



# The GAB'er

The Newsletter of the Greater Albany Apple Byters

Volume 28, Number 10 - June 2012

## Phil Schiller May Become Apple's "Public Face"



Though Tim Cook has taken the place of Steve Jobs as CEO of Apple, a new profile on the company's marketing chief, Phil Schiller, says he is expected to become the "public face" of Apple going forward.

Schiller's expanded role is expected by Bloomberg Businessweek to be apparent at next week's Worldwide Developers Conference, where the senior vice president of Apple's Worldwide Product Marketing department is expected to present much of the keynote presentation on June 11. There, Schiller and other members of Apple's executive team are expected to introduce new Macs, the next version of iOS, and provide more details on OS X 10.8 Mountain Lion.

The profile revealed that although Jobs and Schiller had "little in common" when it came to personal interests, the two carried a very similar business sense. In fact, Schiller's understanding of the perspective of Jobs was so well-known at Apple that he earned the nickname "Mini-Me," a reference to the character played by Verne Troyer in two "Austin Powers" movies. He also earned the nickname "Dr. No," from the character James Bond, as a result of Schiller's "ruthlessly disciplined" nature when choosing and shooting down ideas for new products and features.

## Coordinator's Corner

by John Buckley



We are celebrating our 28<sup>th</sup> Anniversary as a Mac User Group. Members should set aside June 13<sup>th</sup> for our 28<sup>th</sup> Anniversary Dinner. Feedback from the membership chose the Plum Blossom for this years dinner. Sorry, the guy pictured (Tim Cook, Apple CEO) won't be there, but he will be providing a lot of exciting Apple information in San Francisco at the WWDC.

The WWDC will provide plenty for discussion about the direction Apple is taking and what is new for the Mac.

The Greater Albany AppleByters is where you can find out all things Apple, so be at the June meeting and bring your questions and an appetite.

The meeting is at 6:00 p.m. on Wednesday, June 13, 2013 at the Plum Blossom (See Map on page 10). See you then. We have 8-9 members signed up for dinner but can always add more. So if you want to attend, go to [the website and complete the survey](#). I will not make reservations until early on June 13<sup>th</sup>.

**Next GAAB Meeting**  
**June 13, 2012**  
**28<sup>th</sup> Anniversary Dinner**  
  
**6:00 p.m.**  
**The Plum Blossom**  
**Troy, NY**

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*Serving the Apple Computer User Community Since May 1984*

The Greater Albany Apple Byters is an Apple Computer User Group. Meetings are held the second Wednesday of each month (except July and August) in Room 212 of Troy High School, located on Burdett Avenue, Troy, NY.

Annual membership fee is \$10.00. Membership privileges include this newsletter, access to a large public domain software and video/audio tape library, local vendor discounts, special interest groups, and other special offers.

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#### Officers & Special Interest Group Leaders

Program Coordinator  
John Buckley  
272-7128

Membership Director  
Cecilia MacDonald  
872-0823

Treasurer  
Cecilia MacDonald  
872-0823

Public Domain Librarian  
Bill Shuff  
393-9753

Newsletter Editor  
Roger Mazula  
466-7492

Education SIG  
John Buckley  
272-7128

Internet SIG  
Lou Wozniak  
465-2873



## Apple Ambassador

by John Buckley

The following article is about the Apple II Convention that has been around for a long time and may provide something for the summer. It is something for the members who have been around a long time. If you do not attend, you may want to visit the website.

#### About KansasFest

[KansasFest](#) is the world's only annual convention dedicated to the Apple II computer that revolutionized the personal computing industry. Held every year in Kansas City, Missouri, KansasFest invites hobbyists, retrocomputing enthusiasts, and diehard aficionados to gather from all corners of the world. Hackers, programmers, users, gamers, and curious observers come from Hawaii, Massachusetts, Florida, England, Australia, Japan, and many other places by plane, train, bicycle, and Vespa.



