8 Apps for Fair Trade and Ethical Shopping

By AJ Dellinger 10/04/12 MacLife

Henry David Thoreau once said, "Justice is sweet." His views were often ahead of the curve, so it could be fair to say that Mr. Thoreau was talking about the richer tastes and satisfying rewards that come from purchasing fair trade products. October is Fair Trade Month, so there's no better time to make yourself more aware of where the things you buy come from. We've collected eight apps that will help you find the best products that benefit the producers as well as the consumers. These apps can help you make a difference in someone else's life by making the smallest of changes to yours.

Free2Work: Some products on store shelves have pretty packages with a less-than-pretty story behind them. At the same time, there are some corporations that go the extra mile for ethics. Find out who is who with Free2Work (Free, iPhone). Scan the barcode label of any product and the app will show the company's ethics grade based on an in-depth evaluation.

Ethical Bean: Behind crude oil, coffee is the second largest import into the United States. Luckily, it's also one of the products leading the way in the fair trade movement, and coffee beans come from all around the world. Scan the QR code with the Ethical Bean (Free, iPhone) app and learn the history and travels of your blend of choice.

GoodGuide: GoodGuide (iPhone, Free) allows users to scan the barcode of over 170,000 products to see just how "good" they truly are. Choose the things you care about and GoodGuide will give a pass/fail grade based on your own criteria.

Free World: While the major presence of slavery in modern society is gone, it is still a looming humanitarian concern in less-developed parts of the world. It is often unseen in our lives, but Free World (iPhone, Free) brings the issue into the forefront.

National Green Pages: It's just as important to reward companies that go above and beyond while still providing a solid product. National Green Pages (iPhone, Free) will help you find socially conscious companies that have made ethical actions a viable means of production.

Choco-locate: Chocolate is, for the most part, a universally loved sweet. Choco-locate (iPhone, Free) points those chocolate lovers in the direction of new tastes, specifically ones that come with fair trade certification. Use choco-locate as the gateway into the world of fair trade.

Co-op Food Mag: Food co-ops are a great place to start for any cooking adventure, especially if you're looking for locally made or fair trade certified foods. Co-op Food Mag (Universal, Free) is packed with pages on how to make the most out of your co-op visits. It will give users seasonal specialties, information on ethics, and general inspiration for a fair trade feast.

Social Impact: Driving into the heart of your city will likely reveal some familiar stores that could be found in any major metropolitan Social Impact (iPhone, Free) taps into your GPS and takes you past those places to shops by being social enterprises.

http://www.maclife.com/article/gallery/8_apps_fair_trade_and_ethical_shopping *(Edited for space)*

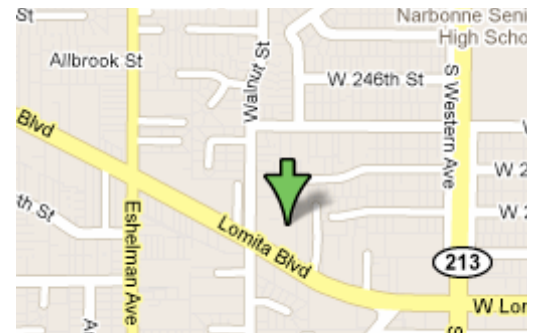**SBAMUG meetings:**
10/24: Holiday Topics / 11/28: Geneology

IN THIS ISSUE

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.

Meetings: Lomita Veteran's Hall,
1865 Lomita Blvd, Lomita
Mail: PO Box 432, Redondo Beach, CA
90277-0432
Phone: (310) 644-3315
Email: info@sbamug.com
Website: http://www.sbamug.com

Lomita Veteran's Hall,
1865 Lomita Blvd, Lomita

SBAMUG Monthly Calendar –
October 24: Holiday Topics
November 28: Geneology with Joan King
***Read this newsletter online (active hyperlinks!) at http://www.sbamug.com/newsletter.html ***

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 iProgram

**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: ptownsend@sbamug.com

Other Meetings:

- 1st Sat. Core Group 10 a.m. – Location variable. Ask at the meetings or email: info@sbamug.com

- Special interest groups (SIGs): Ask at the meetings or email: info@sbamug.com

- Last Sat.- 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:

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Newsletter: Pam Townsend, Pete Myers, Bill Berks
USPS Liaison: Don Myers
Refreshments: The Crab Apples

Membership Report –126 members

Please wear your membership card as your name tag at our monthly meetings.

