



South Bay Apple MUG

Macintosh

October 2014

Monthly CUPFUL for South Bay Apple Mac User Group Members

SBAMUG Future – A Message From Your President

SBAMUG is about 30 years old and is facing an imminent mid-life crisis. The number of volunteers has dwindled, it is hard to find speakers for the monthly meetings, and the burdens have continued to fall on fewer people. We have NO candidates for the offices of President and Vice-President, and chairs for the Programs, Refreshments, etc. We face going into 2015 without required officers.

The question is:

What does the membership want from SBAMUG and what are the members prepared to contribute?

At the last Core Group meeting, I suggested we severely downscale our activities to reduce the burden on the few officers and committee chairs. The severest option would be to become an internet club with no regular meetings. We would retain the SBAMUG website, email groups, member access to email addresses and hosted websites and photo-galleries. Special interest group (SIG) meetings would be encouraged. We would retain our tax-exempt status and we could expand our activities in the future if the membership wanted to support it. There could be an SBAMUG newsletter according to some schedule if we continue to have a volunteer editor. Maybe on-line editions only. All this would be accompanied by a reduction in membership dues, the amount TBD. A less severe option might be 3 or 4 meetings a year, but we would need more volunteers and there may be some issues.

This will be the subject of the last topical meeting in October. Based on what we hear from you over the next few weeks, we may provide more options in the next newsletter. So think about what you want, are prepared to offer, and come to the October meeting and speak up.

We will have to make a decision before the December meeting.

Arnold Silver

Sep 24 SBAMUG Meeting: Protecting Yourself from Cyber Crime

Lt Mark Stevens of the Fraud and Cyber Crime Bureau of the LA Sheriff's Department will present a discussion regarding cybercrime, identity theft and how new technologies affect crime and society.

Monitor the Web for interesting new content

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your queries.

Enter a search query you wish to monitor. You will see a preview of the type of results you'll receive. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

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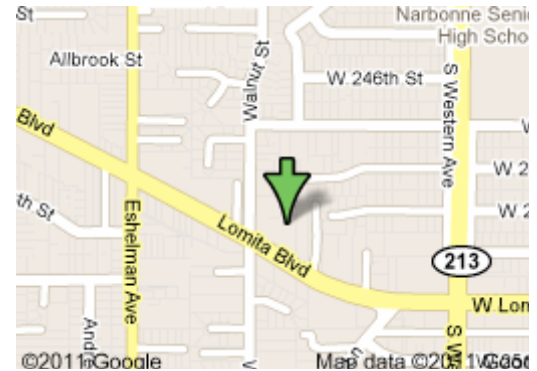
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Meetings: Lomita Veteran's Hall,
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Welcome to the SBAMUG South Bay Apple Mac User Group

Members, friends and colleagues are invited to attend our monthly meetings. The \$35 annual membership dues entitle you to receive this monthly newsletter by mail or online, plus many more benefits (page 8). To become a member or get more info please check our website.



Lomita Veteran's Hall,
1865 Lomita Blvd, Lomita

SBAMUG Monthly Calendar

Sep 24: Protecting Yourself from Cyber Crime
Oct 29: The Future of SBAMUG

SBAMUG Meeting Format:

6:30—7:30 p.m. Questions & Answers and Sharing: *Everyone* is welcome, beginners encouraged

7:30—7:45 p.m. "iSocial" – shoot the Mac breeze with others over a cookie

7:50—9:00 p.m. Announcements and Program

***Refreshments provided; donations appreciated!*

Submit suggestions for topics or speakers, or articles, ideas & original artwork for this newsletter by the last Wednesday of each month. Articles may be edited to fit space. Submit to: pjmyerz@gmail.com

Other Meetings:

- 1st Sat. each month – SBAMUG Core Group, 10 a.m. Join Google+ SBAMUG community, or email: info@sbamug.com.
- Special interest groups (SIGs): Ask at the meetings or email: info@sbamug.com
- Last Sat. each month - Northrop Grumman-Ham Radio & Computer Swap Meet, 7--11:30 a.m. Meet at SE corner of Marine/Aviation Blvd, Redondo Beach
- Los Angeles Portable Users Group: Mac OS X, iPhone, iPod, MacBook, etc., <http://www.lapug.org/>
- Find more: <http://www.apple.com/usergroups/>

Officers & Volunteers:

President: Arnold Silver VP: Vacant
Secretary: Wayne Inman Treasurer: CW Mitchell
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Pam Townsend, LJ Palmer
PD Disk Editor: Jim Pernal
Membership: CW Mitchell
Member Development: Pete Myers
Programming: Vacant Greeter: Vacant
Server Director: Dave Nathanson
Newsletter: Pete Myers, Bill Berks
USPS Liaison: CW Mitchell
Refreshments: Member contributions

Membership Report – 118 members!

*Please wear membership card as
your name tag*

Welcome New Members:

Thank You Member Renewals: Nancy Wagoner, Hermie Rotea, Jan Chesne, Kay Kanuit, Don Whinfrey

If your name is not spelled right or your expiration date is wrong, contact cwmitchell@sbamug.com for a correction. Or contact CW for everything membership, dues and benefits. Please watch for your renewal letter, then sign it and return it with \$35 check or Pay Pal.

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PD CD: September 2014
Public Domain CD
Presented by Jim Pernal

This is the September CD article. Eight items this month. One item is one I would not normally include but the programmer has made it easy to add the binary files. The programmer had a link to pre-compiled open source files for Macs, saving the complexity involved in compiling binaries. I've included two of the binaries with the program; choose the one for your version of the operating system.

Acorn-4.zip A bitmap image editor. Has image filters, text layers, gradients and more. OSX 10.8+ Shareware \$49.99

butler4118.dmg This is a hot key, menu, and keyword launcher. Shortcuts to launch apps, open files, access pref panes, or enter text snippets. Shareware \$20.00 OSX 10.7 or higher

CocktailME.dmg This is a general maintenance and optimization program for Mavericks. New features in this version. OSX 10.9 only. Shareware \$19.00

edenmath.dmg Free open source scientific calculator. This one has trig and probability functions. OSX 10.4 or higher. PPC/Intel

gc9_build1674.dmg Graphics editor program. Keeps getting updated. New color blindness simulator, and of course new file formats to open and convert. Intel 10.7 + required. Shareware 39.95

iFFmpeg This is the utility program that I referenced in the opening paragraph. This adds a graphical interface to the open source command line FFMpeg; and allows you to convert multimedia files between formats. Shareware \$21.80 Intel 10.6+

PanotourViewer_Mac_100_2014-07-28.dmg Viewer program for Panotour files (.PVT). These files are used for visual tour walkthroughs. OS X 10.7.5 + Free

TextWrangler_4.5.10.dmg Free text editor program. "BBEdits little brother". Somewhat aimed at programmer's, but useful for anyone. Intel OSX 10.6.8 +

See you at the September meeting. PD CD will be the combined Sept-Oct one, available at the October meeting.

Jim Pernal PD Editor

SBAMUG ELECTIONS

List of Candidates

The final Election Slate will be announced at the October meeting. The Election will be held at December meeting.

Officers:

President: No candidates yet

Vice President: No candidates yet

Secretary: Wayne Inman

Treasurer: CW Mitchell

Directors at Large: Dave Nathanson, Margaret Wehbi, Pam Townsend, Arnold Silver

Be a Volunteer/Share a Position:

PD Disk Editor: Jim Pernal

Membership: CW Mitchell

Programming: Vacant

Greeter: Vacant

Server Director: Dave Nathanson

Newsletter: Pete Myers, Bill Berks

USPS Liaison: CW Mitchell

Refreshments: Vacant

Candidates & volunteers needed. Email Arnold Silver, silverrvp@sbamug. Nominations will also be taken at the October meeting and final slate announced.