What do they do once they're at KansasFest? Attendees build, buy, sell, and swap hardware, including Ethernet cards, CompactFlash adaptors, and replacement floppy drives. They code well into the night to compete in the annual [HackFest](#). They give presentations on everything from overlooked software gems to new product demonstrations to emulating the Apple II on modern cell phones. They wander from room to room, checking out and showing off each other's setups, chatting with old friends and making new ones, ordering pizza and making 3 AM trips to Denny's and watching movies like *WarGames*.

*Continued on page 8.*





If you're an entrepreneur growing a small business, you've certainly heard how important it is to have a Facebook page.

A lot of businesses - big and small - do a pretty good job of designing pages and racking up a huge number of Likes. But many fail to follow-through and capitalize on their early efforts.

Savvy business owners know they need to continually refresh the content of their pages. That keeps customers engaged and coming back. These marketers also churn out very effective targeted ads to reach more of the right customers.

It's not all that difficult, but it takes some effort and a different way of thinking to succeed. These ideas will help get you started on your first - or next - killer campaign on Facebook.

You want people to Like your business, of course. But you also want them Talking about you. It's a way of informing you how many fans are returning to your page and sharing what they see and read with their friends.

As an example, take a look at the Facebook pages of Dell and Hewlett-Packard. HP boasts 1.8 million Likes, compared to Dell's 1.5 million. Dell, however, has three times as many customers Talking about its page - 33,889 compared to HP's 11,584.

So how do you keep customers engaged?

Maintain a very active profile. Post updates every day and as often as possible. Include photos and videos. It's fine to tell customers about your newest products - but don't give them the hard sell.

Your Facebook page is about maintaining a conversation and building interest in your brand. Post non-promotional items at times. Comment on a funny news story, for example. It's exactly what I try to do at [www.facebook.com/kimkomando](http://www.facebook.com/kimkomando).

Apps such as HootSuite and Tweetdeck can help you schedule messages to Facebook and other social media platforms so you don't have to be chained to your computer. Facebook's metrics will tell you which day of the week most people visit your page. "Show up" that day with great new content.

Ask customers questions. Although it's a lot more work for you, fans will become more engaged if you allow them to post on your wall. Ask them to send in stories and to post photos and videos of them using your product, if appropriate.

People love freebies, discounts and contests. Give out a special promo code once a week that entitles users to a free sample or a discount. Throw out a brain-teaser or trivia question and offer a prize to the first correct guesser.

Check your page a few times a day to interact. Try to answer questions and respond proactively and positively to complaints as quickly as you can.

As time goes by, you'll learn a lot about the interests and demographics of your followers. That's when you want to experiment with creating targeted ads. They're a great way to grab even more eyeballs for your page. Users will see an ad for your business' Facebook page on the corner of their profile.

The people who see your ad are likely to have friends who share that interest and have already liked your page. New customers will see their friend's name and be more interested in your business.

*Continued on page 10.*





## Education SIG

### Vital NY

Below is the Newsletter for [Vital New York](#), a source of free video resources for educators provided through both WNET in New York City and WMHT locally. Teachers may want to spend some time visiting the sight and checking out materials they can use in the classroom. There are also a number of resources for the new Common Core Standards being introduced throughout New York State and the rest of the country.



VITALNewsletter

Welcome to Summer

June 2012

**We can't believe the end of the school year is only a few weeks away!** Besides that much needed time to rest and re-coup, what are your plans for the summer?

Just like you, we're always thinking ahead so we've assembled some **cool VITAL resources** that will prove to be fun while also giving you a head start on future class projects.

**Have a great summer, Teachers. You deserve it!**



**Plan a Video Production**

Have you ever thought about **shooting a video** with your students but weren't sure how to begin? Then you'll want to check out this nuts and bolts tutorial.

**Learning Through Video Production** In this media-rich activity designed for teacher professional development, experience what it's like to go through the video production process, and then develop an engaging video-production experience for your students.



## Explore the Common Core

With the shift to the Common Core Learning Standards being top of mind for educators statewide, the summer is a perfect time to learn more about the core principles in English language arts and math instruction with the [Engage NY Common Core video series](#).

In this 15-part series, Education Commissioner John King, David Coleman, and Kate Gerson explain every key aspect of the Common Core Learning Standards in depth, provide a rationale for the Common Core and explain what it means for students.

