

# Reports



Volume 22 Issue 2

Second Quarter 2011

Association of Personal Computer User Groups

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## A Look at the New UGLS

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## APCUG Annual Computer Conference 2011

This year the Annual conference for APCUG will be held at the Crown Plaza in Independence, Ohio (<http://cleveland.apcug.org/>) continued on page 8

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## A Facebook Page for Your Organization

Why Have a Facebook Page? continued on page 12

## Co Branding Articles

Judy Taylour agreed to "co-brand" her Articles 2 Go with APCUG's Push Articles. Now all User Group Editors will be receiving important Articles to reprint in their newsletters. continued on page 4

## APCUG Contests

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## The Northwest Florida Computer Tech 2011 Report

Computer Tech is an annual one day event held every January at the Northwest Florida State College, Niceville, Florida. continued on page 23

# APCUG REPORTS

APCUG REPORTS is published quarterly by the Association of Personal Computer User Groups, Inc. (APCUG), PO Box 671294, Dallas, TX 75367-1294 to inform and educate officers of member user groups. It shares information about the activities of APCUG and related opportunities for the benefit of APCUG members.

Unless specifically stated otherwise, the opinions that are expressed in any article or column are those of the individual author(s) and do not represent an official position of, or endorsement by, APCUG.

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## Committees

- On Line Services ..... Ed Roberts
- Live Meeting ..... Don Singleton
- Regionals ..... Hewie Poplock
- Contests ..... Bill James, Kathy Jacobs, Hewie Poplock
- PUSH ..... Judy Tylour (scvjudy@usa.net)
- Publications ..... Don Singleton
- Alliances ..... David Steward and Kathy Jacobs
- Membership ..... Marie Vesta

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- President ..... Kathy Jackbs
- Vice President ..... Marie Vesta
- Secretary ..... Jim Evans
- Treasurer ..... Clint Tinsley

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## Board of Advisors

- Region 1 (CT, MA, ME, NH, NY, RI, VT):  
..... Sam Wexler (swexler@apcug.org)
- Region 2 (DC, DE, MD, NJ, VA):  
..... Gabe Goldberg (ggoldberg@apcug.org)
- Region 3 (OH, PA, WV):  
..... Robert Vance (VICE CHAIR) (bvance@apcug.org)
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..... Jeri Steele (TXPioneer2@gmail.com)
- Region 5 (Florida):  
..... Stu Silverman (stusil@comcast.net)
- Region 6 (KY, IL, IN, MI) &  
Region 7 (IA, MN, MO, ND, NE, SD, WI):  
..... Robert Tesch (rtesch@apcug.org)
- Region 8 (AR, KS, LA, OK, TX):  
..... David Steward (CHAIR) (dsteward@apcug.org)
- Region 9 (AZ, CO, NM, UT):  
..... Bill James (bjames@apcug.org)
- Region 10 & 11 (CA):  
..... David Williams
- Region 12 & 13 (AK, HI, ID, MT, NV, OR, WA, WY, International):  
..... Carl Lofstrom



## Submission of Articles

The absolute deadline is shown below; copy received after the deadline will be considered for the next quarter's issue.

Issue	Published	Deadline
Q1 = Jan/Feb/Mar	Jan 1	Dec 15
Q2 = Apr/May/June	Apr 1	Mar 15
Q3 = Jul/Aug/Sep	Jul 1	Jun 15
Q4 = Oct/Nov/Dec	Oct 1	Sep 15

# President's Message, April 2011

*By Kathy Jacobs, APCUG President*

How quickly that quarter flew! It doesn't seem that long ago that I sat down to write my first message to all of you, and now here I sit typing another.

It has been a busy quarter for APCUG. We are starting to recover from a very rough transition. We are making progress on bringing back services that you need and want. We are working out new processes to make sure that no single person is ever in control again. We are working towards becoming a leadership team, instead of just a group of elected officials.

I reported last time that we were going to become more open about our financial status. In this issue of Reports, on page 4, you will find the latest treasurer's report to the members. This covers the spending that has gone on in the first quarter. Yes, we had to spend more money than we expected to in the first 3 months of the year. That should have been expected. The money bought the organization a better handle on what records we have and don't have. It allowed us to meet with more of the groups. And, it allowed us to become current on all bills - instead of depending on someone paying them out of pocket and getting reimbursed.

On the event front, we have kicked off two new events - the annual meeting for 2011 and the annual meeting for 2012. (You can read more about each of them in this issue of reports.)

The 2011 meeting will be held in Cleveland this July. The conference attached to the annual meeting has plenty of great speakers, time for you to connect with the advisors and board members, and time to connect with each other. After the conference and annual meeting is done, the two boards will be doing a face to face meeting at the same location to work on goals and commitments for the rest of the year and the start of 2012.

Speaking of 2012, the 2012 annual meeting will be held on-board the FACUG cruise in January 2012. We will be working with FACUG to make sure that the cruise meets the needs of all the APCUG groups.

Board meetings... This one, I admit I have fallen down on. I haven't been posting the dates and times or the agendas. I apologize. Board of Directors meetings are the fourth Sunday of every month starting at 9pm Eastern Time. If you are interested in sitting in on one of the meetings, feel free to let me know.

The website is still very much a work under construction. We need to come up with a new design and implement it. That is one of the top things on my list of priorities for this quarter.

Member groups have made it clear that they want more speaker ideas. Check out Don Singleton's article on page 9 for information on the Speakers Bureau. Feel free to contact Don to arrange one of these speakers. If you need an emergency speaker, feel free to contact me as well.

Another common request is for access to the list of existing groups. Guess what? It's almost done! Marie Vesta (our vice president and Membership Chair) has an article on page 5 providing a sneak peek at the new system. Check out her article to see what the new system looks like. (While you are at it, send a thank you to Ed Robert's OLS team. Volunteers from the team have built this new system from scratch since my last note to you.)

What can you expect for the next quarter? Besides the new website, we are working to re-connect with both new and existing sponsors. We are looking for ways that they can make your lives easier. We are looking to re-create a document repository and discussion area so that you all can share ideas. And, we are looking to take the Speaker's Bureau to the next step and start presenting webinars to train you and your leadership team on topics you can share with your members.

## APCUG Announces the APCUG Website Contest for 2011

The APCUG Website contest is about to launch. The application will be available soon and will be posted on the APCUG website or sent to upon request by emailing [hpoplock@apcug.org](mailto:hpoplock@apcug.org)

The contest is open to all current APCUG member groups. Prizes will be announced soon. All submissions must be made by June 17, 2011. Judging will begin on June 18th. Winners will be announced at the Annual Meeting in July.

Now is the time to examine your website and be sure it is current and working properly. The judging will be based upon the following criteria:

- Communication (20 Points)
- Organization/Navigation (20 Points)
- Visual Presentation/Design (20 Points)
- Creativity/Original Ideas/Content (25 Points)
- Follow Standards of Section 508 of the Rehabilitation Act (15 Points)

Total Points – 100

Questions and a request for the application can be addressed to Hewie Poplock [hpoplock@apcug.org](mailto:hpoplock@apcug.org)

**Tell me and I forget.  
Teach me and I remember.  
Involve me and I learn.**

– Benjamin Franklin

# Secretary Report

*Jim Evans*

*secretary@apcug.org*

Hello. If my name looks familiar to you, it should. This is my second stint as a Director and as Secretary of this great organization. I was Secretary for 5 years before I left in 2008. I was also very involved with our Annual Conference when we had them in Las Vegas. In looking over the current records, I see many familiar group names and officer names. But enough with this trip down memory lane, we all need to be looking ahead and stop dwelling on the past.

Let's get some housekeeping details out of the way.

We have a new mailing address, which is  
APCUG  
13940 Cedar Rd. #447  
Cleveland, OH 44118-3204

While e-mail is the best and preferred way of reaching those of us in the organization, we also have a fax number and a voice mail number, both of which are new.

Fax: (952) 479-3627  
Voice Mail: (803) 272-8411

The 2011 officers, directors and advisors are committed to the rebirth and growth of the organization and invite our member groups on the journey. How can we help you? Read the articles here in Reports and see what we are up to.

If you need help, contact us. If you don't know who to contact, contact me at [secretary@apcug.org](mailto:secretary@apcug.org) and I will do my best to get you connected to the right person.

## Co Branding Articles

*by Marie Vesta*

After asking several people to take over the responsibility of being the Push Article Chair and having absolutely no luck, it was decided to talk with Judy Taylour about the possibility of working together for the benefit of all User Groups.

Judy Taylour was an APCUG Advisor from 2003 until 2008, being the Board of Advisor Chair 2005 until 2008. She is in charge of the 18th Annual Southwest Computer Conference, June 3-5, 2011. For more information on this conference go to [www.theswcc.org](http://www.theswcc.org).

A short time ago Judy agreed to "co-brand" her Articles 2 Go with APCUG's Push Articles. Now all User Group Editors will be receiving important Articles to reprint in their newsletters. If you are a User Group Editor and would like to send Judy items for redistribution, please send them to [jtarticles2go@gmail.com](mailto:jtarticles2go@gmail.com).

This will be a positive for APCUG, and we thank Judy for her willingness to help accomplish this goal.

# Treasurer's Report

## APCUG Operating Funds

As the report shows below, we had an operating loss of \$1,799.15 for the period of 01/01/2011 through 03/15/2011. The reports includes expenses known to be due in March as well as known Group Renewal income (checks in transit but not deposited). Many of the expenses incurred are not reoccurring and we have eliminated the phone conference fees which were over \$800 for the period by going to Skype for our future Board and BoA meetings. There were also over \$1,200 in travel costs, which we hope to hold the line on in the future, and they were reimbursed in February which also accounts for part of the high level of expenses in February.

Operating Account Balance 01/01/2011		\$38,769.72
Income:		
January Renewals	\$1,245.80	
February Renewals	\$700.00	
March Renewals	\$500.00	
Other	\$200.00	
Total Income for Period		\$2,645.80
Expenses:		
January Expenses	\$900.65	
February Expenses	\$2,300.62	
March Expenses	\$994.68	
Accrued Expenses	\$249.00	
Total Expenses for Period		\$4,444.95
Net Loss for Period		-\$1,799.15
Operating Account Balance 03/15/2011		\$36,970.57

Looking forward, we will be in deficit spending mode for most the of the year as renewal income is on decline for the year as most groups have renewed that are going to renew. We are not going to give up on groups that haven't renewed but there is no way to estimate continue renewals. Noteworthy is in that in the past 9 months, revenue from Renewals is \$7,600 and we have expended \$4,445 in the three months ending 3/31/2011. Some of those renewals were for 2010.

Operating at deficit is supported by the Board in that we realize that this is going to be a re-building year for the APCUG as we hope to grow the APCUG and move forward which includes providing services such as a new UGLS and Content Management System Website and better support for the Advisors in reaching out to the member groups in their regions. Even now, we are committed to putting on a Cleveland Regional APCUG Conference and Annual Meeting that envisions the kind of Conferences of the past, will require some funding from the APCUG, and is part of the Board's master plan to rebuild the APCUG. We appreciate all the groups that have stayed with and supported us by their renewing for the current year. Providing this treasurer's report is part of our commitment to you in a more open APCUG.

Respectfully Submitted,

Clint Tinsley, APCUG Treasurer

# A Look at the New UGLS

By Marie Vesta

The new UGLS is coming together nicely. As you can see by the screen shots throughout this article, it won't be long before this new program will be open to everyone who requires the information that is contained on this site.

The OLS team has been working round the clock to get this up and running so we can once more function with a current data base. The lead engineer on Ed's team is Avram Grossman who has been working directly with me and also with David Steward. He has the patience of a saint and is working hard to accomplish the goals required to make this project work.

