



The GAB'er

The Newsletter of the Greater Albany Apple Byters

Volume 31, Number 3 - November 2014

Remembering Macworld Expo: Why we went to the greatest trade show on earth

by Christopher Breen, MacWorld

This morning IDG announced that Macworld Expo (later known as Macworld/iWorld) is going on hiatus. How permanent this break is depends entirely on whether those running the show can find a financial model that makes sense in a world where people increasingly learn while sitting in front of computers and mobile devices rather than traveling to a convention center to get hands-on training and demos.

As someone who's seen the end of the print edition of Macworld, this move isn't entirely surprising. The world in which both the magazine and trade show were born was very different than the one we inhabit today. The "slow information" presented in print and face-to-face gatherings has been supplanted by knowledge-in-an-instant. And where information sources go, so too go the resources that support them.

But I come not to bury Macworld Expo (or armchair quarterback what might have been done to save a show I loved), but rather to put it in some perspective.

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November 2014 GAAB Meeting

The November meeting will be Tuesday, November 11th at 7pm at Paneras on Washington Ave Ext across from Crossgates. Although there is no special room, we should not have a real issue finding seats in the back of the restaurant.

**Meeting: November 11, 2014
7:00 PM**

Panera Bread

161 Washington Ave Ext, Albany, NY



Apple's newest Retina iMac hasn't been available for long, but [Amazon](#) is already offering the stock machine (3.5GHz/8GB/1TB) for **\$2,449**, a discount of \$50.

A map can be found at the GAAB website at http://applebyters.com/index.php/meeting-information/meeting_map/

Discussion: Possible Announcements from Apple, iOS Tips, and Working in the Cloud

**Next GAAB Meeting
November 11, 2014
Apple Announcements/iOS
Tips/Working in Cloud
7:00 p.m.**

**Panera Bread
Crossgates Common, Albany**

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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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Apple Ambassador

by John Buckley

Microsoft, Changing Tack, Makes Office Suite Free on Mobile by Nick Wingfield, New York Times

SEATTLE — Few golden geese in technology have survived as long as Office has for [Microsoft](#).

The suite of applications that includes Word, Excel and PowerPoint, first released in 1990, generated nearly a third of [Microsoft](#)'s revenue during its last fiscal year — about \$26 billion of \$87 billion in total. By some estimates, the software accounted for an even higher portion of the company's gross profits.

But in a sign of the seismic changes underway in the tech industry, Microsoft, the world's largest software company, [said on Thursday](#) that it would give away a comprehensive mobile edition of Office. The free software for iPads, iPhones and Android tablets will do most of the most essential things people normally do with the computer versions of the product.



Satya Nadella, Microsoft's chief executive, last month in San Francisco. Credit Robert Galbraith/Reuters

Just a few years ago, giving away a full free version of Office would have earned a Microsoft chief executive a visit from a witch doctor. Now, the move is following through on the rallying cry coming from Satya Nadella, Microsoft's new chief executive, who has pushed cloud and mobile computing as lodestars for the company's future.

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Internet SIG

Turn Your Old and Unwanted Phone into Cash

by Kim Komando



Chances are, you have your eyes on a new smartphone. The iPhone 6 or 6 Plus, Motorola Moto x, or Samsung Galaxy Note 4 has your attention. But to make way for the new phone, you need to get rid of your old phone.

I'm going to tell you how to make the most money when selling your old phone, even if the screen is broken or doesn't work.

Before you do anything...

It's best not to sell your phone until you already have the new smartphone. Preparing a phone for sale means you won't be able to use it, and you don't want to be without a smartphone.

Plus, if it turns out you don't like your new one - or it has a defect - you'll want a backup.

If you're still trying to figure out what new phone to buy, you might want to look at my [smartphone comparison chart](#) or [read through my buying guide](#).

After you have the new phone - and you've transferred your must-have information and made sure everything is working properly - it's time to completely wipe the old hardware. You don't want your personal information falling into the wrong hands, after all. [Click here for detailed instructions to wipe your Android and iOS gadgets](#).

After your gadget is good and wiped, it's time to figure out how much it's worth. A site like [WorthMonkey](#) is a great starting point.

