

from the International Herald Tribune

A Dying Breed: Apple's Helping Hand

*By Katie Hafner
The New York Times*

SAN FRANCISCO It was just past noon on a recent weekday at the Apple Store here, and the Genius Bar was buzzing.

At one end of the 40-foot, or 12-meter, maple counter, a Genius in a black T-shirt spoke soothingly to a middle-aged customer whose iPod kept erasing songs. After a few minutes, the Genius announced his diagnosis: the software inside the iPod needed updating. Then he showed the man how to do it.



At the other end of the bar, another Genius - Apple's term for its in-store technical support staff - greeted a couple who had arrived with an ailing PowerBook. "Hey, what's going on?" he said and got down to work.

In an age when human help is hard to come by, the

eight or nine Geniuses here are an anomaly.

At any of the 102 Apple-owned retail stores in the world, customers receive free face-to-face support.

The walk-up assistance has existed since the first Apple Store opened, in 2001 in Washington. Over the years, as the concept gained momentum, the bars have become what Ron Johnson, the Apple senior vice president for retailing, calls the soul of the stores.

"It's the part of the store that people connect to emotionally more than any other," Johnson said.

For the first few years, there was general mayhem around the Genius Bars. Customers would stand four or five deep, broken gadgets in hand. Now there is an online system for scheduling same-day appointments. And for \$100 a year, customers can schedule appointments as

much as a week in advance with the expert of their choice.

But there can still be long waits. Just after Christmas, for instance, at the Apple Store in SoHo in New York, by 10 a.m. the earliest appointment that could be had

Con't on page 2, Dying Breed



————— **KMUG MONTHLY MEETING** —————

Luncheon

Third Thursday of each month at 10:30 A.M.
Solarium Room, All Star Lanes,
Myhre Road, Silverdale
(one block East of Silverdale Way)

Evening

First Thursday of each month at 6:30 P.M.
Solarium Room, All Star Lanes,
Myhre Road, Silverdale
(one block East of Silverdale Way)

***KMUG's home page is now at:
<http://www.homepage.mac.com/kmug1>***

Con't from Page 1, Dying Breed

was at 4 p.m. People left and came back, sat for hours, read or milled about.

The stores have instituted a pager system for those who show up when all the experts are busy, like the man on this day who had lugged his iMac to the bar draped over his shoulder. He took a pager and joined a dozen or so others waiting.

The concept of a service bar came to Johnson one night when he was thinking about the kind of environment Apple wanted to create in its stores. He said he was inspired by Four Seasons, the Ritz-Carlton and other hotels where service is paramount.

"We believed you had to bring the people dimension back into retail," said Johnson, who joined Apple five years ago after 15 years at Target. "We thought, what about giving tech support that's as welcoming as the bar at the Ritz?"

Tim Bjarin, principal analyst at Creative Strategies, a high-technology consulting firm in Campbell, California, liked Apple's strategy.

"They have these guys who are extremely articulate answering customers' questions, which is key not only to the sales process but the support afterwards," he said.

Other computer retail stores have technical support counters, too.

A few, like CompUSA and Best Buy, even have traveling teams of technical support staff who make house calls. But those services are not free.

Further, Bjarin said, the wider spectrum of problems encountered at other stores dilutes the quality of service.

"A Best Buy could be handling not just H-P, but Gateway and Epson and whatever else they have in the store," he said. "These guys running the Genius Bars are extremely well trained around a single platform."

Hiring those Geniuses - the label was Johnson's idea,

too - is not difficult. He said that when the company advertised such an opening, an average of 50 people would apply within 24 hours.

For the most part, the applicants already have extensive technical knowledge. Apple provides eight weeks of training: four weeks at the company's headquarters in Cupertino, California, and four weeks at the store.

Johnson said an initial concern was that the people hired would be geeky, lacking the social skills for a job that calls for continuous interaction with strangers. But he soon found that more often than not, the employees were well-socialized young people who happened to know a lot about computers.

Each employee has an area of expertise - digital photography, say, or the Windows operating system. And they are not too proud to call on colleagues for help.

They are in their 20s and 30s, and they number 500 in the company. Each expert handles some 200 customers a week, by Johnson's estimate, taking as long as is needed to solve a problem.

