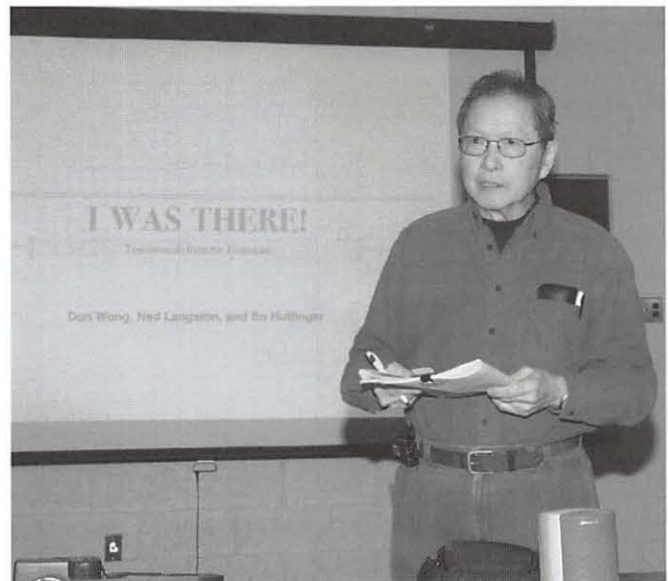
Don Wong shared his impressions of Macworld Expo 2009 and some nostalgic thoughts about the 25 years of Macintosh at the January General Meeting.
Photo by Richard Sanderson.

iTunes

Also making headlines was Apple's transition to DMA-free (Digital Rights Management-free) music on the *iTunes* Store, and variable pricing. In the past, all music tracks were $.99; starting in March, after intense pressure from music publishers, pricing will range from $0.69 to $1.29 per track. Apple also opened up music preview and purchase over the 3G cellular network for iPhone 3G users, removing the requirement that music be purchased with a computer or over a WiFi network.

Third Party Offerings

In addition to Apple's offerings, Travis was also intrigued with the Axiotron Modbook. Have a MacBook handy? Give it to Axiotron along with $2,249 and they will convert the MacBook into a tablet computer. No mouse, no cables, and no keyboard: you directly interact with the Modbook via an embedded Wacom drawing tablet. If you insist on being old fashioned, you can pair the Modbook with a wireless Bluetooth mouse and keyboard.

Also intriguing was the iBox UPS, a compact, stylish uninterruptible power supply that is supposed to be more eco-friendly than most such devices.

Not yet released but also intriguing was the Ecamm BT-1, a wireless Web camera that connects via Bluetooth, allowing the camera to work up to 30 feet from the computer. It is supposed to record 640 x 480 pixel movies and stereo sound, and recharges its battery via your Mac's USB port. When released, it will be priced at $150.

Hewlett-Packard, once a big Mac peripheral manufacturer, has mostly faded from view with the exception of inkjet and laser printers. This year, they were back with an unusual entry: the HP MediaSmart Server. Designed as a home server, it is designed to store photos, music, video, and files, and share them with any computer in the home, Mac or Windows. It can also be used as a backup drive for Time Machine.

Another unusual device is the Shure X2u. This doesn't do anything on its own; it is an adapter that allows you to connect a standard XLR microphone to the USB port on your Mac. Various dials control gain, headphone volume and monitor mix, and a tricolor LED blinks different colors to indicate overloading. If you find cheap USB microphones inadequate and would rather use a more conventional microphone, you need to check out the Shure X2u.

