



The GAB'er

The Newsletter of the Greater Albany Apple Byters

Volume 28, Number 6 - February 2012

The Best Super Bowl Ad



Jim Cramer of financial publication The Street says that one SuperBowl commercial struck him as being the most honest, most riveting and most compelling of all.

“The game had just ended,” said Cramer, “and Colts great Raymond Berry ran the Giant gantlet with the Lombardi Trophy. Suddenly it seemed like every other Giant pulled out an iPhone to snap pictures of the moment. One after another after another. And I said to myself, there it is, not some pet dangling a bag of chips or some headlights killing vampires or King Elton getting trapdoored. Nope, there was an ad worthy of Steve Jobs and the company he built.”

Of course, it wasn't an ad. It was just a collection of the most cool, most idolized competitors in the world whipping out their favorite device, which they had on the field, ready for action.

To Cramer, the endorsement of Apple by real athletes who were not paid, said it all. “When everyone else is paying \$3 million per commercial, Apple paid nothing and easily had the best ad of all,” said Cramer.



Coordinator's Corner

by John Buckley

Working in the Cloud



This month we will look at the many of the advantages of using the cloud, something you may already be using without knowing it. For the most part, to use Cloud computing you only need a web browser and an internet connection.

Also we will set the schedule for the remaining demonstrations. In addition, we will take a closer look at what is available on your Mac without adding any software

To find out what's happening, GAAB is the place to be. So be sure to be at our February meeting and every meeting to find out the best information about the Mac.

The February meeting will be held at St. Mary's Hospital in the Leonard Board Room on Wednesday, February 8, 2012. The meeting will begin at 7 p.m. [St. Mary's Hospital is located at 1300 Massachusetts Avenue in Troy NY.](#)

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Next GAAB Meeting
February 8, 2012
Using the Cloud
7:00 p.m.
St. Mary's Hospital
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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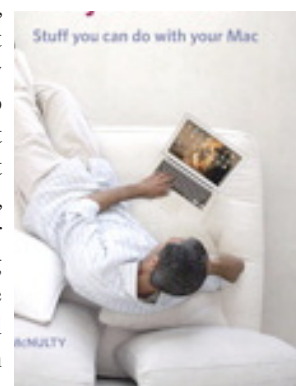
by John Buckley

Book Review: The Mac OS X Lion Project Book

by Scott McNulty

Review by Dave Greenbaum

This book, despite its title, isn't as much a book about Lion as it is a book about how to use a Mac with Lion to do certain neat projects. Most Mac users can figure out email and surfing the web, but what about taking your DVD collection and putting in on your Mac? Before purchasing this book, read through the projects. Even if one of them interests you, the book will be a great value. If you aren't interested in any of this, then it's probably worth taking a pass. Projects are as follows:

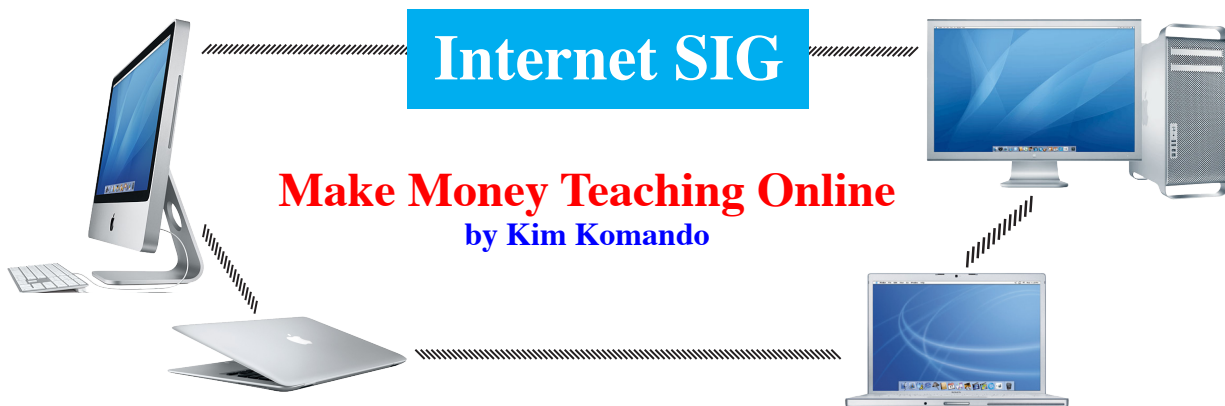


- 1) Organizing your files
- 2) Mastering Spotlight searches
- 3) Printing to save paper
- 4) Installing applications purchased at the Mac App store
- 5) Providing Remote Technical Support
- 6) Remote controlling a Mac in your home
- 7) Accessing your files remotely from another Mac
- 8) Using DropBox
- 9) Copying DVD content to your Mac
- 10) Basic photo editing and touch ups
- 11) Creating a slideshow
- 12) Using Rapid Weaver for a family website
- 13) RSS Feeds
- 14) Configuring TextExpander
- 15) Full screen mode to avoid distractions
- 16) Audio Podcasting
- 17) Setting up Time Machine alongside a cloning solution
- 18) Using your signature in a PDF

Each of these projects are short--just four or five pages. The book is easy to understand and the projects are fun and

Continued on page 6.





It's true that money-making scams are very common online. The good news is there are perfectly legitimate ways to make money over the Internet. Many don't even involve eBay.

If you have experience as an English language teacher or tutor, you can make extra income teaching English online to Asians, South Americans and other people around the world. It has, in fact, suddenly become an incredible growth industry.

Most of the teachers providing this service work part time from home, and - thanks to broadband Internet video-conferencing - it doesn't matter if that home is in Cody, WY, or Miami, FL. Talk about globalization!

In the early days of teaching English online, freelancers had to hustle to find their own clients. Today, there are several online services that act as liaisons between learners and teachers.

Online language services all work a little differently. One might be a better fit for you than another, depending on how entrepreneurial you are.

Once you're accepted at Verbalplanet.com, for instance, you hang your shingle up in the marketplace and hope that students like your profile and experience. New teachers often offer free trial lessons to attract students and get the positive-feedback ball rolling.

Verbalplanet.com supplies easy-to-use appointment and invoicing software. You set your own rate (most tutors charge around \$30 per session), and get paid by the students through PayPal.

Verbalplanet.com is a partner of Harper Collins, which publishes MP3 audio language courses, foreign language

dictionaries, and other educational materials. The service takes no cut from the teachers.

In a very different business model, teachers get a flat \$12.50 an hour at the cleverly named English as a Second Income. The tradeoff? You bypass the marketing work. The service brings corporate students directly to you.

That service also provides a system for organizing teaching sessions and using prepared guides. You can teach as many or as few hours as you want.

Based in tiny Ten Sleep, Wyoming, [Eleutian](#) is a rapidly growing company that contracts not only with foreign corporations, but also with school systems and government organizations.

Teachers must be experienced and certified, and go through specific training. They earn anywhere from \$11 to \$13 per hour for one-on-one tutoring or virtual classroom teaching.

So how can you tell these services are legitimate? First, because I check them out before telling you about them, of course.

Another clue is they aren't asking for you to pay any money upfront to get started. Whenever there's an upfront fee involved in a make-money-online venture, your scam alert sirens should start blaring.

In this case, other than your teaching skills and experience, all you need is a good headset, a fast Internet connection, and accounts with PayPal and Skype, or a similar free video-conferencing service.

Just one disclaimer: Remember my remark about ways to make money online that don't involve eBay? This isn't one of them. PayPal, the payment method used by the services, is owned by that online retail giant.





Education SIG

Apple Education Event - January 19, 2012 from eSchool News

Apple Unveils Interactive Textbooks, Revamped iTunes U by Denny Carter

Apple might make the heavy backpack an endangered species.

There won't be much students can't do with a few taps and swipes of their Apple iPads after the tech giant's introduction of iBooks 2—a book store that now includes interactive textbooks—and an [iTunes University](#) app that could create a comprehensive school experience inside the popular computer tablet.

Apple officials confirmed Jan. 19 weeklong speculation that the company would jump into the textbook market during a press event at New York's Guggenheim Museum, where Phil Schiller, Apple's senior vice president of marketing, introduced the next iteration of the iBooks app, which for the first time will offer textbooks that start at \$14.99 or less for high school students.

