

DOUBLE CLICK

A Monthly Publication of Macintosh Users East (MaUse)

Club News

No more regular meetings until September! The next will be on Wed. Sept. 25, starting at 7:30 in the Henry St. HS. lecture theatre. No more newsletters until Sept. either.

Pool Party: Saturday July 27th.
See inside for further details.

BBQ: Saturday August 24th.
See inside for more details.

BBS is stormproof! Thanks to John Field's sharp eyes and Jim Foster's credit card, we now have an uninterrupted power supply for the BBS computer. Now as long as the lightning doesn't hit the phone lines and fry the modems...

Bruce Cameron

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MaUse
Macintosh Users East

Message from the Pres.

By: Bruce Cameron

Due to vacation and trip schedules, burnout and the lack of a place to have it, there will not be any regular or new user SIG meetings during July and August. There WILL however be the usual July Pool Party at John Field's house in Port Hope on July 27th, and Club BBQ at Bruce Cameron's house in Orono on August 24th. This is the last regular Newsletter until September as well. If there are any important notices to go out, we may mail out a single sheet. Check out the BBS on a regular basis to find out what is going on. If you don't have a modem, Jim Foster has several that we can lend you for a month to get you wired into this quick communications method. Call him and we'll get you wired into the rest of the world.

Jim Foster, John Field and I are going to MacWorld Boston this August, stretching the trip into a whole week so that we can do some touristy stuff as well (and get the full \$500 duty free allowance!). We'll report in September what the state of the Mac really is.

I am still looking for input into the content and design features of the club web page. Now that I have finally finished the one for Jim's father-in-law, I'm ready to tackle the one for the club. Send your ideas, links, graphics etc to me and if we use them, you'll get credited on the page.

If you buy any software over the summer months, try and write a review for the September newsletter. It doesn't have to be complicated, just tell us what happened and whether it works the way you wanted it to.

User Group deals for July, August, and September will be posted on the BBS as soon as I receive the info. I will make copies of any necessary order forms and bring them to the pool party or the BBQ.

Have a good summer and see you in September! (Wasn't there a song with that title?) :-)



From The Editor

By: Hugh Amos

This is the last issue of Double Click for this summer, the next edition will be mailed before the September members meeting. The executive of our club and the Double click team are going to have a well earned rest for the summer, it's been a hectic year and we deserve a break, (there will be no regular members meetings in July or August). However there will be a Pool Party! at John Field's place in July, and a Barbecue! at Bruce Cameron's place in August. These are both annual events that our club hosts

and everyone is heartily invited to attend. Details about the pool party and barbecue can be found in this publication.

Keep those member written articles coming, (send them to Hugh Amos on our BBS, the source), I always publish member written articles before considering other sources. The articles can be reviews or anything that you think may be of interest to our members.

We have a new member on the Double Click team. Tom White is our new Advertising salesman @ (905) 655-3201. Double Click has a circulation well beyond our 100+ club members (I estimate 200 to

300 read our printed version, and many more have access to our online version that is published on the club BBS, The Source). As well, our club will soon have a Web site on the Internet. People who read Double Click are all Macintosh users, so it is a great place for vendors of Macintosh related products to reach their customers.

Ian Hopkins is producing this edition of Double Click using Quark Express software.

Have a great summer, see you in September!

Hugh Amos

Executive Contact List

Please feel free to contact any one of the following individuals if you have comments or questions relating to Macintosh Users East or Macintosh computing in general.

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Advertising Rates:
Full Page 8 1/2 x 11 \$40
Half Page 7 x 4 1/2 \$25
Quarter Page 3 3/8 x 11 \$15
Inserts: up to 8 1/2 x 11 \$50
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MaUse Message Line:
(905) 433-8777

MaUse BBS:
(905) 404-9874 Courtice

MaUse Mailing Address:
Macintosh Users East
419 King Street West
Oshawa Centre P.O. Box #30530
Oshawa, Ont. L1J 8L8

Mailing List Wars

by Jim Foster

Well, the monthly Exec Meeting on June 6th was a real barn burner!! A subject came up which for a change elicited quite a variety of responses. In the end, I was offered the assignment of explaining it to the members and soliciting some feedback. So here goes:

Short Explanation: We would like to get some feedback on the suggestion that MaUsE compile and sell our membership name and address list (only for those members who agree to be listed, of course!).

