

# AUGmentations

THE APPLE GROUPS TEAM NEWSLETTER



## Gearing up for WWDC

*With Tiger already here, the future is bright for developers*

**T**he convergence of Apple developers, engineers, computer specialists and the Mac-faithful onto the **World Wide Developers Conference** (WWDC) this June dwarfs the lines to get into see Star Wars III: Revenge of The Sith. In this case, we hope that the feature presentation ends in cheers with us all wanting more. Given that Steve Jobs is set as the keynote speaker (no surprise there), the outside world waits for news of new products and services for One Infinite Loop.

Instead of what at one time was thought to be the unveiling of Tiger, that cat is roaring strong in the homes of millions of users; however, the wealth of information available for those people who create the wonderful software that we all enjoy (that doesn't come from Apple) is immeasurable.

Let's start with the opportunity for attendees to hear from the engineers who actually developed OS 10.4; then, there are over 100 conference sessions on everything from H.264 to "hands on" labs and the newly announced "FireWire PlugFest." So, who benefits from all of this? We do. WWDC is not just an opportunity for developers to learn how to create great new products, but a place where many of them announce their latest offerings to end-users of all types.

If you have the means, you may wish to try and attend. If you follow the newswires, you'll hear about whatever Mr. Jobs has up his sleeve nearly in real-time. No matter what, it is a great time to be a part of the user group community.

**For more on the WWDC visit:**

<http://www.apple.com/wwdc/>

### Demystifying "Deb"...

A few years ago, I was the program director of a user group that was dealing with staff changes and, like many groups, looking for presentations, etc.. I sent a "cold call" e-mail to a woman who's name continued to appear in every search engine and at all of the expos and in all of the books stores.

Finally, in the lobby of *The New Yorker Hotel* during a *Macworld Expo*, I met Deb Shadovitz for all of two and a half minutes. That meeting changed the way I looked at user groups and helped me realize that I could do more to help, not just to look for help. I hope that my interview with her this month provides a little insight into what makes this person such a hero to user groups & to her readers.



**-Daniel M. East**

*President, The Apple Groups Team*

### WHAT CAN WE EXPECT FROM THE KEYNOTE AT WWDC?

We couldn't tell you if we knew, but with all of the usual rumors flying around (expected at this time of year), Mr. Jobs' keynote address may just have some exciting content. Remember this: WWDC is the "developers conference" and, like other topical trade shows, any announcements should be targeting the audience on-hand. Still, one never knows. Stay tuned.



THE AUGMENTATIONS INTERVIEW: **DEBORAH SHADOVITZ**by *Daniel M. East*

**M**ore than a staple personality in the Apple community, Deborah Shadovitz (she politely insists that I refer to her as “Deb,” since that has become her name-brand to some degree), is an accomplished author, columnist and consultant; however, that is just a Quartz-droplet in the bucket when you consider her extraordinary events (Macworld Expos’ “Party for The People,” “MacGathering” conferences, etc.) where she plays the multiple roles of promoter, producer, presenter and host. So how does she do all of this and still find time for user groups? Her relationships with the groups’ leadership, vendors and the press allow her to wear several “hats” at a time and she never forgets her roots.

When it came to the climate for user groups today, Ms. Shadovitz...err, “Deb,” talked about the changing climate with regard to Apple’s role, “When the [original] Apple User Group liaison position went away, I lobbied hard to get it back.” Given her more than ten years of experience with user groups, she is passionate about her advocacy. “When the position came back I was happy to help. Then the **UG Advisory Board** came into being and I was disappointed. It did good things like *UG University*, but I think it [originally] failed in the biggest way by not bringing vendors to the groups. I’ve been my own one-man crusade helping vendors find the groups.” Changes have already happened for the REs [Regional Liaisons] and the advisory board, “I’m looking forward to the new leadership in the Advisory board and hope more can happen now.”