Thank You Member Renewals: Don Whinfrey, Mary Diete, James Pousson, Jan Chesne, Kay Kanuit, Nancy Wagoner, Dorothy Weeks, Ken Burrill, Frank Weber, Glen Terry, Jayne Palmer, Don Myers, Ben Butler, Clarence Baisdon, Joseph Donigan, Eugene Todd, Robert Griffith, Karin Petersen.

Seven items this month. Some new and several older programs that have been updated are in the mix this month.

AutoFlash.zip A flashcard application to help you study and memorize. This version supports OS X10.8. Requires Intel Mac OS X 10.5. Freeware

DeNoise-2.dmg This is a shareware application to reduce hiss in audio recordings. Works with uncompressed files such AIFF and Wave. Java based. PPC/Intel OS X 10.2.6 or better. $40.00

GrandPerspective-1_5_1.dmg Shows hard disc usage using a visual display. Easy to determine what large files are using up space. OSX 10.5 or better PPC/Intel. Free

odaudiorecorder_mac.dmg Audio record can record sound from any input. Can grab sound from iTunes and Skype. Can extract audio from movies. OSX 10.6 or better Intel. Shareware $29.95

SeaMonkey 2.12.1.dmg Web browser. Has an email and Newsgroup client built in as well as IRC (chat). Intel OSX 10.5. Free

SpamSieve-2.9.5.dmg Program to do spam filtering. Great if your ISP's mail and/or your mail client have poor or non-existent spam filtering. OSX 10.4 or better PPC/Intel. Shareware $30.00

Tagit.zip A program to add descriptive tags to files. This is a recommendation from Tim Verpoorten on one of Allison Sheridan's Podfeet podcasts. Just drag a file or multiple files onto the application icon. OSX 10.6.5 Intel. Freeware

CD for this month will be at the October 2012 meeting, labeled as the September-October CD.

I'll see you at the October meeting.

Jim Pernal PD Editor

App of the Month

1,000 Places to See Before You Die
The best-selling book by Patricia Schultz is now a free app, giving armchair travelers a high-tech tool to explore great destinations on every continent. You can tag places you've visited or want to visit, then share that list on Facebook. Gorgeous photos and maps illustrate such bucket list contenders as the Old Course at St. Andrews, Morocco's Atlas Mountains, and the Mekong River by sail. Among the features that improve on the print edition: You can filter by region or by interest (such as Active Travel, Sacred Places, or Vineyards and Breweries). Available for iPad at the iTunes App Store. —Paul Zieke

Draw Something
Road trips are fun, but the entertainment options get stale. Challenge your nondriving car mates to a game of *Draw Something*, a modern version of Pictionary in which passengers compete with each other; find friends to battle via Facebook, Twitter, or email; or choose random opponents. Players get a choice of three words, which range from staid—"LOLLIPOP"— to current—"PAULYD" (of Jersey Shore fame). Pick one, and use your finger or a stylus to illustrate the clue for your opponent. Free from Google Play and iTunes App Store. A $2.99 premium version adds words and eliminates ads. —Robin Rockey

Apps for You, AAA Westways, Sept 2012

SBAMUG ELECTIONS
List of Candidates
November 2012
Officers:

President: Arnold Silver
Vice President: Open
Secretary: Wayne Inman
Treasurer: CW Mitchell
Directors at Large: Dave Nathanson, Margaret Wehbi, Pam Townsend, LJ Palmer

Be a Volunteer/Share a Position:
PD Disk Editor: Jim Pernal
Membership: CW Mitchell
Programming: Vacant
Greeter: Vacant
Server Director: Dave Nathanson
Newsletter: Pam Townsend, Pete Myers, Bill Berks
USPS Liaison: Don Myers
Refreshments: Members donate

Candidates & volunteers needed. Email Arnold Silver, silverrpv@sbamug. Nominations will also be taken at the October meeting.