Just put in your model and it will give you the going rate. It even includes prices for the condition your gadget is in. Here's a hint: Fewer screen cracks mean more money. That's why I always recommend putting your phone in a protective case, [like this one](#).

Once you know the gadget's worth, it's time to decide how you're going to turn it into cold, hard cash. Let's start with the easiest option.

Turn your gadget into a free gift card

Not everyone wants to go through the rigmarole of selling a gadget themselves. It could also be that your gadget really isn't worth that much in the first place. In either case, your best bet is a trade-in.

This usually means you give the phone to a store in exchange for store credit. In a trade-in, you take what the store offers, so there's no negotiating for a better price.

Unless you find a special promotion, it's a good bet that you won't be getting the best deal, either. What you will get, though, is a hassle-free, pretty fast way to turn your phone into money you can use.

You can trade in your gadget through [Walmart](#), [Best Buy](#) and [Amazon](#). Be sure to check to see which one offers the best price. If no one company offers the price that you want, then you'll probably want to sell your gadget on your own.

Note: Everything I'm talking about so far assumes that the phone actually works. If your phone is broken, keep reading to the end for your options.

nextpage

How to sell your phone yourself

Your first question when selling your phone should be whether or not people want that model. The iPhone 4s, for example, is still one of the most popular iPhone models.

If you find your phone just isn't selling, then your best bet will be recycling services on the next page. Amazon has what is probably the easiest way to sell any gadget with [Sell on Amazon](#).

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Education SIG

The Skyping Renaissance by Kate Messner, School Librar Journal

“What’s a Skype?”

I still remember my mother asking that question when I mentioned one of my early virtual author visits in a phone conversation years ago. Today, there are few corners of the globe where Skype isn’t a well-known verb as well as a noun, describing the videoconferencing platform that connects kids and grandparents on computer screens all over the planet. Those few years have made a world of difference in the way videoconferencing is used in educational settings as well.

In 2009, I’d just started experimenting with Skype author visits with the launch of my first middle grade novel, *The Brilliant Fall of Gianna Z* (Walker, 2009), and wrote a feature called “[Met Any Good Authors Lately?](#)” for *School Library Journal* (August 2009). It detailed the ins and outs of using Skype to connect readers with the people who create the books they love.

Back then, this was something of a radical idea for many schools. Even though Skype itself had been around a while—it was founded as a start-up in Europe in 2003—the idea of using it as a teaching tool was new. The technology was still spotty in many places; dropped connections were the rule rather than the exception. Not everyone trusted this new way of communicating. Many school districts blocked Skype entirely, while teachers in others had to get special permission to use it for projects.

The new world of videoconferencing

Fast-forward five years, and we’re living in a whole new virtual world. Ask teachers and librarians about their experiences with Skype today, and you’ll be treated to a long list of projects, from the traditional Skype author visit to virtual writing workshops, interviews with scientists in the field, [Mystery Skype](#) connections, and more. Skype,

which is currently free, has gone from being a novelty to an everyday tool, as much a part of the school day as whiteboards and textbooks.

As Skype has grown, the connections have improved; it’s rare to find the screen frozen mid-sentence anymore. In addition, as virtual visits become more commonplace in educational settings, the bells and whistles of the technology are less of a distraction for young readers. Students who are new to the technology are sometimes overwhelmed by the fact that they can see not only the author on the screen but themselves as well.



“A fifth grade class spent the entire 40-minute visit making faces at themselves on their monitor,” says author-illustrator Marty Kelley, creator of *The Messiest Desk* (Zino, 2009). “I’ve learned to ask teachers to acquaint their class with Skype before my visit.”

Savvy teachers and librarians have been doing this for a while, and now many find that students come to them already having had Skype experiences. That can make for much smoother interactions with virtual guests, even on the most chaotic of days.

“I Skyped with a school on their ‘dress as your favorite book character’ day,” says Sarah Albee, author of *Bugged: How Insects Changed History* (Bloomsbury, 2014). “So my interlocutors included Darth Vader, a fairy princess, Ivan, and a kid with a Bad Case of Stripes. The teachers were all dressed up, too, and clearly everyone was into it. Best Skype ever.”