Long Explanation: MaUsE has long had a practice of not under any circumstances providing our member name and address list to any outside party either for free or for payment.

However, it has been put to the Executive that in the course of soliciting paid advertising for Double-Click, some potential advertisers may also express interest in purchasing a list of our members. This would obviously be for the purpose of generating "highly targeted promotional material" via Canada Post. While we don't know exactly how much money could be made doing this, we are told that it could be at least as much money as the advertising itself would generate.

It happens that this month's Exec meeting also involved a review of the club's financial status and it has become very clear that additional revenue via paid advertising in Double-Click would be a very effective way to offset some of the significant cost of producing, copying, and distributing the monthly newsletter. This in turn could lead to improvements in the size and/or quality of Double-Click or allow for some capital expenditures in other areas such as the BBS.

Amongst the Executive, there are certainly many opposing views of whether we would want OUR names included on such a list. Fair enough. We all agree that under no circumstances would the club provide a member's

name and address to a third party without having on file a written indication that the member authorized its distribution.

We also realize, however, that the requisite polling of all members and collection of responses would be a time-consuming and laborious task, and might very well lead to a result along the lines of having over a hundred members but only a dozen who are prepared to have their names and addresses on a "for sale" list. Such a small list would obviously be of much less value to a potential user.

Those in favour of the concept cite the fact that such a listing could be quite valuable, especially to any firm interested in targeting Macintosh users. They suggest that we should at least LOOK at this issue in light of the potential revenue to the club.

We therefore propose to approach this issue in two phases. First, we are posting a message about this matter on the BBS and writing this article for the next issue of Double-Click. The purpose is to provide any members who care to comment with the opportunity to do so, either by posting their thoughts in The Lounge on the BBS, by sending private email to me (Jim Foster) on the BBS, or by leaving a voicemail message on our line at 433-0777. We know that we will not hear from the entire club membership, but our hope is that we will hear back from enough of a sample size that we can then make an informed judgement as to whether or not a full written survey of all club members is warranted.

Please take a few minutes to supply your thoughts. We ask that you get your comments back to us before August 1, 1996. We'll analyze the results and report back here on the outcome.

Thanks, everyone!

"Macintosh vs. Windows '95? Spring '96" Video Tapes Available

The club still has a number of "Macintosh vs. Windows '95? Spring

'96" VHS video tapes available for any MaUsE members who were not able to pick up a copy at the May membership meeting.

This video tape clearly and concisely covers the major areas - Ease of Use, MultiMedia, Internet Connectivity, and Compatibility - in which Macintosh personal computers have the edge over their Windows '95 competition. For those who are considering the purchase of a new PC, it is "must see" viewing. For those who have already committed to Macintosh, it will help you understand the power in your Mac and make you more conversant about its features. If you have friends or colleagues who are about to make the big jump into the PC world, you should have a copy to share with them.

Both Jim Foster and Bruce Cameron have a supply of the tapes .. contact either of them to arrange picking up a copy. Both can be contacted via the BBS or leave a message on the MaUsE message line at 433-0777. Pick-ups can be arranged for weekday evenings or weekends, or Jim can even leave a copy for you with the receptionist at the GM Headquarters Building on Colonel Sam Drive if you'd prefer to pick up during weekday working hours.

Bruce and Jim will be on vacation early in July but will have a few copies available at the July Pool Party at John Field's home if you miss them during this period.

And for those of you who already have a copy, don't forget to share it with your friends, relatives, or colleagues who have yet to make a purchase decision.

