MEETING Thursday May 15

LOCATION - Children's Services Council
• 211 SE Central Parkway, Stuart 34994 •
In the Green building between Unity Church and Bridges Montessori. Click on this map link - **http://tinyurl.com/clq2mkk**

EXTENDED HELP SESSION
5 - 6:45 P.M. "Here To Help"

Bring your laptop, iPad or iPhone and enjoy a format with Beginners tables throughout the room, where you can just join any group:

- iPad
- iPhone
- iPhoto
- Basic Help
- Email & Internet
- How can I ...

7:00 P.M. "FileMaker Pro"

Bob Jorritsma will show how to start creating a database that's right for you, by quickly using included templates to make your own Mac, iPad & iPhone solutions with no programming needed.

Thinking about getting a fresh email account

Tired of deleting spam, scrutinizing email for phishing attempts, and suspect attachments? Want all the features iCloud has to offer but you are using an older non-Apple account as your iCloud ID?

In that case, a free Apple iCloud account is a very good choice. It has close to 98% uptime, little or no junk if you are careful. Combine it with a free protection like Sophos - http://tinyurl.com/3gmbjfk Read about the features http://www.apple.com/icloud/

To get a free, fresh start with a new "yourname"@icloud.com account, the instructions of WikiHow to do it on your iOS device are great: http://www.wikihow.com/Create-an-iCloud-Account-in-iOS

Of course you can also do it on the Mac. Update the Mac to at least Lion and Open System Preferences->Internet Accounts (previously named Mail, Contacts & Calendars). Double click on iCloud and click on Create Apple ID. Start taking notes and screenshots (shift-command-4) so you **keep all settings and security answers** you gave precisely, and follow the steps.
~ Bob Jorritsma, TCMUG Apple Technical Advisor

IN THIS ISSUE -

Mac 411: No flu shots for Macs

Q: I recently switched from a PC to a MacBook Air. What anti-virus software should I install?

A: You probably don't need anti-virus or anti-malware software for your Apple computer!

When its necessary

You need anti-virus software if you are running PC software in your Mac computer using the Boot Camp feature or one of the virtual operating system software packages. Just because you are running in an Apple computer does NOT solve problems of PC software.

If you are still using PC software, then follow the same protection methods that you used in your other life. Protect that partition.

The rest of us, those that are not running PC software, don't have the problems. Microsoft Office for the Mac is not PC software and doesn't introduce vulnerability. Relax!

Anti-virus and Anti-malware

This software is of two types: software that runs continuously in the background (e.g. Norton's software), or software that runs only when you activate it (e.g. ClamXav).

Software that runs in the background often modifies (and interferes with) the OS X software so that it can accomplish its mission. People who install background-type anti-virus software usually experience a notable slow down in the performance of their Apple computer.

I do not recommend the use of this type of software in a Mac. If you have it installed you might want to remove it. I discuss ClamXav later.

To me, it is telling that the major firms trumpeting "new virus" issues are those that sell expensive software solutions. Is there a problem or merely a new sales opportunity?

MACS are less problematic

Recent OS X versions and the current OS X (10.9 Mavericks) have several layers of protection against malware. One, generally invisible to the computer owner, XProtect is able to detect malware in downloaded files and block insecure plug-ins, etc. The database of known malware is updated daily in a Mac.

Note this is for file downloads; if you buy a software CD on the streets of New York or Hong Kong, it will miss this. (Of course, you know to not buy CDs or Gucci bags from street vendors!)

Gatekeeper provides a second layer of protection. You see this in system preferences/security and privacy/general and offer three choices about downloaded applications. The first choice, Mac App Store, limits your computer to applications that have been curated by Apple.

The second choice, Mac App Store and identified developers, enables application downloads from a broader universe but the files have digital signatures assuring they have not been modified. I recommend this second option.

The third option, Anywhere, implies you are an adventurous person that is willing to risk your computer. I do not recommend this.

The third layer of protection is "Malware Removal Tool" that runs automatically in the background when the OS is updated. It locates and removes malware that may have been installed via a Java exploit.