## Taking Time with Special Collections

VITAL's [Special Collections](#) are a unique treasure trove of specially organized resources divided into three areas:

- Public media
- State and locally created resources
- Curriculum topics and themes



You'll find everything from the [Between the Lions Early Reading Collection](#) and [Looking for Lincoln to Cyberlearning in STEM Education](#).

To access [Special Collections](#), go to the VITAL homepage. Scroll down on the right side of the page to "Special Collections" and click.

## Get Inspired by the Antiques Roadshow

A yard sale stroll this summer might take on a whole new meaning when you stumble upon that one-of-kind "Roadshow" treasure. And even if your find is not worth millions, you might consider using it as a primary source in your classroom.

Antiques Roadshow resources help integrate the study of material culture ([artifacts and objects](#)) into on going classroom instruction. Using objects as examples of primary sources is a great way to support skills acquisition in the Common Core Learning Standards for ELA and history.



[Antiques Roadshow](#) is also a VITAL Special Collection!

VITAL is an online library of **more than 5,000** K-12 media resources inspired by the best in public television programming.

Resources are aligned to the New York State core curriculum and Common Core standards for grades K-12  
VITAL resources are designed for and available to educators FREE with registration

We look forward to hearing about what's important to you in curriculum and instruction so [send us a note](#) to share your ideas about VITAL.

As always, thanks for your support and whenever you can, please spread the word about VITAL to your colleagues.

**Have a FANTASTIC summer!**



# How to Be Warned of Impending Hard Drive Failure [Mac]

by Justin Pot, MakeUseOf.com



Don't let a dying hard drive on your Mac catch you by surprise. Be warned before anything happens to your precious data. SmartReporter is a free application for your Mac that can warn you of hard drives problems, thanks to [S.M.A.R.T. data](#). This gives you a heads up, because errors on a hard drive can mean problems

are coming soon.

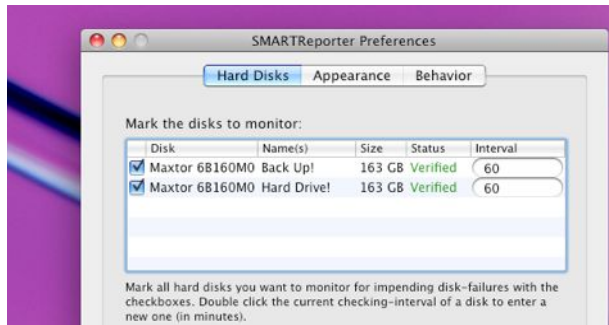
Your warning can come in the form of a [Growl](#) popup, an alert dialogue or even an email. Find out if your hard drive has problems before it's too late to ensure all of your data is backed up, because professional file recovery is expensive.

Hard drives are amazing. They spin extremely fast all the time so that you can create and access data, but everything that moves that quickly and that frequently will break down at some point. We've taught you the [5 signs your hard drive might be dying](#), and shown you the [tools Windows users can use to predict the death of a hard drive](#). We've even shown you [how to use a Ubuntu Live CD to check your hard drive's health](#).

What we haven't done is shown you a Mac tool for warning you about hard drive decline. SmartReporter is that tool, and it's remarkably easy to set up and use.

## Using SmartReporter

Start up SmartReporter for the first time and the software will scan your hard drives. Once that's done, you'll see your drives along with a little bit of information:



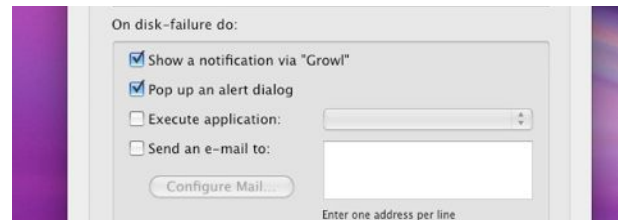
If you're the curious type, you can check out the specific tests run to determine whether or not your drive is healthy. It may however seem cryptic to you.

```
SMART Attributes Data Structure revision number: 16
Vendor Specific SMART Attributes with Thresholds:
ID# ATTRIBUTE_NAME          FLAG     VALUE WORST THRESH TYPE      UPDATED  WHEN_FAILED RAW_VAL
 3 Spin_Up_Time              0x0027   206   206   063   Pre-fail Always      -       16067
 4 Start_Stop_Count         0x0032   250   250   000   Old-age  Always      -       6987
 5 Reallocated_Sector_Ct    0x0033   253   253   063   Pre-fail Always      -         0
 6 Read_Channel_Margin      0x0081   253   253   100   Pre-fail Offline     -         0
 7 Seek_Error_Rate          0x000a   253   252   000   Old-age  Always      -         0
 8 Seek_Time_Performance    0x0027   245   241   187   Pre-fail Always      -       47679
 9 Power_On_Minutes        0x0032   142   142   000   Old-age  Always      -       231h+45
10 Spin_Retry_Count         0x002b   253   252   157   Pre-fail Always      -         0
11 Calibration_Retry_Count 0x002b   253   252   223   Pre-fail Always      -         0
```

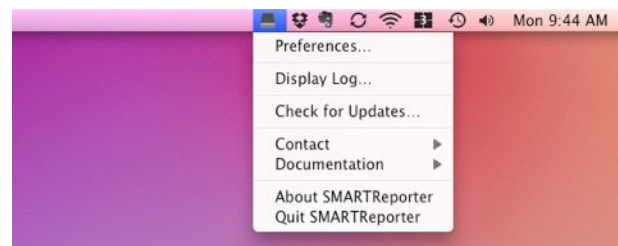
Are you confused by all of this gibberish? Don't be overwhelmed-it's just a list of tests being done on your drive. A quick review of what [S.M.A.R.T. data](#) is can be helpful, but basically you need to know that errors on the disk are a sign that things might go wrong soon.

Does an error guarantee that something will go wrong? No, but if you're seeing errors, there's a higher chance the drive may die soon. You don't necessarily need to buy a new hard drive right away, but if you've been putting off backing up, now might be a good time.

So if something is going wrong, you'll want a warning. As I said earlier, there are a few options for this:



Set up whatever warnings your heart desires; you can even run a certain program if you want. SmartReporter will also run in your tray, where you can access it and the information it offers whenever you like:



The icon will even change color depending on the health of your drives, giving you yet another way to stay up-to-date regarding their health.

## Download SmartReporter

Ready to install this program? [Click here to download SmartReporter](#). There's a universal binary, and even a binary for users of OS X 10.3. That's really old, so chances are if you have a Mac that's up and running you can install SmartReporter.

## Conclusion

If your data is important to you, it's important you be aware of the health of your hard drive. Macs aren't magical – the hard drive inside them can fail, just like any drive. Software like this can give you a warning, but it's not enough. Make sure you're backing up your data regularly to avoid losing anything forever.



## Use It Better: 8 Alternatives to the Hated Captcha

*Programmers hope that humans can jump through these hoops better than bots*

by David Pogue, *Scientific American*

Captchas are those annoying “What does this garbled text say?” puzzles that you have to solve before you’re allowed to sign up for something online. (Read more about Captchas in March’s *Scientific American*.) They’re designed to thwart spammers whose automated software bots would otherwise pollute the Web site with phony sign-ups.

But Captchas are sometimes so difficult that even humans can’t solve them. And although they’re no longer sufficient to stop spammers’ increasingly sophisticated bots, they’re 100 percent effective in keeping out blind people.

Various people have come up with alternatives to the hated Captcha. Each has its charms—and its drawbacks. For example:

### Task Puzzles, Image Puzzles

In a world of tablets and touch-screen phones, a typing puzzle is extra clumsy. In a task puzzle, you’re asked to do something, like “Tap here if you’re human.” In theory, a software bot can’t do that. Unfortunately, non-English speakers won’t know how to respond, either.

Some sites now offer image puzzles: “Draw a circle around the photo of a lighthouse.” Great—unless you’re blind.