Happy TV watching this summer.

"McKenzie & Company" Demo CD's Available

The special membership meeting held on June 13th featured Gail Rubin of Her Interactive demonstrating her company's program called "McKenzie & Company". A free demo CD was available to everyone who attended the meet-

ing.

Jim Foster still has 7 copies of the demo CD available for any MaUse members who were unable to make it out to that meeting but who are interested in getting a glimpse of what the program is all about.

Contact Jim via the BBS or leave a message on the club's answering machine at 433-0777 to make arrangements to pick up a copy.

Jim Foster

POOL PARTY at John's
Saturday, July 27th, 1996
noon-till SUNDAY!!

Newton's Away...ZIP Drive To
Warp 8... It's Party Time....

Directions to PortHope

- Take 401 East from Oshawa
 - Exit At Ramp PORTHOPE/WELCOME (Exit#461) (1st ramp for PortHope)
 - Proceed R/H (SOUTH) off the ramp.
- You are now on Hwy#2

•Make the 1st L/H turn just past Home Hardware

You will now be heading east on JOCELYN St.

- Go to the 4th street on your R/H and turn onto TREFUSIS St. N.
- We are the 4th house from the corner on your R/H. (#44)

Note from the 401 its less than 2km. From Oshawa its 55km and travel time is 30 minutes.

Pool Party Directions!

You Bring: RSVP TO 905-885-8718

- Lawn Chairs, Booze, Tents or (Campers/RV's for Bruce), and Fun (Plus Bathing Suits!).
- Insect Repellent. Your choice of BBQ stuff such as HotDogs, Burgers or that stuff Justin burnt last year!

We Supply:

- The Water and some cold ICE!

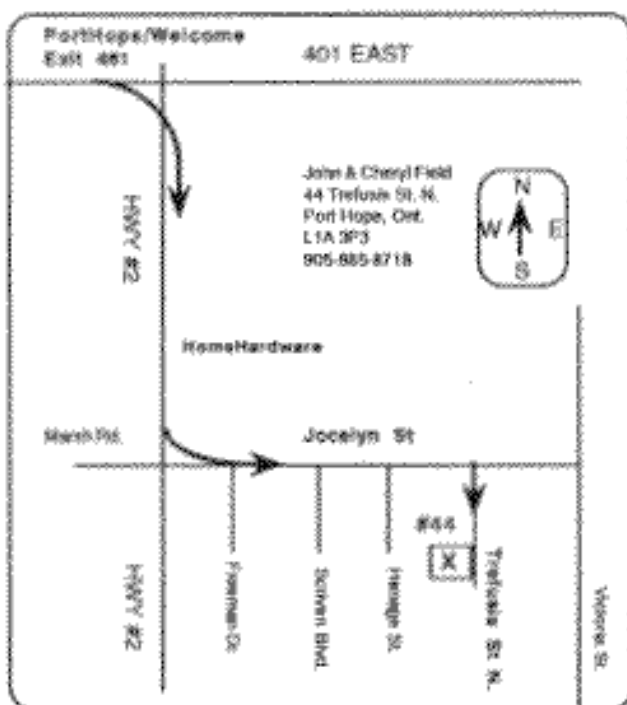
About Double Click

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[Exclusive]

IS APPLE RETURNING TO PREMIUM PRICING?

APRIL 1, 1996

The following is an unedited message that was posted anonymously to the MacWay mailing list maintained by Apple Fellow Guy Kawasaki. It is at the core of the latest rumors floating through the industry about Apple and hints at plans by new CEO Dr. Gil Amelio to return to Apple's former practice of charging a premium for its products. Is it a truthful account of Apple's future plans? Judge for yourself...

To: macway-for-guy@solutions.apple.com
(MacWay mailing list address)

Subject: Meeting with the Doctor

This is a message I received from an Apple employee after his meeting with Dr. Gil Amelio. ---

Guy

This is a personal report on a meeting with Gil Amelio. I've tried to provide as accurate a report as possible, but it is necessarily a subjective view.