The stores and the Genius Bars have been credited with creating a halo effect for Apple. The iPod owners who own personal computers and go to the chic stores for an expert's help are often seduced by Apple's self-conscious hipness.

Con't on page 3, Dying Breed

Mac Lab Meetings

Mac Lab is a Special Interest Group (SIG) associated with the Kitsap Computing Seniors. The Lab offers an opportunity for persons interested in the Macintosh computer to gain some hands-on experience and get answers to questions in an informal setting. The Lab is conducted by members of KMUG.

Mac Lab meets every Tuesday afternoon that school is in session.

The meeting is at Poulsbo Jr High in Room A2 from 2:45pm until 4:30pm. If you have any questions contact Gwen Kauffroath (360)377-1715; gwenk17@comcast.net

from PBS Online

Dethroning King Gillette ***Is iPod the Razor or*** ***the Blade?***

By Robert X. Cringely

More than a century ago, King Gillette invented both the safety razor and a new way of marketing consumer goods. Before Gillette, men shaved with straight razors, which required skill to both make and use, and lasted almost forever. Gillette's safety razor was mass-produced and required little skill to make OR use, but couldn't be re-sharpened, so the removable blades had to be discarded when they became dull. His marketing breakthrough was selling the razor



handles at little or no profit while making huge profits on the consumable -- the blades. This same technique is used today to promote mobile phones and inkjet printers. And it is supposedly behind Apple's success with the iPod music player.

But in the case of Apple, is the iPod a razor or a blade? In other words, is Apple a hardware company or a media company?

I think they are a hardware company, but one very well-informed reader with whom I've been discussing this disagrees.

Con't on page 4, Cringely

Con't from page 2, Dying Breed

The Geniuses are patient even when people show up with problems that only a technophobe could create. David Isom, 29, who decided to defer a legal career in favor of a stint at the service bar, said people had come to him with an iPod that they insisted was dead - until Isom showed them that they had pushed the hold switch, which inactivates the iPod's buttons, so that it cannot be turned on or off inadvertently.

If a problem can be solved on the spot, the Genius may disappear into the back and return with a piece of equipment restored to health. Broken iPods are often replaced at no cost, because if the warranty applies, the easiest thing to do is to hand the customer a new one.

In some ways, this has little to do with technical knowledge and a lot to do with customer service. The experience of Cecilia Joyce, a marathon runner who says she cannot live without her iPod, is a good example. Joyce's iPod is packed with music like Boy George's rendition of "The Girl From Ipanema," which inspires her to run longer, sometimes even faster.

When her iPod's battery stopped charging, Joyce went to the Genius Bar in San Francisco. She apologized for having bought the device at a different Apple Store.

Unfazed, the Genius gave Joyce a new iPod.

Were it not for the Genius Bar, Joyce might have gone two weeks without a device, the amount of time it could have taken to send it to be repaired or replaced.

Soon after Joyce left, the Genius, David Marcantonio, 25, glanced down at his computer to see what troubled device was coming next.

"Oh, it's an iPod Shuffle. This is going to be interesting," he said, delighted by his first encounter with the tiny new iPod.

Marcantonio picked up the white plastic stick and gave its miniature controls a quick poke.

Unlike the clerk in the Monty Python dead parrot skit, who refuses to concede that the bird he sold to a customer was, in fact, dead, Marcantonio knows a dead iPod Shuffle when he sees one. The solution: Give the customer a new one. ●

Con't from page 3, Cringely

To me, it seems that Apple has reversed the relationship of razors and blades, and eliminated the loss leader role entirely. Apple makes very little money from selling songs, but it does make some profit. Apple makes a LOT of profit from selling iPods. So the song is the razor, not the iPod, and that's because the price sensitivity is currently about the content, not the player.

Apple's margins on the iPod Mini are about 30 percent from the retail channel and 60 percent through its own stores, so let's say that's an average of 35 percent or \$75 on an iPod Mini. Apple makes about \$0.20 on each song. So to make more money from the songs than from the iPods they'd have to sell 375+ songs per iPod. Apple has sold 250 million songs to date and has sold 10 million iPods. That is 25 songs per iPod, not 375+.