As you can see, anyone will be able to look up a User Group by Acronym, Group Name, Region Manager ID (Advisor), or Renewal Date. This is going to accomplish even more than we had available to us before with the old UGLS. Just put the info in and do the search. It will be as easy as that!

**APCUG.NET**  
Association of Personal Computer User Groups

Log Out  
Welcome Marie Vesta  
System Administrator

Home > Admin > Groups > Members > About >

User Group List

Search:   Acronym  Group Name  Region Manager ID  Renewal Date

[Add New User Group](#)  
There are 214 User Groups

Acronym	User Group Name	Region Manager ID	Region(s)	Renewal Date
1960PCUG	1960 PC Users Group	David.Steward	AR,KS,LA,OK,TX	12/31/2011
	3 Rivers PC-SIG	Robert.Vance	OH,PA,WV	12/31/2009
4 Cs/ FOUR	Central Coast Computer Club	David.Williams	CA	12/31/2009
AAACUG	Akron Area Computer Users Group	Robert.Vance	OH,PA,WV	12/31/2010
ABCUG	Another Baltimore Computer Users Group	Gabe.Goldberg	DC,DE,MD,NJ,VA	12/31/2009
ACTSAF	Assoc. of Comp. Technologists, Students, et al	Carl.Lofstrom	AK,HID,MT,NV,OR,WA,WY and International Regions	12/31/2009
ACUG	Amador Computer Users Group	David.Williams	CA	12/31/2010
AITP	California Southland AITP	Carl.Lofstrom	AK,HID,MT,NV,OR,WA,WY and International Regions	12/31/2009
APCUG	Association of Personal Computer User Groups	David.Steward	AR,KS,LA,OK,TX	12/31/2010
ASCI	Arizona Society For Computer Information, Inc.	Bill.James	AZ,CO,NM,UT	12/31/2010
AVMUG	Antelope Valley Microcomputer User Group	David.Williams	CA	12/31/2010
AZacc	Arizona Alliance of Computer Clubs	Bill.James	AZ,CO,NM,UT	12/31/2010
BBB	Buttonwood Bay Bytes	Stu.Silverman	FL	12/31/2010
BB&C	Big Blue & Cousins: The Gr Victoria PC Users Ass'n	Carl.Lofstrom	AK,HID,MT,NV,OR,WA,WY and International Regions	12/31/2010

It will be each User Group's responsibility to update the information about their particular group. As the screen shot below shows, updating will be a very easy thing to accomplish by just following the prompts. There is more information than the screen shot shows but I just wanted to give you an idea of how this page is going to look.

**APCUG.NET**  
Association of Personal Computer User Groups

Log Out  
Welcome Marie Vesta  
System Administrator

Home > Admin > Groups > Members > About >

[BACK](#) Edit User Group Details

User ID: AACUG Joined On: 1/1/2010

Group Name:

Mailing Name:

Legal Name:

Acronym:

EIN:  Is Public:

Region:

Elections Freq:  Month:

Non-Profit:

Renewal Date:

Member Size:  Ave Meet Size:

Reg Schedule:

Meeting Day:  Meeting Time:

Meeting Length:  Frequency:

Year Started:

One of the important functions of the UGLS is the ability to send mass emails to our User Groups. Perhaps a welcome letter to all renewals, a reminder to renew, some important information from our President, a reminder about an upcoming conference, and many more reasons to reach out and touch group leaders.

It has always been important to keep in touch with our member groups and this ability to send mass emails will greatly enhance this capability.



The screenshot shows the APCUG.NET website header with the logo and navigation menu. The main content area displays 'Admin - Email Messages List' with a table of messages. The table has columns for ID, Active, Message Title, and Subject. One message is listed with ID 1000, marked as active, and titled 'General Email Message' with the subject 'Welcome APCUG Member'.

ID	Active	Message Title	Subject
1000	<input checked="" type="checkbox"/>	<a href="#">General Email Message</a>	<a href="#">Welcome APCUG Member</a>

The new UGLS is going to give the Board of Directors, the Advisors, and each User Group the functionality to keep the site up to date, send out important emails, and have information that is needed at the tips of their fingers.

This is coming soon.....

## Social Media

by Kathy Jacobs

In today's world, you need to give people a good story to share. If you can't do that your business dies. APCUG may not be a business that is expected to make a profit, but it is a business. We are in the business of making life easier for the member user groups. We need to help them meet the needs of their current members and the future members they need to grow.

Over the weekend, I did a small presentation here in town on the effect of social media on peer to peer support. The gist of it was:

- In the 70's computer people knew who in their area could answer computer questions. Usually it was the geeks who hung out in electronics shops.
- In the 80's people started going to user groups for help.
- By the mid to late 80's people were asking questions on bulletin boards. Geeks answered, as did user group leaders.
- By the early 90's AOL and CompuServe were offering peer to peer support.
- By the mid-90's the bulletin boards, AOL, and CompuServe users started moving to the newsgroups and mailing lists. User groups were still around, but membership was declining.
- By the late 90's these were being replaced by forums, with user groups continuing to decline in popularity.

- By the early 2000's, people started to look at the computer not as something specialized, but as an appliance. That meant help was handled differently. People looked on the web for help. More and more moved to forums from user groups and newsgroups.
- By the time Twitter and Facebook came along, people started to understand that helping one didn't do much good – answers once again had to be public and searchable. That's where social media started to grow.

Now, we think of social media as something for the young. That isn't true. More people over the age of 55 join FB or Twitter every year than any other age group. People know that they need to find answers – these are just the latest places to find answers.

Sites like Yelp, Foursquare, Google places, and so many more help people tell the world what they think. They also help people to figure out what to ask and how to ask. Sites like YouTube help people provide step by step visual instruction so that once you learn something you can go back and review it as you need to.

Social media didn't start in the last two years, nor will it end anytime soon. It is the idea that word of mouth marketing is the best way to get information. The person getting the advice can decide how much faith to put into what the person has to say. Everyone can share what they know. That makes things better for all of us.

Our job as APCUG directors and advisors is to make sure that user groups grow and survive, and that includes helping you understand what goes on with the newer tools.

Are any groups are using social media? Many are, and we would like to hear how you are using them. One of the best examples is the club in Des Moines that David Williams is associated with. They have a Ustream account and stream their meetings so that others can learn from the meetings. They have a blog so people can learn and share. They have a Twitter account. They looked at the risks and the advantages and decided what to do and what not to do.

## Agreeing to Disagree

*By Hewie Poplock,*

*Board of Directors – APCUG,*

*Vice President – Central Florida Computer Society,*

*Vice President – Fraternal Order Of Eagles,  
Aerie #4449,*

*member Curriculum Committee, LIFE at UCF*

You are at your User Group meeting, or any volunteer organization, and someone comes up to you asks for you to run as an officer or a member of the Board. You are honored, hesitant about being able to do a good job, but you agree. You are elected and excitedly attend your first officers' meeting.

Someone, and it could be you, makes a comment or a motion that generates a lot of discussion. Then the discussion gets heated and personal. This happens more often in e-mail discussions between the officers. When it does happen, you ask yourself, "What did I get myself into?"

When situations like this occur, and they do in every volunteer organization, it is best not to get too passionate about your view or opinion. There are many things that you need to remember.

The governing body is made up of many people, each of whom has their own opinions, their own goals, their own idiosyncrasies, and their own ego. If the board all thought alike, then you would only need one member to make the decisions. You have your own approach to solving a problem, as does each member of the group. They are seldom alike.

Everyone needs to agree to disagree and once a decision is made by the majority, live with that decision. On other issues, your side will win. That is the way it should be. However, we all have been members of groups where some who don't get their way, launch a campaign to attack the issue, the decision, "take their toys and go home", and worse, get personal with the people that voted for the item. Sometimes it gets downright dirty and nasty.

Before your group gets to this point, talk about the problem. You should always start each new term of your board with the topic that will you agree to disagree, but will accept decisions of the majority and will support those decisions.

At the end of discussions, no matter how heated, you should be able to have a cup of coffee or a beer and talk about your fam-

ily, a movie, or try to solve a nagging computer problem. Don't dwell on your differences from the meeting.

U.S. Congress members fight on the chamber floors, on TV and then go to cocktail parties together. We should be able to do so, as well. Remember that we are all volunteers. We all have feelings. Some officers have stronger personalities, but we all have opinions and they should be respected by each member.

Let's agree to disagree, but remember that the user group or organization is made up of the members and the officers and board members are making decisions that affect every member and the purpose of the decision should benefit the group, not just you. Feel free to read this at your next officers' meeting and use it as a discussion item.

## FACUG Technology Cruise Dinner

*By Marie Vesta*

APCUG President, Kathy Jacobs, V. President, Marie Vesta, and Director, Hewie Poplock had the opportunity to attend the FACUG Cruise dinner at Whiskey Joe's in Tampa on January, 26, 2011. A lot of old friends were able to meet and greet one another and a good time was had by all.

They also had the chance to meet and talk with many of the Advisors, as quite a few of the Advisors took advantage of the Technology Cruise and many were speakers at this event. It gave everyone the opportunity to recommit efforts toward making the User Groups the most important factor in both organizations.



*Cleveland, Ohio it is not your grandfathers corn field!  
It's one of the most progressive modern Cities in the USA  
Cleveland, Ohio is the site of the*

## APCUG Annual Computer Conference 2011

This year the Annual conference for APCUG will be held at the Crown Plaza in Independence, Ohio about 8 miles from the Cleveland Hopkins Airport. The conference will start with a sign in and registration on Friday night the 15th of July at approximately 3:00 PM EDT and will be followed by a meet and greet in the lounge. See <http://cleveland.apcug.org/> for more info.

We have negotiated a \$79.00 night room rate plus applicable taxes. Additionally this rate will apply for 3 days before the conference and 3 days after for those who would like to arrive early or stay over and do some sight seeing.

The conference agenda for Saturday and Sunday will begin at 7:00 AM EDT on the 16th and 17th of July. The Saturday session will end at 5:00 PM, and the Sunday session will end at 1:30 PM noon EDT.

The conference schedule is still being worked out, however at the present time some of the workshop and general sessions will include: Virtual Machines, MAR's Refurbishing & Recycling, I-Pad features along with using I-Pad for e-books, Windows Tips & Techniques, The Linux Guy, Linux and the future of computers, Safe data destruction, Ins and Outs of Skype, One Note, Q&A sessions with the Board of Directors and the Board of Advisors, and Fund raising. We have several slots that need to be filled for presentations as well as a possible Digital Photography, Genealogy, and Tips for maintaining and growing user group membership.

The attendance fee for the conference is \$50 this will be for the Friday night meet and greet a full day of workshop sessions on Saturday and a half day on Sunday.

Some of the Local Attractions include those listed below and the distance from the hotel.

- Rock and Roll Hall of Fame (9 MI / 14.48 KM )
- Cleveland Clinic Main Campus (18 MI / 28.97 KM )
- Cuyahoga Valley Scenic Railroad (1 MI / 1.61 KM )
- Playhouse Square Theaters (8 MI / 12.87 KM )
- Cleveland Museum of Natural History (8 MI / 12.87 KM )
- Cleveland Museum of Art (8 MI / 12.87 KM )
- Cleveland Botanical Gardens (10 MI / 16.09 KM )
- Great Lakes Science Center (9 MI / 14.48 KM )
- Pro Football Hall of Fame (20 MI / 32.19 KM )
- Geauga Lake's Wildwater Kingdom (20 MI / 32.19 KM )
- A Chirstmas Story House and Museum (15 MI / 24.14 KM )

Cleveland Hopkins International Airport is the closest airport to

the conference site: [http://en.wikipedia.org/wiki/Hopkins\\_International\\_Airport](http://en.wikipedia.org/wiki/Hopkins_International_Airport) however if you were planning on flying in and renting a car you might want to check out the Akron-Canton Regional Airport [http://en.wikipedia.org/wiki/Akron-Canton\\_Regional\\_Airport](http://en.wikipedia.org/wiki/Akron-Canton_Regional_Airport) in many cases you can get a better fare depending on from where you are flying. The airport markets itself as "A better way to go", noting the ease of the Akron-Canton Airport in comparison to Cleveland Hopkins International Airport some 40 miles (64 km) north

According Local Insider some of the Must See attractions are listed below:

Filled with seven floors of memorabilia chronicling the evolution of rock and roll, Cleveland's famous Rock and Roll Hall of Fame and Museum is a must for anyone visiting Independence, OH. The hotel's guests are 15 minutes from this heralded attraction.