Donations Accepted

Do you have a desktop, laptop or tablet that is gathering dust? Donate it to the Girls and Boys Club of the LA Harbor. Check out their website at bgclaharbor.com. They do a great job with kids of all ages - academics as well as fun stuff. School is back in session and there are many low income kids without computers. If you have an item to donate, contact me, Pete Myers (your newsletter editor), at pjmyerzz@gmail.com

A Two-Step Plan to Stop Hackers, by Ron Lieber, NY Times, Aug. 8, 2014

There are a number of ways that consumers could react to [the news this week](#) that Russian hackers got their hands on 1.2 billion username and password combinations. We could pass it off as just another theft — one that has become public, among many others that we may never know about. If we haven't been hacked by now, maybe there's no need to worry, and our banks and brokerage firms are protecting us. Another possibility is to assume that the hackers are smarter than the banks, opt out of online access altogether and go back to using the phone or showing up in person for help. But the developments pushed me in a third direction: To seek out all of the crucial accounts in my life, including every financial one, and try to add another level of security to the login process for each one. Sadly, not many of the companies involved were able to do it.

I was seeking to opt into something called [multifactor authentication](#). There are three basic factors that a company can generally use to identify you. There's something that you *know*, like a username, password or the name of your school mascot. There's something that you *have*, like a code that you pull from an app, a text message or a [SecurID](#) plastic doodad that you have to carry around with you. The third factor is something that you *are*, which usually refers to biometric credentials like a fingerprint or an iris scan. Companies have gone back and forth about whether to even allow their customers to sign up for that second factor and require the company to generate a one-time code to be entered in addition to a username and password. While such precautions add to the consumer's security, they can also increase the company's tech support needs. But at this point on Planet Breach, you ought to be entitled to ask for the ability to make your logins more secure, beyond creating [a different, airtight password](#) for all of your most important accounts (which everyone should do). Here's what I learned as I tried to get a bit more protection.

HOW TO ASK: Phone representatives don't always have the right answers to questions about adding a factor to a login. Websites may not have the relevant information either, which may mean both calling and burrowing five layers deep into company sites. There is one excellent web resource where you can start, though: [twofactorauth.org](#), which is a growing directory of companies that do and don't allow multifactor authentication. For companies that don't, you can push one button and send them a Twitter message urging them to adopt it, which I encourage you to do (please include me [@ronlieber](#)). A recent Iowa State University graduate named Josh Davis created the site earlier this year. He recently started working for Amazon, and his site says that just one of the three Amazon services he lists uses multifactor authentication.

RECOGNIZING YOUR MACHINE: Upon login, many companies ask you if you want their site to remember your machine. If you say yes, this makes logging in easier, as you may not even need to enter your username again. But I'm with my friend Bob Sullivan, an author and consumer

advocate, on the wisdom of saying no here, as he suggested [in a blog post](#) this week. He figures that anything he can do to force thieves to take an extra step or two might just cause them to give up and move on to an easier mark on their list of stolen credentials. Some companies, like American Express and Vanguard, tell you to say yes and say that doing so adds to security. I discussed their arguments for doing so with them and didn't find them persuasive, especially the notion that having a site remember me will help keep me from accidentally ending up at a fake site, since I'd supposedly notice and remember that it hadn't asked for my username. However, Capital One [notes quite plainly](#) that "Selecting the 'Remember Me' feature on a computer or mobile device may put your personal information at risk," even on a machine that only you or your family members use.