### The Audio Captcha

You hear a garbled, scratchy recording of someone saying a word, and you’re supposed to type in what it says. But the same problems apply: sometimes it’s hard for even a human to understand the word, and of course deaf people are left out.

### The Math Puzzle

Instead of trying to interpret a garbled-looking word, you’re asked to solve a simple math problem like “What’s  $3 + 3$ ?” Both blind people and seeing people could solve this one.

The trick here, of course, is finding puzzles that are simple enough for everyone to solve, regardless of education level—and still hard enough to stop automated software bots. “What’s  $3 + 3$ ?” won’t stop many determined spammer bots.

### The Trivia Puzzle

Another proposal: Ask a pitifully easy question like, “What color is the sky?” This kind of blockade is great if you’re an English speaker and a perfect speller. Otherwise, it might keep out innocent bystanders as well as bots.

### Text-Message Verification

When you try to sign up for a Google Voice account, you’re asked for your cell phone number. When you click “Connect,” your phone dings, and you’re asked to type in a two-digit code that the Web site is displaying. Fast, easy and foolproof—unless, of course, you don’t have a cell phone or you’re blind or you don’t live in the United States.

### The Confirmation-Page Trick

Once you’ve filled in your sign-up information, you click “Okay”—and you arrive at a final confirmation page, where a message says, “Click ‘Confirm’ if this information is correct.” This non-puzzle puzzle works very well, because software bots aren’t expecting the additional step. Unfortunately, if yours is a popular site (such as Yahoo or Google), it won’t take long for the spammers to catch on.

### The Timing Trick

If you’re a real person, it might take you a couple of minutes to fill in the fields of a Web form; if you’re a software bot, you can fill it in instantly. A Web site’s code can measure the time it takes you to fill in the form, and gauge your humanness that way.

Unless, of course, you use a Web browser (such as Safari or Firefox) that offers a one-click “Fill in my standard information button,” which would make the site conclude that you, in fact, are a software bot.

### The Hidden-Field Scam

The Web site’s creator makes a tempting-sounding text box labeled something like “E-mail address”—and then makes it invisible, using CSS (cascading style sheets) coding. Humans will never see that box, and will leave it empty; software bots will fill it in.

This solution, too, isn’t perfect, because those auto-fill features like Safari’s will still fill in the invisible box, and not everyone has CSS turned on.

The bottom line: We can all agree that Captchas are horrible, but we can’t agree on a perfect solution. But if you’re a Web-site owner, consider this: the spammers don’t have much interest in you unless you’re a major site. If you’re a relatively small site, you can probably get away with using one of the easier blockades described here or an automated spam-blocking trick ([www.sitepoint.com/captcha-alternatives](http://www.sitepoint.com/captcha-alternatives))—or none at all.



## Apple Ambassador

*Continued from page 2.*

KansasFest is about a computer and a camaraderie unlike anything else. The Apple II attracts people of a certain mindset and spirit who exhibit a rare creativity, resilience, dedication, history, and nonconformity. The Apple II has lasted for more than 30 years, and the friendships and memories made at KansasFest will last even longer.



### KansasFest FAQ

The following article is set up in a form commonly seen on the Internet, called Frequently Asked Questions. It is designed to answer the most common questions people have about KansasFest, the Apple II event of the year. It is not designed to answer general questions about the Apple II, although there may be some overlap.

Questions? Please [contact us!](#)

**Q:** What's a FAQ, and how is it pronounced?

**A:** The letters "FAQ" stand for **F**requently **A**sksed **Q**uestions. When people first hear of or learn of a subject, such as KansasFest, they often have several questions which others before them had when they also first learned of the same subject. A FAQ is a document listing both the questions and answers most frequently associated with new users, to save themselves (and others trying to assist them) time and frustration.

And by the way, it's pronounced "fack", nearly identical with "fact".

**Q:** What is the purpose of this FAQ?

**A:** This FAQ is set up to assist people interested in KansasFest, also known as KFest. Many Apple II enthusiasts are interested in attending or just want some information about this event, so the most common questions are answered here.