### Must Do:

Great Lakes Science Center promises family fun for the hotel's guests. Located near Independence, OH in downtown Cleveland, the museum features interactive, mind-bending exhibits covering subjects like space, biomedical technology and renewable energy.

### What's New:

A progressive hub for lively entertainment, outstanding shopping and area sports, Tower City Center is home to more than 100 shops and Time Warner Cable Amphitheater. The area is also within walking distance of Progressive Field and Quicken Loans Arena.

### Don't Go Home Without:

Take time to visit Cuyahoga Valley National Park during your time in Independence, OH. The hotel's accommodations, just over 10 miles from the park, make it easy for patrons to embark on an outdoor adventure like hiking, canoeing, kayaking or picnicking.

### Tips:

This hotel's facility in Independence, OH offers the best view of Cleveland in town. Book the Skyline Ballroom for your next event and enjoy a breathtaking view of "The Rock and Roll Capital of the World." Ask the hotel's staff for other great photo ops.



# Speakers Bureau

by Don Singleton, APCUG Director

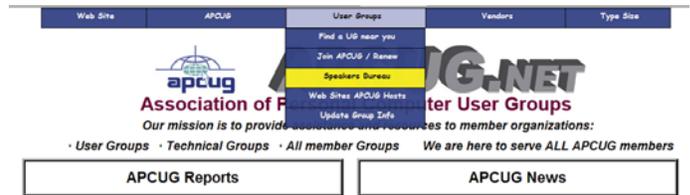
Has your Program Chairman ever said “The same people present programs every month. They are getting tired, and we are getting tired seeing them. Can’t we get some new people to present programs” or “Joe Blow was scheduled to do the program at this month’s meeting but he cancelled. What am I to do?”

If you have internet access at your meeting location, have him (or her) check out APCUG’s latest Member Service, the **Speakers Bureau** at <http://apcug.net/speakers>. And if you don’t have internet access, see this article (<http://reports.apcug.org/2010q2/16.htm>) to see the results of tests Fox Valley PC Association did of various alternatives. You may also find that one of your members has invested in Wireless Access for his laptop for business purposes, and who might be willing to let you use his/her laptop and Wireless Access on meeting nights.

The Speakers Bureau is a list of programs that various people are willing to present remotely, i.e. they will connect to the computer you have connected to your projector, using Skype or one of several other remote access tools, and present the program remotely. And you can forward questions to the presenter through your Program Chairman, and they can respond to them on the spot.

The list of available programs is growing, and if you have people who would be willing to list programs they can present to the list, please contact [dsingleton@apcug.org](mailto:dsingleton@apcug.org). Currently we have:

- \* Adobe DreamWeaver - How to use Adobe DreamWeaver to build a website
- \* Adobe InDesign - How to use Adobe InDesign to publish a newsletter or other document
- \* Buying and Selling on eBay
- \* Clouds - The future of computing is in the clouds. Google vs. Microsoft
- \* Creating classes with Camtasia
- \* Crossloop - Using Crossloop to help a fellow UG member without making a House Call
- \* Email Problems
- \* Forms and Surveys - How to add forms and surveys to your web sites
- \* Fund Raising
- \* Google Calendar - How your UG can use Google Calendar on their website, and how an individual UG member can use Google Calendar for his own items and connect to the UG’s calendar to copy sig meetings, etc to his personal calendar
- \* Google Maps - How to use Google Maps
- \* Identity Theft - A primer on Identity Theft and how to protect yourself.
- \* Internet Security



- \* Investing - Managing your finances and basic investing using the internet
- \* Live Meeting - How to use Live Meeting (available to APCUG member user groups)
- \* Microsoft Excel
- \* Microsoft FrontPage
- \* Microsoft Outlook
- \* Microsoft PowerPoint
- \* Microsoft Word
- \* OneNote – the Software you don’t know you need
- \* Outlook Express
- \* Photos
- \* PPT – Stump the technical expert (I don’t do design classes, but do show tips and tricks across the product)
- \* Printers and Printing
- \* Refurbishing - How a community refurbishing program can build a solid membership in your group.
- \* Refurbishing - The importance of Recycling and Refurbishing
- \* Second Life - General introduction to the virtual world of Second Life
- \* Second Life - How to use building and scripting (programming) in Second Life
- \* Skype
- \* Snagit makes your life easier
- \* Social Media and your user group (Overview)
- \* System Problems
- \* Troubleshooting
- \* Using Social Media: Twitter/Yelp/Facebook/YouTube/Vimeo/UStream/ETC. for exposure (This is a series... Can pick the tool your group is most interested in)
- \* Video for fun and exposure
- \* VOIP - VOIP and how to save lots of money on your phone bills
- \* Web Design & HTML
- \* Website - How to build a website in 1 hour ... and free programs to do it.
- \* Windows 7
- \* Windows Vista
- \* Windows XP

We are working on developing a capability to present Webinars, where anyone can watch at a particular time, and hopefully by next quarter we will be rolling out a Webinar series, where you can sample programs from the Speakers Bureau.

# VWBPE

by Don Singleton

I just attended the 4rd Annual Virtual Worlds Best Practices in Education (<http://www.vwbpe.org/>) where educators from colleges and universities all over the world presented technical papers that they will list in their Curriculum Vitae (a summary of academic and professional history and achievements). But I did not have to go to the airport, take my shoes and belt off, or subject myself to TSA agents seeing a nude image of me, or fondling my private parts. I attended the 54 hour conference sitting in my liftchair, visiting SecondLife on my laptop. Many dismiss SecondLife as “just a game” but last year VWBPE attracted around 5,000 attendees from RL Colleges and Universities all over the world to show them how they could use Virtual Worlds in general, and Second Life in particular, as a part of their educational programs. I have not heard the attendance figures for this year, but there were 190 conference presenters (including yours truly), 40 poster exhibits, and 30+ machinima (video) submissions, and some of the presentations were archived by Treet TV (<http://business.treet.tv/shows/bpeducation>), MBC (<http://www.metaversetv.com/live>), and MetaWorld (<http://mbtv.live.nu/>). The Master Schedule is at [http://vwbpe11.vwbpe.org/v11\\_mastersched.php](http://vwbpe11.vwbpe.org/v11_mastersched.php).



In my presentation I showed a teaching device I built called the Ultimate Display Panel (and Cube) - a combination notecard reader, display panel with three levels of texture prerezzing, a pointer system, class supplies box, tip jar, and many other features.



I gave free copies of my UDP to the presenters and moderators at VWBPE, and here is one who used it for her presentation.



If you decide to check out Second Life, stop by the APCUG office “inworld” at “Plush Nonprofit Commons 146,18,26” and help yourself to a free box of APCUG T-Shirts.



# A Skype Webinar with CFCS

By Marie Vesta

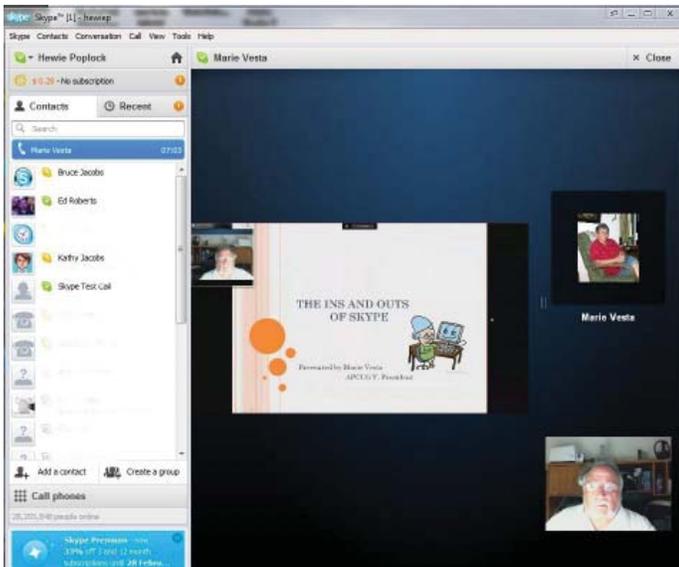
Last month, Hewie Poplock (V. President of Central Florida Computer Society) asked if I would do a webinar on the subject of Skype for his local group. This was a presentation that I presented at the Northwest Florida Computer Association that turned out to be very successful and well accepted.

So, after he and I talked, we decided to try this presentation on the "Ins and Outs of Skype" using Skype. Hewie and I had a test session to see how sharing my PowerPoint presentation would work by sharing this file. It worked great! Sharing files is a very easy thing to do using Skype.

After my PowerPoint presentation, Hewie and I took time for a question and answer period. CFCS really had some good questions to ask and it took the both of us to find some of the answers.

Once the Q&A was finished, Kathy Jacobs (APCUG President) joined us via Skype. We had her join our presentation using the group video conferencing aspect of the program. This really opened some of the participant's eyes realizing how this part of Skype could work with their families that live in different states. Having three or four family members using Skype at the same time and enjoying not only talking but seeing one another means a lot to everyone, especially Senior Citizens.

The bottom line about this little story is how great using "webinars" can be. APCUG is offering a variety of these and are available to any User Group. If you need to have a quick presentation, be sure to check and see what APCUG has available.



Smith & Wesson — the original point and click interface

# Do you need a quality speaker to be physically at your summer meeting?

by Sam Wexler, Region 1 Advisor

We have heard over and over, the problems that User Groups are having in obtaining program content and speakers. APCUG is happy to announce having arranged the following for our Region 1 User Groups.

Norbert (Bob) Gostischa, an accomplished presenter, who comes to us via Prague, Czechoslovakia and Los Lunas, New Mexico and is highly recommended, will present "Protecting Yourself and Your Identity Online". After presenting this topic to 28 Computer & Technology Clubs in Arizona last December and 15 FACUG Computer & Technology Clubs in Florida last month, he will be coming to Region 1 this summer.

It's common wisdom that avoiding suspicious web-based content and especially 'dodgy' websites will keep you safe on the internet but unfortunately, that sort of information is not very useful. Internet security (protecting both your computer and your identity online) can, however, be demystified. This presentation focuses on normal computer users, rather than "IT geeks," and clearly explains security myths, internet dos and don'ts, the evolution of computer threats, and much more. Join presenter Bob Gostischa, as he simplifies, clarifies, and demystifies your computer, making your internet experience a safer one.

This is a presentation not to be missed!

To register your wish to have Bob present at your meeting, please send an email to [swexler@apcug.org](mailto:swexler@apcug.org) with the following information:

- User Group Name
- Address of meeting location including zip code
- Contact name and email address
- Your meeting dates and times mid-July to mid-August
- Deadline that you need a response to your request

Time is of the essence. If two User Groups in the same general location meet at the same time then you know who gets to hear Bob. The more meeting dates and times you can give us, the better your chance of seeing Bob.

We are just adding to the reasons for your User Group to renew APCUG membership in 2011 and in the years to come. We expect this will help further serve User Groups to find answers to many of your concerns.