UNIQUE CODES: I'd hoped to be able to ask every company I do business with to simply send me a code by text message each time I successfully entered my username and password. It's a fairly simple arrangement (unless you're abroad, or somewhere else where receiving a text is a challenge), and I already do something similar with Gmail. But not one company was able to do this, though Vanguard intends to start a similar service before the end of the year. American Express has no such plans for its card customers for now. "We understand why some customers would want this, but it's not something we've heard overwhelmingly," said Amelia Woltering, a spokeswoman. The best that Charles Schwab could offer was one of those plastic things that hangs on your key chain with numbers that continuously change. TD Ameritrade used to send those out but stopped two years ago. A low percentage of customers requested them, and of those who did, a low percentage actually used them. The Wells Fargo customer representative I spoke to couldn't help me on this front either, though he took the opportunity to try to [cross-sell](#) me on a paid identity theft protection service. Good man! Later, after I logged in for the second time that day, the company's website wished me a happy birthday. It wasn't my birthday, which made me fear for a moment that I'd been hacked.

NOTHING FOOLPROOF: The single best change I was able to make was at Vanguard's site, though it took some back-and-forth by both email and phone with a company spokeswoman to find the feature. Vanguard will allow people to declare certain machines known and then instruct the site not to let any other person (including the account holder) using any other machine get past the initial login page. I made that change, though it might be trickier to use a feature like that with an online banking site, where most people need more frequent (and occasionally emergency) access. And there's the danger of leaning too hard on one piece of hardware. "What happens when that computer has an issue and is unavailable to you?" said Steve Adegbite, a Wells Fargo security executive, adding that we've all been in a spot where, say, a Windows upgrade causes our main machine to refuse to

boot up at all. Indeed, nothing is truly foolproof. If more companies adopt that Vanguard off switch, some hacker will find a way around it. People have already [found ways](#) around multifactor authentication. Bruce Schneier, chief technology officer of [Co3 Systems](#), which helps companies respond to breaches, points to the existence of something called man-in-the-middle attacks. There, someone intercepts your one-time use code and then turns around and uses it at a bank's site in combination with other stolen credentials. Panic is not necessary, though. The hackers or people who buy your data from them need to go through many steps before they can harm you. First, they have to acquire your login credentials successfully. Then they have to decide to use them; they don't always use all of the data they have. Finally, they have to be successful in gaining access to your accounts; perhaps you change your credentials regularly for crucial accounts. Then they need to successfully steal once they have access, but banks and brokerage firms have all sorts of security measures that kick in after a login to keep money transfers from going to the wrong place. Some thieves may also use stolen credentials for spam only. Still, in a world where so many usernames and passwords are floating around in the hacker ether, it probably won't hurt to demand and then use every reasonable bit of protection available. Having [a security freeze](#) on all three credit files with the credit bureaus, for example, makes it very hard for people to open new credit accounts in your name. Those of us who take such precautions and change our most important passwords often stand a good chance of making life harder for all but the most determined hackers.

<http://www.nytimes.com/2014/08/09/your-money/how-to-thwart-hackers-from-financial-accounts.html>

Selling an Old iPhone? Here Are Things to Consider, Damon Darlin, NY Times, 8-8-14

Apple usually announces a new iPhone in September, so it's not too early to start thinking about your old iPhone.

It has some value. In fact, it may be worth a lot more than you think, even if it is scratched and has a broken screen. You might be able to get over \$100 for such a beat-up phone. But the value of the smartphone seems to depend as much on what carrier you use as how much storage (or memory) it has.

You can sell old iPhones — a lot of Android phones, too — to a number of online companies. [Gazelle.com](#), [cashforiphones.com](#), [usell.com](#) and [icracked.com](#) are just a few of them. Amazon and eBay are also vibrant marketplaces for used iPhones. I don't know which one offers the best price or which are the most reputable. I don't have enough used iPhones to do comparison testing.

But looking at the prices offered for the used iPhone 5s may offer some insight into what phone to buy next if you intend to sell it after a few years of use.

Before going on, may I just stop and say I am not suggesting you buy a new phone. Use the phone you have as long as you can, as you would a car or a refrigerator. There are few good reasons to replace a phone every year or two.