Albee was one of dozens of authors who Skyped into classrooms around the world for the organization LitWorld’s World Read Aloud Day (WRAD) in 2014. According to the LitWorld website, the event, observed on the first Wednesday in March each year, “calls global attention to the importance of reading aloud and sharing



stories. WRAD motivates children, teens, and adults worldwide to celebrate the power of words and creates a community of readers taking action to show the world that the right to literacy belongs to all people.” LitWorld founder Pam Allyn says Skype author visits have become a big part of that day in the past few years.

Widening the circle

“The virtual visits exemplify the spirit of what we believe literacy is in the 21st century and what LitWorld is advocating for: access for all,” Allyn says. “Children all around the country and around the world can experience the joy and pleasure of meeting an author and feeling the profound power of a connected literacy community.”

Sometimes, educators find that the virtual visit technology brings out different students’ voices, too. Those who might not participate in a large classroom discussion may feel more comfortable interacting with an author onscreen, especially when the group is small. Author Lisa Schroeder Skyped with two students and a special education teacher at a middle school in Connecticut after they’d read her novel *It’s Raining Cupcakes* (Aladdin, 2010).

“One of the girls is selectively mute, and the teacher told me not to expect her to talk to me,” Schroeder says. “She ended up asking me a question, which was a wonderful surprise, as you can imagine.”

The kinds of connections that happen during virtual author visits are evolving, too. While most early Skype author visits were straight Q & A sessions, many authors and illustrators now offer longer presentations that include everything from drawing demonstrations to virtual writing workshops. Publishers, including Scholastic and Penguin, list Skype author visit opportunities that range from visits available at any time to special promotions tied to book releases.

Many teachers and librarians are expanding their Skype virtual visits to include not only authors but experts and mentors in other fields as well. Recognizing an opportunity, Skype set up its “[Skype in the Classroom](#)” website, which allows educators to search for guest speakers by location or subject area. Available experts recently included authors, paleontologists, an educator from the Whale and Dolphin Conservation group, rangers from Badlands National Park, a marine robotics expert from MIT, and one of the first oceanographers to use a combination of submarines and robots to map the undersea world. The list is ever-changing and extensive, and it just scratches the surface of what’s available in terms of virtual visits.

Many educators have also had luck approaching experts on their own, via email or social media, to inquire about Skype visits. Sarah Mulhern Gross, an English teacher at High Technology High School in Lincroft, NJ, works with a diverse population of students who have an interest in STEM fields, and has been using Skype in her classroom for four years. When her students read *Romeo and Juliet* in class, Skyping with Shakespeare obviously wasn’t an option, so she arranged the next best thing—a virtual visit with Ian Doescher, the author of *William Shakespeare’s Star Wars* (Quirk, 2013), a retelling of the sci-fi classic in the voice of the Bard himself. Gross’s students Skyped with an American living in Niger while they were reading Chinua Achebe’s *Things Fall Apart* (Heinemann, 1958), and with a local news anchor while they were studying media literacy.

Windows onto new ideas

Gross’s most ambitious Skype project centers on David Haskell’s book *The Forest Unseen* (Viking, 2012). It began with a virtual visit in which Haskell discussed with students his interests in science and poetry and where the two intersect. The following year, Gross ordered copies of Haskell’s book for a joint English-Biology project.

“The students would emulate Dr. Haskell by adopting a square meter of space on our campus and visiting it once a month,” Gross explains. “They would observe the space and write about it each month. Dr. Haskell Skyped with us in the beginning of the year to introduce himself and his book and take questions from the students. Then in May, we Skyped again and approached it a little differently. The students created a slideshow of the experiences and shared it over the Skype call.”

After Haskell read some student writing samples and commented on them, the kids asked for writing advice, and tips on science compositions in particular. “The students and Dr. Haskell discussed science writing and the importance of reading and writing in all careers,” Gross says. “It’s been an amazing experience and one we plan to continue!”

Such interactions can be motivating for younger students as well. Greg Armamentos, who teaches in a third and fourth grade classroom at Frank C. Whiteley School in suburban Chicago, arranged a Skype visit with student athlete Winter Vinecki for his school’s running club. After losing her father to prostate cancer, Vinecki set out to become the youngest person to complete a marathon on all seven continents. She’d recently met her goal at the age of 15 when she had her virtual visit with Armamentos and his young runners.