AmpLi-Phone is the opposite of the high-tech Shure adapter. The AmpLi-Phone is essentially a passive acoustic amplifier for an iPhone or iPhone 3G. It uses no power, but manages to get impressive sound out of the iPhone's tiny speaker. Unlike almost everything else on the planet, it was designed and built in California. It sells for $29.95.
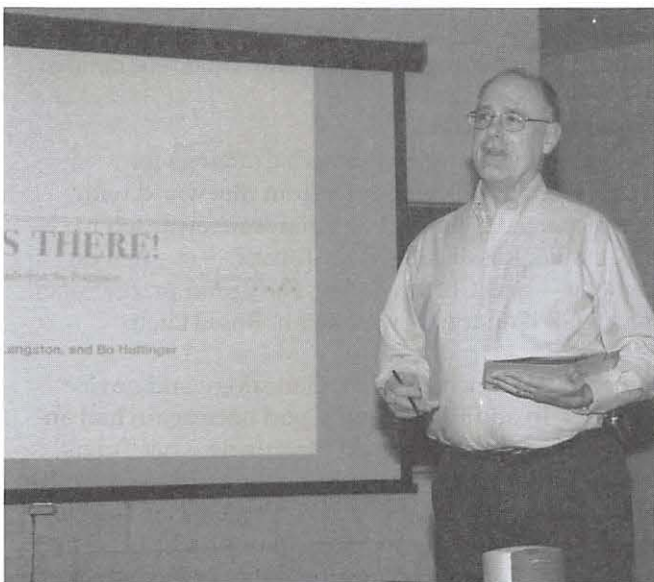
Ned Langston thought Macworld 2009 lacked the spark and sizzle of past expos, and expressed concerns about the future of both Macworld and the Mac community.
Photo by Richard Sanderson.
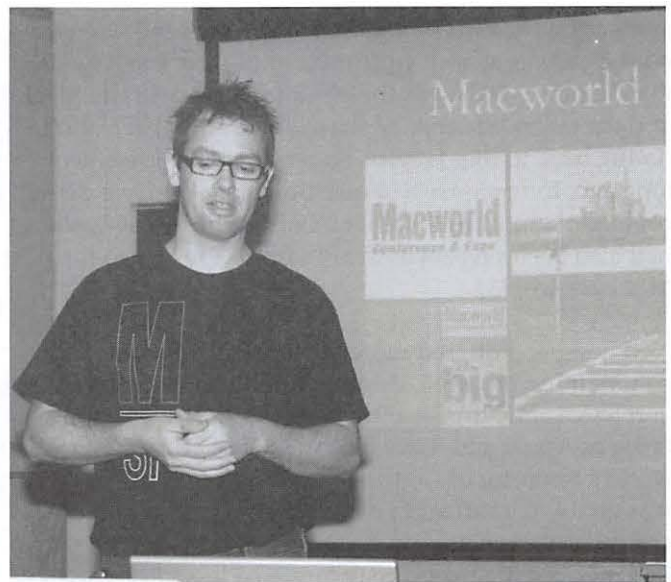
Robert Huttinger offered an exuberant, joyful overview of Macworld at the January General Meeting. He viewed it as a community event rather than a marketing expo.
Photo by Richard Sanderson.

General Meeting Report

The Pulse Smartpen is a ballpoint pen that allows you to record sound and synchronize the sound with written notes. If you have a Mac, talk to yourself, and write things down with a pen, technology can now help you out.

SlingPlayer, not yet released, allows you to access your Slingbox from your iPhone or iPod touch. If the idea of watching your 52" home TV from out in the wilds or while at work on a 3.5" screen doesn't fill you with horror, do note that you must have a Slingbox at home for this to work.

Other intriguing items introduced included: the *iSnipe*, an application you run on an iPod touch attached to a sniper rifle to calculate ballistics; iDive 300, a waterproof case and speakers for underwater movie watching on your iPod touch or iPhone; Nekfit, an iPod Nano and Shuffle carrying system that nestles the iPod at the back of your neck; PARASYNC, a cradle that can sync up to 15 iPods at once to a single *iTunes* library; U-Charge, a device that recharges a backup laptop battery directly, without the laptop; and *WebEx Meeting Center* for iPhone, an application that allows you to join a WebEx meeting via an iPhone. *WebEx Meeting Center* may well be more horrifying than either *SlingPlayer* or *iSnipe*.

Bearing Personal Witness

Three Pi members, Don Wong, Ned Langston, and Robert (Bo) Huttinger, attended this year's Macworld Expo, and each gave a presentation. Don Wong's talk focused on the very long, rich cultural traditions of the Macintosh (January 2009 was the 25th anniversary of the Mac), and the splendid sense of shared awe and expectation, dating back to that famous Super Bowl advertisement long ago. In response to a question from Don, we discovered there were three members at the meeting who had also been present at the Pi's first exposure to the Mac back in 1984.

Ned Langston offered more of a critique of Macworld, commenting on the size and vitality (smaller, slower, and less frantic this year than past years), the importance of Apple and Steve Jobs to Macworld, and Macworld's importance to Apple. If Wong's reminiscence was gently wistful and positive, Langston's was more critical and cautious. He is concerned that Apple's withdrawal from Macworld may foretell a less vital, less creative, less vibrant Apple in the future.

Robert Huttinger, a PHP, MySQL and iPhone developer, sketched a much more enthusiastic view, complete

with his own *Keynote* presentation (on the Pi Web site). Huttinger put much less weight on vendor displays and new product introductions, focusing on the often-forgotten conference portion of Macworld. After being banished to an overflow room last year, he showed up very, very early and was 10th in line for the keynote address. He was impressed with Phil Schiller's demonstration of new products, and did not think Apple suffered for having someone else take over the usual Steve Jobs role.