Java, not JavaScript, remains a hugely problematic issue. It is not provided in Apple's normal installation. There are very few instances when one needs to use a website that uses Java. Stay away from them **and don't install Java.**

The weak point

There are no self-propagating virus or malware applications that target the Mac. The most likely issue is a Trojan horse-type situation wherein you have surfed to a website and are encouraged to download and install some special software.

Let me be Jiminy Cricket sitting on your Pinocchio's shoulder. Don't do it! Don't override Gatekeeper's protection against file downloads from strangers.

ClamXav

ClamXav is a free application available from the Mac App store. It runs only when you activate it. I use it occasionally to scan my email message files to detect whether any attachments might cause damage to my PC associates. Use ClamXav if you forward email messages containing attachments.

ClamXav is an intensive use application; start running it and go get a cup of coffee to while away the time until the scan is complete. Quit ClamXav after the scan.

~ Jerry King is President of the Naples MacFriends User Group

Decoding the Genius Bar: A former employee shares insider secrets for getting help at the Apple Store

~ By Conner Forrest 4-14
The Apple Store in Grand Central Terminal. Image: Sarah Tew/CBS Interactive

Whether you broke your iPhone or you need to learn how to edit video on your Mac, the Apple Store has services to assist. Here are tips to navigate it from a former employee.
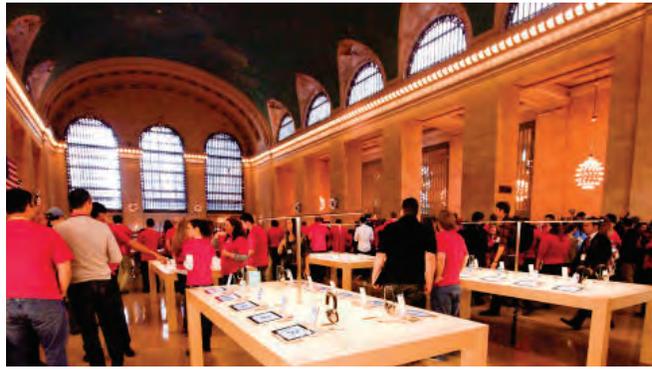
The Apple Retail Store can be a confusing place. Stainless steel and bright lights frame modern furniture and a deluge of screens. For Apple fans, it's mecca. For first-timers, it can appear chaotic and intimidating.

Apple routinely tops the list of highest retail earners per square foot, and for good reason. The stores are well-designed and the products are in-demand. Nevertheless, it can take a few visits to really understand what is actually going on.

As a former Apple Retail employee, I loved working at the Apple Store. My colleagues were fantastic and I met some of the most wonderful customers, but there were numerous times when I had to explain how the store works.

The store itself is broken down into three sections:
1. The "Red Zone" (for sales)
2. The "Family Room" (for creative training and mobile technical support)
3. The "Genius Bar" (for computer technical support)
The Genius Bar is technically part of the Family Room, but for the sake of clarity, I will refer to them as separate areas, and I will be breaking down each section to help you better understand the Apple Store experience; but let's start with the Genius Bar.

The Genius Bar

The Genius Bar is the most contentious aspect of the Apple Retail experience. It has earned much lauding, but it has also been jabbed at by popular television shows such as The Big Bang Theory. In reality, the Genius Bar is an unparalleled retail service in the tech industry. According to Gartner research vice president Van Baker, the Genius Bar is a major part of the value proposition for Apple Retail.

"There is one thing that I think really differentiates the Apple Store. They give away their most valuable offering, namely the support," Baker said. "The Genius Bar is a real differentiator for the stores and the fact that it is free, really sets the stores apart from the other offerings in the industry.

"The quality of the support is far superior to competitive retailers in the market. There are other features of the retail stores that one can call out but they pale in comparison to the Genius Bar feature."

The first thing to remember about the Genius Bar is that you always need an appointment.

Think about it like any other specialty service you employ. You wouldn't walk into your doctor's office off the street and expect them to see you immediately. You can make an appointment online with your computer or phone from your specific store's webpage. Appointments are for a set amount of time (usually 15 minutes), so if you have multiple issues to address, or you think your problem is serious, make a second appointment in the next, adjoining timeslot.

Pro tip: Always back up the device you are bringing in for service. Appointments are for a set amount of time, and backing up at the store limits the time a Genius can spend with you.