The iBooks 2 app is available for free in Apple's Apps Store. Pricing for college textbooks wasn't immediately available. Apple's iBooks 2 will be stocked by publishing giants Pearson, McGraw-Hill, and Houghton-Mifflin Harcourt, which make up 90 percent of the U.S. textbook market.

Textbooks available on the iPad through the iBooks 2 app will have interactive photos, videos, and diagrams, along with 3D images that can be manipulated and rotated with a touch of the screen. Students can highlight sections of a digital book with the swipe of a finger and create digital index cards inside the book without leaving their current page.

Authors of iBooks 2 textbooks can continually update their content. Students, once they've purchased the digital book for their iPad, can view the updated versions with no charge, and can keep the book in their library indefinitely.

"It's certainly something we've been dreaming about for a couple years," said Bill Rankin, director of educational innovation at Abilene Christian University (ACU) in Texas, one of higher education's most prominent users of Apple products. "It's equivalent to the democratization that happened under Gutenberg. Digitized books are much

different than digital books. [Apple] isn't just offering digitized versions of print material. This is a new generation media object."

The Apple announcement also introduced educators and textbook publishers to a free authoring tool for anyone who wants to create a textbook.

Using Apple's operating system, authors can create books with templates according to what kind of book they're

writing and publishing.

Giving authors an easy way to publish content, Rankin said, will usurp the traditional view of peer review in education.

"This is really a revolutionary change in publishing and information," he said. "The benefit of crowdsourcing ... outweighs dramatically the elitism that used to dominate peer review. This breaks down the hierarchies and barriers to real learning."

Apple also showed off its newest version of iTunes U, an online library that college students have used to download 700 million videos and other educational material over the past four years.

The newest iteration of iTunes U will bring a host of functionality to the app available in the Apple Apps Store. Students will be able to take entire online courses through iTunes U—everything from watching recorded lectures, to submitting assignments, to rating faculty members. Syllabi and faculty member profiles are also available on the iTunes U app.

The app even allows students to sign up for courses.



Homework assigned by professors using the iTunes U app are sent to a student's iPad immediately. The student will be notified of the assignment, tap it on the iPad screen, and be transferred to the day's assignment. Students can place a check mark next to every finished assignment in the iTunes U queue.

Higher education's early iTunes U adopters are Duke, Yale, The Open University, Harrisburg Area Community College (HACC), and the Massachusetts Institute of Technology (MIT).

"Never before have educators been able to offer full courses in such an innovative way, allowing anyone who's interested in a particular topic to learn from anywhere in the world," said Eddy Cue, Apple's senior vice president of internet software and services. "Not just the classroom."

Schiller said Apple would add to its new iTunes U and iBooks 2 offerings, although details on when that might happen were scarce.

"There is a lot that's talked about that might be wrong in education, and no one person or company can fix it all," he said.

Feds' challenge to schools: Embrace digital textbooks by Staff and Wire Service Reports

The Obama administration has challenged schools and companies to get digital textbooks in students' hands within five years.

Are hardbound textbooks going the way of slide rules and typewriters in schools?

Education Secretary Arne Duncan and Federal Communications Commission Chairman Julius Genachowski on Feb. 1 challenged schools and companies to get digital textbooks in students' hands within five years. The Obama administration's push comes two weeks after Apple Inc. announced [it would start to sell electronic versions](#) of a few standard high-school books for use on its iPad tablet.

Digital books are viewed as a way to provide interactive learning, potentially save money, and get updated material faster to students.

Digital learning environments have been embraced in Florida, Idaho, Utah, and California, as well as Joplin,

Mo., where laptops replaced textbooks destroyed in a tornado. But many schools lack the broadband capacity or the computers or tablets to adopt the technology, and finding the money to go completely digital is difficult for many schools in tough economic times.

Tied to the Feb. 1 announcement at a digital town hall was the government's release of a 67-page "playbook" to schools that promotes the use of digital textbooks and offers guidance. The administration hopes that dollars spent on traditional textbooks can instead go toward making digital learning more feasible.

Going digital improves the learning process, and it's being rolled out at a faster pace in other countries such as South Korea, Genachowski said in an interview. Genachowski said he's hopeful it can be cost-effective in the long run, especially as the price of digital tablets drops.