I had the good fortune to be randomly selected to meet with our new CEO, Gil Amelio, in the first of what will be a continuing series of monthly "Koffee Klatches". In what will serve as a model for future meetings, it brought together about a dozen individuals, each randomly selected from within a diverse range of corporate divisions. Mostly non-managers (deliberately, apparently) were present from ATG, Newton, DTS, Communications, Marketing, product software development, product hardware design, IS&T, and other groups. No pre-registration is required (or possible, so far as I know) to participate in these meetings; selection is random within the

groups. They are Gil's attempt to obtain direct feedback from the troops, and to provide us direct access to him and his views on Apple's direction. (This is something Gil routinely practiced at National Semiconductor, and plans to continue here.)

I should state at the outset that I was predisposed to like what I heard, because I had just read his book, *Profit from Experience*, as preparation for the meeting, and was quite blown away. (Thanks to Dave Yost for pushing me to go ahead and read it!) If you haven't read this, I *highly* recommend it. We actually have a CEO who has a clue, both technically and as a business manager. The book demonstrates a wide and deep understanding of business philosophies and practices, adopts its (Gil's) own eclectic synthesis of those views, and espouses specific plans of action for fostering a healthy company. He discusses real financial records, and provides his views on the specific financial indicators he values most and how to interpret them as gauges of the health of the organization and its market. Throughout the book, Gil prescribes what often sounds like good, common sense—a most uncommon commodity in American business management.

Management and business books are anything but a favorite area of reading for me, but this book was remarkably informative and interesting. And it bodes extremely well for the future of Apple. If the creeping blues about

Apple's woes are getting you down, read this book. It will help. (Gil - You can forward my cut of the royalties to my Swiss bank account. :-)

That said, the meeting itself was quite encouraging. Too brief, to be sure, but encouraging. Gil insisted that each person ask at least one question or offer one comment. A couple of people sat quietly through the entire session, until, upon

being notified that there were 5 minutes remaining, Gil focused on these individuals and surprisingly gracefully drew them out as well.

First a few of Gil's initial comments: "It's fixable." While I don't think he could, in good conscience, face us and say, "We're doomed", I believe he means what he says. Without revealing any numbers, he indicated that financials would indeed be poor this quarter. With a mix of bad and good news, he noted that we were heaviest hit in corporate sales, due to the intense barrage of bad press, but that our education and home markets were not so badly affected. He holds fast to his "100 days" target (May 15) of determining Apple's full strategic plan, but appears to have a pretty good grasp of some of our greatest strengths and weaknesses already, and I believe he already has at least a few plans taking shape in his mind.

What I felt was a major directional strategy was his statement that Apple would be, essentially, the MagLite of computers, MagLites are those extremely well-made, but pricier flashlights. He said we simply cannot compete dollar for dollar with Compaq, Gateway 2000, or (name your own clone-maker), due to our larger R&D budget. So we must be perceived as a more desirable, more reliable, higher value computer, for which people will be willing to pay a small premium. To make this point at a recent board meeting, Gil brought in a \$2.98 el cheapo flashlight and a much more expensive MagLite, and noted that it was interesting that what he had in his home was the MagLite, specifically for its dependability and durability. On the one hand, it's almost impossible to argue with this strategy, unless you propose lopping off R&D and ceasing innovation, in which case you might as well close the doors now. (And Gil definitely feels this way about *not* gutting R&D and thus sacrificing the future of the company, just to make a quarterly report look good; read his book!)