The second rule of utilizing the Genius Bar is to be a decent human being. Contrary to popular belief, raising your voice will not get you better service. Trust me, they understand that your device is one of the most important material possessions you own, but that truth resonates with every other person who needs help, not just you. Calm down, check your ego, and recognize that this is a computer we are talking about here, not a heart transplant.

If you are a business customer, consider signing up for **Apple's Joint Venture program.** That will get you priority access to tech support, including loaner machines if yours is being worked on. You can also get access to training for your business team.

Whether you are a business

customer or a regular consumer, the ultimate thing to remember about the Genius Bar is the fact that it is a place to get technical support, not training. If you want to learn how to use the software or become more proficient with your device, you need to head back out to the Family Room.

The Family Room
The Family Room comprises two types of Apple employees, those who provide **creative training** and those who provide **mobile support**. For mobile support, the process is the exact same as the Genius Bar, except for where your appointment takes place. You still need to make an appointment online, and you should still refrain from screaming at the staff.

Mobile support is done by employees called Family Room Specialists, and they will more than likely take your appointment somewhere in the Family Room to free up the Genius Bar for Macs. **There will be an employee with an iPad somewhere in the Family Room that can check you in for any type of appointment.** This is a critical step because if you don't check in and let the employees know you are in the store, they will cancel your appointment.

Pro tip: If you are bringing your phone in because you dropped it in the toilet, make the employee aware of this fact before they take possession of the phone. Nobody wants to barehand a toilet phone.

Apple mobile products commonly come with a one year warranty that covers defects in the product itself, and 90 days of complimentary AppleCare phone support. It's worth noting that the standard warranty does not cover physical damage or liquid damage, so if you want to protect yourself from those things you need to opt for the **AppleCare+ coverage**.

Broken phones are drama producers in the Apple Store. It's understandable to be upset when your phone is broken, but yelling obscenities at an employee won't increase your chances of them being empathetic to your cause. When you bring a broken iPhone into the store, it will play out in one of four ways:

1. If the phone's screen is cracked, the employee will present you with the option of replacing the screen for a set cost, which will be done in store.

2. If your phone is physically damaged or presents signs of liquid damage, the phone will need to be replaced. If you have AppleCare +, you can replace it twice within the time frame for $79 plus tax.

3. If you do not have AppleCare +, you can replace it with a refurbished phone for a set cost.

4. Or, you can always buy another new phone outright.

How phone purchases work
When you purchase a 16GB iPhone through your carrier, you typically pay $199 if you have an available upgrade. The thing is, the retail cost of that phone isn't $199, it is $649. Your carrier will happily eat that $450, because they know they have you on the hook for hundreds of dollars each month for the next two years; but that cost reduction is usually only available each upgrade cycle. So, when you come in with a broken phone and want a new locked carrier phone for the same price, you are asking Apple to eat that $450 profit instead of the carrier, and they aren't going to do that. Keep this in mind so you have realistic expectations when you go to get your phone fixed.

If you are going to the Apple Store to **learn how to use your products**, you might come in contact with a Creative. Creatives are employees who are certified in Apple's software applications and can train you on things like making a movie with Final Cut, or on simple things like organizing your pictures. Customers can get access to Creative training with the purchase of a One to One membership.

A One to One membership costs $99 and is only available with the purchase of a new Mac. One to One members receive access to a portal where they can sign up for **personal or group training**. One to One members also get the option of having the **Genius team transfer all of their data from their old machine (Mac or PC) to their new one.** It's up to you whether or not you think it's worth it, but if you are new to computers or tend to ask a lot of questions, I would recommend that you purchase this service. Apple Store employees are happy to answer your questions, but pulling them away from customers so you can ask an in-depth question isn't very considerate of other customers' time.

If you don't feel like purchasing One to One, or you just need more general help getting started, most Apple Retail Stores offer free workshops that go over the basics and help you get started. Bigger, standalone, stores have dedicated areas for trainings, but some of the smaller stores hold trainings in the Red Zone.

The Red Zone

The Red Zone is Apple's sales floor. When you first enter the store, there will be an employee at the front of the store who will direct you to the appropriate section of the store to address your needs. Do not ignore this person. I can't tell you how many times a customer blew past me and walked straight to the Genius Bar asking to buy a phone. Engage the person at the door; it will keep you from looking like an idiot and you'll probably get the help you need more quickly.