Huttinger relished the sense of camaraderie at Macworld, meeting people from far-flung lands in the keynote waiting line, meeting famous journalists and developers on the showroom floor and in the conference rooms, and meeting small developers and employees of startup firms, each and every one passionate about Macworld, the Mac, *Mac OS X*, and oh, yes, the book or peripheral or software package they were selling or learning how to use or thinking of buying. Meetups at the Expo and after hours brought unexpected surprises and delights. At one point, dining with one of the principals behind the documentary "Welcome to Macintosh," Huttinger expected to talk about the film, and instead found himself in a deep, passionate discussion of the U.S. Constitution.

Huttinger, by the way, received permission to show "Welcome to Macintosh,"

http://www.welcometomacintosh.com/

at the Pi Office sometime soon. Stay tuned for details.

Drawing and SIGs

The general meeting ended with drawings for prizes. Don Wong came back from Macworld with four respectable goodie bags that were awarded to Jay Castillo, Ross Hatch, Raju Tonapi — our newest member — and Clifton Bailey. The grand prizewinner, of an 8 GB iPod touch, was, again, Ross Hatch.

After a pizza lunch, the *iLife*, Genealogy and novice SIGs met. In addition, Travis Good once again had an iPhone/iPod touch "meetup," featuring what Travis calls a "parlor trick": he made a phone call from an iPod touch. Not an iPhone, but an iPod touch. Needless to say, the nearly two dozen participants had a blast, and the iPhone/iPod touch "meetup" may become a regular feature.

Special Interest Groups and Other Small Meetings

The Pi has a handful of Special Interest Groups (SIGs) and other small group meetings. These gatherings are great opportunities to learn more about your Mac in an informal atmosphere with other friendly Mac users. Listed below are meetings or gatherings, SIG and otherwise, currently operating in conjunction with the Washington Apple Pi.

"members helping members" tutorial sessions
This activity originated as a Beginners SIG, to help novice members, and those new to the Mac, learn more about the basics of the Mac OS X operating system. However, as the group had no formal structure and sessions simply evolved from questions from the attendees, it has been redesigned to be simply a helping session where members offer their assistance to other members. Because the group typically is small, this is as close to one-on-one help as is available.

This informal breakout meets immediately after the monthly General Meeting lunch break. It is scheduled for one and one-half hours. Various helpers to date have been Randy McMillan, Dick Rucker, and Tim Childers. Attendees are encouraged to bring their own laptop Macs and, of course, their questions.

January 24, 2009 Session
January's *members helping members* session had two experts ready and willing to assist those in need. Three people took them up on the offer, and the session lasted right up to the final minutes of the allotted time.

In one case, a Mac laptop was used to explore features of Apple *Mail*, *iCal*, and *Firefox*, a feature-rich and popular Web browser. During the course of the session, a case of *turn about is fair play* occurred when the "student" introduced the "instructor" to Leopard *Mail's* To Do function! During discussion of *Firefox*, it was explained how to empty the browser's cache to force a new Web page download from the server when the refresh button is pushed.

The other helper was busy, too, offering advice on the purchase of a new Mac. The person being helped had concerns about the size of items being displayed and, with the use of Universal Access in System Preference, she witnessed first hand the amount of control a user has over the display and its contents.

Another set of questions was more specific to Apple's *iPhoto* application. In this instance a member was attempting to import the database of an earlier version of *iPhoto* on a G3 to *iPhoto* '08 on a MacBook. Randy verified that *iPhoto* was working okay and concluded that its library was corrupt. He explained the steps that should be taken to try and deal with the problem.

Overall the session turned out to be a combination of trouble-shooting and beginner help — all in a day's work of *members helping members*!

Genealogy SIG
This SIG concentrates, obviously, on genealogy. While this topic is not directly related to computing, the Mac ends up being a valuable tool for researching family history. This group discusses various genealogy databases, how to research ancestry records, some pitfalls of the process, and other aspects of genealogy.

The Genealogy SIG meets in the afternoon portion of the monthly General Meeting. The session is scheduled for one and one-half hours. SIG co-leaders are Tom Carlson and Bob Jarecke.

January 24, 2009 Meeting
A separate and more detailed write up is available elsewhere in this *Journal*.

Graphic Arts SIG
The GASIG is one of the older, more established Special Interest Groups and topics have varied over time. Recently, the group has focused on photography; however, there are still plenty of artists in the group, and the notion of doing graphic arts on the Mac is still alive and well.

This SIG typically meets on the second Saturday of each month. Cheryl Lavoie is the leader of this popular SIG.

January 10, 2009 Meeting
The details of this meeting are available in a separate write-up in this *Journal*.

iLife SIG
This SIG is also a very popular group and its most recent focus has been on *iPhoto*. Pat Fauquet, the group leader, has extensive knowledge of this and other *iLife*

applications, and she is more than willing to share her expertise with everyone in the group.