Not one shred of evidence supports the notion that life is serious

# A Facebook Page for Your Organization

*Jim Evans*  
*Board of Directors*  
*jevans@apcug.org*

Note: There is a companion PowerPoint guide with screen shots and explanations available for viewing or downloading at <http://www.slideshare.net/jamesievens/a-facebook-page-for-your-organization>

## Why Have a Facebook Page?

Facebook has two types of “pages:”

- A personal PROFILE page is where YOU post about different things or put photos of your pets, family, house, etc. Facebook rules and regulations state that only individuals can have a Profile page.
- If a business or organization wants to be on Facebook to promote their organization, they create a public FAN page. It used to be that someone became a FAN of a page. In 2010, Facebook decided that we should LIKE a page as opposed to being a fan.
- Public officials, causes and celebrities can also participate in Facebook via a Fan page.

You may be saying “but my organization already has a website and isn’t this social media stuff just a flash in the pan?” If you use it right, a Facebook Fan page can bring:

- New people to your website and organization
- People who can help grow your organization and keep it going
- People that you are probably not reaching now

As far as a flash in the pan, while you could have had that argument as recently as January 2010, today, people will look at you as if you have two heads if you try to make that argument. If you really want to still make that argument, well, pull out your manual typewriter and start writing.

A Facebook Page is different from your personal Profile page in several ways.

- 1) With a personal Profile page, you have to approve each person who wants to be your friend. On a Fan page, anyone can Like your page or become a fan of it. You don’t have to approve each one.
- 2) People can post and comment on your Fan Page and the posts and comments won’t appear on your Profile page.
- 3) You can put photos related to your organization on a Fan Page and keep them separate from your Profile page.
- 4) Where you are the only one managing your Profile page, you are known as an Administrator of a Fan Page, or in

Facebook lingo as an Admin. You can and should have multiple Admins to help spread the work around.

- 5) You can have a Discussion Board on a Fan page, but you can’t do that on a Profile page.
- 6) Where 5,000 friends is the limit you can have on a Profile page, there is no limit to how many people can Like your Page.

## How to Get Started

Think and plan out your organization’s Fan page. You’re going to need a long name and a short name. The short name will become part of your custom URL a.k.a. user name that you can get after the page is up and running. Have a picture or graphic that can be your Page’s profile photo. You also want to have additional photos ready to upload. These can be pictures of members of your organization at meetings or involved in activities.

Facebook has a template that you can fill in and use to create your Fan page. Once you are on Facebook, go to <http://www.facebook.com/pages/create.php> to get started. Click on the Company, Organization or Institution box. You need to say what type of organization you are (you can change the type later if you need to). Next, name the organization.

You will need to agree to Facebook’s terms of service before you can create the Fan page. You may not agree with everything in the terms, but you have to, sorry. Once you agree, you are taken to your new Fan page. Facebook will want you to start using it right away, but let’s hold off and do some housekeeping first. It will pay off down the road.

Go to <https://www.facebook.com/pages/manage/> to see the Fan page you are an Admin for. Click Edit Page for the page you just created. Now you are at a “Control Panel” for your Page where you can add / change / control various parts of your Page. Using the PowerPoint mentioned at the beginning of this article, we are going to walk through and explain the various parts so your Page can be as great as it can be. The PowerPoint will also have tips and tricks on how to create events to promote your organization.

A Facebook Fan Page can be a great benefit for your organization. Remember that Facebook is only one part of what is considered Social Media. There’s also Twitter and LinkedIn; we’ll have an article about those in the next issue of Reports.

**“Software is  
 like entropy:  
 It is  
 difficult to grasp,  
 weighs nothing, and obeys the  
 Second Law of Thermodynamics;  
 i.e., it always increases.”**

– Norman Augustine

# Region 1

(CT, MA, ME, NH, NY, RI, VT)

By Sam Wexler, Advisor

[swexler@apcug.net](mailto:swexler@apcug.net)

## E-Mail Hacked? An Ounce of Prevention.....

**Lee Seidman, Vice-President  
Business & Professional  
Micro User Group**

<http://www.bpmug.org>

Recently, some unsuspecting e-mail users may have experienced dismaying and shocking notifications suggesting that his or her e-mail has been hacked and used to send spam (or worse), even if the e-mail system is web-based rather than downloaded directly to one's computer via a local application like Microsoft Mail, Outlook, Outlook Express, MacMail, Entourage, Thunderbird, etc. (and hence, susceptible to operating system-level vulnerabilities). The primary suspect is the password used to access the account.

People tend to try to keep things simple by using the same password to access a variety of sites, but at the risk of security. People's e-mail account password should never be used for any other account or web site. Generally, email can be compared to a postcard; although the message is destined for a particular recipient, it has the potential to be read by anyone as it traverses the Internet. Additionally, if one joins a web site that requests a password to subscribe, a confirmation e-mail is often generated clearly presenting the username (often an e-mail address) and the proper password. The postcard analogy applies to that non-encrypted e-mail – it is open for anyone to read. A typical malicious-minded hacker (the "Black Hat") who either intercepts that e-mail or accesses that web site's consumer database would first attempt to use that password associated with that e-mail address to access the e-mail account. For example, if someone is [whomever@aol.com](mailto:whomever@aol.com) registers to join community web site or message board site-whatever.com, generally he or she is asked to use his or her e-mail address as the user name. Sitewhatever.com will ask the person to generate a password and often will send a confirmation e-mail identifying the username and password in clear text (meaning it is not obscured). The first thing a third-party (in other words, someone who is not the subscriber or a representative of the web site) may try to do is use the password contained in that e-mail to access [whomever@aol.com](mailto:whomever@aol.com) itself.

Once a hacker with bad intentions gets into the e-mail, he or she may start slowly to not get noticed, however, it does not require much effort for the "Black Hat" to change the password AND security questions (for password resets) to effectively lock the account owner out of his or her own e-mail. If nefarious activity is suspected to take place with one's e-mail account:

- Inform those in your contact list of the circumstances, preferably by voice or an alternate e-mail account and make sure they understand not to engage the questionable content (usually seeking money in one form or another – especially via embedded hyperlinks); get as much help to act as quickly as possible as time is of the essence and everyone in that contact list is potentially at risk since they trust the e-mail is coming from you when in actuality it does not
- Change the password to access the e-mail account (and make it complex and very difficult to guess)
- Change the security questions to change the password
- Notify the e-mail provider
- If this is a commonly used password for online financial transactions (banking, purchasing, etc.), change the password for those e-commerce sites
- Keep all correspondence between the "Black Hat" and any contacts as evidence
- If money is involved, contact local and federal authorities at the Internet Crime Complaint Center (<http://www.ic3.gov/default.aspx>), especially if the "Black Hat" actually defrauded someone out of money.

In general, it is a good idea to have an e-mail account for personal correspondence and a separate one for webbased subscriptions (or use a temporary/disposable e-mail address offered by the majority of providers). The key is to use distinct passwords; the online world can be a dangerous place in which to operate, but one's own behavior usually determines the level of jeopardy one will risk in such an environment. A little forethought can prevent a whole lot of hind-sight consternation.

## A Little Computer Quiz Stuart Rabinowitz Hartford User Group Exchange East Hartford, CT <http://www.huge.org>

1. Steven Sasson was the first to do something in December, 1975 that we now do all the time. What did he do?

Answer: He took the first photo with a digital camera.

2. How long did it take?

Answer: It took 23 seconds to record a 100x100 (0.01 megapixel) pixel image to cassette tape.

3. What was the first digital camera sold in the US?

Answer: The Dycam Model 1

4. In what year was it first sold?

Answer: 1990

5. At what resolution were the pictures?

Answer: The 256 grey level photos were 0.09 MP (376x240 pixels)

6. When and where did your Region 1 Advisor see his first digital camera?

Answer: September, 1990 at Rochester Institute of Technology

**Acronis True Image Home 2011**  
**Richie Nayman, President**  
**Westchester PC User Group**  
**White Plains, NY**  
<http://www.wpcug.org>

Every computer should be backed up so that your computer's hard drive is adequately protected and can recover from any unforeseen events, such as hard drive failures, viruses, or unstable software downloads. By having and implementing a well thought-out backup and recovery plan, you can put your system together again fairly quickly—instead of days or weeks to rebuild the system. Gene Barlow demonstrated Acronis True Image Home 2011, the latest version of this popular computer

## Region 2 Report

### Variety Is The Spice of User Group Life

*Gabe Goldberg*

*APCUG Region 2 Advisor*

*ggoldberg@apcug.net*

For those not following the game on an APCUG scorecard, my six-year term as Region 2 (DC, DE, MD, NJ, VA) Advisor ended 12/31/09. Elected again as Advisor in August 2010, I was given Region 12 (AK, HI, ID, MT, NV, OR, WA, WY); as of 1/1/11 with new APCUG officers and Advisors, I returned to Region 2.

Anyone who's attended meetings at different user groups knows that there's no pattern or template for these organizations. Each is unique, molded by people who started and ran/run it and shaped by specific community resources, values, and networks. And generally, each group is certain that their way is the best -- or only -- way groups should operate, and that other groups should simply follow their shining example.

I've often said that the best job in APCUG is being an Advisor, because it exposes me to dozens of groups in my Region and elsewhere. Having been Region 2 Advisor for almost six years I especially enjoyed my recent -- and all too brief -- stint serving Region 12. These regions have the same mix of groups: large/small, general/specific, booming/struggling, serving members or addressing the community, many volunteers or just a few workers. But they all share the traditional user group "members helping members" service-oriented attitude

I enjoyed my opportunity to meet -- and in a few instances, help -- Region 12 groups. And I especially appreciated many groups

adding me to their email and postal distribution lists, giving me glimpses of what they're doing.

The January, 2011 newsletter from the Olympia Microcomputer Users Group (OMUG, [www.olyumug.org](http://www.olyumug.org)) gave me the idea for this article. The Volume 19, Number 1 issue -- showing the group is going both strong and long -- illustrates useful tips:

- o The masthead lists 24 positions. Of course, some people hold multiple positions. But the organization is structured to create manageable jobs and develop a strong team.
- o Positions not filled are listed as "Available" rather than "Open" or "Vacant". That's a more positive slant to recruit volunteers.
- o "The Secretary Sector" recaps the December meeting. Such meeting information keeps informed people who missed events and remind them of the benefits of attending.
- o Small boxes include "Thanks for Renewing" and "Welcome New & Returning Members" greetings, indicating that each member is valued.
- o A double sided calendar insert lists about ten meetings/events/deadlines per month for January/February. That's a great way to give people at-a-glance reference information for circling and annotating, helping them attend, support, and participate in activities.
- o A brief finances table lists income, expenses, increase/decrease, and current assets. That lets members understand, at a glance, what resources are available for group operation, and understand how valuable membership and donations are.
- o The "fun and well-planned" 2010 holiday party is described, and OMUG Lunch Bunch gatherings are highlighted. My travels as Advisor repeatedly shows me that groups that socialize tend to be the most active, highly engaged in their communities, with the most committed members and volunteers. I've occasionally been lucky enough to attend and speak at holiday meetings/parties of groups like Brookdale Computer Users Group (BCUG, [www.bcug.com](http://www.bcug.com)) where holiday/technology/community combine as one of the year's high points. As the Lunch Bunch illustrates, not every gathering needs a technology orientation; socializing creates more opportunities for getting to know fellow members and strengthening a groups personal bonds.
- o The January meeting is billed as a "town meeting", seeking thoughts and ideas about OMUG's future. Too often, groups continue what's always been done, even when changing needs, resources, members, and volunteers indicate that evolution is needed. many groups formed in the 1980s/90s -- when the technology landscape was radically different, computers and other technologies weren't ubiquitous as they are today, user group memberships were relatively homogeneous, and most members enjoyed technology for its own sake. Today, more people -- like my wife -- simply see technology as a tool, a means to an end -- not something to be explored any more deeply than necessary.