O.K., now on to the observations. First, the phone's color doesn't seem to matter a whit.

Memory does matter, but not the way you might think. It makes sense to buy a phone with as much memory as you can afford, since it soon becomes packed with memory-hogging apps, magazines, emails, messages and photos. But if you think in terms of resale, you get the best return on a phone with the smallest amount of memory.

Apple sells its base 16 gigabyte 5s phone for \$200 and then doubles the memory and bumps the price up \$100. But the additional memory does nothing for the resale value, according to a number of resale sites. (I used data from [gazelle.com](#) as a representative example.) Your best return is the base 16GB memory phone, but in every case the value of the 64 GB phone drops.

What matters most is the carrier providing the service. Verizon iPhones have the best resale value. A 16GB phone can actually be worth 62.5 percent more than you paid for it (if you bought your phone with a contract). An AT&T phone does almost as well; its 16GB phone can be worth 40 percent more. (All values were computed using an undinged phone.)

Sad, sad Sprint. A phone on that carrier loses value in all cases.

The phones retain and even gain value because they can be sold to people in the United States where Verizon and AT&T are the most popular networks, or overseas where the phones are compatible with a country's system of cell towers.

Cracked screens can be replaced and light scratches buffed out. But remember, if you monogrammed your phone or had your name printed on it, sorry. No one, anywhere, thinks it is cool to own that phone.

<http://www.nytimes.com/2014/08/09/upshot/selling-an-old-iphone-here-are-things-to-consider.html>

Simplifying the Bull: How Picasso Helps to Teach Apple's Style

Inside Apple's Internal Training Program, [BRIAN X. CHEN](#) AUG. 10, 2014

Apple may well be the only tech company on the planet that would dare compare itself to Picasso.

In a class at the company's internal training program, the so-called Apple University, the instructor likened the 11 lithographs that make up Picasso's "The Bull" to the way Apple builds its smartphones and other devices. The idea: Apple designers strive for simplicity just as Picasso eliminated details to create a great work of art.

Steven P. Jobs established Apple University as a way to inculcate employees into Apple's business culture and educate them about its history, particularly as the company grew and the tech business changed. Courses are not required, only recommended, but getting new employees to enroll is rarely a problem.

Although many companies have such internal programs, sometimes referred to as indoctrination, Apple's version is a topic of speculation and fascination in the tech world.

It is highly secretive and rarely written about, referred to briefly in the biography of Mr. Jobs by Walter Isaacson. Apple employees are discouraged from talking about the company in general, and the classes are no exception. No pictures of the classrooms have surfaced publicly. And a spokeswoman for Apple declined to make instructors available for interviews for this article.

But three employees who have taken classes agreed to speak to The New York Times on the condition that they not be identified. They described a program that is an especially vivid reflection of Apple and the image it presents to the world. Like an Apple product, it is meticulously planned, with polished presentations and a gleaming veneer that masks a great deal of effort.

"Even the toilet paper in the bathrooms is really nice," one of the employees said.

Unlike many corporations, Apple runs its training in-house, year round. The full-time faculty — including instructors, writers and editors — create and teach the courses. Some faculty members come from universities like Yale; Harvard; the University of California, Berkeley; Stanford; and M.I.T., and some continue to hold positions at their schools while working for Apple.

The program was devised by Joel Podolny, then the dean of Yale School of Management. Mr. Jobs selected him when the program was founded, in 2008, and he remains head of the effort.

On an internal website available only to Apple staff members, employees sign up for courses tailored to their positions and backgrounds. For example, one class taught founders of recently acquired companies how to smoothly blend resources and talents into Apple. The company may also offer a course tailored specifically to employees of Beats, perhaps including its founders, Dr. Dre and Jimmy Iovine. Neither Apple nor Beats would comment.