On the other hand, it scares me that an extreme form of this is just exactly

how Sculley (in my opinion) virtually destroyed the company...trying to market computers, no matter how great they were, at double the going market price for clones. (And I hope that Gil doesn't lack perspective, and occasionally remembers that even though "he" has MagLites at home, not everyone makes millions of dollars a year, and lots of people buy the cheap flashlights for pretty much that reason—the price differential.) But, frankly, given Gil's intelligence and business acumen, I'm willing to give him the benefit of the doubt, and assume that he will seek the appropriately sized premium that balances our advantages (and we "do" have advantages) with the market's willingness to pay for them. (And I think we still have a cost-over-product-lifecycle argument to make; I also have a couple of MagLites at home that have far outlasted the clunkers I used to buy.)

One participant asked for a better definition, some more specifics on what was meant by the new emphasis on "Quality", noting that the concept was a bit broad. Software stability was one key element that was stressed in the ensuing discussion. I made the point that the kind of stability being sought would never be achieved without true memory protection, and worried that Copland, though making steps in the right direction, does not go far enough in addressing this most fundamental of concerns. (Yes, there are backward compatibility issues, and, as such, may need to be a "Blue partition", much as Copland uses, but the part of the System the user sees, the Finder, should not reside in that eminently crashable partition, "new" apps should be able to have a user interface yet reside in a protected partition, and there are additional steps that can be taken right now to provide limited memory protection for legacy Blue applications—talk to Greg Robbins.) Gil's immediate response was that he was very aware of this, agreed wholeheartedly, and had already scheduled meetings with Dave Nagel to work on the problem. Imagine... a CEO with whom you can talk about memory protection, and

who is already taking steps to ensure its earliest possible implementation.

Another issue related to stability that Gil specifically raised was the huge number of system software variants that are required to support our various platform configurations. He said that it had been estimated that for all combinations of form factors, ASICs, and revisions, we must support something like 100,000 unique configurations, with a potentially different OS for each. He says that that "will" change. There will be a standardized interface between the OS and the basic motherboard. Creativity can come into play in the industrial design, user interface, peripherals, boards, or wherever we can improvise on the periphery, but that the OS will no longer be expected to adapt to excessively creative board design with each new platform, and hence will be much easier to support and much more stable.

One participant commented that many people in the company were "tired of learning about breaking news at Apple from the Mercury" (quote approx.). In Gil's and his predecessors' defense, the simple fact is, Apple management cannot legally reveal some things, certainly fiscal issues, to employees before it reveals those things to the public. But Gil took the question seriously, and made a point of how he expects IS&T to take a more active role in fostering interdepartmental communication and in bringing late-breaking news to the desktop for everyone. He also is going to require that they make financial information more readily available, though it was unclear how much, to whom. (From his book, it is clear that Gil keeps a close, personal eye on the financials, knows exactly what he wants to see, and wants to see it instantaneously, online.)

Gil also mentioned that there was to be an employee-wide Comm. meeting, then scheduled for 4/26. A representative from Communications noted that the communications gap was going to strike again in that scenario, since the new financials would be released on 4/17, and with more than a week's delay, the

Comm. meeting would seem, perhaps, after the fact. On the spot Gil decided to move the Comm. meeting forward to the 17th or 18th, and asked the Communications person (who had apparently arranged the Coffee Klatch) to take care of making it so. They apparently had been unable to reserve a facility large enough before the 28th, but Gil said, "We can hold it on campus if we need to, we have the room, move the meeting up" (quote approx.). Okay, it's a small thing, but I appreciated the responsiveness to suggestion, and the decisiveness.

And further on the subject of responsiveness to suggestions, I noticed Gil make note of action items for himself several times, when ideas emerged that were not already part of his plans. I got the impression that the issues would genuinely receive his attention.

