



# BRMUG

Baton Rouge Macintosh User Group

August 2008

*News and Views*

## BRMUG Information

### Membership Meetings

Regular meetings are held on the third Thursday of each month at 6:30 P.M. The normal meeting location is the Bluebonnet Library. All members and guests are welcome at the meeting. Following the meeting, an informal gathering at the Bluebonnet Brewbachers usually occurs that all are welcome to participate in.

### Planning Meetings

Planning meetings are typically held the Thursday after the regular meeting at 6:30 P.M. at the Bluebonnet Brewbachers. The goal of this meeting is to plan for the future of BRMUG. Officers are expected to attend. Guests are welcome.

### About BRMUG

BRMUG provides a web site as its primary mechanism to distribute information to Macintosh users: <http://www.brmug.org>. We provide archives with many of our past newsletters. We have listserv that you can join/read to communicate with other members. You can also contact the BRMUG President -- Isaac Traxler via e-mail ([traxler@brmug.org](mailto:traxler@brmug.org)) or phone (225-926-1552).

### BRMUG Volunteers

President: Isaac Traxler  
Vice President: Glenn Matherne  
Treasurer: Don Ballard  
Secretary: William Sellers  
Member at Large: Richard Johnson

### Newsletter Articles

Please submit newsletter articles to [newsletter@brmug.org](mailto:newsletter@brmug.org). Submissions that are not commercial in nature are encouraged! Articles are printed on a space available basis.

The August Meeting of BRMUG will be held at the **Bluebonnet Library** on **August 21<sup>st</sup>**, the third Thursday of the month, at 6:30

P.M. This month, *Don Ballard* will present **Keynote Intro**. When Microsoft introduced PowerPoint, it quickly became a *defacto* standard. PowerPoint has never been to use. This was compounded by Microsoft's complete redesign of the menu system every so often.

Keynote was originally released in January of 2003. It quickly became a success. basically, Keynote is PowerPoint but much easier to use. I do all my presentations in Keynote (and export to PowerPoint if necessary). Both products are very similar and have about the same capabilities with the obvious difference being Keynote's ease of use.

Keynote is available from Apple as part of *iWork 08* (\$79.95). *iWork 08* also includes Pages (wordprocessor/page layout) and Numbers (spreadsheet). [As you know, the BRMUG Newsletter is now produced in Pages.]

Don has been using presentation software for years. When Keynote came out, he tried it almost immediately and has used it ever since then. Each month Don Develops a Keynote slideshow covering recent, Apple-related news that we start the meeting with.

This month he will put his expertise to use by providing us an introduction to Keynote along with providing us an overview of it various features. I expect this to be a great meeting packed with useful information. I hope everyone can attend.

Members and guests are welcome. After the meeting, we will have our normal Social Hour at Brewbachers. <http://www.brmug.org/about-brmug.php> has directions and maps.

### Meeting Agenda:

6:30 PM	Welcome and recent news
7:00 PM	Keynote Intro
8:00 PM	Questions and Answers
8:30 PM	Adjourn to Brewbachers

## Meeting at Bluebonnet Library!

Visit <http://www.brmug.org/next-meeting.php> for more information.

*Helping Macintosh users more effectively utilize their systems.*

# BRMUG Picnic

## Sunday, September 7 at 3:00 PM

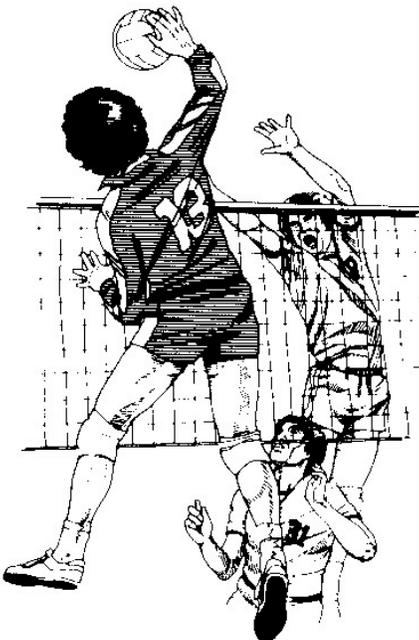
The first BRMUG Picnic was in 1994. The tradition has continued every year since.