This SIG meets in conjunction with the monthly General Meeting and convenes immediately after the lunch break. The time allotted for the meeting is one and one-half hours.

January 24, 2009 Meeting

The *iLife* SIG was in the wait mode because Apple had not yet released *iLife '09*. However, never without things to share, Pat answered group questions and showed software to extend the *iLife* applications.

Pat's first showing was of a freeware application *TubeTV*. This application allows a user to easily capture *Flash* video from Web sites such as YouTube and Qik. *TubeTV* then converts the captured file to a *QuickTime* format that can be played on iPods, iPhones, Apple TV and, of course, Macs. Learn more about *TubeTV* at www.chimoosoft.com.

Pat then demonstrated *Duplicate Annihilator*, an application to find and easily remove duplicate files from the *iPhoto* application. This simple $8.00 program searches for specific data like filename, dimensions, file size, EXIF data, or date of creation using standard Apple features and without hacking or tampering with the *iPhoto* library files.

In the future, the group will explore one or more of the updated applications in *iLife '09*.

Programming SIG

As the name suggests, this group concentrates on writing and modifying programs to better suit their needs. If you have a serious interest in the inner workings of Mac OS X and other programming languages, this group is for you.

This SIG does not have a regular meeting schedule, but rather evolves into a gathering when one of its members has something they would like to show or needs programming help. Aaron Burghardt is the leader of this SIG.

The Programming SIG did not meet during December or January.

Retired SIG Afternoon Learners

The name of this Special Interest Group is somewhat misleading. While many of the group's members are retired, retirement is not a requirement, so the SIG

recently changed its name. The focus of the SIG is very wide-ranging, with no topic off limits. There is always something to share and members are quick to help others learn more about computing on their Macs.

This group holds regular meetings at the Pi office on the fourth Thursday of every month. Len Adler is the SIG leader.

January 15, 2009 Meeting

A separate and more detailed write up is available elsewhere in this *Journal*.

Genealogy SIG for January: Geni.com Promotes Family Collaboration To Share Family History

© *2009 Tom Carlson*

Len Adler presented what he, his cousins, and other family members have accomplished on the free Geni.com Web site with their browsers at the January 24, 2009 Genealogy SIG meeting. Geni.com's Web repository is a neat solution to cross platform information sharing among family members. With graphical user interface, it can be used to introduce historical family members to the newer generations, little people who will only see Grandma Great (your great grandmother) in digital images. See Figure 1.

Individuals are presented graphically with linking lines. As a chart becomes cluttered with a larger family, its spouses, children and grandchildren, sections of the chart maintained by other members are "stubbed" (temporarily removed from screen). The removed branch is replaced with tiny green tree icon and person count presently offline. A click on tree and the branch returns.

Access to an individual family tree is by invitation. Participants choose how much data to supply: given name, surname, display name; birth, death, and burial dates and places; and marriage/partner dates, places, and status information.

The site also allows members to upload one or more photos/videos per family member. The image files
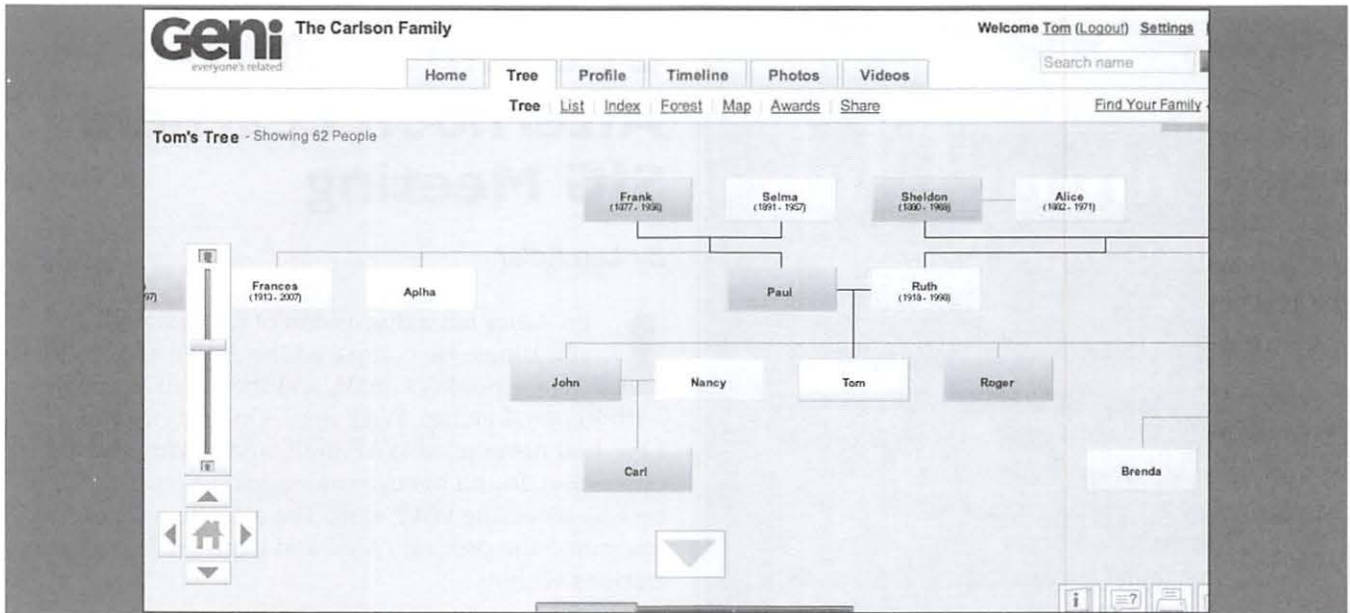
Figure 1 – Typical Geni Family Heirarchy