How long does a digital song last? If the customer is careful, it should last effectively forever. How long will an iPod last? The life expectancy of a mobile phone is 18 months and the life expectancy of a PC is 3-5 years. I'm guessing the life expectancy of an iPod will be something in-between, on the order of three years. That means Apple can expect to make the profit equivalent of 375 songs every three years from selling a new iPod to each old customer.

So Apple isn't in the content business, they are in the hardware business, and will be for sometime to come.

But my friendly reader sees it differently.

"I see your point on the iPod being the razor, but we thought of it more as the blade since it is essentially the disposable item. You will constantly be upgrading your iPod, much like you buy improved razors and as you point out, the music file should last indefinitely..."

"As for Apple being in the content business, let me offer a comparison. In the 1970s, Motorola used to tell people it sold technology. You talked to any of the SPS engineers, production control managers,

marketing people, etc., at their facilities and operations in Phoenix, and they would say that 'we make and sell technology.' But between 1978 and 1982 they stopped saying that. They began to say 'we provide the technology.' That subtle shift in language reflected a change order of magnitude. Technology migrated from being a product to being the process (an enabler) by which things happened.... It seems to me that Apple is now making that shift. They appear to recognize that digital or electronic technology is no longer a product but a process, an enabler of activities rather than the activity itself. When I bought my first computer, I was buying a computer. Sure I wanted to write programs to do things, and use software that did things, but fundamentally I was buying a product that was about the product."

"I recently purchased a Sony Vaio with a tuner built into it. I wasn't buying a computer, I was buying an entertainment appliance for the kitchen. I wanted an appliance that I could use to watch TV, play games, surf the net, have the kids do homework on and be in a common area. That's why I think you are right about the Mini. I suspect Apple will add whatever connectivity they need for I/O, be it opto audio or wi-fi audio. But that box is an appliance, not a computer. Or at least it has the true potential to be. And in the digital world, that puts them into the content business, because digital appliances are about content just as kitchen appliances are about food.... And it comes in white."

We've agreed to disagree on this point, but Steve Jobs and Apple have definitely hit a sweet spot in the music market, doing what King Gillette could never dream to -- make money on all parts of the deal. And since my reader brought up the new Mac Mini that I wrote about in detail last week, let's further consider that

Con't on page 5, Cringely

PROJECTOR FOR SALE

EzPro 550 with extra bulb. (possibly two bulbs) remote control, hard case, and User's Manual.\$400, If you are interested please contact:

Gwen < gwenk17@comcast.net > or
Don Diehl < diehldon@comcast.net >

Con't from page 4, Cringely

machine in this same light.

I wrote that the Mac Mini is destined to be a high definition movie machine, but the fact is that it will find many uses. Wil Shipley of Delicious Monster Software (www.delicious-monster.com) sees it as his ideal server.

"I bought two Mac minis this week -- both will be servers. One is going to run my company's store. Our new product is a runaway success -- we've sold \$350,000 worth of software in the first two months. I say this not to brag, but to make a point. The store is running on an old G4 cube. The cube isn't under any kind of load at all. It processes one sale every five minutes or so. There's absolutely no need for more store sites to run on a G5. If you're processing a transaction every second, sure, get a G5. But if you are, chances are good you're a multi-multi-million dollar business, and you don't care what an Xserve costs."

"The second box is going to be our source-code server. It's safe as heck, because OS X includes one-click firewalls. And, again, it's not like I have so many engineers that we're checking in code every second. If it processes a transaction every ten minutes, I'll consider our company very productive. For us little guys, the Mac mini is the absolute perfect server. I'm hooking up two identical external drives to each Mac mini (total of four), each two set up as a RAID 1. (Each drive is slightly bigger than the mini.) The chances of losing data via disk failure are astronomically low this way. And if a motherboard crashes, I can swap in the other box -- I have a \$500 hot-backup OF THE WHOLE MACHINE. I have a complete server 'closet' that fits in less than a cubic foot. It's quiet. It's got a redundant RAID built-in. It's easy to administer and set up. I share a monitor and keyboard with my main workstation, so I don't have any extra clutter. Look out, Linux."

Imagine a Mac Minicluster running Apple's xGrid software. Start with a 16-port fast Ethernet switch and stack 16 Mac Minis on top. That's a 720 gigaflop micro-supercomputer that costs less than \$9,000, can fit on a bookshelf, and can be up and running in as

little time as it takes to connect the network cables. High schools will be sequencing genes.

