



News You Can Use

NEWS

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QUICK TIPS

Now's The Time!

Fall Vacation: October 19th–Nov 5

I've been mentioning this for a few months so everyone could plan ahead.

I will be on vacation from **October 19 through November 5**. I won't have access to email or phone: we'll be on a Rhine River cruise.

I haven't found anyone who can cover for me in my absence, so it won't make much sense to email or leave a phone message during this period. You can record your message, but you won't get a callback.

Please make any software or hardware upgrades *now* so there's time to work out loose ends. Or just wait till after Election Day. (There's nothing special about Election Day; it's just an easier way to remember when I'll be back working. Jet lag notwithstanding...)

Brave New World

Apple Pages: Intro Class ?

Now that AppleWorks has been discontinued, Apple is pushing their *Pages* program (part of the iWork product). I use it for this newsletter, and it's very good for newsletters, flyers, and the like. At \$79, iWork's price is far lower than that of the professional page-layout programs like Quark XPress and Adobe InDesign.

Now, Pages won't do everything those expensive apps do, but it's great for many tasks.

So, here's the question: Should I set up a class to introduce the Pages product? Let me know via email at [rick@cfcl.com](mailto:r1ck@cfcl.com), so I can gauge people's interest.

Keeping Up Appearances

I Phone? I Did!

Well, back in August I said I'd wait a bit before buying an iPhone, but I got one a couple weeks later. It was a good deal, because I still can get the occasional equipment discount through a former Apple colleague.

How's It Work?

AT&T coverage is a little better for me, because I can pick up a

MACS ONLY

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THE FINE PRINT**THE PRICE LIST**

Standard Rate is \$52/hr.

Apple Remote Desktop help is billed at the reduced rate of \$35/hr.

Phone support is free, except if the call runs to a half hour. Then it's billed at the reduced rate of \$30/hr.

House calls are free within a 25-mile radius of Cambria. Each trip beyond 25 miles will incur a \$10 distance surcharge.

Email support is always free. Ask your questions and you'll get an answer, usually within a few hours.

Invoices are mailed on the first of each month, covering charges incurred during the prior month. (So, for example, you'll be billed on May 1st for work done in April.)

New Clients receive a one-time half hour discount !

WHAT'S IMPORTANT

Solving your problem the *right* way, as much as humanly possible.

Not making things worse. Some support folks try to fix one problem and end up creating new ones. Where does that leave you?

Keeping your costs down. It's more important to provide good service than to squeeze out a few more bucks. When you see a "comp" item on an invoice, it's my way of helping to keep your costs low.

signal while on my second floor—the phone can “see” the towers near Hearst Castle. So that's better than what I had with Verizon.

The iPhone keeps my calendar and contacts neatly in sync with my computer; it does this better than the Palm used to.

Oh, and I got my \$100 store credit, which Apple gave to all who bought iPhones before the price reduction.

Play Nice With Others**Email Common Sense****Think Before Forwarding**

Don't believe everything you see in email. When you get a message warning of some danger (e.g. “Needles taped to the gas nozzle”), check www.snopes.com or hoaxbusters.ciac.org to see whether it's true. You'd be amazed how many of those messages are phony!

Hide Those Email Addresses

When you put a bunch of addresses into the **to:** or **cc:** header, they're visible to everyone who gets your message. If someone's PC has a virus, their computer can use those addresses to begin spamming everyone or sending them viruses. (Of course, we Mac users needn't worry about viruses, but it's neighborly to help out those less fortunate.)

Address the message to yourself and put everyone else into the **bcc:** field. The message goes to everyone, but nobody sees anyone's address.

Clean Up The Jokes

Before forwarding, edit out all the junk in the message, especially prior message headers and email addresses. If that's too much trouble, then don't even bother forwarding.

Watch The Size

Before you send someone 27 photos of kittens saying “Have a Nice Day,” consider that some don't have high-speed Internet.

Waiting 20 minutes for those pictures surely *won't* make their day. They have no choice but to wait for that message before they can get any other messages.