“The Skype visit with her was incredibly motivating for the kids, who asked her questions about her training as well as her study habits,” Armamentos says. “She related so well to the kids and the staff, and her example was inspiring to the kids, as they were training to participate in a 5K run a few weeks later.” Armamentos adds that preparing kids for such experiences in advance—doing research and writing down questions—goes a long way toward making such experiences valuable.

Maria Selke, the gifted resource teacher for Hillsdale Elementary School in West Chester, PA, also finds that a Skype visit can be a meaningful way to wrap up a unit of study. Her students had been clamoring to learn basic programming, so she used the Hour of Code website (code.org/hourofcode) to get them started with some simple tutorials and basic projects. Once they’d had a chance to learn the fundamentals, she contacted Ichiro Lambe, a friend who runs an indie game company out of the Boston area.

“Ichiro was able to give the kids an overview of life as a programmer,” Selke says. “He talked about the path that led him to game design, what kinds of things in school ended up being most helpful in his current career, and what his day-to-day experiences are. I was excited to hear him discuss many different job types that are available in the gaming industry, since my students have a wealth of different strengths and skills.”

“[My students] asked about college majors that could help with gaming, his current and future games, and the process of creating new games,” Selke adds. “They were able to make many connections between this process and the writing process, from brainstorming to storyboarding plots to marketing the ideas.”

All the world’s a stage

While many teachers and librarians use Skype and other videoconferencing tools to explore content areas and possible career paths with students, others focus on the geography-learning potential that such virtual visits open up. Melissa Thom, a teacher, works with fourth through sixth graders at the Renzulli Academy, a school that serves high-achieving students in the Hartford (CT) Public School system. She’s used popular “Mystery Skypes,” a Skype in the Classroom activity in which classrooms try to guess each other’s locations, sometimes internationally, to engage her fourth graders in their study of U.S. regions.

“As a class, the students come up with clues that will help the other classroom determine our location,” Thom says. “In this scenario, the students are the experts of the place

where they live and are responsible for describing it in creative terms.”

Classrooms can match up with others in different parts of the world through the Skype in the Classroom site, and teachers can also connect with other educators in areas of similar interest.

Educators who use Skype once or twice tend to become advocates—big believers in its potential. Thom says many of her students don’t have opportunities to see other parts of the country. “This is one way to bring the world to students who aren’t able to travel or explore the world in physical terms,” she says.

Students who have been exposed to this kind of virtual visit grow to believe in the power of the technology as well. When Gross’s seniors learned that they’d be away on their senior trip on the day Eliot Schrefer, author of the National Book Award finalist *Endangered* (Scholastic, 2012), was to visit the school, they refused to miss out.

“Their senior trip [involved] camping up in the mountains, but they were determined to Skype into our book club meeting while Eliot was visiting,” recalls Gross. “I did not expect them to have any service, but they hiked back from a waterfall and made the call [using a student’s smart phone].”

“It was an awesome experience,” she says. “They loved getting to interact with Eliot and talk to him about writing even while traipsing through the woods in the mountains.”

Gross, Selke, Armamentos, and Thom all say they plan to expand upon their use of virtual visits this year.

“I’m in Pennsylvania, but now I can have experts from almost every corner of the globe bring their knowledge and passions to my classroom,” Selke says. “How amazing is that?”

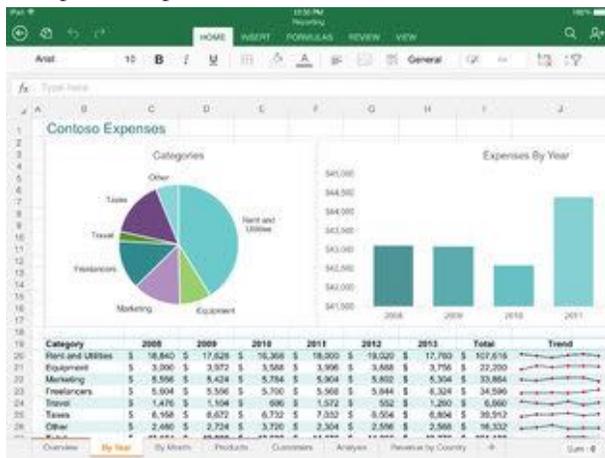


Apple Ambassador

Continued from page 2.