Some of the courses teach case studies about important business decisions that Apple made, one of the employees said, including the one to make the iPod and its iTunes software compatible with Microsoft's Windows system. This was a topic of fierce debate among executives. Mr. Jobs hated the idea of sharing the iPod with Windows, but he eventually acquiesced to his lieutenants. It turned out that opening the iPod to Windows users led to explosive growth of the music player and the iTunes Store, an ecosystem

The classes are taught on Apple's campus in a section of buildings called City Center and are as thoughtfully planned as an Apple product, the employees said. The rooms are well lit and built in a trapezoid shape; seats in the back rows are elevated so that everyone has a clear view of the instructor. Occasionally, classes are given in Apple's overseas offices, like one in China, and the professors travel there to teach.

Randy Nelson, who came from the animation studio Pixar, co-founded by Mr. Jobs, is one of the teachers of "Communicating at Apple." This course, open to various levels of employees, focuses on clear communication, not just for making products intuitive, but also for sharing ideas with

peers and marketing products.

In a version of the class taught last year, Mr. Nelson showed a slide of "The Bull," a series of 11 lithographs of a bull that Picasso created over about a month, starting in late 1945. In the early stages, the bull has a snout, shoulder shanks and hooves, but over the iterations, those details vanish. The last image is a curvy stick figure that is still unmistakably a bull.

"You go through more iterations until you can simply deliver your message in a very concise way, and that is true to the Apple brand and everything we do," recalled one person who took the course.

In "What Makes Apple, Apple," another course that Mr. Nelson occasionally teaches, he showed a slide of the remote control for the Google TV, said an employee who took the class last year. The remote has 78 buttons. Then, the employee said, Mr. Nelson displayed a photo of the Apple TV remote, a thin piece of metal with just three buttons.

How did Apple's designers decide on three buttons? They started out with an idea, Mr. Nelson explained, and debated until they had just what was needed — a button to play and pause a video, a button to select something to watch, and another to go to the main menu.

The Google TV remote serves as a counterexample; it had so many buttons, Mr. Nelson said, because the individual engineers and designers who worked on the project all got what they wanted. But, Apple's designers concluded, only three were needed.

"The Best Things," another course, takes its name from a [quotation by Mr. Jobs](#). Its purpose is to remind employees to surround themselves with the best things, like talented peers and high-quality materials, so that they can do their best work.

One of the teachers for this course, Joshua Cohen, a Stanford professor, brought up Central Park in New York. The space for the park was originally a rocky swamp. But, Mr. Cohen said, its designers wanted to transform it into an area that gave urban residents the experience of nature. The comparison was to one of Mr. Jobs's goals: to make complex computer technologies feel understandable and natural.

Ben Bajarin, a consumer technology analyst for Creative Strategies, said Apple University would take on more importance as Apple continued to grow.

"When you do the case studies on Apple decades from now, the one thing that will keep coming out is this unique culture where people there believe they're making the best products that change people's lives," Mr. Bajarin said. "That's all cultural stuff they're trying to ingrain. That becomes very difficult the bigger you get."

<http://www.nytimes.com/2014/08/11/technology/-inside-apples-internal-training-program-.html?>

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 PS Form 3526, August 2012 (Page 2 of 3)

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<http://www.sbamug.com/join.html>

Or, contact Membership Chair
CW Mitchell at
cwmitchell@sbamug.com

SBAMUG Membership Application

South Bay Apple Macintosh User Group provides you with a local source of shared knowledge & experience through monthly meetings, trainings & monthly newsletter.

Individual & family membership: \$35/year payable to SBAMUG

New Member **Member Renewal**

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____

Email Address: _____

Special interest: _____

Devices you use most: _____

How did you hear about SBAMUG: _____

Comments: _____

Signature: _____

Date: _____

**Bring your Application and Fee to our General Meeting
at Lomita Veteran's Hall, 1865 Lomita Blvd., Lomita.
Or Mail to: SBAMUG, PO Box 432, Redondo Beach, CA 90277-0432**