A representative from the Newton division asked a question of more than passing interest to your reporter, regarding Gil's plans for the future of Newton. I had a chance to interject a little bit about the 140% of plan sales (suppliable at those levels!), well-received Newton 2.0 with the ATG print recognizer, and the exciting plans for upcoming StrongArm-based products, and how well I thought they could fit into ATG's research directions in support of ubiquitous data access. We noted earlier plans for a spin-out vs. keeping it in-house, and asked which direction he saw things progressing. Gil was direct and fairly committal in his support for Newton, for keeping it in-house, and for giving it more, not less support. He noted that the complete separation from Apple (as is currently the case) of sales, marketing, legal, licensing, management, engineering—the kit—may or may not be the best possible arrangement. He appeared to genuinely have not made up his mind yet, and was awaiting further input and insight. And he noted that there might still be interesting alliances and partnering for vertical markets and the like. But the thrust was to not only keep it within Apple, but possibly bring it even closer inside Apple, and give it the support it

needs.

There were a thousand questions and comments I would have liked to have broached, but the hour went by all too quickly. No one asked, for example, about compensation, stock-option incentives, or profit sharing. I'm sure the "brain drain" was mentioned, but I don't recall any substantive discussion. I did not ask specifically about the future of ATG, although that is mostly because I didn't feel it was in any special jeopardy after having read Gil's book. I would have liked to discuss the Internet strategy in a bit more detail. And so on, and so on.

But the end of the meeting doesn't mean that all communication has ceased! I hesitate to mention this, because I'd hate to be responsible for causing an inundation of email that changed this practice, but I think it's too important and positive to *not* mention: Gil Amelio reads all his email. He stated that he had read "a thousand" email messages from concerned employees, offering their thoughts on what works and what doesn't at Apple. He commented that people obviously care about the company, and he is actually glad to have the input.

Bottom line... Granted I've been accused of being a perpetual optimist (gadfly and troublemaker in equal measure, no doubt), but I genuinely believe that the company is now in the best hands it has ever been in, going all the way back to (and including) Steve & Steve. Gil Amelio appears to be the real thing, with deep technical knowledge and astonishing business smarts. And when you speak with him, he's really "all there", paying attention, communicating back. If, indeed, it is "fixable", then we appear to have the right man, a full-fledged Mr. FixIt, at the helm.



Griffin Dix Research Associates
*Study Finds Apple Macintosh
Continues to Dominate in For-Profit
Color Publishing*

CUPERTINO, California—March 5, 1996—An extensive survey of U.S. color "publishing for profit" markets just completed by Griffin Dix Research Associates finds that in the five industries studied (advertising, graphic design, printing, publishing and pre-press services), 80% of all computers used for color publishing jobs are Macintosh. At medium to large sites with more than five employees, the share of Macs installed jumps to over 85% and the Macintosh has a significantly higher return on investment than other systems. The Color Publishing Executive Survey, available this month, also confirms consistently lower Macintosh consumable costs, when compared to proprietary or Unix systems.

The report, prepared for Apple's Publishing and Media Markets group, surveyed the high-end subset of the publishing market—those industries involved in computer-assisted color publishing for profit. Griffin Dix Research Associates is a leading independent research firm based in Berkeley, CA.

"With more than 600,000 Macintosh systems being used to design, retouch or produce color publications or advertisements in the U.S., we wanted an independent analyst to take a look at Apple's market share and the ROI and consumables costs those Macintosh sites were experiencing," said Lisa Wellman, director of Apple's Publishing and Media Markets group. "Griffin Dix confirmed much of what we and many of our publishing customers have known for years—Macintosh is the platform of choice in a for-profit environment and pays for itself much faster than an expensive proprietary system."

The survey, conducted in August of 1995, also showed that among those who had replaced proprietary systems (identified in the questionnaire as "not off-the-shelf computers, costing \$15,000 or more that use Unix or operating systems other than Macintosh or

Windows") in the past 12 months, 45% replaced those expensive systems with Macs, 45% with another proprietary system and 5% with Unix workstations. None replaced a proprietary system with Windows-based PCs.

Color Publishing Executive Survey

Other conclusions offered by Griffin Dix include:

- In all sites surveyed, 90% use at least one Macintosh for color publishing jobs. — 80% of all respondents said Macs are the most cost-effective platform for color publishing and advertising. Of those that use at least one Macintosh, 90% say it is the most cost-effective system.