There are two types of employees in the Red Zone, specialists and experts. **Specialists** are general employees who can sell most of the products, while **experts** are specially trained and certified to know everything about a specific product line. So, if you have some complex questions about the current Mac OS, ask to be connected to a Mac Expert. None of the Apple employees in the Red Zone work on commission.

There are a few different ways to make purchases in an Apple Retail Store. If you make a purchase through an employee, they will scan the item and take payment on their modified iPod known as an EasyPay. They can take cash, but you will need to walk to a cash drawer with the employee to get change.

If you aren't purchasing an expensive device you can make a purchase through your phone using the EasyPay functionality of the Apple Store app on your iPhone. You must have location services enabled for this app, and you have to be on the store's Wi-Fi, but you can scan a barcode

Apple Store - The Gardens Mall
3101 PGA Boulevard - Palm Beach Gardens, FL 33410
(561) 273-2160 **http://www.apple.com/retail/thegardensmall/**
Mon - Sat: 10 a.m. - 9 p.m. • Sun: Noon - 6:00 p.m.

Apple Store - Wellington Green
10300 W. Forest Hill Boulevard - Wellington, FL 33414
(561) 273-2940 **http://www.apple.com/retail/wellingtongreen/**
Store hours: Mon - Sat: 10 a.m. - 9:00 p.m. • Sun: 11 a.m. - 6:00 p.m.

with the phone's camera and pay through the credit card attached to your Apple ID. You can also order a device to pick up in the store with the **Personal Pickup option**.

Once you have purchased a product, you have the option to have an employee help you **set the device up before you leave the store.** If this is your first Apple product, it is a good chance to get to know your device and make sure you don't have to walk through the initial setup alone. If you want to go ahead and sign up for your first **One to One training, or a workshop**, the employee can help you with that too.

Apple Stores can be busy, especially around the holidays or back-to-school, so be patient. I know it looks like there are a ton of employees in the store, but everyone has a different role to play. If the store is packed, there will be someone trying to connect customers with employees. Be clear about

what you want and understand that it might take a few minutes to get the right person to help you out.

Apple has done a fantastic job with the retail experience they have created. Going into an Apple Store you will get the help you need, but it starts with having the right expectations. Employees genuinely want to help, but their job can be taxing too. The first time you meet an Apple Retail employee, it's safe to assume they have already been berated that day by a privileged suburbanite, so take it easy on them.

Six often-overlooked ways you can save money when buying Apple hardware

~ By Jordan Golson in Apple in the Enterprise

Perhaps unsurprisingly, in many cases buying direct from Apple – either through the online store or its retail chain — provides the widest selection of options and the chances for discounts. Some third-party retailers do offer modest discounts on Apple gear, but in many cases the discounts that the company offers to direct purchasers will be superior.

1. Education and government

Through its U.S. online store, the discounts to educational and government employees are identical, but limited to Macs and their accompanying AppleCare plans. Discounts range from $50 off the entry-level 11-inch MacBook Air, to $300 off the top of the line Mac Pro. Apple also includes discounts of 10% off build-to-order accessories like RAM and CPU upgrades and discounts as large as 30% off AppleCare.

Even better, Apple offers the same discounts in its retail stores as it does online, with modest restrictions. Users can "only" purchase one desktop, one notebook, one Mac mini, and two displays per year. Apple is very flexible when verifying eligibility for discounts. Online, users simply go to the relevant Education or Government sections of the Apple Online Store to get discounted pricing. The company does occasionally audit purchases, so don't try and get discounts to which you aren't eligible.

In Apple Retail Stores, students, faculty and government employees need only bring a work ID, pay stub, business card or tuition bill along with photo ID to get the discounts.

2. Apple Retail Business Team

Apple Retail Stores have a dedicated business team that can offer discounts to customers once they reach a certain spend level each year. According to a recent report, the Apple Business Team begins offering discounts at $5,000 per year, with larger discounts available when spending $35,000 or $200,000 in a given year. They typically range from 2-10% depending on the item and quantity purchased.