Sweden tops Berners-Lee Internet index

By Paul Sandle, Reuters
LONDON | Wed Sep 5, 2012 8:43pm IST

(Reuters) - Sweden is the most effective at using the Internet to improve people's lives, ahead of the United States and Britain, according to a global survey launched by Tim Berners-Lee, the inventor of the World Wide Web.

The World Wide Web Foundation's Web Index measures the economic, social and political impact of the Internet, ranking 61 countries on criteria ranging from the proportion of people online to the amount of useful content available.

Berners-Lee said the survey filled a need for uniform and publicly available data that allowed comparisons between countries and identified areas for improvement.

"At a base level, (we are asking) are people actually connected? Have they got something like a phone on which they can access the Web?," he said in an interview on Wednesday.

"On the medium level, there is the content. At the top, is (the Internet) really affecting people's lives? Can you get a job on the Internet? Are you using it for health, for education? Is it affecting the way you run the country?"

Internet access was still a luxury in many parts of the world, he said. Only one in three people used the Web globally and only one in six in Africa.

"The high price of connectivity is stopping billions of people from achieving their rights to knowledge and participation," he said. "Costs have got to come down dramatically."

Seven of the bottom 10 countries in the survey were in Africa, reflecting low levels of penetration. Zimbabwe was in second-last place, below Burkino Faso.

Bottom-ranked Yemen scored lowest in institutional infrastructure, including censorship, and in the impact of the Internet on business, economic, health, education and social activities.

Berners-Lee said almost 30 percent of the countries covered by the index faced moderate to severe government restrictions on access to websites, while about half faced increasing threats to press freedom.

"The Web is a global conversation," he said. "Growing suppression of free speech, both online and offline, is possibly the single biggest challenge to the future of the Web."

The top five countries on the index were:
1. Sweden
2. United States
3. Britain
4. Canada
5. Finland

The bottom five were:
57. Ethiopia
58. Benin
59. Burkina Faso
60. Zimbabwe
61. Yemen

The full index is available at www.thewebindex.org. (Editing by David Cowell)

http://in.reuters.com/article/2012/09/05/worldwideweb -impact-idINDEE8840BZ20120905

How to Create Email Reminders in Reminders and Calendar
By Cory Bohon, 10/09/2012, PC Magazine

Despite having flags, VIPs, folders, and other modes of structure and storage, emails are inherently difficult to keep track of. Especially whenever you have a message that must be replied to by a certain time. Luckily, both the Calendars and Reminders apps can play nicely with email, allowing you to create reminders and events based on messages in Mail.

Reminders
To remind yourself about an email message in OS X Mail that needs your attention, use the Reminders app. Simply drag and drop the message the message from Mail to the Reminders application icon in the Dock.

The Reminders app will present a new item in your Default list with the name of the email as the title, and a link to the message in the Notes section. Clicking the link in the notes will open the email in Mail. You can easily set a reminder for a location or date, along with a priority from here.

You can also drag and drop an email from the Mail app into the Calendar app on a specific date. This will create a new event on that date, allowing you to specify more detailed reminders.