"When a student reads a textbook and gets to something they don't know, they are stuck," Genachowski said. "Working with the same material on a digital textbook, when they get to something they don't know, the device can let them explore, it can show them what a word means, how to solve a math problem that they couldn't figure out how to solve."

Students can use the textbooks for video explanations to help with homework, they can interact with molecules, and they can manipulate a digital globe to see stories and data about countries, said Karen Cator, director of the Education Department's Office of Educational Technology.

"We're not talking about the print-based textbook now being digital. We're talking about a much more robust and interactive and engaging environment to support learning," Cator said.

About \$8 billion is spent annually in the U.S. on textbooks for children in kindergarten through 12th grade, said Jay Diskey, executive director of the school division of the Association of American Publishers. Diskey said textbook companies have been working on the technology for the past five years to eight years to transform the industry, but in many cases, schools simply aren't ready.



“It’s not only the future, it’s the now. The industry has embraced this, but the difficulty does lie in the fact that schools are not yet fully equipped with the hardware. We hope that they get there soon,” Diskey said.

After the tornado last May destroyed several schools in Joplin, the decision was made essentially to go textbook-free at three sites hosting high school kids from Joplin High School and the Franklin Technology Center. The United Arab Emirates donated money to buy each student a laptop. (For leading the digital textbook initiative, Joplin Superintendent C.J. Huff was named a [2012 Tech-Savvy Superintendent Award winner](#) from eSchool News.)

The response from students has been mixed, said Angie Besendorfer, the district’s assistant superintendent. She said the transition has proved difficult for some kids accustomed to a standard routine of answering questions at the end of a chapter, but administrators are pleased with the online learning and hope 8th-graders also will go essentially textbook free.

“It’s a little bit more work on the side of the students, in that they are having to think and problem solve and do things differently, and some of our kids are not so fond of that, whereas other kids like it a lot,” Besendorfer said.

Program Coordinator

Continued from page 1.

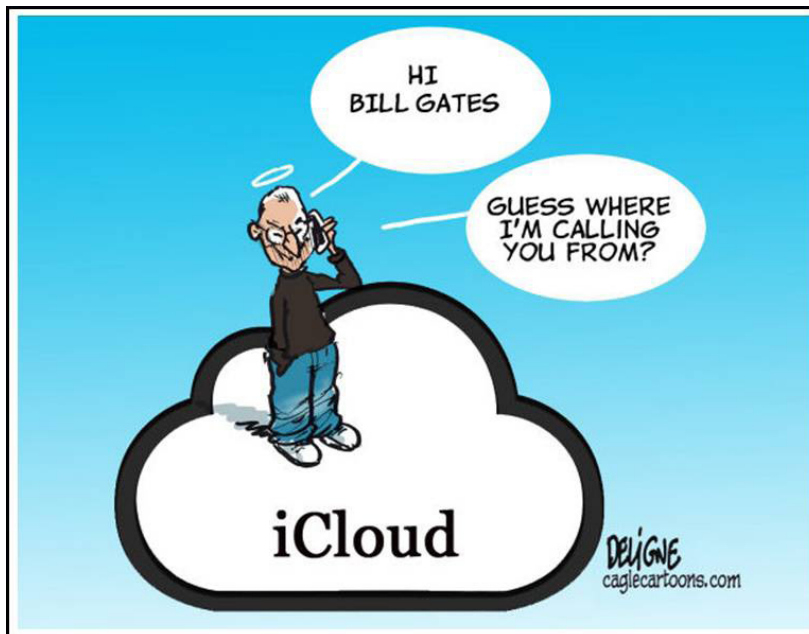
However, the best route to take from the Northway is the following:

1. Merge onto NY-7 East from the Northway.
2. Follow Route 7 to Troy where it becomes Hoosick Street.
3. Turn left on Oakwood Avenue (10 Street/NY-40) which is the first light after the bridge and bare right.
4. Turn right on Sausse Avenue. Turn left onto Lindenwood Court. When you come to the first entrance to the hospital parking lot, turn left and park.