document a event as well as provide means to share the images. Geni lets you enter names to people in each image.

Although we did not see it demonstrated, persons with a GEDCOM file exported from Reunion or Family Tree Maker or another genealogy software application may import files into Geni drastically reducing data entry time and effort.

A neat feature is to generate a world map with either birth places or current locations identified. See Figure 2.

Although Len did not demonstrate it, there are advanced capabilities in Geni Pro, priced at $4.95
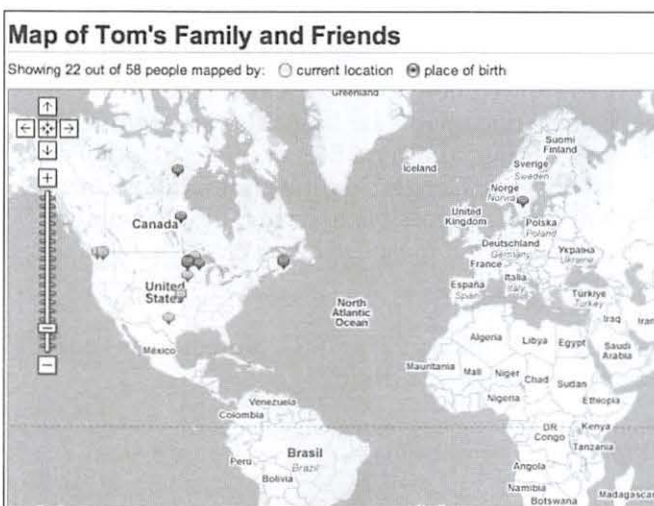
Figure 2 – Geni Generated Map of Family Birth Places

per month. The free Geni is limited to 5,000 names in your family hierarchy; Geni Pro allows 100,000 persons. Newest added capabilities are improved search capabilities; ability to export your entire tree for which you are an invited member, not just your own contributions; and improved tracing of blood relations. The Pro version also has priority support.

This approach to genealogy study has pluses and minuses. Pluses include no software is installed on your Macintosh computer beyond your browser. Options include birthday and other pending event notifications. Geni.com has some support for organizing and announcing family group events.

Minuses include the potential loss of family pedigree should Geni.com (suddenly) go out of business; loss would be devastating if you have old or no backups. There is a risk your info on the Geni.com could be hacked, leading to identity theft, if invitees use weak usernames and passwords. Identity theft could also occur if a participant is a crook. Another risk is entries could expose a family secret, upsetting family harmony. Uncle Cornelius may not appreciate it if you state during a security clearance interview that family tree includes an admitted spy, and omit to say that the spy died before 1800.

Overall, Geni is a nice tool for cooperative family history sharing that bridges Macintosh and PC file sharing.

December 2008 Afternoon Learners SIG Meeting

By Len Adler

Len Adler led a discussion of using e-mail applications. He compared the Apple application *Mail*, Google's Gmail, and the email available with Pi membership, WAP mail. One participant, Lew, had never used WAP mail, and during the demonstration, found his user name and password. Soon he was accessing WAP mail. The attendees carefully examined the program *Mail* and expressed some frustrations with it.

The participants discussed which application had the fastest and best tech support, and concluded that each provider has wait times, and is less than ideal.