The email will also be linked in the URL field. One click will allow you to view the message inside of Mail.

http://www.maclife.com/article/howtos/how_create_ email_reminders_reminders_and_calendar

Rumors & Stuff
By Phil Russell, CMUG

File, Save As was replaced by Duplicate in Apple apps under Lion. With Mountain Lion you can use Save As once again by holding down the Option key while choosing the File menu. Duplicate changes to Save As and works as it did before Lion

A number of articles lately have attempted to convey the full measure of Apple's unprecedented streak of business success. Perhaps the most mind-blowing factoid about the company's value came yesterday from Kontra, via Twitter: At the time of his tweet, Apple's market capitalization had exceeded that of Google, Facebook, Microsoft, and Amazon—combined.

One reason for that phenomenal success is, of course, Apple's products. Another is its customer service, namely the Genius Bar, where bright-faced young geeks win customers' hearts and build brand loyalty that Apple's competitors can't match.

How do they pull off this "high-touch" approach? Gizmodo this week reported on a leaked copy of Apple's training manual for Genius Bar employees. Sam Biddle summarizes: "Sales, it turns out, take a backseat to good vibes—almost the entire volume is dedicated to empathizing, consoling, cheering up, and correcting various Genius Bar confrontations."

To wit, a section of the manual under the subheading "Empathy Exercise 2—Techniques" introduces "The Three Fs: Feel, Felt, and Found." A sample conversation from the handbook:

Customer: This Mac is just too expensive.

Genius: I can see how you'd feel this way. I felt the price was a little high, but I found it's a real value because of all the built-in software and capabilities.

This tactic dovetails nicely with the section of the manual on things to avoid saying and doing. For instance: "Do not apologize for the business [or] the technology." Instead, empathize: "I'm sorry you're feeling frustrated," or "too bad about your soda spill accident."

Biddle's fascinating post on the manual is worth reading in full. But while he reads Apple's tactics as outlandish and creepy, if brilliant, I'd just call them brilliant. Of course the company wants employees to address tech problems without trash-talking Apple's own products. Of course it wants them to make customers feel valued while not forgetting that the ultimate goal is to part them from their money. These are things that every company wants, and they are skills that come instinctively to great salespeople.

But when you're a big company, it's almost impossible to impart these skills to every single employee. Most don't even try— they hand out a generic HR handbook that no one will read, mainly just to cover their butts. Apple's manual, in contrast, reveals a firm so bent on maintaining customer loyalty that it will go to abnormal lengths to show its workers exactly how to behave in all situations.

The investment has helped Apple establish one of the all-time great business empires. But as Apple continues to grow, it will become harder for it to serve its customers well. The company today has some 300 retail stores in the United States, but far fewer in many fast-growing overseas markets. It's difficult to imagine the company keeping up with demand for its Genius Bars without compromising on the quality of its service.

As it happens, the company has offered a glimpse into the Genius Bar's future: "online specialists." The online service, which is now available to customers in Brazil, Germany, Spain, and the United Kingdom, is meant for people serious about buying an iPad or iPhone. Through live chats, phone conversations, and "screencasts," the online helpers guide them through the product's features, answer questions, and even help them set up their new gizmos once they've made their purchase.

What it doesn't offer is any tech support, which means this is not really an "online Genius Bar." But online tech support is surely not far away. And if Apple wants to keep printing money, it had better start writing a manual for its online geniuses that's just as devious as the one for the men and women who manipulate us in brick-and-mortar stores.

Holiday Stuff

With the holidays around the corner here are a few examples of stuff and stuffers.

Tiltpod, $14.99
Enjoy hands-free movies, FaceTime and more with the Tiltpod quick-connect articulating stand for the **iPhone 4/4S.** Just attach the tiltpod to your key chain and enjoy hands-free photos, videos and more. The compact design features a quick-connect magnetic ball pivot for an instant hold at just about any angle. Grippy base adjusts to the perfect angle, even on uneven suraces.
http://www.bitemyapple.co/products/tiltpod

ChargeCard, $24.99
Portable USB Charging Cable for **iPhone and iPad**. Our quest was simple: a charging cable for your iPhone portable enough for you to always have it on you. The ChargeCard fits into your wallet, purse or pocket. USB Charging and data sync all pre-September 2012 iPhones, iPad and iPods.
http://www.bitemyapple.co/collections/chargecard/products/chargecard