The BRMUG Picnic is a chance for Macintosh users to get together, enjoy good food, get to know each other, and participate in the annual Volleyball Match (more about that later).

### Planned Menu:

- BBQ Chicken
- Baked Beans
- Potato Salad
- Corn on the Cob
- Rolls
- Colas and water
- Hotdogs for the kids

The picnic has always been a family event (in fact some children are growing up with the picnic). The picnic has seen members and guests come and go. At times the picnic seems like a reunion. Other times it becomes a chance to meet new people. It helped hold us together in Apple's tough times and is a place to celebrate Apple's successes (like the new iPhone 3G!).



Please try to join us at the picnic! It will be a great time! Invite any Macintosh users you know. Invite any potential switchers. The food is always great. The companionship is wonderful. Bring the whole family -- kids are welcome.

The menu will include BBQ chicken, baked beans, and potato salad. The chicken will be grilled fresh that afternoon. Don's baked beans are amazing. Kathy's potato salad is as good as it gets. We usually have corn on the cob and rolls. Don will probably bring a watermelon (if he can find one). We will have colas and water. We always have plenty (so far we have never run out). We will have hot dogs for the kids.



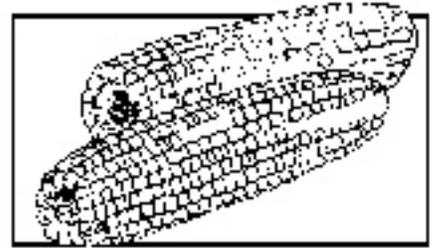
And the best part is yet to come. Each year we have a volleyball match. After the food has settled some, we play volleyball. After each game we mix up the teams. The first year Don and I happened to be on opposite sides. As the teams mixed, we always wound up on opposite sides. Ever since then it has been a rivalry -- Don and I competing. Year before last Don finally won more than my side -- time for a rematch!

Afterall, this will be the fifteenth annual BRMUG picnic. We both

need all the help we can get. Of course I am offering extra helpings to everyone who is on my victorious side as I try to forget that one defeat!

As you see, the picnic has grown into quite an event. Be sure to join us this year and become part of the tradition.

Please drop me an e-mail at [picnic@brmug.org](mailto:picnic@brmug.org) to let me know how many to expect (so we have plenty of food).



### Driving directions:

Join us on **Sunday, September 7, 2008** at 3:00 PM until dark. We will be at the NE corner of Highland and South Stadium at LSU (get off the Interstate at Acadian going South, turn right where the road splits and the picnic will be on your right when you see the next traffic light).



### BRMUG Mailing Address

5261 Highland Road #202  
Baton Rouge, LA 70808

For more information contact the User Group President, Isaac Traxler:  
e-mail: [president@brmug.org](mailto:president@brmug.org)  
web: <http://www.brmug.org/>

## July Meeting

William Sellers and I presented FAQ: Frequently Asked Questions. The goal of the meeting was to gather up a lot of questions and answers that folks might want but that would not make a meeting by themselves. I hope y'all think we achieved that goal. It was neat to have the interaction in the meeting. If you want to see the notes, visit <http://www.brmug.org/meeting-notes/20080717.php> for them. If you have any suggestions for things we should add to this FAQ, e-mail them to me.

As always, thanks to William for his work preparing for and presenting at the meeting.

## AAPL

Last meeting I made the bold prediction that Apple stock would go up \$10 in the next month. I guess I did not exactly get it right. The very next day it fell \$6. Since that day AAPL is up \$11 (so it did go up \$10 if you include the drop). It peaked this month at \$8 higher than last meeting. I still have hope. By Thursday AAPL could go up and make me look good.