Five of our many conclusions about email are:

- By using a browser such as *Safari* and the Web address of the email provider, it is possible to access your email account from any computer.
- Apple's *Mail* program requires each user to have registered with an Internet Service Provider (ISP), and relies on them to provide the account settings. WAP mail, which Pi members have as part of their membership, also requires this.
- Attached photos or graphics will sometimes appear in the document window of *Mail*, and sometimes as an attachment. We don't know why.
- Google offers a free Email account, with storage exceeding the space provided by most ISPs. Len showed how to create a mail group, use Google documents for large files or group review and editing, and send files of photos (from *iPhoto* via Picasso, Google's online photography service).
- Not only is it possible to have multiple email addresses, but most can be received in one location.

Our topic for January 22 is *iDVD*, presented by Paul Silverman and Don Fortnum.

January 2008 Afternoon Learners SIG Meeting

By Len Adler

Paul Silverman and Don Fortnum co-led this presentation on how Macs are used to preserve movies, and to create CDs and DVDs. They used the Pi clubhouse digital overhead projector to illustrate what the computer screen looks like for each idea.

Paul showed that every Mac has the application *Disk Utility* in the applications folder, which can make disk images of movies, with as many copies as desired. Paul also showed how CDs could be burned from *iTunes* playlists, and then transfered to play outside *iTunes*. He also demonstrated a variety of uses for Roxio's *Toast*.

Opening Apple's *iDVD*, Paul showed how the application can either copy directly a video tape which has been transferred to the Mac, or produce a more ambitious copy with menus, chapter sections, and even additional slide shows added. Paul went on to demonstrate additional features, such as giving a theme to the movie, and style variations.

Don Fortnum showed what the buttons and controls in *iDVD* do, sharing some fun short movies featuring his granddaughter's dance recital, and other performances. Don showed how several movies could be combined into one DVD. Paul had earlier shared a recital movie of his daughter, but both grandfathers were well behaved when they had the chance to brag more about their progeny.

Although videotape was believed to last for years, some corruption and failure may begin to show after a decade of storage. Burning a tape to a DVD promises to extend the life of our precious home movies and scenes from years earlier. Afternoon Learners SIG members got emboldened to play more with these applications, take movies on our own, and use these applications on the Mac. Those who watched got turned on to the fun possible when one takes photos and/or videos and enhances them with *iMovie* and *iDVD*

December 2008 Graphic Arts SIG: What Is High Dynamic Range Imaging

By Mary Herber

For the December program our presenter was Mary Herber. Mary's topic was High Dynamic Range (HDR) images using a program called *Photomatix*, which she purchased. Although it is possible to produce HDR images in *Photoshop CS2*, she had read that it's difficult to do and that this program was a lot easier to use to get good results. Mary found that the HDR program can also save time if you have a photo that normally would involve excessive layers and adjustments in *Photoshop*.

Instead of demonstrating the program, she covered taking the kinds of photos to use with the program, setting up your camera for the best results and describing how *Photomatix* works.

She began with an abbreviated version of a definition of HDR from Wikipedia:

"In image processing, computer graphics, and photography, high dynamic range imaging (HDRI or just HDR) is a set of techniques that allows a greater dynamic range of luminances between light and dark areas of a scene than normal digital imaging techniques. The intention of HDRI is to accurately represent the wide range of intensity levels found in real scenes ranging from direct sunlight to shadows."

High dynamic range imaging dates to the 1930s, when photographers, particularly Charles Wyckoff, used image bracketing to capture difficult lighting, and combined multiple exposures to produce a single finished frame. Wyckoff is best known for his photos of nuclear bomb tests that appeared in *Life* magazine; normal techniques would have resulted in completely washed out images.

Digital cameras have greatly eased the ability to take multiple bracketed images, and then combine them in a computer. Huber's presentation covered situations which usually make the best HDR images, such as: scenes with a wide range of tonalities and interesting detail or significant highlights; sunrises and sunsets; scenes where the sky has a lot of interesting cloud formations, and winter scenes.

Mary Herber explains the best photo situations for creating High Dynamic Range (HDR) images.
Photo by Richard Sanderson.

She went on to discuss how the HDR technique involves taking several exposure-bracketed images and combining them into a single file and provided advice on setting up your camera. Mary showed some of the settings in *Photomatix* as well as images of different results, from the bizarre to the natural, which can be achieved using the software.

She showed a number of illustrations of the final result, images that she had taken while on vacation in Ireland, and cautioned that, in the end, one's own artistic judgment and taste is very important in how you use this technique to manipulate photos.

A single license for *Photomatix Pro* costs $99; more information on *Photomatix* can be found on the company Web site,

http://www.hdrsoft.com

Herber also suggested two Web sites with helpful information:

http://www.cambridgeincolour.com
http://www.naturescapes.net/072006/rh0706_1.htm

January 2009 Graphic Arts SIG

By Vernice Christian

To set the stage for the Graphic Arts SIG, Harvey Levine presented Adobe's software *Photoshop Lightroom 2*. He paid special attention to new features added in version 2 and the differences between *Lightroom* and *Photoshop*. One important difference is that *Lightroom* is basically a storage system with good retrieval and can work on pictures globally, while *Photoshop* is an excellent tool for needed changes to the actual photo that *Lightroom* cannot manage.