Back to my HD video scenario, the three attributes of the Mac Mini that seem to be missing for this application are optical audio, raw processing power, and storage. The lack of an optical audio connector stumps me. Apple already uses a combined minijack/optical jack on the Airport Express and the iMac, so why not in the Mac Mini? Sticking by my HD scenario, I can only speculate that it has to do with Sony. A couple years ago, I spoke at a Sony Consumer Electronics sales conference, and was told that all high-end Sony TVs would eventually get iLink (FireWire) ports. Could that be the reason?

The processing power is there, if just barely. Apple's web site coyly says that a dual G5 is "more than enough" to decode a 1920-by-1080 HD video stream. How much more than enough is anyone's guess. But I think this is Apple trying to obscure the truth. The HD video stream they described is 1080i and runs at 30 frames per second (fps). But movies don't run at 30 fps, they run at 24 fps. And there is a second HD video standard, called 720p, that uses a 1280-by-720 screen. Comparing 1080i-30 to 720p-24 we see that the former standard requires 7-8 megabits-per-second (mbps) to carry an H.264 video stream while the latter requires half that -- 3.5-4 mbps. So 720p-24 requires half the bandwidth AND (because of the lower resolution) half of the processing power, which means, according to Apple, that a single G5 would do. Yeah, but the Mac Mini uses a G4 processor, remember? But H.264 decoding performance is almost entirely dependent on the speed of the processor's AltiVec unit, which benchmarks show to be comparable in both chips at similar clock speeds. So if a 1.25 GHz G5 has enough grunt to decode a 720p-24 stream, then so does a Mac Mini.

Isn't it interesting that Comcast, America's largest broadband ISP, is increasing its base bandwidth from three mbps to four mpbs just now? If I were running Comcast and wanted to drive a nail into DSL, I'd find a killer app that required all of that bandwidth, yet could also be fairly easily proxied to lower the backbone hit. I know, I know, Comcast is in the video-on-demand business already, but that isn't going to

Con't from page 5, Cringely

crush DSL, and this might.

So does this mean that Steve Jobs is about to replace Howard Stern as the King of all Media?

One reader certainly thinks so:

"You do realize that the MiniMac is the Netflix killer, and the next wave of the "digital content" revolution? With the MiniMac, a decent set of HD movies as well as old content, an iFlix client connecting to legal content and BitTorrent to transmit, Apple has eliminated the most costly part of the NetFlix model while maintaining all of the good pieces. When you examine the NetFlix annual reports you can pull out the fact that one of their most expensive costs is the handling of physical media. The man power, physical shipping, and multiple location warehousing is much greater than the cost of getting the content.

"Apple can use their existing contract with Akamai to deliver graphics to instead act as a collection of Torrent Tracker nodes. All they need to do is to start to build the actual content and then wrap it in a reasonable DRM solution. Tie it to a program that keeps the list of movies that you want to watch in a download order, and then keeps the top 5-7 on your MiniMac. You sign a subscription with Apple to pay \$20 a month to have 4 movies. Since the top 7-5 on your list are down, you could instantly check in one movie and check out the next one.

"Add old TV shows and you kill half of cable. Sign a deal with Discovery Networks and Turner Networks and get all of their content. Deliver it as part of the same subscription, but allow me to buy the shows at \$0.99/each. I can take my 5 favorite M.A.S.H. shows and burn them to my own DVD instead of buying the entire season. Let's take my wife's favorite Alton Brown and Emeril cooking shows and burn them as well at \$0.99/each. Bye, Bye Mediacom."

"Sign the deal with the owners of the movies to let my buy any of them for \$10. I get PDFs for a disc label and a case to print on my ink-jet. Watch the movies, decide I like them, and do the impulse buy to get it and burn it. Provide empty cases for \$0.50/each, and they're sent because I added that to the "cart" as part of the purchase. Scratch Best Buy."

"Suddenly there's a place where the small film producer can go to make some money back on an idea. Spend some time to use my own camera (perhaps that Sony HD camera) setting up a show. Build a trailer that I give away for free. Get some interest and find some backing because of it, and I can actually sign on with the new virtual studio that Apple has setup to release my movie. FanFilms start to produce the next wave of independent directors."

