



MINUTES for meeting of 11/5/16

recorded by Hugh Murphy

edited by William Barr

attendance - 12

The meeting was opened at 09:28am.

Video on YouTube - A video, "November update" of construction progress of the new Apple campus was shown. It's available on YouTube.

Follow up - Bill mentioned email scams to watch out for regarding Wells Fargo and Uber.

What's Happening - Bill is a member of the NJ Business & Industry Association. He attended a 1/2 day seminar offered by them on "Branding Your Business". One presenter was from Centenary University in Hackettstown who noted a new program, "Social Media Marketing", having an open house soon. The Dean of this department is an electrical engineer from Manhattan College and former Bell Labs employee. She stated that 100% of the students who graduate with a minor in social media marketing have jobs. Bill also described YP Marketing Solutions, a Google Partner, who helps you reach your customers with website assistance, etc. Google partnerships have three levels - 20,000 at level one, 2,000 at level two, and 30 at the top level of which five are in the US. Stan Menscher described the mechanics of placing Google ads and the financial aspects.

Bill introduced the term nomophobia which is the proposed name for the fear of being out of mobile phone contact. We access our mobile phones over 150 times daily. Searches by mobile phone are exceeding computer searches for the first time.

So what did we learn - A website should have a Call to Action on every page to prompt the reader to respond. It may be tested on the google site thinkwithgoogle.com. And YouTube - now a Google company - offers an app - "Director" - which leads you step by step in creating a 30 second ad.

Old business - After last's months discussion about email, Bill sent an article about comparing IMAP and POP email standards. And, liability insurance is required by Voorhees HS. It was approved to spend \$425 to continue our policy with The Hartford Ins Co.

Topic 1 - Lee Roth reported on his experiences with the Apple Store where he has a personal representative. When he upgraded his computer, photos in *Aperture* ended up in *Photos* in a catalog arranged by date. Photos are stored in Libraries. The representative called in Geniuses who showed him how to go to Libraries by holding down the Option key while clicking on the *Photo* icon. He found he had 6 Libraries. He installed *Power Photos* to organize the Libraries. He can launch and get thumbnails. A screen has source and destination Libraries so that he can know which Libraries to search. His choice for backing up his files is the so-called stone CDs. One of the reasons for Lee's quest was to find photos of the moon in response to Bill's request for the same. He was successful and showed the results of his search. Stan Mensch stated that a big moon may be seen in December when the moon is closer to the earth.

Topic 2 - In those computers where a password is required to open the computer and access the desktop, and the password is forgotten, it may be possible to reset the password by pressing Command R and Power which opens Terminal. Type in "resetpassword" - return. Restart. Passwords may also be stored in Keychain. Please do your own search on Apple's site for instance to get the latest info.

Topic 3 - From the Apple Special Event - Screen shots from the event were presented using Keynote. Tim Cook compared OS and Android upgrades. The OS upgrade track is about 90% while only 10% of Android users are on the latest version. The future of Apple TV is in apps. A new app will be released in December called TV. It has been 25 years since Apple's first laptop computer was released; the new MacBook Pro is the thinnest and lightest at 3-4 lbs. There are 13 and 15 inch screen sizes with touch bars. A fingerprint may be used to open them as on the iPhone. Prices range from \$1499 to \$2399 and require adaptors for the various peripherals. There is a 13" MBP without the touch bar feature.

Q&A - Walter Chandoha asked about the plethora of icons on his desktop and was told that they do slow down his computer. Don't think just because desktop files are in folders that it helps. No. No!

Bill asked about increasing membership. The possibility of offering scholarships to students was discussed. They could also be invited to make presentations at our meetings. There is also the possibility of meeting at Centenary University; Bill will meet with the aforementioned dean to discuss that approach. Lee Roth will meet with the director of his business connections group in Flemington to discuss their possible involvement in our meetings.

WE'RE DONE - The meeting ended at 12 noon.

NEXT MEETINGS - 11/16/16 at the Bridgewater Apple Store (Wednesday 8:30-10am)
Get your new MacBook Pro available for pickup on the 16th if you order NOW!

<http://www.apple.com/shop/buy-mac/macbook-pro/15-inch>



12/ 3/16 at Voorhees High School (Saturday 9 to noon)

1/7/17 at Voorhees High School (Saturday 9 to noon)