Apple Ambassador

Continued from page 2.

relevant. They assume a basic to intermediate knowledge of Lion. No explanations of files or how to click a mouse is included. Since I knew how to do all of this or the things I didn’t know didn’t interest me, I didn’t find the book that valuable. I learned this stuff the hard way through trial and error. However if someone asked me how to do any of these small projects, you bet I’ll suggest this book. New Mac users who simply want to feel more comfortable with their Mac and need some ideas of projects will find this book ideal. If I did Macintosh tutoring this would be a great companion manual. Overall, a fun book for intermediate Mac users with relevant and interesting projects.



Pros: Excellent digest of fun projects to get to know Lion and your Mac better
 Cons: Limited scope if you already know how to do these things or if they don’t interest you.

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Five Keyboard Shortcuts You Should Set Up Now

Access menu commands across apps with these time-saving tips

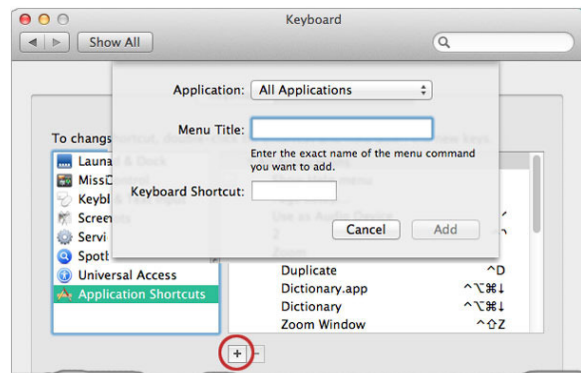
by Sharon Zardetto, Macworld.com

Computers excel at repetitive tasks. So why are you opening the same menus and submenus, looking for the same commands again and again?

OS X lets you assign keyboard shortcuts to menu commands so you can trigger them more quickly. You can tailor application shortcuts to your work habits, but an especially productive way to use this capability is to set up shortcuts that work everywhere.

Setting up a system-wide keyboard shortcut is a cinch: in System Preferences, go to the Keyboard Shortcuts tab of Keyboard preferences. Click Application Shortcuts on the left and then click the Add (+) button beneath the list. In the sheet that slides out, select All Applications from menu and type the name of the menu command in the Menu Title field; enter the shortcut you want to use for it and click Add.

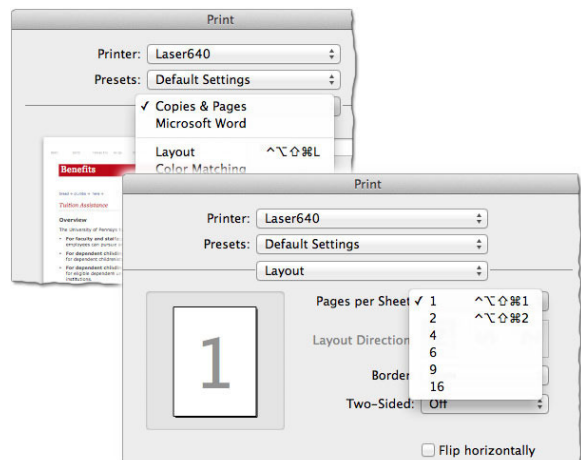
A few tips: Type the command exactly as it appears. Capitalization counts. If there's an ellipsis (...) after the command, press Option-semicolon to insert it. Typing three periods won't work. You don't have to remember your shortcuts—they'll appear in the menus the same way standard shortcuts do. If you change an existing shortcut, your new one shows in the menu. If you delete it, the original one reappears in the menu.



Create a global keyboard shortcut in Keyboard Preferences by clicking the Add button (circled) and choosing All Applications from the pop-up menu.

1. Put print options at your fingertips

Assign keyboard shortcuts to the printing options you use the most, even when they're buried in the Print dialog box. For instance, if you often save documents and Webpages as PDFs, set up a shortcut that triggers Save as PDF... (copy and paste the command from here to make sure you get it right). Now you can activate that feature with a keyboard shortcut (say, Command-Option-P), after opening the Print dialog box with the shortcut Command-P. Keyboard shortcuts don't work for buttons, but the PDF button is actually a menu. For more details on creating shortcuts for PDF options, see [Leopard keyboard tricks](#). I use a shortcut to switch from the Print dialog box's default Copies & Pages screen to its Layout options. Then I use another one to change the number of pages per sheet to 2. Assign shortcuts to whichever menus you use the most in the dialog box—switching printers can be especially convenient.