"Tie in the "Amazon" type product referral system. Find the people who run the left handed mandolin players website. Have them recommend movies to the twenty other people who are left handed mandolin players."

"I assume since I'm bright enough to figure this one out now, Steve Jobs could have figured it out a year ago without help from actually seeing the products and realizing what they are good for."

"This is the only piece of hardware that needs to be added to the mix of an HDTV and a broadband connection to completely blow away all rental, cable, and physical media business models, take all of them over, and replace them in a way that everyone can still get what they want. It doesn't need a tuner, because it could eventually replace the channels that right now I have to tune to."

"This isn't a computer. It's a revolution waiting to

Con't on page 7, Cringely

Disclaimer

The KMUG Newsletter is a compilation of information related to the Macintosh community or areas which impact Macintosh computing. Content comes from a variety of sources: contributions, other user groups or internet news sources. All articles are given full credit for the author and it's source.

The information presented in the KMUG Newsletter does not reflect the opinion of KMUG, but is presented for it's informational content.

Apple Filing Shows Shift from Pro to Consumer Macs

By Peter Cohen MacCentral

Apple's Form 10-Q is a quarterly report the company is required to file with the U.S. Securities and Exchange Commission (SEC). The document provides a comprehensive overview of Apple's current state of business for Apple's first quarter of its fiscal year 2005, which ending December 25, 2004. Among the highlights of this quarters reports are details about how new accounting procedures affect Apple's net income and indications that interest in new consumer Macs may have cannibalized pro sales.

By the numbers

Apple noted that changes implemented by the Financial Accounting Standards Board (FASB) in December 2004 require it to account for stock-based compensation differently, and this will have an impact on the company's net income. "Although the Company will continue to evaluate the application of [the FASB's new rules], management expects adoption to have a material impact its results of operations," said Apple.

In this case, the new rules force a \$20 million downward result in the Apple's net earnings for the period ending December 25, 2004 -- from \$295 million to \$275 million. Similarly, this new accounting procedure knocked down Apple's net income for the same quarter a year ago from \$63

Con't from page 6, Cringely

happen."

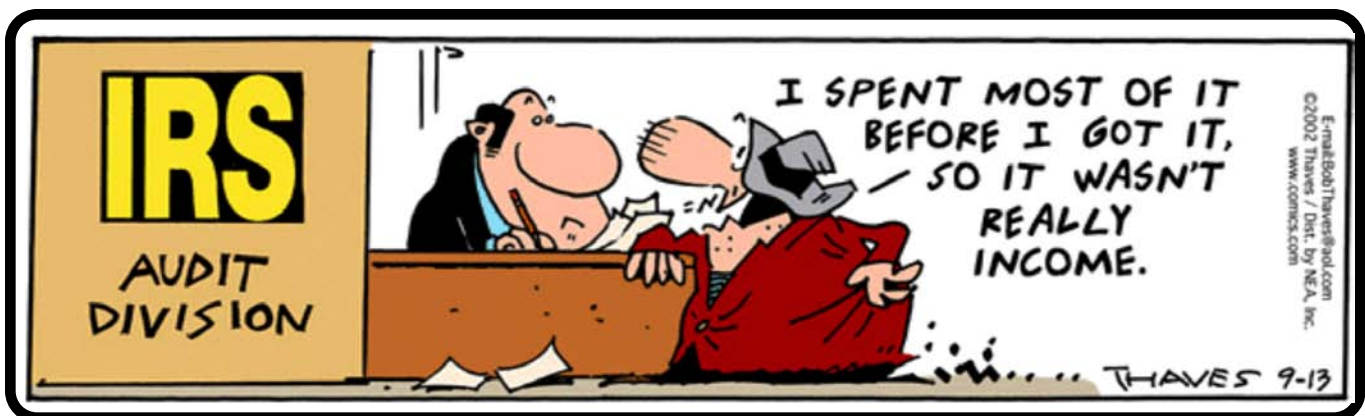
Maybe (this is Bob again). just maybe. Those last breathless paragraphs went a lot further than I am willing to go, but I know that the next year will show any number of interesting and very well-funded new Internet video ventures. Just look at the Blinkx, Google, and Yahoo video search engines for examples, and imagine what might be in the next version of each. Life is going to get harder for existing players in all those businesses and a lot more fun for the rest of us. And through it all Apple, is going to be selling lots of little boxes.