Topics and activities that once recruited members and filled meeting rooms may not resonate with most people, who simply want to get things done. So a mixture of topics, blending deep technical discussions with introductions, how-to presentations, and problem-solving clinics, may be the recipe for growth and success.

- o “OMUG Supporters” lists people, organizations, and businesses which assist OMUG in its mission to help computer users and their community, by providing services and discounts, donating time, providing space for OMUG activities, introducing members to new products, sharing knowledge and expertise, providing hardware and software, and providing educational opportunities. That’s quite a roster of support! It just takes a few external relationships to make a huge difference in what a user group can provide. Every user group officer -- really, every member -- can help their group by seeking partnering opportunities and making them happen. Getting to know staffers at local media (newspapers, television/radio, bloggers, Patch.com, etc.) can be tremendously valuable, generating mentions in event calendars and news coverage which greatly enhances group visibility and credibility. Having people accessible for journalists can make groups go-to resource when expert comments and opinions are needed.
- o SIG activities are described with leaders identified; topics include MS Office 2010, Digital Imaging, Windows, and GNU/Linux. Surely every group has people interested in those and similar topics. All it takes to organize a SIG is someone willing to schedule meetings and help discussions/presentations get started. Having organized and run CPCUG’s Internet SIG for 10 years, I can testify that it’s a very satisfying feeling bringing people together to share skills and knowledge. And running a SIG is the best way to ensure that meeting topics will be interesting!
- o An easy-to-read box maps meeting locations with addresses and navigation tips. I’ve been frustrated by occasional user group newsletters and websites giving only cryptic information, as though it describes CIA safe houses not meant for non-member visits. While such clues may remind members where to go, they’re not adequate for bringing in prospective members.
- o Finally, sadly, an In Memoriam noted passing of a relatively new but valued active member and volunteer. That again illustrates the group’s community aspects.

Remember -- these tidbits are just one group’s features. Every group has unique valuable ideas, programs, relationships, resources, and successes. Share them with your APCUG Advisor so YOUR group is featured in Reports, helping the entire user group community.

**How Will You Make It Your Own?**  
**Alexandra Roth**  
[www.uucava.org/](http://www.uucava.org/)

(Alexandra wrote this article for another organization but it applies directly to user groups -- and any organization needing volunteer and stakeholder support/participation to survive, let alone thrive. It’s printed here with her permission.)

Growing up, we had a lot of family pets - a string of cats, a dog, chinchillas, rabbits, horned toads, boa constrictors, finches and even a surly, descended skunk. Some of these animals may have started out belonging to one or the other of us kids, but, as happens in families, their care usually fell to my mother in the end. Then when I was nineteen and living in my first apartment, I got a cat of my own.

My roommates, however, were not down with the litter box in the bathroom, so it went into my bedroom. Believe me, I was intimately aware of that little grey tabby’s life functions; I fed her, cleaned up after her, slept with her and when I took a bath, she sat on the side of the tub and stared at me. What I learned from taking care of Grey is this: when you are responsible for something, you love it more deeply.

I’ve found that to be true in many ways since. When you cook the meal, you enjoy the dinner party more; when you take care of the house, you feel happier in it; when you’ve seen your friend through a hard time, you are closer to each other. We make things our own by giving ourselves to them. Those are the things that make our world, and when we choose well and give generously, we live in a world that is wide, varied and beloved.

My experience of UUCA has followed this pattern. For several years when our children were small, all we did was show up at the services and teach in R.E. classes as required. I figured we were doing what we could by filling the pews. When the children needed less attention, we became ushers, my husband joined a covenant group and I taught OWL. Our involvement with the church has continued to grow, and with it, our pleasure and commitment.

The best human organizations have a place for what each person can bring. We talk about “time, talent and treasure.” Maybe you are not the biggest extrovert, the most soaring soprano or even much of a joiner; we need what you have - your unique viewpoint, your humanity and your presence. If you are waiting until you love UUCA better, I urge you not to wait; find your piece of what we are doing here, take it in your hands and make it yours.

(Not part of Alexandra’s article; a quotation gives another nudge towards user group involvement rather than just membership; Pericles said, “We do not say that a man who takes no interest in politics is a man who minds his own business; we say that he has no business here at all.” <http://fs.huntingdon.edu/jlewis/syl/ircomp/303thucynotes.htm>)

If you’re ridin’ ahead of the herd,  
 take a look back every now and  
 then to make sure it’s still there

# Region 5 Report

*Stu Silverman*

*APCUG – Region 5 Advisor*

*stusil@comcast.net*

The **Valencia Lakes Computer & Technology Club** has been having some different kinds of presentations this past season. Many of them could be utilized by groups in different parts of the country. For example, they had a representative of the local library, whose presentation was titled “All the Way You Can Use the Library without Leaving Home.” They had an IT person from a local hospital discussing the various technologies found in a modern hospital. Another month they had an audiologist, who addressed its members about the various features found on the chip of current chips.

The **Boca Raton Computer Society** has experienced a turn around that most User Groups are craving. They actually had more people running for board positions than open slots. I spoke with President Steve Costello, whom I asked, “What does he attribute it to?” Steve indicated that these people had been cultivated. They showed an interest in helping out in various roles. They ran SIG’s and helped by working in their Q & A sessions. The next approach is one that APCUG has been promulgating for several years that is a personal approach. Several current board members met with them and pitched the positive aspects of moving into a leadership position. Much to their surprise it worked. In fact, BRCS even added a position on their board, so as to enable them not to lose their participation and support. Great job!

Also note the articles on FACUG Technology Cruise Dinner (page 7) and FACUG News (below).

## FACUG News

*by Stuart Silverman*

A lot has happened in FACUG-land during the past few months, so I thought I would like to share this with the rest of the country.

Doc Dockery and Ira Kistenberg were re-elected and John Witmer was elected to replace Sharon Rump who is retiring from the FACUG Board of Directors after many years as our Treasurer. Thank you Sharon!

Hank Feinberg, President of the Rockland PC Users Group was elected to the FACUG Board by the BOD.

Sam Wexler was elected President, Stu Silverman was elected Vice-President and John Witmer was elected Treasurer of the Board.

FACUG has instituted some significant new programs to help better meet the needs of User Groups.

1- FACUG has expanded their Peer Enhancement Program (PEP). Each user group is being offered the opportunity

to appoint one or more liaison people to FACUG. They will be asked to attend periodic FACUG Membership & Leadership Development Forum meetings, the last which met on Saturday, March 19 @ 1PM – 4PM Eastern Time. This meeting put the User Group experts (our new Board of FACUG Consultants) together with User Groups liaison reps that have issues in their own groups and come to the meeting with the hope of finding solutions. We had our third quarterly remote meeting in cyberspace, where all you need is a PC or Mac to attend. There is neither cost to either FACUG nor any User Group. There is no travel involved. All we ask is a few hours time several times a year to help your group as well as helping fellow User Groups around the state.

- 2- FACUG has developed a Board an International Board of Consultants, consisting of recognized leaders in the User Group world. Some of the members of the FACUG Board of Consultants are Judy Taylour, Ash Nallawalla, Hank Feinberg, Bill James, Gabe Goldberg and David Steward et al. They have volunteered their time and experiences to help user groups across Florida thrive.
- 3- FACUG has initiated a speaker’s bureau, which has two components. One component consists of FACUG organizing tours of the state for vendors, much like Southwest has been doing for years. The other part has to do with being able to provide for remote presentations to individual or groups of groups, on some computer or technological topic of interest to our members. Hank Feinberg is slated to deliver a presentation from N.Y. to a group in Deerfield Beach, Fl.
- 4- FACUG has subscribed to state-of-the-art audio and video software, called ComF5, which opens many doors for our membership. It allows us to provide high quality remote access to presenters anywhere in the world. We can stream live video anywhere on the planet and/or we can video it and place it on a website for all to see. If you go to [www.neighborvision.com/facug](http://www.neighborvision.com/facug), you can see the podcast from our last conference aboard the Radiance of the Seas. Our March 19 forum meeting used this software and discussed with the attendees, how we can best deploy this cutting edge technology.
- 5- One of our sponsors on our last cruise was Keystone Learning Systems ([www.keystonelearning.com](http://www.keystonelearning.com)) who gave us 100 certificate licenses. Each certificate is good for a selection of online courses (Windows 7, Microsoft Office 2007 and Microsoft Office 2010) each one retails for well over \$300 and expires on January 31, 2012. The Microsoft Office 2007 Training course is a comprehensive Microsoft Office training solution centered on increasing user productivity with Microsoft Office Excel, Word, PowerPoint, Outlook and Access 2007. FACUG now has the opportunity to make these certificates available to the people whom we thought did the most to help User Groups and FACUG. Please let me know if you are the FACUG Liaison Advisor for your User Group, tell us how you are planning to use it and would like a free certificate sent to you. If your User

Group currently has no FACUG Liaison and would like to identify one for your group, please send an email to [stusil@comcast.net](mailto:stusil@comcast.net).

6- FACUG along with APCUG has committed to working with the Cristina Foundation. This is a charitable organization that provides computer technology to children with a variety of needs. We would like to suggest that all user groups participate. A short description of how this works is a 501C3 (non-profit) organization applies to the Cristina Foundation for support. If they meet the eligible criteria, they can list all their hardware and software needs on the Cristina Foundation website. They currently have more than 2000 charities participating. Now, any company or individual who might be replacing their equipment can go to their website, locate what charities in their area are requesting help. If their needs match up with what the organization is offering, they are contacted to come and pickup the goods. User groups who participate can then qualify to become a registered Microsoft refurbisher. This will allow them to collect computers, wipe the drives clean and place a genuine copy of Windows on that computer for \$6. This whole project will be headed by Hank Feinberg of the Rockland CUG for FACUG. Isn't this a great program?

Our 2011 Technology Conference Conference@Sea leaving from the Port of Tampa last January and 68% of the post-event survey responders gave it an "A" rating which is obviously excellent. FACUG has just finished negotiating and signing a new contract, directly with Norwegian Cruise Lines for our 2012 Computer & Technology Conference@Sea from January 23-27, 2012. (See related article). I can at this time inform you, there will be no greater value for a cruise anywhere. The deeply discounted early-bird rates will be valid only until May 15. Recently, NCL announced they will be raising their rates up to 10% - this does NOT affect FACUG as they signed a contract, one day prior to the announcement, thus locking in the rates. In addition, the APCUG and FACUG Annual Meetings will both be held at this event. This is an event not to be missed. All that we have learned over the past two conferences will be applied to this one, to make it the best ever. Don't lose out on the early bird refund, which ends May 15th, 2011.

As you can see, membership in FACUG has NEVER provided more needed benefits to our member User Groups and this is just the tip of the iceberg! If you have not yet renewed your FACUG membership for 2011, now is the time to do so.

So how are we doing? Should we do more, should we do less; are there programs we are doing that you like, are there programs you dislike. Please hit reply to this email and say as much or as little as you like but please say something. Your FACUG Board of Directors needs your feedback on this bold new direction we are taking the Florida Association of Computer User Groups. Thank you.

Stu Silverman  
APCUG – Region 5 Advisor  
[stusil@comcast.net](mailto:stusil@comcast.net)

# A Happier, Longer Life? Volunteer!

*By Sr. Dorothy Robinson, Editor,*

*Olympia Microcomputer Users Group, WA*

*December 2010 OMUG News*

*[www.oly mug.org / newsletter \(at\) oly mug.org](http://www.oly mug.org / newsletter (at) oly mug.org)*

Although there may be some situations where volunteering would not necessarily get you a longer, happier life (any veteran could fill you in on that), there are now studies showing that people who volunteer at least two hours a week do in fact receive health benefits from volunteering.