A version of Microsoft Excel for the iPad.

The old Microsoft hemmed and hawed about creating Office apps for mobile platforms from Google and Apple, pushing its Windows platform instead. But the center of gravity in the tech industry has quickly shifted to mobile and cloud computing. And the company's about-face comes after rivals like Apple and Google and many of the most successful new start-ups offered free software, often with premium perks for sale.



“Lots of consumers don’t need a PC,” said Rick Sherlund, an analyst at Nomura Securities. “They just need an Internet connection. They don’t need Office as much.”

That reality has started to weigh on Office. While sales of the software to businesses grew about 8 percent last year, consumer revenue rose only 2 percent. Sales declined by double-digit percentage points during the first two quarters of the year.

The Office business suffered in recent years from a global slump in sales of PCs, which were hurt as people began to do more and more basic computing chores on tablets and smartphones. For years, Office was not available on mobile devices, and many consumers began to wonder whether they needed the software at all.

Those who needed productivity apps turned to free or cheap alternatives from Apple, Google and start-ups like Evernote.

The outlook for Microsoft’s apps has improved in recent quarters with the growth of Office 365, a cloud version

of the product that includes constantly updated apps, unlimited online file storage and free Skype calling to traditional phones. Consumers pay \$7 to \$10 a month for the service, rather than buying a copy of Office for about \$150.

“We’d like to dramatically increase the number of people trying Office,” John Case, corporate vice president of Office marketing at Microsoft, said about the new offering. “This is about widening the funnel.”

Microsoft started to suggest a more open posture earlier this year, when it released an iPad version of Office that could be used to read documents, spreadsheets and presentations.

If users wanted to edit or print those documents, though, they needed to pay a subscription fee to Microsoft. Now Microsoft is doing away with those hindrances. It is starting to test similarly full-featured and free Office apps for tablets running Android, Google’s mobile operating system. And it is updating Office apps for iPhone to allow editing, at a time when Apple’s new big-screen smartphones are making it easier to get work done on the devices.

A version of Microsoft Word, featuring review tools, for the iPhone.

Microsoft says it has more than seven million consumers subscribing to Office 365. It also says there have been more than 40 million downloads of its Office apps for the iPad. In its [most recent quarter](#), which ended Sept. 30, Microsoft said its consumer Office revenue grew 7 percent.

By making an unabridged version of Office available free for mobile, Microsoft is betting it can get even more people to start using the software, without stealing sales from the PC and Mac versions of the product, where it still makes truckloads of money.

The calculation is similar to the one made by software makers in the mobile industry. Instead of the one-time fees long associated with software sales, most app makers give away basic versions of their products — from games to productivity software to online storage services — while charging for premium features.

“We’re seeing the consumer valuation for those things start to approach zero,” said Wes Miller, an analyst at Directions on Microsoft, a research firm that tracks the company.

Apple, for example, [made its iWork suite](#) of productivity applications free a year ago for new buyers of Macs and Apple mobile devices. Google has won converts to a free suite of Web apps that competes with Office.



Microsoft [announced this spring](#) that it would give away some versions of Windows, its other big cash cow, to hardware companies that want to put it on devices with screens smaller than nine inches.

It was an attempt by Microsoft to claw its way out of a severe deficit in mobile by encouraging more companies to make Windows smartphones and tablets. Notably, the change in its terms did not include versions of Windows for personal computers, which have larger screens.

One view is that Microsoft has little to lose in giving away mobile versions of its Windows and Office products. Its market share in smartphones is in the low single digits. Only about 13 percent of Microsoft's Office revenue comes from consumers, estimates Mr. Sherlund, the Nomura Securities analyst.

The biggest risk to Microsoft is that, in the long run, the line it is drawing between free mobile versions of Windows and Office and premium versions for computers will not hold, as boundaries between devices get blurry. If Apple and others create tablets that are more serious laptop replacements, perhaps with detachable keyboards and mice, the case for paying for a premium version of Office could get weaker.

Mr. Case, Microsoft's vice president of Office marketing, said the company was walking a fine line by making Office free on mobile, but he expected the impact would be positive for the company.

"This is not a small change," he said.



Internet SIG

Continued from page 3.