**Q:** What is KFest?

**A:** KansasFest, abbreviated "KFest", is a computing conference held every summer at Rockhurst University in Kansas City, Missouri. Its original formal name was "The Apple II Summer Conference" while its nickname was "KansasFest", which was abbreviated to "KFest". Today, the conference's official name is "KansasFest".

**Q:** When was the first KFest held?

**A:** The first KansasFest was held in 1989. July 2012 will welcome the 23rd KFest.

**Q:** When is KFest this year?

**A:** KansasFest 2012 runs from Tuesday through Sunday, July 17–22, 2012.

**Q:** Where is KFest held?

**A:** KFest is held at Rockhurst University in Kansas City, Missouri. The address and phone number are as follows:  
 Rockhurst University  
 1100 Rockhurst Rd  
 Kansas City, Missouri 64110-2508  
 United States of America  
 (816) 501-4000  
 (800) 842-6776

**Q:** If it's held in Missouri, why is it called KansasFest?

**A:** Good question. It does take place in Kansas City, but if it makes you feel better, the Kansas border is very close to Rockhurst University.

**Q:** Who comes to KFest?

**A:** While KFest was originally devoted to programmers, nowadays all kinds of folk from all over the world surface at Rockhurst University. Programmers, users, newsletter publishers, and everyday folk show up from Europe, Canada, Australia, and throughout the United States to celebrate the Apple II.

**Q:** Has anyone attended every KFest?

**A:** One person: Tony Diaz of [16Sector.com](#).

**Q:** Who sponsors and organizes KFest?

**A:** It was originally sponsored by Resource-Central, the folks who brought you the wonderful *Open-Apple* and *A2-Central* (among several other Apple II) publications. After Resource-Central became ICON, The Apple II Summer Conference became ICONference. This lasted one summer until ICON shut down. Two different companies sponsored KFest before [InTrec Software](#), publishers of ProTERM, took over a few years back.

Currently, [KFest is organized by a committee](#) headed by Tony Diaz. The session scheduling is done by Andy





Molloy. Devin Reade maintains the email lists, and Eric “Sheppy” Shepherd organizes [HackFest](#), the programming contest. KFest is sponsored by Tony Diaz of 16Sector.

**Q:** How much does KFest cost? How do I register for KFest?

**A:** Current prices for KFest can be found on [the registration page](#). Discounted prices are available for early registrants. You may register online or download the registration form and return it via email, mail, or fax to  
16 Sector  
attn: Tony Diaz  
1991 Oceanside Blvd #6502  
Oceanside, CA 92054-4401  
If the above options are unavailable to you, please [contact Tony](#) for alternative arrangements.

**Q:** Which airport do I fly into, and how do I get from there to Rockhurst?

**A:** The major airport nearly everyone flies into is Kansas City International, which goes by the code letters MCI (not KCI, which will get you to Indonesia). There’s a couple of small commuter airports that are closer, but unless you’re Tony Diaz (who flies his own plane), you’re unlikely to use these. The general aviation airport closest to Rockhurst is OJC, or Johnson County Executive, located at 12901 West 151st Street in Olathe, Kansas — about 27 miles from Rockhurst.

Even though MCI is the closest major airport, it’s still most of an hour’s drive from there to Rockhurst, so walking is out of the question and cab fare would be substantial. Your best bet would be to try to catch a ride with another KFester who’ll be flying in or passing by around the same time you’ll be arriving. Carl Knoblock unofficially organizes [rides to and from the airport](#). The best way to get in on the ride planning is to join [the KFest email list](#), as described later in this FAQ.

**Q:** What kind of official activities go on at KFest?

**A:** The official activities include a keynote speech, sessions on various computing topics, product demonstrations, the [HackFest](#) programming contest, and a vendor fair. Many of past KFest’s sessions are [available for download](#).

**Q:** What if I want to host a session?

**A:** Submit your ideas for a session via our [online session submission form](#). Sessions can include new ways to use programs, new programs, networking, or nearly anything else you can imagine. Everyone has something they can teach.

**Q:** What kind of unofficial activities go on at KFest?

**A:** Unofficially, there have been movie outings, pizza nights, Bite The Bag contests, late night eating at Denny’s,

runs out to Krispy Kreme, Floppy Disk Ninja, Apple II Jeopardy, and more!