According to an article by Adam Voiland at <http://health.us-news.com> a 2007 report which drew on the results of 30 studies said volunteering can indeed be good for your health. Voiland says the report indicates that "people who volunteer enjoy longer lives, higher functional ability, and lower rates of depression and heart disease."

Volunteering keeps a person active and interested, as well as helping stay connected with other people.

Voiland quoted Steven Post, director of a research group at Case Western Reserve University that focuses on the "scientific study of altruism, compassion, and service," as saying, "The helping impulse is very fundamental. When it is locked off we do not flourish."

If we look around, there are friends, neighbors, and family who could use a helping hand now and then. There are also non-profit organizations whose mission is to help people. You may belong to one. In fact, if you're reading this newsletter, chances are you belong to The Olympia Microcomputer Users Group.

Any group needs leadership, and OMUG is no exception. All our officers and key members are volunteers, and if you talk to any of them, my guess is that you'll find they enjoy taking an active part in our computer users group, keeping it alive to fulfill its mission.

OMUG's purpose, according to our Bylaws, "shall be to provide a non-profit, educational, self-help organization for personal computer users; to cultivate cooperative relationships among computer users in our community; and to promote knowledgeable use of personal computer hardware and software."

Think about why you joined OMUG, and why you keep renewing your membership each year. Maybe you have computer expertise to offer and you enjoy helping others. Maybe you don't know a lot about computers and are looking for help. Whatever your reason, computer expertise, or lack of it, is irrelevant to participating in leadership of our group. People with many different lives, leisure and work experiences have served as OMUG officers. You can, too.

## LifeLock

by Grant Fleming

President LMCUG

I received this email today and thought it may be something that was helpful to other APCUG Groups. LifeLock presented to our User Group and the presentation was helpful and well received.

Perhaps some other groups would like to have a guest speaker for one of their meetings? Identity theft is certainly an issue that concerned our users.

In the past you have hosted an identity theft presentation from LifeLock. We appreciate you helping us educate your group on the crime.

I wanted to inform you that we have a referral system for this program...Refer the LifeLock Speakers Series program to a group, company or organization and after the presentation is executed, you will receive one-year free of LifeLock.

So if you know of any other groups across the nation that would be interested, all you would need to do is reach out to them and have them contact me directly. I will get everything setup. The presentation is updated on almost a weekly basis, always providing new statistics and scams that consumers need to be aware of, so if your group would like to stay in the know on this crime, we would love to come out again.

Please let me know if you have any questions. Thanks for helping us spread the word!

Cortney Lanik

Manager of Educational Programs | LifeLock® - Relentlessly Protecting Your Identity™

480.457.2032 Office | 480.907.2536 Fax

cortney@lifelock.com

60 E. Rio Salado Parkway, Suite 400, Tempe, AZ 85281

Learn more about free identity theft education

Law Enforcement (<http://www.lifelock.com/about-us/about-lifelock/law-enforcement-summits>)

Consumers (<http://www.lifelock.com/about-us/about-lifelock/lifelock-speaker-series>)

Ever notice when you blow in a dog's face he gets mad at you, but when you take him in a car he sticks his head out the window?

## Semi Annual Recycling Event

by Robert Vance

The Licking County Computer Society has a semi annual recycling event in the spring and fall for the past 5 years. This has been a very successful endeavor which has a two fold benefit to the community. First of all by providing a venue for local people to get rid of their old antiquated computers we provide a way to help reduce the landfill requirements and thusly help the environment. Besides recycling we are able glean usable parts from the discarded systems to provide a working system to those of low income and less fortunate. This is accomplished through the MAR's or The Microsoft Registered Refurbisher program. I would like to encourage other computer clubs or societies to take part in a community service such as this.



## COMPUTER RECYCLING EVENT

SPONSORED BY THE

LICKING COUNTY COMPUTER SOCIETY

May 20th and 21st, 2011 Time: 9:00 AM — 4:00 PM

LOCATION — From Rt. 16 East, exit north on Cedar Street. Follow the signs to the corner of Oakwood Ave. and Chester St. We are at the south side of Contour Farming. The site of the former Heisey Factory

The Licking County Computer Society has been recycling and refurbishing computers for over the last 5 years. At the present time we are accepting old computers, faxes, printers, monitors, ink cartridges, batteries and cell phones, working or non-working.

**Televisions are not accepted at this time.**

One item or a truckload of items are accepted. If parts can be refurbished into a working computer, the refurbished units are donated to qualifying organizations and individuals.

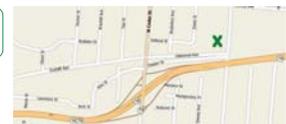
**\$\$\$ Donations are needed to help with the costs.**

The Licking County Computer Society is a Microsoft Registered Refurbisher.



If you have any Questions please Contact Jim Amore at 740-404-3963 or jim@helmicks.com

FOR INFORMATION ABOUT THE LICKING COUNTY COMPUTER SOCIETY PLEASE VISIT



[www.lccsohio.org](http://www.lccsohio.org)

## Help Calls

A caller, perplexed that his new desktop computer--the one that was supposed to do everything short of bringing on world peace - was doing nothing, cried out for help. No problem, the IBM technician said. First, open a "window" to launch a specific program. The conversation continued, and the caller asked a few moments later if it might be all right to close the window. Why, the IBM technician asked. Because, the caller responded, it was getting very chilly.

# Are you ready for Southwest 2011?

The Southwest Computer Conference is the longest running PC technology conference on the West Coast - we're 18 years old. This year's event will be held June 3, 4 & 5, 2011 at the beautiful Town and Country Resort & Convention Center, 500 Hotel Circle North, in San Diego [www.towncountry.com](http://www.towncountry.com)



## Conference Registration

The Early Bird \$75 registration must be post-marked by May 16. From May 17 through the conference, registration will be \$100. Register by April 15 and attendees will be entered in a special drawing to receive a nifty prize.

## The Hotel

Room rates are \$103, single or double occupancy. That's per room - not per person! What a deal! The room rate is valid from May 30 through June 8, so grab your family and add some vacation time - there's a lot to do in San Diego. This special room rate expires May 8. By staying at the host hotel, attendees are eligible to win a free night.

## Special Event

An added attraction this year is a field trip to the new Microsoft Store that is located in the shopping center immediately behind the hotel. This will be Thursday, June 2, either afternoon or evening. Since there is limited seating available, early registration for this event is critical. We will be given a presentation on the new Microsoft offerings, a tour of the store, and who knows what else. The afternoon event includes a stop by the Apple and Sony stores, as well as no-host dinner in the food court.

## Digital Photography Contest

Have you taken what you're sure is a prize-winning photo? If you are attending the conference, be sure to enter the Digital Photo contest. If your computer club has a digital photo contest, the winners are welcome to enter the Southwest contest, providing someone from the club is attending the conference.

There are four categories: Animals, Digital Art, Nature/Landscape, and People. This year the contest is sponsored by iomega. The rules and entry form are on the conference website, [www.theswcc.org](http://www.theswcc.org)

## Presentations

Abby Stokes, author of *Is This Thing On?* will once again kick off the conference Friday afternoon. Last year, when she asked how many people used their computer every day and over 200 people raised their hands, she was so pleased. She usually speaks to

newbies and this was a new audience for her. From the ABC's of Digital Photography to Use Virtual Machines to Do Computing and Save Real Space, Time, and Money, presentations are planned for attendees to enhance their individual skills as well as become informed on the latest and greatest in technology. There will also be user group presentations such as How to Successfully Videotape Your Meeting and PR / How to Promote Your Group & Get New Members.

Please visit the conference Website at [www.theswcc.org](http://www.theswcc.org) for more information, registration forms, digital photo contest guidelines, etc. Questions? contact conference chair, Judy Taylour, at [judytaylour@theswcc.org](mailto:judytaylour@theswcc.org).

## FACUG Conference@Sea

The Florida Association of Computer User Groups (FACUG) is presenting its Third Technology Conference@Sea January 23, 2012 to Friday, January 27, 2012. APCUG plans to team up with FACUG and hold the 2012 Annual Meeting on the cruise.



There is no better vacation bargain than a cruise and no better cruise bargain than this one. Add to it a full-fledged Computer and Technology Conference on the high seas, add an Association of Personal Computer User Groups component (APCUG) and it becomes an outstanding event not to be missed. Do you want to be part of FACUG's 3rd annual Conference@Sea on what promises to be another outstanding Sail-a-bration.



The cost of the 5 day/4 nights (interior cabin) is \$249/person + tips including the FACUG \$45 early-bird incentive refund; ocean-view is \$299/person + tips. The Technology Conference Bahamas Cruise will be on the Norwegian Sky: Sailing on Monday, January 23, 2012 to Friday, January 27, 2012. FACUG is doing the work and dealing directly with Norwegian Cruise Line, since no travel agent allows us to offer this outstanding rate and some

amenities.

Sailing from the Port of Miami, calling on the Grand Bahamas Island, Nassau and Great Stirrup Cay then returning to the Port of Miami. The \$249 rate includes fare, port charges and taxes minus \$45 early-bird refund. This offer is valid only for conference attendees until May 15 or until we run out of cabins allocated to us; whichever occurs first. The Technology Conference@Sea registration fee is \$75 (\$100 for non-members). The first person in the cabin must be a member of an FACUG or APCUG club and \$25 for the second person, who need not be a club member. Included in the conference fee are many extra perks, including a Welcome Bag full of goodies, two Meet & Greet cocktail parties which were a big hit last year and a few additional surprises.

There will be buses from several locations around Palm Beach County to the Port of Miami and back for about \$15/person each way. We will look into buses from other points in Florida if there is sufficient demand.

Last year, we had 175 occupied cabins with 350 people. After the cruise, a survey was taken and 3/4 of the responders, including spouses, rated the event an "A". It was called a great balance between conference time and party time. Ask your friends who were there.

If you are interested in sailing with us at the above early-bird rates, you first need to go to the FACUG website ([www.facug.org](http://www.facug.org)) to register for the conference. You will then be directed to NCL directly, using the access information on the website to book your cabin. Remember, May 15 is the deadline whereby a \$100/person deposit, will hold your cabin. It is refundable until 70 days prior to sailing. The balance is due 90 days prior to sailing. So get on board now and click this link [www.facug.org](http://www.facug.org) to start this wonderful journey.

## Web Accessibility Initiative of the World Wide Web Consortium

From the "Resources for understanding and implementing Section 508" and the Section 508 Standards Summary, here are the "Web-based Intranet and Internet Information and Applications (1194.22)"

The criteria for web-based technology and information are based on access guidelines developed by the Web Accessibility Initiative of the World Wide Web Consortium. Many of these provisions ensure access for people with vision impairments who rely on various assistive products to access computer-based information, such as screen readers, which translate what's on a computer screen into automated audible output, and refreshable Braille displays. Certain conventions, such as verbal tags or identification of graphics and format devices, like frames, are necessary so that these devices can "read" them for the user in a sensible way. The standards do not prohibit the use of web

site graphics or animation. Instead, the standards aim to ensure that such information is also available in an accessible format. Generally, this means use of text labels or descriptors for graphics and certain format elements. (HTML code already provides an "Alt Text" tag for graphics which can serve as a verbal descriptor for graphics). This section also addresses the usability of multimedia presentations, image maps, style sheets, scripting languages, applets and plug-ins, and electronic forms. The standards apply to Federal web sites but not to private sector web sites (unless a site is provided under contract to a Federal agency, in which case only that web site or portion covered by the contract would have to comply). Accessible sites offer significant advantages that go beyond access. For example, those with "text-only" options provide a faster downloading alternative and can facilitate transmission of web-based data to cell phones and personal digital assistants.