- 74% of all color separations done in the five surveyed industries are carried out on Macs (ad agencies do 88% of their in-house color separations on Macs).

- The estimated total value of these Macintosh systems used to produce color print publications in these U.S. industries (including displays, graphics cards, and drives) is nearly \$4.5 billion.

- The ROI from Macintosh systems is estimated to be nearly seven times higher than that of proprietary systems and over six times higher than that of "off the shelf" Unix workstations.

- Sites using proprietary systems have 3.5 times higher consumable costs per system than sites using Macs, per Mac used.

"This report contains a large amount of significant data for publishing customers looking to improve system ROI or to reduce the cost of consumables," said Griffin Dix, author of the study. "And the major conclusion is that the Macintosh continues to be not only the platform of choice for the creative types who design and manipulate color, but also the preferred platform for replacing expensive proprietary systems by those who pay the bills."

This release and a summary report are available on the World Wide Web: <http://www.media.apple.com/research/publishing.html>

Apple's home page on the World Wide Web: <http://www.apple.com/>

MaUse Helpers

MaUse helpers are people who are prepared to volunteer their help and advice to other MaUse members. If you would like to be added to this list, call (905) 433-0777 and leave a message.

Helpers

Jim Foster (905) 432-0921 (Evenings)
Filemaker, Excel, Superpaint, FirstClass

Chris Greaves (705) 887-2508 New Users

Bruce Cameron (905) 983-9205
System Configuration & Optimization, Ram Upgrades,
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MaUse helpers may charge consulting fees for on-site consultation. Phone calls are free if not abused by overuse.

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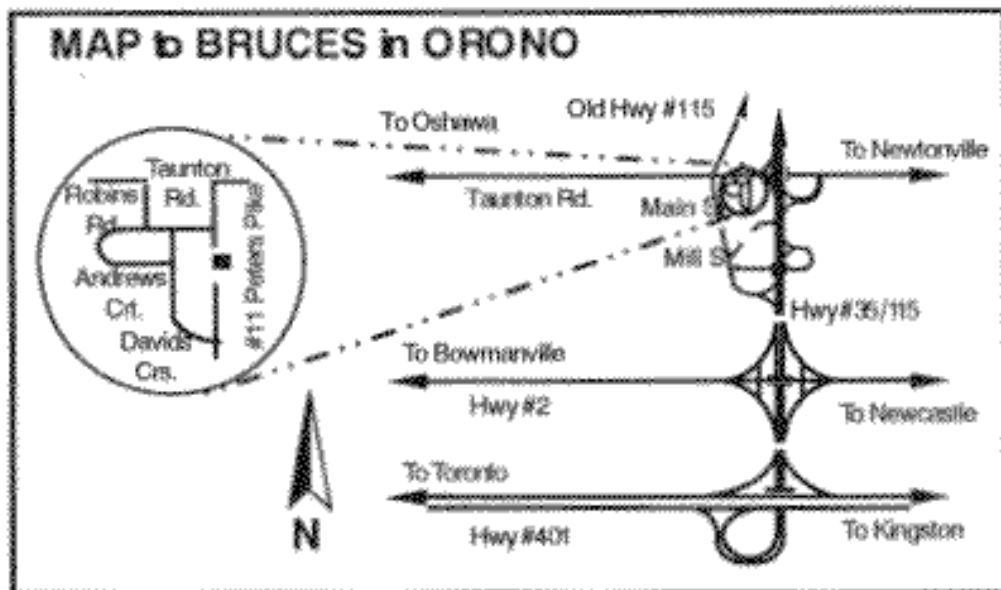
AUGUST BBQ LOCATION

Topic
**BURNT
OFFERINGS**

Location
**11 Peters Pike,
Orono**

Date
Sat., Aug., 24th
Time
2:00 P.M.

MAP to BRUCES in ORONO



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EVERYONE!!!!!!**