New features of *Lightroom* include the ability to search pictures using dozens of different criteria simultaneously and to make adjustments to a group of photos. For instance, if a large number of photos were shot in low light, all the photos can be lightened and brightened in one operation. In contrast, *Photoshop* does one picture at a time.

Lightroom can make copies of multiple photos and then change the copies to a different color. For example, the copies can be changed to sepia, and grayscale. Using a group of photos, the saturation of individual color channels can be changed. For instance, all the photos can have the saturation of the yellow changed to more yellowish or less.

Another really cool feature of *Lightroom2* is face matching. If you have a photo you cannot identify, by using the face of the photo and searching *Lightroom* for other copies of the photo, you may be able to identify the person. Of course you can also search *Lightroom* for the date and other data on each photo. In *Lightroom* photos are identified by keywords and other characteristics. If have a camera that stores GPS information as part of this information, you can use Google's mapping services to match the recorded latitude and longitude, telling you where the photo was taken.

Harvey presented other topics, including how to fix red eye, removing flaws such as facial blemishes, moving between *Lightroom* and *Photoshop,* and how to use Virtual Copies to create different treatments of pictures without taking up additional disk space. This talk was illustrated by photos taken from Harvey's *Lightroom* catalog of 14,000 images, many of which have appeared in Montgomery County newspapers, and from his personal collection of scanned images taken between 1960 and 2001.

Two books Harvey recommend are: *Photoshop LAB Color* by Dan Margulis, and *The Adobe Photoshop Lightroom2: The Complete Guide for Photographers* by Martin Evening. Harvey will return to the Graphic Arts SIG and present part 2 on *Lightroom;* however, no specific date has been set.

Screen projection of *Lightroom 2.*

Opportunities

The Pi operates primarily through the time, talent and grace of a host of volunteers. They devote hours of personal time to ensure members receive the services promised upon joining.

Additional volunteer help is always needed, and in particular, we are in need of certain expertise to help in selected areas. Maybe you have work-related skills that could benefit the Pi. Look over the listings below and if you see a place you can fit, let us know and we will discuss how you can get involved.

Recruiting and Retention Expertise

Pi membership, like many Macintosh User Groups worldwide, has been declining at a steady rate for several years. A continued decline could result in a loss of some benefits currently being offered due to a lack of funding that comes principally from membership dues.

Need: Increase Pi membership by reducing current loss rate and adding new members.

The Pi is in need of a member who could help us with a program to assist in retaining current members as well as recruiting new members. Experience in membership drives, consumer outreach programs, political campaigns or charity drives might prove to be very adaptive. Skills in survey development, conduct and interpretation might also prove valuable in defining the current membership.

If you think you might have a skill set that could help in keeping the Pi membership numbers healthy, send an email to *president@wap.org.*

Pi Reporter

Description: Investigates and reports on Pi activities and other Mac-related items.
Hours: Flexible, work at your own pace. Time involved will increase during workup of bi-monthly *Journal* for publication.

Location: Home and wherever the story is!
Experience: Previous writing experience helpful but not required. If you like to write, this is good enough.

Additional Info: This is not a single position. If there are several Pi Reporters coordinating their activities, then coverage of Pi events and other stories of interest will not require too much work. Innovative writing such as interviewing Pi notables is encouraged. The *Journal* staff is looking for all kinds of Mac or club-related content.

Point of Contact ("POC"): Bob Jarecke, *president@wap.org* or Lawrence Charters, *maceditor@wap.org.*

Education and Training Expertise

Pi membership and potential new members are in need of tutorial assistance. The Pi's Tutorial Program has not been active for several years due to a lack of qualified instructors. Two local Certified Apple Dealers have requested assistance from the Pi with training new Mac computer users. The Pi needs to revamp its Tutorial Program.

Need: A Pi member with an education background, to include teaching experience, needs to work with the Pi leadership to develop one-on-one and classroom training programs which members would value. They will need to find and grow new training talent within the Pi as well as oversee ongoing training activities.

If you have this experience and would like to help in the education aspects of the Pi membership, send an email to *president@wap.org.*

Journal Design and Production Editor

A creative individual is needed who is familiar with publication layout and design and is proficient with Adobe Creative Suite software to fill the position of Design and Production Editor of the *Washington Apple Pi Journal*.