The business team can also set up custom training and business support, additional business-focused purchasing, financing and leasing options, custom asset tagging, preloaded content, and more.

3. Corporate employees

All Apple Retail Stores also have a book listing all companies eligible for discounts. Employees need only bring a business card, pay stub or work ID to get the discount.

Employees are restricted to three Mac system bundles, three iPads or up to 10 iPods per calendar year. They may place orders for family or friends, but those orders will be counted against their yearly restriction. As with the Apple Business Team discounts, company discounts range from 2-10% depending on which machine is purchased.

4. Refurbished and clearance

The machines come with full warranties and have had their external covers replaced. There is no indication on the box or the device itself that it is not brand-new.

Availability of Macs and iPads in the refurbished section of the Apple Online Store can vary from day to day. Some machines will be from prior generations or may not have the exact build-to-order specifications desired. Unlike new devices on the Apple Online Store, refurbished products cannot be customized, but with discounts as high as 30% off the original price (though usually on slightly outdated models), users looking for maximum flexibility on price will nonetheless get full warranty coverage and Apple's backing.

Refurbished products are eligible for AppleCare, giving 3 years of warranty and support coverage.

5. Warranty coverage

American Express cardholders who buy a Mac and AppleCare on their AMEX card get four years of total warranty coverage — three years from AppleCare plus one year from AMEX.

6. Used machines

Apple is very flexible with transferring warranties from one user to another. Apple's 1-year manufacturer warranty, and it's three-year AppleCare service plans, are assigned to the serial number of the product — if a computer is sold, the warranty follows, no matter who the owner is. Apple makes it easy for users to check the warranty status of its products with just a serial number.

Today in the App Store — the best free apps, new apps and app updates

by Kelly Hodgkins

Fotor Photo Editor [OS X; Free] People everywhere are getting their edit on with Fotor's solid photo editor for Mac. Version 2.0.0 brings the following changes:

• New Batch Function for quickly editing multiple photos
• Added Highlights, Shadow and Curves adjustments
• More filters and special effects
• Lots more Borders and Patterns to choose from
• Added EXIF information when sharing photo to Flickr
• Added more Freestyle Collage backgrounds
• Better user interface to make it easier and more fun to use
• Smoother operation and increased stability

https://itunes.apple.com/us/app/fotor-photo-editor-photo-effect/id503039729?mt=12

PicGIF [OS X; $4.99] quickly create incredible animated GIFs from photos or short videos.

• Add effects and adjustment features.
• Support trimming video clip.
• Add stickers.
• Support managing overlays. Set start frame & end frame for overlays.
• Share GIFs directly to Tumblr.

https://itunes.apple.com/us/app/picgif/id784260229?mt=12

UpTo Calendar [iPhone; Free] Life goes beyond meetings and appointments.

• Hundreds of new calendars to follow, including TV show schedules, local concerts powered by StubHub and a series of curated calendars with popular events coming up 'This Week'.
• Choose which layer your personal calendars appear on. Facebook events and birthdays can be on the back layer while your work calendar is on the front layer.
• Integrated weather

• Privately share events with friends on UpTo, via email, text message, Facebook or Twitter.

https://itunes.apple.com/us/app/upto/id504241451?mt=8

LVL CAM [iPhone; Free] is the only camera app for taking perfectly balanced and level shots on your iPhone.

https://itunes.apple.com/us/app/lvl-cam/id706518187?mt=8

ArtRage for iPhone [iPhone; Free] Express your artistic side with easy to use painting and drawing tools that work just like the real thing!

https://itunes.apple.com/us/app/artrage-for-iphone/id486224072?mt=8

2 Days [iOS Universal; Free] is a simple and effective to-do app for your iPhone and iPad. It comes with the simplicity of use.

https://itunes.apple.com/us/app/2-days/id476810732?mt=8

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1819 SW Willowbend Lane
Palm City FL 34990

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http://tinyurl.com/clq2mkk
101 SE Central Parkway, Stuart • (772) 283-5646 • In the Green building between Bridges Montessori and Unity Church.

West Palm Beach Apple Store - Gardens Mall:
http://www.apple.com/retail/thegardensmall/
West Palm Beach Apple Store - Wellington Green:
http://www.apple.com/retail/wellingtongreen/

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