“Don’t assume that anyone will know what your buttons do” - Deb Shadovitz

While her take may seem a little harsh, her background will tell you what’s behind her opinions. Shadovitz is not just the author of the book she’s best known for, the award-winning

“GoLive Bible,” as her work can be found in *Apple Works for Dummies*, *My iMac Book*, *NetProfessional*, *Claris Works for Dummies*, as well

as magazines *Macworld*, *MacAddict*, *MacDesign*, *ComputerUser*, *NewMedia*, *MacHome Journal* and as a columnist for *MacCentral* and many other outlets. Her expertise is

frequently called upon for presentations at **Macworld Expos**, radio shows and a nearly unfathomable amount of user groups across the country. If that isn’t enough, her talents were called upon by companies **Disney**, **Universal Studios**, **Wells Fargo**, **FedEx** and others. I could go on, but check out her websites for more details.

[www.shadovitz.com](http://www.shadovitz.com) [www.golivebible.com](http://www.golivebible.com)  
[www.macgathering.com](http://www.macgathering.com)

Deb is a self-described “sponge” for information. She looks at product development from her unique perspective, “Mostly, I teach, so I’ll respond from the perspective of developing teaching materials. This is the same for when doing a product demo. Forget your own knowledge and look at the words, images, directions, as if you know nothing. Ask yourself if it makes **sense**. Even when an audience member knows some of this already, some will not and many won’t be confident in what they know, so this is your chance to clarify in simple terms.” Vendors do respond to her approach and often bring her to their product briefings to evaluate their latest developments - most recently with **Adobe’s Creative Suite 2** (a.k.a. “CS2”).

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## AUGmentations Interview: Deborah Shadovitz

“When developing a physical or software product don’t assume anyone will know what your buttons do. Interface is everything - and needs to be clear. Tooltips work wonders to provide details but first users need to have a clue where to mouse.”

Her first career was as a broadcast engineer and an audio-visual producer, so it was perfectly natural that when she discovered personal computers (although late in the game in 1989),

she threw herself into discovering their power. “Teaching a friend led to selling computers,” while she did brochures and mailers as a side business. “My knowledge really grew when I became active in the *original* Los Angeles Macintosh Group [not the current one by the same name], and after offering help here and there found [that I] suddenly had a consulting and training business.” After her presence at the LAMG booth at various trade shows, she was invited to write — yet another of her passions.

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### WHO’S ON YOUR IPOD?:

#### DEBORAH SHADOVITZ

Indicating that her focus is more on her playlists over the actual artists, “My most frequently played playlist is one I call Singalong. It’s a collection of songs that are comfortable for me to sing along to. It starts with the theme from Greatest American Hero, includes Dan Fogelberg’s Part of The Plan, Petula Clark’s Other Man’s Grass, John Denver’s (Take Me Home) Country Roads,



Neil Diamond’s America, and Nik Kershaw’s Wouldn’t It Be Good and The Riddle. I’ve got other sing-along lists too, but this is the one whose CD remains in my car’s player.” So, what is her favorite? “My REM smart playlist — and my ‘walking mixes.’ I love going for long walks at night with my iPod and Future Sonics Ears earphones.”

### WHAT ARE YOUR FAVORITE GADGETS?

“I love taking them apart, putting them back together (sometimes) and figuring out how they work — for as long as [I] can remember.” So what does Deb consider her personal favorites? “I take it you mean after my PowerBook, of course. My RoadTools PodiumPad. No, people would not expect that. Mice, cameras, scanners, etc., seem so much cooler.” As her reputation would indicate, she even has a page on her web site dedicated to her preferred hardware items: <http://www.shadovitz.com/machardware/>



### WHAT IS YOUR CURRENT PERSONAL-USE COMPUTER?

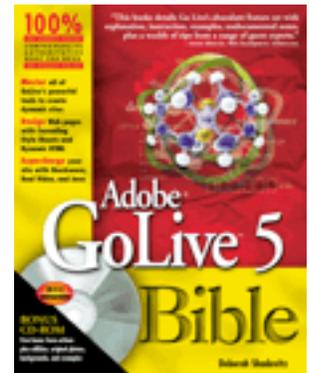
As one of the most notable Mac experts, Deb chooses Apple’s 15” aluminum Powerbook, noting, “it has a 1 gig stick of OWC ram added to give me 1.25Gb of RAM, total. The ram makes ALL the difference, up from the original 512.”