You can compare prices on the product page for your gadget, pick a reasonable price and wait for offers to roll in. Once sold, you can opt to either ship your product to an Amazon warehouse with "Fulfillment by Amazon" or handle the shipping yourself.

Opting for "Fulfillment" when selling your gadget usually means that the company will take a hefty cut of the sale, but it's also the fewest possible steps to get your gadget sold. If you want to go local, you can always sell your gadget on online classified services like Craigslist.

Always be sure to meet at a public place like a coffee shop or mall when you do something like this, and always deal in cash. Auction giant [eBay](#) is also an option. Don't forget that your friends and family might be open to buying an inexpensive older gadget. Just make sure it still works well.

Recycling services

Smartphones contain many valuable minerals. So valuable, in fact, that many companies will buy up any smartphone to get them.

These companies usually buy in bulk from any major retailer, but they have online storefronts, too. Sites like [Nextworth](#), [BuyMyTronics](#), [YouRenew](#) and [Gazelle](#) will buy your old phone for cheap.

That makes them not such a good deal for a working phone. However, if your phone is broken or scratched to the point where no one wants it, these services will usually give you a reasonable price.

They know how much they can earn by reprocessing the phone's materials. As always, be sure to compare prices between the possible options and spend the time researching the best value.

If all this sounds like too much effort, there are actually plenty of cool uses for an old phone. From using it as a universal remote to making calls and texts using Wi-Fi only, [click here for 10 surprising uses for your old smartphone](#).



Macworld Expo

Continued from page 1.

The gathering

Expo was first launched in 1985 in San Francisco by [Peggy Kilburn](#), who ran the show from 1985 to 1999. A summer edition was originally held in Boston but at Apple's urging, the summer show moved to New York from 1998 to 2003. In 2005 Expo became a single annual event, with just the San Francisco edition taking place in January. For the last several years Paul Kent has managed the show.

In its early and middle years, Macworld Expo was, in some ways, the world's greatest Mac user group gathering. As the World Wide Web had yet to become the source of the globe's information, Mac users depended on books; publications such as Macworld, MacUser, and MacWEEK; and, importantly, face-to-face interaction with other enthusiasts for their Apple fix. While users groups served this latter need on a local level, if you wanted to be surrounded by others of your ilk from across the country (and world), you went to Expo.



You never knew who might appear at the show in its earlier days.

It was also a place to gain some hands-on time with a vast collection of Apple products as well as software and peripherals designed for the Mac. Back then if you didn't stumble out of the hall at the end of a long day with a couple of bags stuffed with printed material and swag, you just weren't trying. Members of the press, in particular, were loaded down with marketing materials, software, and peripherals small enough to fit into the extra suitcase they brought along for exactly that purpose.

And then there were the after-hours events, with Apple's developer party and MacWEEK's [Mac the Knife party](#) being the two most desirable tickets.

Opening keynote presentations were, at the time, something that you wanted to attend provided you weren't too exhausted from the previous night's activities. Apple's

CEO du jour generally had something interesting to say, even if the subtext in the beleaguered days boiled down to "Hey, we're still in business!" It wasn't until the return of Steve Jobs in 1997 that Expo's keynotes become a must-attend event.

The "Stevenotes"

Rather than simply update the crowd on Apple's financials and exhort Apple fans to carry on the fight, Jobs talked about the challenges Apple faced and, more importantly, outlined the steps the company would take to overcome them. As Apple succeeded and the company's confidence grew, these keynotes adopted a template that has become a model for the technology industry—talk about your successes, introduce new products and ideas, convey your vision, and end with a "One more thing..." bang.



Steve Jobs introduced the iPhone at Macworld Expo 2007.

These keynotes significantly elevated Expo's profile. Now, not only did Apple devotees want to attend, but as Apple grew to represent the cutting edge of consumer technology, everyone was interested—particularly members of the mainstream press who passed along Apple's enthusiastic message. Perhaps Jobs' most notable announcement during these keynotes was the iPhone in 2007.