**Q:** What should I know or bring to participate in these activities?

**A:** Besides HackFest, there are several friendly competitions you can enter — often for prizes! — if you come prepared:

- **Tie One On:** In honor of Roger Wagner, attendees (men and women!) are invited to wear outrageous or ugly ties to the Friday night formal banquet. The person with the best (or worst!) tie will be arbitrarily decided by a member of the steering committee.
- **Door Sign:** Attendees staying on-site in [Rockhurst University](#) dorm rooms may decorate the door to their room. Posters, signs, knick-knacks, and other accessories are all fair play, as long as they can be safely removed at the end of the conference.
- **GShisen:** Gamers can compete in this tile-based puzzler by Kelvin Sherlock. All entrants will play the same round in private, with the top three times proceeding to a final, public round. Prior to KansasFest, you can practice on your [IIGS](#), [iPod](#) or [iPhone](#), or [online](#). Although this contest doesn’t run every year, it’s always a crowd-pleaser when it does.

**Q:** Are meals provided?

**A:** Your registration fee includes breakfast, lunch, and dinner in the Rockhurst cafeteria starting with Wednesday dinner and ending with Sunday breakfast, except for Saturday dinner. Your registration also includes the KFest Kookout barbecue for lunch on Wednesday. Please indicate any special diets (vegetarian, etc.) during registration, and we will try to accommodate them.

Tuesday night usually features a trip to the [Sweet Tomatoes](#) buffet-style restaurant. KFest attendees descend upon a local restaurant for Saturday dinner.

**Q:** I hear that the Rockhurst University dorm is wired for Ethernet. Is there a way I can access that while I’m there?

**A:** Yes. In each dorm room in the halls of Rockhurst is an outlet that seems to be phone jack. This isn’t a phone jack. It’s an Ethernet port — to be exact, an RJ-45 connector that is compatible with 10 Base-T Ethernet. The entire Rockhurst dorm is connected to the Internet this way. Rockhurst has a fairly strict policy for accessing their network. PC users may be required to download anti-virus software and other applications to conform to Rockhurst’s security policies. Macintosh users, so far, have not been required to follow these procedures because of the general lack of viruses for the platform.

Whatever your computer (including the Apple II), you may



need specific configuration instructions, such as proxy and IP settings, that will be available upon your arrival. Check with one of the event organizers at checkin. With many attendees being professional network engineers, system administrators, and power users, we'll ensure everyone is settled in very quickly.

**Q:** I hear that there's wireless Internet access in the Rockhurst dorm. How do I get hooked up?

**A:** Shortly after you arrive and check in, an address to a website and a code will be given to you. You will login to this site and authenticate, which will then authorize you with wireless access for the duration of the conference. Various Apple Airport Base Stations and other equivalents brought by convention attendees will likely help expand the available coverage. Please see one of them (Ken Gagne, Sean Fahey, Geoff Weiss, Eric Shepherd, and Ryan Suenaga are likely candidates) if you'd like to get on the wireless 'Net.

**Q:** What should I bring?

**A:** [A complete packing list](#) is located on the official Web site. What you bring will depend on if you're flying or driving, but certainly you'll want to have a computer with you (some people bring laptop Macintoshes; others bring their complete Apple II setup) and all associated accessories. Also at the least, follow the advice of Ford Prefect and bring along your towel. Seriously, the provided linens tend to be smaller than average.

**Q:** How can I learn more about KFest?

**A:** Visit the KansasFest World Wide Web site at <http://www.kansasfest.org/> or [send an email](#). You could also subscribe to the [KFest mailing list](#).

**Q:** Should I go to KFest?

**A:** Need you ask? KFest is a must for the serious Apple II fanatic. Do yourself a favor — you're worth it. Show up at KFest 2012, the summer camp for Apple geeks.

## Internet SIG

*Continued from page 3.*

These ads will cost you, but you can manage how much you pay each day. Facebook offers tools to monitor how effective your ads are. They also offer examples of success stories about the power of marketing to a Facebook audience of your own creation.