Apple stock is currently selling for just over \$175 with a Market Cap in excess of \$155 billion (Microsoft is currently at \$252 billion).

Slashdot recently ran an article comparing market caps (like I seem to regularly). you might want to check it out: <http://news.slashdot.org/article.pl?sid=08/08/14/0257244>. One of the interesting points they make is that Apple's Market Cap has exceeded Google's.

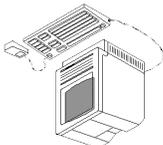
## App Store

The App Store sure looks like a brilliant idea right now. In 30 days it made just over \$30 million. This success has several other folks announcing plans for an application store. With the iTunes Store, Apple sold songs for little or no profit to sell iPods. Maybe the App Store will go the other way -- maybe Apple will wind up making more money from the App Store than from the iPhone itself. Wouldn't that be real odd?

## 2007/8 Meeting Calendar

September 7	BRMUG Picnid	All	Highland and South Stadium
August 21	Keynote Intro	Don Ballard	Bluebonnet Library
July 17	FAQ - Frequently Asked Questions	Isaac Traxler & William Sellers	Bluebonnet Library
June 19	GarageBand 08	Glenn Matherne & William Sellers	Bluebonnet Library
May 15	iChat Screen Sharing	Isaac Traxler & William Sellers	Bluebonnet Library
April 17	iPhoto Intro	William Sellers	Bluebonnet Library
March 20	iTunes Intro	Isaac Traxler	Bluebonnet Library
February 21	NTG Tour	William Sellers	NTG
January 17	Backup	William Sellers	Bluebonnet Library
December 20	Holiday Gathering	N/A	Brewbachers
November 15	Leopard Introduction	Isaac Traxler	Bluebonnet Library
October 18	Laptop Essentials	Isaac Traxler	Bluebonnet Library
September 20	Podcasting 102	William Sellers	Bluebonnet Library
August 16	Garage Band Overview	Glenn Matherne	Bluebonnet Library
July 19	iPhone Mania	Don Ballard & William Sellers	Bluebonnet Library
June 21	FAQ - Frequently Asked Questions	Team	Bluebonnet Library
May 17	Tale of a Switcher	Glenn Young	Bluebonnet Library
April 19	Intro to Pages	William Sellers	Bluebonnet Library

Baton Rouge Macintosh User Group  
 5261 Highland Rd., #202  
 Baton Rouge, LA 70808



This Month:  
 Keynote Intro  
 by Don Ballard

*Computers and air conditioners both  
 work fine until you open windows.*

Hiroshima 45  
 Chernobyl 86  
 Windows 95

**This newsletter is received by  
 all BRMUG members, contributors,  
 and representatives.**

The Baton Rouge Macintosh Users Group is a non-profit organization dedicated to Macintosh Users. Our mission is to help bring these users together in order to keep them informed of Apple Computer, Inc.'s trends, visions, and educate them on how to best use this most cost effective, easiest and friendliest of all platforms: **The Macintosh.**

If you are in the position of selling, supporting, or using the Apple Macintosh computer or any of Apple's products, we would like your participation and support for the benefit of our membership and your customer base.

Everyone is invited to attend the meetings. For a complimentary newsletter, or flyers to give out to others, or any information about the group contact the following BRMUG Ambassador: Isaac Traxler, President, (504) 926-1552, e-mail: [president@brmug.org](mailto:president@brmug.org). We'll be most happy to talk to you about the Macintosh!

Send this form with \$15 (\$10 with copy of current school id for students) check payable to BRMUG to: BRMUG Treasurer, 5261 Highland Road, #202, Baton Rouge, LA 70808.

**BRMUG Membership Form 08/2008**

Name: \_\_\_\_\_

Address: Street, City, State, ZipCode \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Join BRMUG Mailing list: **YES NO**

Phone: \_\_\_\_\_

Things BRMUG should do: \_\_\_\_\_

My interest areas: \_\_\_\_\_