The Mac Mini, for example, is for sale right now at Target.com, which means Apple is going beyond its Mac resellers and pitching the whole iPod channel. That's enormous, because it removes for the most part that supply constraint that might have kept Apple from dominating the micro-server space described above. And Apple is going to be making video iPods, too. I guarantee it, simply because the iPod Photo has already been shown to handle 30 fps video -- Apple just doesn't like us to know that. The only difference between an iPod Photo and and iPod Movie is a slightly faster processor and a substantially larger screen -- yet another razor (or blade) for us to buy next Christmas. ●

million to \$34 million.

Apple spent a total of about \$23 million in restructuring charges during the year ending September 25, 2004, according to the report, with

Con't on page 8, Apple Filing



Con't from page 7, Apple Filing

\$14.4 million spent in severance costs, \$5.5 million in asset impairments and \$3.5 million in charges related to the cancellation of leases. Apple also spent a total of \$419,000 and \$282,000 to reimburse CEO Steve Jobs for expenses related to his Gulfstream jet, during the first quarters of 2005 and 2004 respectively.

Are consumer sales cannibalizing Apple's pro line? In recapping its quarterly net sales performance, Apple noted that demand for its consumer systems is on an upswing. Apple moved 456,000 iMacs and 271,000 iBooks during the quarter, generating \$620 million and \$297 million in net sales, respectively. That's a 147 percent and 34 percent year-over-year increase. Apple attributes this strong growth to the increased availability of the iMac G5, which saw constrained delivery in the previous quarter, as well as the introduction of upgraded iBooks paired with seasonal demand related to the Christmas holiday.

Bullish iBook and iMac G5 sales underscore disappointing results for Apple's pro line. Power Mac G5 net sales and unit sales were off 4 percent and 19 percent respectively; PowerBook G4 net and unit sales were off 23 and 22 percent, respectively.

Apple thinks the Power Mac G5's sales are suffering because people are turning towards the iMac G5, and Apple also pins the PowerBook's laggard sales "in part to a shift to the new iBooks." Apple said that such movement between its product lines "is typical after new product introductions," however.

It'll be interesting to see if this trend continues through the current quarter, which has thus far seen refreshed PowerBooks and Apple's new Mac mini, its least expensive Macintosh model ever -- another system squarely aimed at consumers.

Dramatic year-over-year improvements in Apple's educational channel sales were also attributed to interest in the iMac G5 and iBook. First quarter sales yielded 20 percent and 11 percent increases in net sales and unit sales, respectively. This also helped Apple's U.S. education channel sales yield their highest first quarter revenue in seven years.

Sales at Apple's brick-and-mortar retail stores likewise saw strong growth -- \$561 million during the quarter, from \$273 million for the same quarter in fiscal 2004, a 105 percent increase. Apple attributes that boost to the increase in the number of stores -- up to 101, from 73 -- as well as a concerted effort to improve revenue per store, which yielded a 48 percent increase.

Tiger R&D costs mount

Apple is readying a major new operating system release in 2005 -- Mac OS X v10.4, code-named "Tiger," is on track for a release in the first half of the calendar year. The new operating system release will debut a number of new technologies Apple has vaunted since first showing off the software at last year's Worldwide Developer Conference (WWDC) in San Francisco, including a new search technology called Spotlight, a new interface called Dashboard, Core Image technology and much more.

Apple routinely spends for research and development than its competition; it readily admits that in its 10-Q. Quarterly R&D costs bloomed to \$123 million from \$119 million for the same quarter a year ago. Because of Apple's increased net sales, however, that was actually a smaller percentage: 4 percent versus 6 percent. Apple said that \$14.8 million of those costs were associated with the development of Tiger, compared to none the year before (Tiger was announced in June, 2004). Apple attributes most of the increase in R&D costs to new personnel hires.

Legal proceedings

Perhaps no other part of Apple's 10-Q draws more attention than the "Legal Proceedings" entry. In it, Apple offers summary descriptions of any outstanding and recently settled lawsuits it has been party to.