Apple exits

But Apple's influence cut both ways. Expo had increasingly become an Apple-dominated event. Apple's CEO was no longer introduced by an IDG executive at the start of the keynote, Apple made its executives and employees less available outside of this presentation and press demos, and company representatives imposed stricter guidelines on exactly what Apple would and would not do during the show. Finally, during the 2009 keynote, Apple's senior vice president of worldwide marketing, Phil Schiller, announced that Apple would no longer participate in the show. While suggesting that attendees could get the same experience

from visiting Apple's popular retail stores, the behind-the-scenes word was that Apple was now powerful enough to get the coverage it wanted by hosting its own events and that the company didn't care to conform to someone else's schedule in regard to product announcements.

Regrettably, though those running the show tried their best, they simply couldn't find a way to return the show to its roots—as a gathering place for Apple enthusiasts. Expo had become an Apple event, and when the company left, many exhibitors and attendees left with it. To them, seeing Steve Jobs onstage and pressing their nose to a glass case surrounding a suspended iPhone was what Expo was all about. If you couldn't breathe Apple's air, there was no reason to attend.

Why we went

Regardless of whether you attended Expo for the swag, Apple's booth, the conferences, or the chance to market your products, you likely receive this news with regret. Personally, Macworld Expo was a place for me to put faces to names, connect with our readers, gather with friends I see far too infrequently, learn about some terrific products and technologies, and rekindle the enthusiasm that set me on the path I tread today.



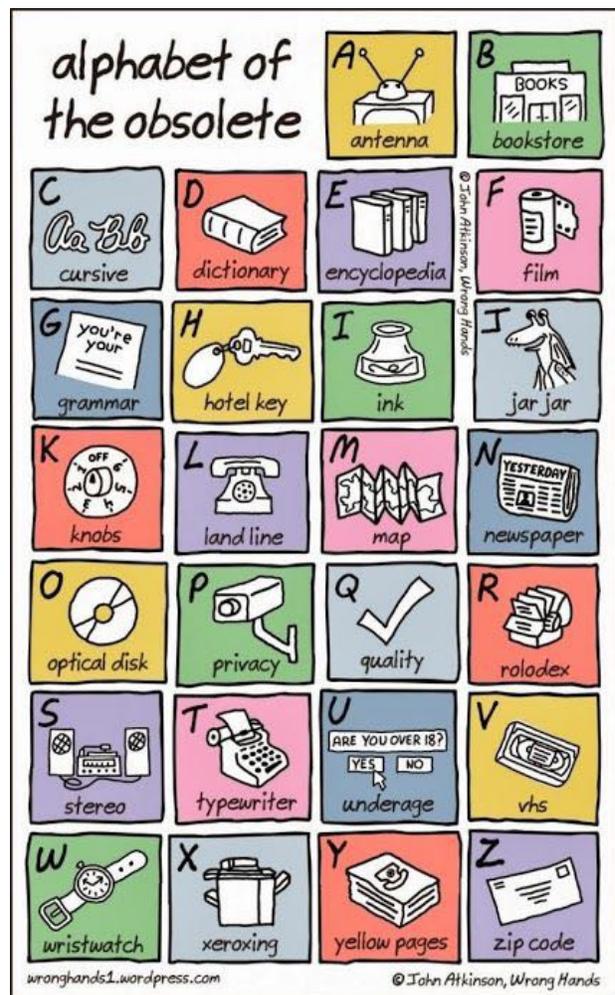
Macworld always had a significant presence at the show.

And I'm hardly alone. At Expo careers were launched, plots hatched, businesses created, minds changed, and friends made. It was an event that we looked forward to for months and whose ideas resonated for years. And it wasn't just us shmoes. I saw countless Apple employees who were just as excited about the show as I was. It was the center of the Apple universe. It mattered. And it mattered because it was about more than just products and promotion. It was equally about people.

While the ability to glean the information I want from a simple Google search is invaluable, it lacks the human

element. Google won't let me stroll up to the Apple booth and ask a product manager questions about the latest iPod. It can't hiss "Hey Chris..." from a small booth and show me a nascent technology that will one day change my life. It won't stop me in mid-beer-sip to ponder a concept proposed from the day's smartest-person-in-the room. It won't look me in the eye and say, "This is important." It will never be about that last reluctant wave to your friends and the promise that you'll do it all again next year.

Given the economics of the day, Expo's hiatus is understandable. I pray that those tasked with the job will find a way for it to live on in some form. In the meantime, however, I feel we've lost something valuable—an opportunity to experience and celebrate technology with others of our kind.



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