For more information go to <http://www.section508.gov/index.cfm?fuseAction=stdsSum> or to the main page at <http://www.section508.gov>

## Region 3

(OH,PA,WV)

by Robert Lee Vance, Advisor

This quarter I would like to spotlight the CCS Columbus Computer Society <http://www.ccscmh.org/>

There general meetings are at OCLC The Online Computer Library Center <http://www.oclc.org/au/en/default.htm> in the Kilgour building auditorium at 7PM the 3rd Wednesday of each month except December at 7400 Sawmill Road, Dublin, Ohio. A few of the members of the Columbus Computer Society also work at OCLC. Among some of the Special Interest Groups that the CCS has is a Computer Networking, Word Perfect, Windows, Investment, Novice/Super Highway, Linux, Java and Open Source, Genealogy, Apple, Fox PRO Programming, and the COCUG. The COCUG (Central Ohio Computer Users Group) is a SIG that originally began as a separate club over 17 years ago, discussing computers based on the 6502 processor. Since there has been a rapid growth in computer technology during the 1980's the groups focus migrated to Intel?ADM processors and Windows operating systems. COCUG joined the CCS as a SIG in August of 2002.

Here is a link to a volunteer form that is used by the Columbus Computer Society to recruit volunteers: <http://www.ccscmh.org/volunteer.php>. Other clubs or organizations might consider using a similar form.

If you find yourself in Columbus Ohio or nearby. The Columbus Computer Society is one that you should consider visiting. Visitors are always welcome. Be sure to read the online newsletter [http://www.ccscmh.org/news/newspdf/10\\_08.pdf](http://www.ccscmh.org/news/newspdf/10_08.pdf) publication. You will find that is one of the most comprehensive newsletter published by any of the APCUG User Groups.

# FACUG Membership & Leadership Development Forum meeting

by Judy Taylour, President, SCV Computer Club  
and Sam Wexler, President, FACUG

The third quarterly FACUG Membership & Leadership Development Forum meeting was held in cyberspace on Saturday, March 19, 2011 for three hours. The meeting discussed User Group issues, problems and anything else User Group. The over 20 attendees included FACUG Liaison Advisors, FACUG Consultants, APCUG Directors and Advisors, User Group leaders and members as well as User Group-knowledgeable people.

Among the attendees were Judy Taylour (President, SCV Computer Club, CA and recipient of the FACUG Lifetime Achievement Award); David Steward (APCUG Board of Advisor Chair and President, Alamo PC, TX); Jim Evans (APCUG Secretary and Webmaster, Greater Cleveland PCUG); Hank Feinberg (FACUG Director and President, Rockland PCUG, NY); Sam Wexler (FACUG President, APCUG Advisor and President, Valencia Falls Computer and Technology Club, FL), Bob Vance (APCUG Advisor and APCUG Rep, Licking County Computer Society, OH), Carl Lofstrom (APCUG Advisor and President, South Walton Computer and Technology Club, FL), Dave Gerber (APCUG Director); John Witmer (President), Kevan (VP), and Mary Sheradin (Tampa PCUG, FL), Diane Fahlbusch (Secretary and acting President, ICONPCUG, NY), John Roy (President, The PCUG of CT), Al Rankell (VP, The PCUG of CT); Mary Ann Gifford (President, Betmar CUG, FL), Judi McDowell (President, Quad Cities Computer Society, Iowa/Illinois), Dave Dockery (President, Tampa Bay Computer Society), Steve Sommer, Al Hill, President, John Mohning, VP, David Williams, Secretary (Central Iowa PCUG); Steve Costello (President, Boca Raton Computer Society, FL); Phil Sorrentino (President, Sarasota PCUG, FL); Barry Cowan (President, Deerfield Computer Club, FL); Kevan & Mary Sheridan and John Witmer, President (Tampa PCUG, FL)

This event was open forum style to discuss the attendees' hot topics concerning their user group and exchange ideas with experienced User Group leaders to get new ideas with different viewpoints.

It is invaluable when user group leaders get together to discuss issues pertinent to their groups; we all seem to have similar problems and it's always helpful when another group has 'solved' the problem and can share their expertise.

The motivation for this meeting came from conversations with people during last January's FACUG Technology Conference Mexico Cruise as well as last year's FACUG Town Hall meetings. All User Group topics were on the table and the lively discussion covered these #1 hot topics:

- Officer Burn-out
- Getting Volunteers

- Meetings & Meeting Ideas
- PR / Recruiting New Members
- UG Websites
- What programs can you use for a Webinar
- Social Media

The meeting wrap-up included nine pages of notes and the meeting transcript which included:

## Officer Burn-out

- Have two members share the position so one person isn't burdened with all of the work.
- Find out who your replacement is going to be and start cross-training them. For some of the people, you need to explain how it benefits them, i.e. experience, contacts, resume building, etc.
- Have job descriptions for the positions and a UG procedures manual so there is continuity from year-to-year and officers know exactly what needs to 'officially' happen during the year: filing tax forms, etc.
- Have templates for minutes, treasurer's reports, etc. so new officers don't think they have to re-invent the wheel.
- Have a place where the 'official' documents are stored: safety deposit box, cloud storage, CD, hard copy, DropBox, etc. Again, there is continuity for the organization when officers change.
- Have members get involved in a small way by having a greeter at the door to welcome members & guests. Have another one who says goodbye, thanks for coming and see you next month.
- Have someone introduce the speaker.
- Have SIG leaders talk about their next SIG.
- Have someone talk about what's happening at the next meeting.
- Have someone pick up badges for the raffle.
- Have 2-3 people wear Ask Me badges so guests know who to ask re – where's the restroom, etc.

## Meetings / Ideas

- Interface with groups that meet close by and exchange member presentations
- Have a self-running PowerPoint at the beginning of the meeting and during the break: include pictures of the officers, SIG information, member benefits, discounts, info about the next meeting, etc. Good PR for guests / reminds members of what the group has to offer.
- Have a "State of the Group" PowerPoint presentation at the yearly election meeting. Include a brief financial report, a short recap of the last 12 months' meetings (include a

picture of the presenter), etc. Reminds members of the benefits they get from the group.

- Show a PowerPoint of pictures of the last meeting – speaker, etc. Everyone likes to see themselves.
- Have a short presentation for newbies so they aren't overwhelmed with everything presented at the meeting.
- We are technology clubs, don't limit the meetings to just information about computers. Branch out into the world of technology: SmartPhones, Social Media, the technology of dentistry, audiology, medical technology....the sky's the limit.
- Meeting announcement should include the benefits of the technology / information being presented.

## PR / Getting New Members

- Get to know the person at the newspaper who is responsible for putting your UG's info in the paper. Take them to lunch, take them cookies, etc. Invite them to a meeting, make them an honorary member...
- Have business cards with club information (website, meeting location / dates, etc.) for members to give to people they talk with.
- Don't limit your flyers, brochures, meeting info, etc. to computer (repair) stores, include camera stores.
- Create a bookmark with meeting info, etc. to be placed in your libraries.
- Contact local cable company re getting info about meetings, etc. on their community service website. Ask if they will come out and tape the meeting to be shown on the website. Perhaps students from a high school video class could tape the meeting as community service.
- Have Guest badges so members know who to talk to about the group, assign members to sit with guests to perhaps explain what's happening during the meeting, etc.
- Give guests a copy of the newsletter, brochure & application.
- Have a guest raffle.

## Websites

- Make sure your UG's website has pertinent information for guests – usually on the first page or no more than one click away (meeting address with city/state/zip), meeting location, meeting topic, contact information, etc. UG websites should be one of the vehicles for PR – not just information for members.
- Consider a Google phone number – some people are still more comfortable picking up the phone and making a call instead of sending an e-mail.
- Have interactive content to keep your members interested in your group's website and an incentive for guests to take a

look at the site past the first page.

## Getting Volunteers

- Ask one-on-one – don't stand up in front of the meeting and ask for volunteer, no one will volunteer.
- Recruit new volunteers with a small project, perhaps with another member.
- Give volunteers a thank you certificate.
- Thank them at the meeting
- Include information in the newsletter
- Have a volunteer recognition lunch
- Don't forget your Board members

We also talked about Grants, member retention, computer clinics as a way to grow a UG, new member orientation, and more.

## Kudos:

- Thanks for putting this on, I got a lot of valuable information.
- Nice follow up with super meeting notes. It was really appreciated.
- The Forum was very neat. I was on it for just two hours and learned a lot. It was interesting to hear what the other clubs are doing. Thanks!!
- Great job, thanks.
- Wow! I learned so much, now to have time to implement some of the ideas.
- Can't wait to share the information with my board members – lots of good ideas.
- Thanks for putting this on, there was such valuable information shared by the group. It gives you inspiration to keep on going as a board member.
- There will be another Forum during the 2nd quarter. Send Sam or Judy an e-mail if you would like to know when it will take place. [president@facug.org](mailto:president@facug.org), [scvjudy@gmail.com](mailto:scvjudy@gmail.com)

One out of every three  
Americans is suffering from  
some sort of mental illness.

Think of two  
of your best friends.

If they are OK,  
then it must be you.

# The Northwest Florida Computer Tech 2011 Report

by *Carl Lofstrom*  
APCUG Advisor  
Area 12 & International

Computer Tech is an annual one day event held every January at the Northwest Florida State College, Niceville, Florida. It is free and open to all user groups, the military, and the general public. The focus is on the home computer user with 30 free How-To workshops, vendor displays and door prizes. The purpose of a Computer Tech event is to promote computer technology for the home computer user at all skill levels, and at the same time, it helps to attract new members to an area computer and technology user groups. We had 378 attend Computer Tech 2011. This annual event is the only one available in the Florida Panhandle.

The Computer Tech 2011 was made possible with volunteer support from the Northwest Florida Association of Computer User Groups and more importantly the financial and logistical support provided by the Northwest Florida State College. The support comes in the way of promotional flyers (See copy of flyer) and posters, press releases, and classrooms with laptops and projectors all at no charge. This partner-ship is very strong and provides a public opportunity for computer education.

The Computer Tech 2011 event was even more special this year with the visitors from the Association of Computer User Groups, Kathy Jacobs - President (Phoenix, AZ), Marie Vesta - Vice-President (Zephyrhills, FL), Hewie Poplock - Director (Orlando, FL), and Carl Lofstrom - Advisor Area 12 & International, (Santa Rosa Beach, FL). Also, Arvin Meyers, President of the Central Florida Computer Society – (Orlando, FL) attended. The people traveled to Niceville, Florida at their own personal expense. These are some of the top people in the Information Technology business. We were extremely fortunate to have them make presentations.

The keynote presenter was Abbas Mehdi, Program Manager from iolo Technologies LLC, Los Angeles, CA. He did point out that iolo Technologies is in the PC tune-up software development business for more than 12 years and currently commands 85 percent of the PC tune-up market in the US. His first hand knowledge of the value of using System Mechanic and the other iolo products gave the attendees a special insight on the importance of keeping a computer tuned up.

What attracts computer users to computer tech every year is the number and variety of workshops. Five different workshops are offered every hour from 8:30 am to 3:00 pm with a 45 minute break for lunch. See the NWFACUG Schedule of Events. This variety gives everyone a choice and enough reason to attend.

All of the workshops have presenters with years of information

technology experience. Some own their own business, some are instructors and others from computer and technology user groups. The key to a successful Computer Tech are subjects that people want to learn more about. Choosing the right combination of subject for a beginner, intermediate and advanced users takes patience and some skill.

Gene Barlow, Owner of User Group Relations gave a live webinar on Acronis True Image Home 2011 using Skype. This was our first webinar experience at a Computer Tech event. Everyone that watched the program told us they would consider watching other webinars in the future. This being the case we will definitely schedule more webinars for Computer Tech 2012.