With global shortcuts, you can navigate a print dialog box quickly from the keyboard.

2. Zoom windows

When you want to toggle between a window's default (usually as-large-as-possible) size and the size and position you've specified manually, you don't have to click the window's green Zoom button. Most applications have a Window menu with a Zoom or Zoom Window command, but no keyboard shortcut. Assign the same shortcut to both those commands for full coverage. I find that Control-Shift-Z is the combo least likely to conflict with assigned Zoom- or Undo-related commands in the applications that I use.

3. Un-minimize app windows

Several Apple applications have either a single window or a single main window (such as iPhoto, Font Book, iTunes, iCal, Address Book, and Mail). If you minimize the window before you leave the program, when you come back there's no window showing. You can remember application-specific keyboard commands to recover the window or select it from the Windows menu. Or, make a single shortcut that un-minimizes the main window in any of these apps. This setup requires some work because the command in each program's Window menu is different. In the Keyboard Shortcuts pane, select the application's name (instead of All Applications) from the Application menu. Type the window's name (in Mail, it's "Message Viewer," in iTunes it's "iTunes," in iCal it's "iCal," and so on) in the Menu Title field, and set the same key combo for each one. (I use Control-W.)

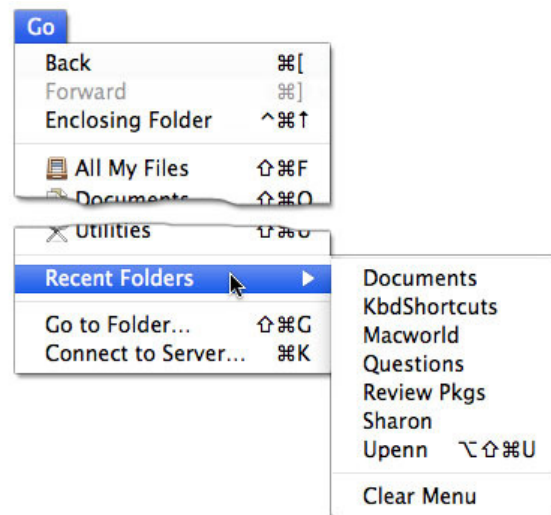
4. Open and switch applications

You don't need a third-party utility like [LaunchBar](#) or [QuicKeys](#) to launch or switch to an application via the keyboard. Since shortcuts work on submenus, you can assign a keyboard shortcut to a program in the Apple menu's oft-overlooked Recent Items submenu. The shortcut works only if the application is listed in the menu, so go to the System Preferences General Preference pane and up the Number Of Recent Items to at least 20 so the app won't get knocked out of the menu as you work in other programs. (While other shortcuts are practically instantaneous, the change to the Recent Items list can take up to 20 or 30 seconds, so be patient.)

Bonus tip Because the shortcut name must match the menu item exactly, you'll run into a problem if you change your Finder Preferences setting for Show All Filename Extensions (in the Advanced pane). If your shortcut is defined for "Mail" and it's later listed as "Mail.app," the shortcut won't work. The solution is to create two shortcuts, one for Mail and one for Mail.app, and give them both the same keyboard trigger.

5. Access recent folders

If you return to certain folders repeatedly in the Finder, the Go menu's Recent Folders submenu can be a big help. Assigning a Finder shortcut to an often-used folder that appears here is convenient, but hardly global. However, assign a shortcut to a folder's name under All Applications instead of the Finder. That way, you can jump to the folder in Open and Save dialog boxes when the folder is listed in the menu (as part of the current folder path or under Recent Places). Because the Recent Folders list is so short (you can't up the number in General preferences), this works only for folders you access frequently—but those are the ones that need shortcuts. And, your mileage may vary because some apps are persnickety about supporting this feature.



Set a shortcut for a folder name and it appears in the Finder's Recent Folders list as well as in some Open and Save dialog boxes.

Attention GAAB'er Members

Please pay your 2011-2012 dues to Cecila MacDonald.



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