*continues on page 4*

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## SOME OF THE PLACES YOU CAN FIND HER WORK:

- *Macworld Magazine/MacCentral Online*
- *MacAddict Magazine*
- *O'Reilly Network*
- *The GoLive Bible Books*
- *ComputerUser Magazine*
- *Apple Works for Dummies*
- *Macworld Expo*



## CONCLUSION:

With so much notoriety, people do have misconceptions about Ms. Shadovitz. “User Group leaders don’t think of me as one of them any more because they think I ‘went pro,’ but that’s not so. It was through user groups that I got to know the things and people that enabled me to go to the next level. It’s through the groups now that I see my friends, meet new people, and keep in touch. Life would be a lot emptier without MUGs in my life.” Keeping her grounded is a simple philosophy, “Love when you can, cry when you have to. Be who you must. That’s a part of the plan.” - Dan Fogelberg.” Deborah Shadovitz brings a dedicated work-ethic, a real understanding for what she presents, and the ability to demystify the techno-speak that often alludes a lot of “everyday” Mac users.

## EXTRA CREDIT:

As we continue to publish these interviews, I have asked each person - at their option - to include a few things that they keep with them as their “personal essentials.”

- *iPod in a Marware case*
- *PowerBook in a Timbuk2 bag*
- *PalmOne Zire71*
- *SanDisk memory cards*
- *Kensington lock*
- *iKlear Apple Polish*
- *RadTech BlueTooth mouse*
- *RoadTools CoolPad*
- *Future Sonics Ears earphones*
- *Toothbrush*
- *Aspirin*
- *Tissues*
- *Change*



- **Daniel M. East**

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• **Next month: Musician/Author/Columnist Christopher Breen**

## TIGER TALES CONTINUE



If you are keeping track, Apple has released the fifth major release of Apple's award-winning server operating system, Mac OS X Server version 10.4 "Tiger" offers 200+ new features and builds on more than 100 of the latest open source projects. Get started now with the 10-client edition for only \$499. Or provide services to everyone on your network with the unlimited-client edition for \$999.

**64-Bit Application Support**  
Benefit from 64-bit addressing without compromising 32-bit application performance.

### **Access Control Lists (ACLs)**

Provide greater file sharing flexibility in mixed-platform environments.

### **Software Update Server**

Host Apple software updates locally and control who on your network receives them — and when.

### **iChat Server**

Keep internal communications private with your own secure instant messaging server.

### **Weblog Server**

Enable users and groups in your organization to share information and publish RSS content quickly and easily.

### **Xgrid**

Turn an ad hoc group of computers and servers into an affordable supercomputer.

### **Ethernet Link Aggregation and Network Interface Failover**

Configure multiple network interfaces to appear as a single interface using IEEE 802.3ad.

### **Gateway Setup Assistant**

Set up complex network services, with step-by-step assistance, using a single connection to the Internet.

### **Adaptive Junk Mail Filtering and Virus Detection**

Protect mail server clients from viruses and unwanted email.

### **ADOBE'S MUG EVENT AT MACWORLD EXPO BOSTON**

According to The MUG Center, "Join Adobe for an evening of networking and fun. User group favorites Terry White and Dave Helmly will demo the new Adobe® Creative Suite 2.0, including Photoshop CS 2, Illustrator CS 2, GoLive CS 2 and more."

*Wednesday, July 13, 2005*

*8 PM - 10 PM*

*Sheraton Boston Hotel  
Constitution Ballroom  
39 Dalton Hotel, Boston MA*

### Calendar

**June 6 - 10**

Apple **WWDC**  
San Francisco, CA

**June 21 - 23**

Mac**Design** Conference  
Tampa, FL

**July 11 - 14**

Mac**world** Expo  
Boston, MA

**July 22 - 24**

Summer **NAMM**  
Indianapolis, IN

**July 31 - Aug 4**

**SIGGRAPH**  
Los Angeles, CA

### Contributors

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TAGteam founder and president; group member "emeritus" of several MUGs.

DENNIS SELLERS



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RANDY DECKER



Our Vice-President and Web Master for Bux-Mont MUG

# News at The Core

## Macsimum News

Your online newspaper about all things Mac



*Each month, our own Dennis Sellers will spotlight the top hot news stories for the Apple community.*

**R**umors that Apple is eyeing Intel chips for future Macs (as reported by “*The Wall Street Journal*”) has gotten the most press lately, though both companies deny anything’s going on. Meanwhile, overall, Apple sales are going well.