The local Boys and Girls Club handled the food concession and did an outstanding job. They looked good and they did well. Most attendees took lunch at Computer Tech. There were comments acknowledging how courteous the kids were and the quality of the food being good. We were all proud to help a local organization generate funds for the work they do in the community.

We sent more than 100 letters to national vendors inviting them to attend and make a presentation and if that was not possible provide a few door prizes for brand promotion. Only 10 vendors did respond this year with iolo Technologies LLC making a personal appearance. Many vendors did not have the courtesy to respond. Two local computer shops one named Happy Computers and the Robertson Computers did provide a new desktop worth \$1,000 for a drawing. The winner who donated \$2 for a ticket told us this was the first thing she ever won in her whole life. The drawing for all of the vendor door prizes was done after the last workshops from 3:00 pm to 4:00 pm.

Although this was a free event we made preregistration available to anyone that wanted to avoid having to fill out a ticket before the first workshop. About 50% of the attendees preregistered. As an incentive everyone who preregistered received a free copy of the latest issue of Smart Computing Magazine from Sandhills Publishing. The information from the preregistration and registration forms become a part of the NWFACUG database for the purpose of promoting future events

Computer tech events are fun for everyone. However it does require a detailed plan and monthly meetings with everyone involved accepting some responsibility to see the task are completed on a timely basis. We have the experience from five events. If you would like more information please go to <http://nwfacug.org/> or email Carl Lofstrom at [sandcloud@embarqmail.com](mailto:sandcloud@embarqmail.com).

## Computer Tech 2011

*"Focusing on the Home Computer User"*

"We Make Learning New Computer Skills Easy"

**Saturday January 29, 2011**

**8:30 AM - 4:00 PM**



**Northwest Florida State College, Niceville  
Building K—"The Gallery"**

# APCUG Announces the Newsletter and Photo User Group Contests for 2011

Don't miss these great opportunities to get some recognition for your group

That's what it is all about. If you have a great newsletter, website, or members that take great digital photos, let's show the world; it's time for the APCUG Annual Newsletter, Website and Digital Photo competition!

May 1, 2011 is the date for you to submit your newsletters and Digital Photos for these competitive events. The deadline for submissions is June 4, 2011. All UGs are encouraged to submit their Newsletters and Websites as a club. The Photo contest is opened all members of UGs. All members of UGs are encouraged to enter the Photo contest.

## 2011 APCUG Newsletter Contest

If you have a great newsletter, let's show the world; it's time for the APCUG Annual Newsletter competition! May 1, 2011, is the date for you to start submitting your newsletters for this competitive event. The procrastinators will have until June 4, 2011, to get their entries in. Newsletters will be judged in 3 different categories:

Small under 100 members  
Medium - 101 – 299 members  
Large - 300+ members

Submit 3 of your newsletters in .pdf format to [bjames@apcug.net](mailto:bjames@apcug.net) or if your newsletters are on the web the URL for each. If they are password protected, please provide a password for access or hard copies. Mail your hardcopies to:

2011 APCUG Newsletter Contest  
% Bill James  
9209 Forest Cove Circle  
Midwest City, OK 73130

Newsletter submittals must be received by e-mail or snail mail on or before June 4, 2011.

## The newsletter judging criteria is as follows:

User Group Information (0 - 5 points each)

- Officers' name, position & contact info
- Website address
- Meeting location, address, time, directions
- Date, time, subject of next scheduled meeting
- Calendar / List of Events (board meetings, SIG meetings, general meeting)
- Promotes the UG, lists UG benefits, contains info on how to join the group
- Info on submitting an article / review, editor's deadline

Editorial Content (0 - 5 points each)

- Newsletter is informative & useful
- Information is timely
- Articles or information contributed by officers or members
- Articles that can appeal to different levels of computer users
- Articles from other user group newsletters (giving author & group credit, issue & date) or APCUG PUSH articles
- Review / recap of past meeting

Layout & Presentation (0 - 5 points each)

- Look & layout is consistent from issue-to-issue
- Layout indicates attention to white space & page balance
- Has a Table of Contents
- Effective use of graphics and / or photos
- Consistent use of typeface (headings, subheadings, captions, articles)
- Newsletter is visually appealing and easy to read

Interesting newsletter

- (5 pts) Really great newsletter; has things that interest me – I'd like to receive it each month
- (4 pts) Interesting newsletter – I could read another issue or recommend it to others
- (3 pts) Well done; I could see others finding this newsletter useful
- (2 pts) Good, but probably don't need to read another issue
- (1 pt) Good for purpose

The results of the competition will be announced at the APCUG's Annual Convention, July 15 – 17, 2011 in Independence, Ohio; you do not need to be present to win. After the conference, the results will be posted on <http://www.apcug.net/> and set out via NOOZ and Reports. All winners will receive a Certificate of Participation; 1st, 2nd and 3rd place winners will receive plaques as well as the appropriate 2011 contest logos for the web and newsletters to use on the group's newsletter or website.

Don't miss this great opportunity to get some recognition for your group.

## 2011 APCUG Digital Photo Contest

The APCUG is pleased to announce our 2011 Digital Photo Contest. Again, it will showcase the talents of our member group photographers! Somewhere inside of all of us is a creative ge-

nious just waiting for the chance to grab the spotlight.....and we want to give you that chance. There will be multiple chances to win....including.....professional judging and our own "Photo Idol" chosen from our Conference attendees! So, grab those cameras and start shooting!

#### Contest Rules

1. The photo contest event will begin on May 1, 2011.
2. Final submittal of entries will be June 1, 2011. Entries not postmarked on or before that date will be disqualified.
3. The contest is open to all individuals who are members of APCUG affiliated User Groups.

Photos may be submitted in each of four categories:

- A. People
- B. Animals
- C. Landscape
- D. Still life

#### Note:

Landscape can be mountains, sky, sea, flowers, desert, trees, etc.,

Still life can be any staged object not shown in motion; architecture, automobiles, boats, sculpture, historical objects, or groupings, etc.

Let your imagination look through your viewfinder!

4. Entries must be taken with a digital camera
5. All Photos are to be printed no larger than 8 ½ x 11. Panoramic prints are accepted but should not to exceed the same area as 8 ½ x 11 (93 square inches). Prints must be made on glossy photo paper.
6. Prints are to be without borders. Entries received with borders will be trimmed before presentation for judging.
7. Entries can be color or black and white.
8. The entry label is to be pasted or taped to the back of each print.
9. Entrants will submit one photograph (with 4 prints of it) per category and a CD or floppy disk with the image in .jpg format. Entrants can enter all 4 categories if desired.
10. Entrants will be judged for 1st, 2nd, and 3rd place under the following criteria but will not be applied to the People's Choice Award:
  - Composition (5 points)
  - Technical Skill (5 points)
  - Visual Impact (10 points)
11. All Entries must be postmarked no later than October 15, 2007 and mailed to:

APCUG Photo Contest

C/O Bill James

9209 Forest Cove Circle

Midwest City, OK 73130

APCUG will not be responsible for any lost photos in the mail. Entrants should retain copies of the photos. Entries that are not postmarked by June 4, 2011 are disqualified.

12. There will be 3 judges reviewing all entries. Each category will have 1st, 2nd and 3rd place awards. The People's Choice award will be selected from entries and that selection will be chosen by the attendees at the APCUG Conference in July, 2011. First Place winners and the Peoples Choice winner will be published in the APCUG Reports. Awards and certificates will be presented at the APCUG Conference in July, 2011.

## Regions 12 & 13 (International)

(AK, HI, ID, MT, NV, OR, WA, WY)

*By Carl Lofstrom, Advisor*

*clofstrom@apcug.org*

Greetings Regions 12 & 13 (International)

### Experience:

As of January 2011, I become the APCUG Advisor for Regions 12 & 13 (International.) I bring to this assignment more than 32 years of management experience gained from living and working in Europe, the Middle East, North Africa and the Far East. My most recent work experience was with the International Executive Service Corp in South America. Here in the United States I lived in five different states and part of my work required travel throughout most of the country. My work and vacations gave me the opportunity to experience many different cultures and meet many warm and wonderful people. I am presently living with my wife and six cats on the beach in Northwest Florida.

For the last 16 years my involvement in computers has been as president of a computer and technology user group, presenter at many different computer conferences, computer instructor at a local college, and president of a yearly computer tech event for user groups and the public.

### Goal:

My immediate goal is take a survey to determine what makes for a successful user group (continued increase in membership year after year, financially sound with a positive outlook about the future) and use those result to compare with the user groups that are struggling to stay alive. What are the factors causing user groups to decline and eventually disband? Is it lack of leadership? We hope to find the answers.

Every user group has a success story and or a bright spot that we need to share with the other user groups. Tell your story with a photograph is one of the best ways to get others to listen. How about it can you help us with a success story?

The technology is changing almost daily and that brings about new problems and challenges. Where do you find that person within a user group who wants to learn the new technology, has the talent and the ability to teach others. Without these special members the user group is on its way to becoming just another statistics. How do we develop this special talent is one of the mayor things I would like to work with you on this year. When we run out of talented presenters/trainers and substitute our programs with webinars and non technical presenters will that build membership? That is the question we need to answer. So goes the quality of the training program so goes the user group.

### Membership:

Region 12 had 11 user groups at the end of 2010 with seven user group renewing there membership for 2011. Region 13 (International) had 10 user groups at the end of 2010 with 4 user groups renewing there membership for 2011. The membership count went from a total of 21 in 2010 to a total of 11 for 2011 or a decrease of 52%.

We invite all of our user groups who have not renewed to become a member of the APCUG family for 2011. Remember for the price of a membership APCUG will host your web site and provide you will email addresses. It is not too late just register using the new APCUG mail address: APCUG, 13940 Cedar Road #447, Cleveland, Ohio 44118-3204 USA. Let us hear from you. We really what you back as a member.

### Change in Leadership:

We have a new APCUG President, Kathy Jacobs kjacobs@apug.org. Let her know what you think and pass on any good ideas you might have that can help you and others. It takes a team effort if we expect to overcome many of the new challenges we all face.

### E-BLAST Tech Test:

The APCUG PUSH and Articles2go articles are sent to users group every month as .doc and .zip files. Newsletters editors usually publish a few of the selected articles in there newsletters and the unpublished articles are emailed to all members. Would you like to consider a way that would get more articles published as a supplement to your monthly newsletter?

To start the test you receive 12 of the PUSH Articles/Tech/Articles2go in a 12 page "e-PUSH Tech" publication. You would still receive enough articles for use in your newsletter. The e-PUSH Tech publication to be sent both as a .pub file or pdf file which will give you the flexibility to make any changes or just email the .pdf publication without change. The e-PUSH Tech publication is not intended to take away from your newsletter in any way.

Here are the first test e-PUSH Tech articles for March 2011. You will find a total of 12 articles some from PUSH and others from Articles2go. This is a .pdf publication and is best viewed using

Adobe Reader.

The thought behind the e-PUSH Tech supplement is to assist the user groups who are looking for new ways to add value to a user group membership. Some user groups are no longer publishing a monthly newsletter, some publish one every quarter and some do not publish at all. There are always plenty of PUSH and Articles2go articles available for your newsletter.

Can you give me your thoughts on how best to use e-PUSH Tech and if this is something you and your members would welcome. Every month the photo on the front page would be changed to show a place of interest.

Update: The e-BLAST Tech publication for March 2011 has received a favorable response from the user groups in Area 12 and Area 13 (International). Here is the e-BLAST Tech cover page for the Perth PC Users Group Inc. (PPCUG).

### e-BLAST Tech Sample Cover Page.



### APCUG NooZ Letter sent to Area 12 and Area 13 (International)