The position would start as an understudy to the current editor in charge of layout and production of the prized bi-monthly publication. Plenty of latitude will be given and creativity encouraged as the individual will learn much about the characteristics and operation of Adobe *InDesign*, *Photoshop* and *Illustrator* CS3.

For additional information, email Nora Korc at *nora.korc@wap.org*

CLASSIFIED ADS

E-mail to office@wap.org for rates and regulations

Pi members may place ads up to 25 words in length free of charge.

Services

• Mac Hardware, software, networks & training. Apple factory trained & A+ Certified. Marchetti Associates LLC. 301/404-2210 or phil@marchettiassociates.com.

• Graphic Design Services: Newsletters, Brochures, Business Cards, and more. Contact Nora Korc at 301/320 5199 or norako@mac.com. **Discount for Pi members.**

• Law Offices of Richard S. Sternberg. http://www.MetroWashingtonLaw.com, 202/530-0100.

• Music for a fair, reception, business event. For a combo playing "oldies," an organ grinder, or brass calliope, go to: http://www.bendermelodies.com.

Marketing or Advertising Expertise

The Pi operates principally through the collection of dues from members. With a declining membership, the necessary funds to continue providing all the benefits of membership are dwindling and some services might be in jeopardy of being reduced. At one time, paid advertisements placed in the Pi Journal were a great source of revenue, and could be again. A better effort needs to be made to sell ads to those whose business could improve if only Pi members were made more aware of what they have to offer.

Need: The Pi is in need of a member who could help us with a program to assist in raising revenues. Skills in marketing, advertising, product promotion or conducting a fund drive might serve the member well as they devise methods of bringing in additional funding to help the Pi continue to provide important services and benefits to the membership.

If you think you might have a skill set that could help in keeping the Pi membership numbers healthy, send an email to *president@wap.org*.

Letter to the Editor

I would say that any member who uses Macintosh computers would feel right at home on the Washington Apple Pi Board. Everyone has a chance to share their viewpoints and the Board Members listen attentively to everyone's comments and suggestions. The Board is a very friendly and cohesive group.

The Board Members met in the Pi Clubhouse where it was very roomy and comfortable for all. There was plenty of seating and lighting and the atmosphere is very conducive for discussing Macintosh subjects and club projects. The clubhouse is a very neat place to conduct meetings and get-togethers where we can have members helping members increasing our knowledge of 'Mac things.' The digital projector mounted in the ceiling can be easily connected to a computer and display whatever is on the computer screen for all to see.

I don't know who was responsible for the coffee and donuts but I enjoyed both.

Neil M. Ferguson

Washington Apple Pi

Membership Application Form

Name _____   Member No. _____

Address _____   _____

City _____   State _____   Zip_____

Phone _____Home   _____ Cell/Work

Email _____@_____

Membership Fee and Additional Options (Check Off Your Choices)

☐ Classic Membership account which includes the items listed in the section below .... $49 annual rate

☐ Explorer Service – 56K Dial-Up service and additional storage space.. (Additional) $96 annual rate

☐ Additional email account(s) (naming nomenclature is set by the Pi with special names available on request)..... $20 each

☐ "Pi Fillings" CD (for renewing members only) .... $10 each

☐ First Class postage for long distance members to ensure a faster delivery of the *Journal* .... $12 annual rate

☐ Donation.. $ _____

Grand Total $ _____

Payment Options:

☐ **Check/Money Order Enclosed**

☐ **Credit Card (Visa/Mastercard/Discover/AMEX)**

Card No. _____

Expires ☐☐/☐☐

Security Code ☐☐☐☐

If the Credit Card owner or address is different than the applicant's, please fill out the following:

Name _____

Address _____

City /State / Zip_____/_____/_____

Membership Benefits and Payment Options

This membership application/renewal becomes valid when processed by the Pi and will remain in effect for one year, until the last day of the month in which it expires. All new members will receive a classic membership account which includes a subscription to the bi-monthly Pi *Journal*, one email account, 25 MB of web storage space, TCS* access (a propietary, members-only discussion forum) and complimentary copies of the latest *Journal* and Pi Fillings CD. The new member will also receive by mail a membership card with their member number, user ID and password for use with the TCS* and their email account.

(Please note if you live outside the US, additional postage will be charged for the Journal – email us at office@wap.org.)

**TeleCommunication System is a proprietary name for our internet, email, website and members-only message-board center with forums.*

12022 Parklawn Drive, Suite 201 • Rockville, MD 20852 • (301) 984 0300

U.S. Enters World War I

32 USA

SERVICE

I WANT YOU

1998

...to stand for election to the
Washington Apple Pi
Board Of Directors!

Deadline: March 31, 2009

macUpgrades

Washington Apple Pi, Ltd.
12022 Parklawn Drive
Rockville MD 20852