Thomas Weisel Partners analyst Kevin Hunt says there’s continued strong demand for the iMac G5, refreshed PowerBooks and **iPods** (especially the mini and shuffle) Mac mini sales are disappointing and high-end iPods appear to have slowed down considerably. Meanwhile, in the server market, Apple has gone from 21st place to 10th place in a year. The company now has 0.5 percent of the global market.

Meanwhile, Apple is among the five hottest retailers in the U.S., according to the “2005 Hot Retailer Award” from “Shopping Centers Today,” a publication of the International Council of Shopping Centers (ICSC). The results were based on a survey of nearly 3,000 North American shopping center management professionals.

On the software side, **Apple** is now shipping *Final Cut Pro 5* and *Final Cut Studio*, which were announced last month. And Apple CEO **Steve Jobs** has said that support for podcasting will be included in the next version of *iTunes*.

But not all is good news. A woman, formerly employed by Apple as a human resources

compensation consultant, has hit the company with a discrimination lawsuit. Shaune Patterson says she was suspended for one month and then subsequently wrongfully terminated from her position after she complained that her white counterparts, who were junior to her, were making higher salaries than she was. Patterson alleges that the suspension came one day after she complained of racial discrimination.

Finally, the *U.S. Consumer Product Safety Commission* and **Apple** have announced a voluntary recall of the rechargeable batteries for iBook G4 and PowerBooks. About 128,000 units are purportedly affected.

- Dennis Sellers

For more news, visit [www.macsimumnews.com](http://www.macsimumnews.com).

### TAGteam LINKS

**I AppleFreeTech** - Free Mac support  
[groups.yahoo.com/group/IAppleFreeTech/](http://groups.yahoo.com/group/IAppleFreeTech/)

**TAGteam Leaders' eList** - News you can use  
[www.applegroups.org/list.html](http://www.applegroups.org/list.html)

### USER GROUP LINKS

**User Group Advisory Board**  
[homepage.mac.com/ugab/](http://homepage.mac.com/ugab/)  
**Apple User Groups**  
[www.apple.com/usergroups/](http://www.apple.com/usergroups/)  
**The MUG Center**  
[www.mugcenter.com](http://www.mugcenter.com)

**Coming in July:**

*See you next month when we feature our interview with noted musician/author and columnist,*

## Christopher Breen



**We like to hear from you! If you have a great product, story idea or comments, drop us a note at:**

[augmentations@applegroups.org](mailto:augmentations@applegroups.org)

*As this is our **third** volume of AUGmentations, the TAGteam staff really wants you to know that we appreciate all of your amazing support, insight and acknowledgment of this effort.*

*We are so proud that you have taken us under your collective wings and responded to this newsletter.*

*In the coming months, we will add new features, continue favorites and look for more ways to bring you the things you've asked us for thus far.*

*What we really want to say is...**Thank You!***

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### NEWS YOU CAN USE AT YOUR MEETINGS

Don't forget to set your iCal for Macsimium Broadcast - **Macsimium Broadcast**, your "online webcast about all things Mac," provides news, features and opinions on the world of Apple products and services. It airs each week on **FRIDAY EVENINGS at 9 p.m.** (Eastern). A *downloadable version* of Macsimium Newscast will also be available and each week's episodes will be archived.

Macsimium Newscast will be a joint collaboration between **Macsimium News**, **The MacAuthority** (an Apple dealer based in Nashville, Tennessee) and the **1010tv Internet Broadcasting Network**. Jackie Ballinger is the head anchor on the show.

Visit <http://liveinvite.com/macsimiumnews/> to

*watch the show anytime via **QuickTime**.*

*You can even save the file and show it at your next **MUG** meeting, conference or staff meeting.*

## On Deck *with Randy Decker*

### THIS MONTH: TOP 10 IPOD SITES

1. *www.ipodlounge.com*
2. *www.extremeipod.com*
3. *www.ipoding.com*
4. *www.ipodhacks.com*
5. *www.ipod-zone.com*
6. *www.ipodgarage.com*
7. *ipod.macrumors.com*
8. *www.extremeipod.com*
9. *www.ipodsoft.com*
10. *www.ipodparts.com*