Apple noted that its defense continues against Apple Corps Ltd., the Beatles' record company. Apple Corps filed suit against Apple Computer Inc. in July, 2003, alleging the computer maker breached a 1991 agreement by launching its iTunes Music Store. Apple said that it "filed a Defence" on December

Con't on page 9, Apple Filing

Con't from page 8, Apple Filing

23, 2004 after being served by Apple Corps with "an Amended Bill of Particulars" the preceding month.

Apple is also expecting a ruling soon on a class action suit called Cagney v. Apple Computer Inc. filed in January, 2004, which alleged the company improperly collected California state sales tax in transactions involving mail-in rebates. Litigation with Compression Labs Inc. over a patent involving JPEG image compression continues; the case isn't expected to go to trial before October, 2005.

Apple also noted that litigation with five resellers, including Elite Computers and Macadam, continues. "One of the resellers, Macadam, was deauthorized as an Apple reseller. Macadam files a motion for a temporary order to reinstate it as a reseller, which the court denied," said Apple. In an open letter to customers earlier this week, Macadam owner Tom Santos said he's decided to close for good, partly because of what he describes as "The consistent bad behavior of our number one supplier, Apple Computer."

Finally, Apple said that it will issue a response in February to Slattery v Apple Computer Inc., a class action suit that alleges Apple has exercised "monopoly market power" to force iTunes Music Store users to buy an iPod and vice versa. ●

Evening Meeting

KMUG Meeting

February 3, 2005

Don Diehl called the meeting to order. Bill Gremmert did a demo on Photoshop Elements. This was enjoyed by all present.

Gwen Kauffroath

Luncheon Meeting

KMUG Meeting

February 17, 2005

The meeting was called by Roy Kauffroath. Dick Nerf did a presentation on Spread Sheets in Appleworks. Lewis Coleman chaired the question and answer period. There were 22 members present.

Gwen Kauffroath

Evening Meeting

KMUG Meeting

March 3, 2005

Roy Kauffroath called the meeting to order.

Dick Nerf presented "Thinking inside the Box" in which the inner workings (both hardware and software) of a computer were explained in terms of a restaurant preparing a meal.

Bruce Patrick chaired the question and answer period.

There were 14 members present.

Gwen Kauffroath

***Meeting Programs
for April
Evening Meeting
Deana Patrick - video editing***

***Luncheon Meeting
John Pizzo
Mac repair and Q & A***

***KMUG's home page is now at:
<http://www.homepage.mac.com/kmug1>***

----- ABOUT MEMBERSHIP -----

To join Kitsap Macintosh User's Group, send name, address (e-mail and snail mail) and dues (see renewal below for membership fee to:

KMUG

P.O. Box 1271, Silverdale, WA 98383

or come to one of our meetings and sign up!

----- ABOUT KMUG -----

Officers/Board of Directors

President Don Diehl (diehldon@comcast.net)
VP - Programs Roy Kauffroath
Apple Ambassador Richard B. Nerf
Treasurer Joan Benze
Secretary Phyllis Robie & Gwen Kauffroath
Web Master Richard B. Nerf
Evening Meeting Chairperson Vacant
Newsletter Coordinator Joe Williams
(jwilly6173@yahoo.com)

Librarian Gerry Erickson
Discussion Chairman Lewis Coleman
Member-at-Large - Technical Issues Bruce Patrick
& Richard B. Nerf
Member-at-Large - Programs Richard B. Nerf
Other Members-at-Large As needed
Mac Lab Coordinator Gwen Kauffroath
(gwenk17@comcast.net)

----- RENEWING MEMBERSHIP -----

If you received a paper newsletter please check the membership expiration date on the address label.

To renew with the newsletter e-mailed to your computer, dues are \$20.

To renew with a paper newsletter, dues are \$30.

Luncheon

Third Thursday of each month at 10:30 A.M.
Solarium Room, All Star Lanes,
Myhre Road, Silverdale
(one block East of Silverdale Way)

Evening

First Thursday of each month at 6:30 P.M.
Solarium Room, All Star Lanes,
Myhre Road, Silverdale
(one block East of Silverdale Way)

This month's newsletter editor was Joe Williams



**KITSAP MACINTOSH USER'S GROUP
POST OFFICE BOX 1271
SILVERDALE, WA 98383**