Koala, $19.99
The perfect combination of aesthetics, functionality, and affordability. Designed specifically for the **iPad 1, 2 and 3**, with 3M Command Strips in mind, setup is incredibly simple and the mount can be removed without causing damage. With a built-in hidden cord clip and compatibility with the Apple Smart Cover, the Koala Mount requires no attachments to your tablet. It's the solution for storing, charging, and viewing your tablet anywhere around your abode. Compatible with similarly sized **Android tablets**.
http://www.bitemyapple.co/collections/koala/products/koala

Piggyback solar-powered gadget bag, $119.99
Give the gift of energy with this gadget bag that charges up in sunlight; from ThinkGeek
http://www.tecca.com/pictures/holiday-gift-guide-geek/15/#IVL2pzdEcy4o5Ey3.99

Crankin' Out the Holiday Cheer

Time to crank out those cards and family newsletters. That takes ink. The email group reminds us where to get it at good prices:

TonerLand, 1601 W 190th St., Gardena (310) 327-2775
Mon to Fri 8 a.m. - 6 p.m.; Sat 10 a.m. - 5 p.m.
http://www.tonerland.com/

Klassic Specialties http://klassicspecialties.com

Ink 4 Art http://www.Ink4Art.com

Freshly Squeezed Reviews
Posted by: "Frank Petrie"
phranky@mac.com phrankyw, 9/10/12

Three for One [Olloclip]
http://www.olloclip.com/
$69.99 iPhone 4 / iPhone 4S
Test Rig: / iPhone 4S, 32 GB

"The olloclip is a quick-connect lens solution for the iPhone 4/4S that includes fisheye, wide-angle and macro lenses in one small, convenient package that easily fits in your pocket. Nestled in the palm of your hand, the olloclip connects to the iPhone within seconds so you'll be sure to capture the image you want…if you don't see the picture you're looking for just flip it over to switch lenses." You can buy adapters to use DSLR lenses, but that feels like you're defeating the beauty and purpose of having such a mobile camera. The market has recognized this and responded.

THE JUICE: Built solidly and roughly slightly larger than your thumb, the Olloclip is three different lenses in an ingeniously small package.

Attach it to your iPhone one way and you have a fish eye lens. Flip it over, attach it again and you have a wide angle lens. Unscrew that lens and you have a macro lens. Also included, two lens caps and a small cloth drawbag to carry it in.

THE PULP: The pictures are sharp and crisp, and you can switch between all three lenses easily. This would be extraordinarily handy for those surprise moments.

THE RIND: My sole complaint would have to be its price. I suppose that you could make an argument for charging that much because there are three lenses, but each one is a fixed lens. In other words, no zooming.

SUMMARY: Olloclip is a nice compact accessory to include in your bag of smartphone attachments. It's design is very pragmatic and extremely simple to use. It takes but seconds to put in place, a major selling point.

Is it worth the cost? That's for you to decide. If your looking for only a few lenses to make your home videos look a bit more upscale, the Olloclip should suit you fine. Now the scouting for locations commences in ernest. Or outside of my apartment,anyway.

RATING: 8 out of 10
©2012 Frank Petrie/ ympnow.com

(Edited for space)

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g. Copies not Distributed (See Instructions to Publishers #4 (page #3)) ▲		2	2
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Arnold Silver, President

Date
24 Sep 2012

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

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P.O. BOX 432
REDONDO BEACH
CA 90277-0432

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• E-mail group help
• Monthly newsletter
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• Create your own blog
• Special merchant discounts $$$
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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:_____

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City:_____ State:_____ Zip:_____

Phone: (_____)_____

Email Address:_____

Special interest:_____

Model of Macintosh you use most:_____

How did you hear about SBAMUG:_____

Comments:_____

_____

Signature:_____

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