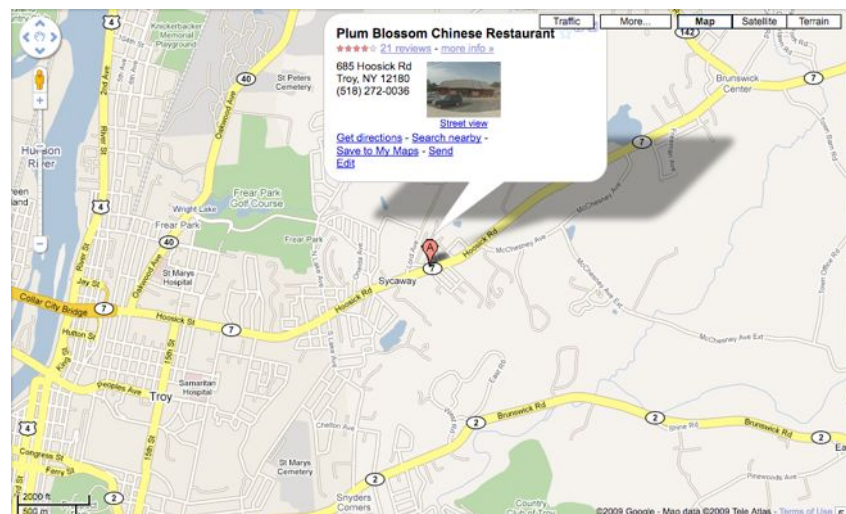
A Minneapolis portrait and wedding photographer's investment of \$600 in a Facebook ad campaign generated nearly \$40,000 of revenue. Ads allowed him to target women aged 24-30 in the Twin Cities whose relationship status on indicated they were engaged.

A regional self-storage business saw a 50 percent increase in rentals after targeting ads to college students who were about to break for the summer.

Facebook makes it easy to tweak ads and try different combinations of text and pictures. Even when ads are working great, you want to change them up every few days to keep interest high.

Someday, your customers will come to see your page as more of a friend than a business. When that happens, pat yourself on the back - and then get back to work!

Join us for GAAB's  
June dinner at the  
Plum Blossom  
Restaurant



## GAAB Internet Addresses

### Names

### E-Mail Addresses

Aaron Ambrosino.....	aambrosi@mac.com
Gary Blizzard.....	gmbizzard@aol.com
Mark Bogossian.....	mark@castlecomp.com
Steve Bradley.....	ssbradley@adelphia.net
John Buckley.....	jbuckley@nycap.rr.com
Sheldon Carnes.....	sheldoncarnes@hotmail.com
Tina Cook.....	twonotrump@nycap.rr.com
Anthony Eldering.....	tonye11@verizon.net
Trudy Ellis.....	TE52@earthlink.net
Lilajane Frascarelli.....	afrascar@nycap.rr.com
Les Goldstein.....	lgoldst1@nycap.rr.com
Richard Hester.....	hesterfp@capital.net
Ottmar Klaas.....	ottmar.klaas@gmail.com
Michael LaFrank.....	mлаfrank@nycap.rr.com
Thomas Levanduski....	msglevnduski@aol.com
Cecilia MacDonald.....	cecilia@midtel.net
Mike Mannarino.....	rfd230@nycap.rr.com
Roger Mazula.....	aluzam@aol.com
Brendan O'Hara.....	bohara1@nycap.rr.com
Eric/Lee Rieker.....	Erieker@aol.com
AbdurRahman Rozell..	aryr100@gmail.com
Judith Schwartz.....	jfschwartz2@earthlink.net
Saul Seinberg.....	saul.seinberg@gmail.com
Bill Shuff.....	wjshuff@earthlink.net
Shelly Weiner.....	olliedawg@yahoo.com
Lou Wozniak.....	louw@nycap.rr.com

*To start or renew your GAAB membership, see Cecilia MacDonald or send your fees payable to her at the following address:*

*Cecilia MacDonald  
260 Sever Road  
Delanson, NY 12053*



*Visit GAAB on the Internet at <http://www.applebyters.com>*

