

applesource14

A SEMI-REGULAR NEWSLETTER FOR APPLE COMPUTER DEALERS

WINNING

What do prospective microcomputer buyers really want to know and where are they going to find it out?

Shortly after I began working for Apple, a junior college offered a weekend seminar called ...Microcomputers. I sent in my \$25.00 immediately. I supposed it would be an unbiased environment for comparing and contrasting the competing computer systems. It turned out that the other seventy-one people in attendance had supposed the same thing. We were all wrong.

It was soon apparent that the professor had not matched the course content to the enrollee's needs. These were professional people who were giving up a precious weekend to a quest. They were about to buy a computer, but did not know where to start.

The first disappointment for all in attendance was that there was not a computer in sight. The professor apologized and explained that he had asked three different dealers if they might provide some systems and demonstrations but they could not spare the time.

The next ten hours were filled with the history of the computer and how to program. This had the effect of convincing a room crammed with apprehensive prospective buyers that their feelings about a computer being too complicated and time-consuming were accurate.

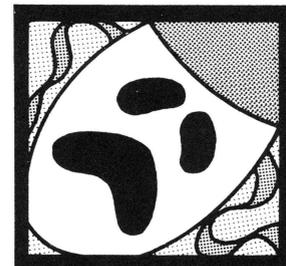
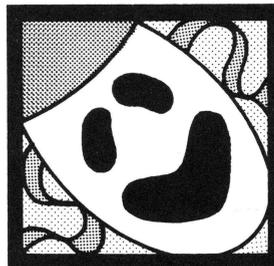
My being there did create a happy ending. A phone call to a nearby Computerland explaining the situation brought Steve Negretti to the rescue! (Thank you again, Steve!) An Apple demonstration proved to all that well-created software executes solutions. Everything they had tried to absorb for ten hours was unnecessary for successful computing.

However, I remain concerned. We are aware at Apple that dealers are besieged with demands for demonstrations and that some are not worthy of the time they take. Perhaps a few qualifying questions could help determine whether the "no" response might close the door on an exceptional opportunity to sell.

It also brings up two comments:

- (1) Why aren't these people finding a dealer-run seminar which is where they really belong?
- (2) How will your store and your salespeople become WINNERS in 1981...

Linda Lyon



WINNERS AND LOSERS

The following letter was recently received from one of Apple's happy customers. We thought you might be interested in the thoughts.

Dear Apple:

I recently purchased from your shop a new Apple II Plus system. After having it at my home long enough to learn some simple operations, I realized that I was having problems in saving and loading programs. I contacted the BASIC Computer Shop in Akron, Ohio, and was put in touch with Paul Reich. For the next few days Paul showed genuine interest in solving my problem, even to the extent of helping me on his own time on Sunday.

I would like to commend your store with regards to your overall pleasant and helpful attitude towards your customers and would especially like to compliment Paul Reich in his attitude and efforts.

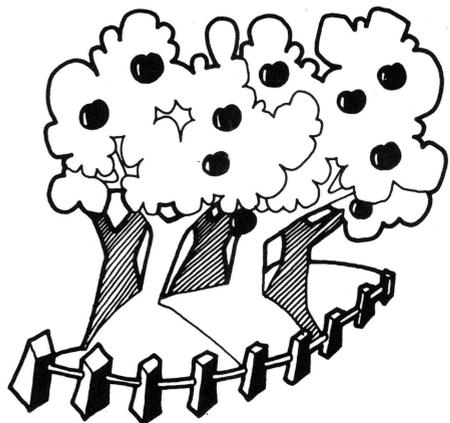
A Happy Apple Owner...

As most of you have guessed by now, Paul landed into our Winners Column with flying colors. Congratulations Paul and keep up the good work.

Lee Collings

IN THIS ISSUE...

	PAGE
WINNING	1
WINNERS AND LOSERS	1
OUTSIDE THE ORCHARD	
Apples in medicine	2
Apple steps up to the bar	2
Apple video strikes again	4
On the road with Apple	4
APPLES IN BUSINESS	2
APPLES IN EDUCATION	3
APPLE LEASING	3
APPLICATIONS	4
WILLIAM TELLS	5
APPLE INTRODUCES	5
APPLE MERRY CHRISTMAS	6
ADAM CONTEST WINNERS	7
APPLE EDUCATION FOUNDATION GRANTS	8
THE AMERICAN DREAM LIVES	8



OUTSIDE THE ORCHARD

MEDICAL SECRETARY An Administrative Software Package for the Medical Office

Medical Secretary is a bundled software applications package for the medical office secretary. It includes elements for appointment scheduling, patient registration, billing, insurance claim preparation and medical record preparation.

The package helps keep track of appointments and follow-ups, prints daily schedules, entry and location of patient records, and entry of charges and payments. Further,

it can prepare daily cash journals, insurance forms, and patient bills. The system also prints an aged receivables log and more!

An Apple II (or II Plus) with two or three drives and a 130 column printer are required for this application package. Four (4) diskettes and the documentation are available for \$500.00 from Monument Computer Service, Village Center Data Center, P.O. Box 603, Joshua Tree, CA 92284. Phone (800) 854-0561, Ext. 802. In California (800) 432-7257.

BAR CODE READER

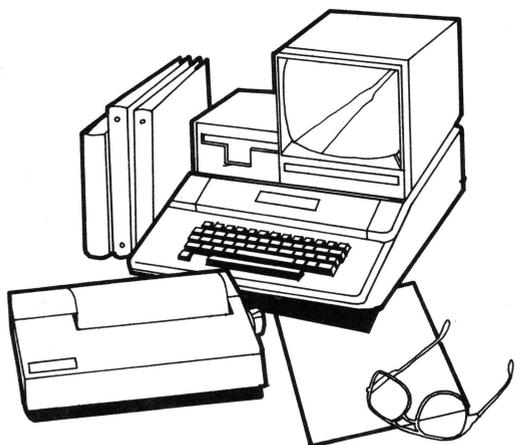
BarWand, a modified Hewlett-Packard HEDS 3000 reader, plugs into the Apple. The wand allows data represented as "bar code" (the small pattern of printed bars on most supermarket products) to be entered quickly and accurately into the Apple computer. Software packages are available in addition to the wand.

Typical uses for the *BarWand* are:

- Manufacturing: Inventory, assembly, and labor control
- Retailing: Point of sale data entry
- Education: Test data entry
- Libraries: Book and card control
- Personnel: Quick entry of printed computer software

The *BarWand* and demo diskette are available from Advanced Business Technology, 12333 Saratoga-Sunnyvale Rd., Saratoga, CA 95070. Phone (408) 446-2013.

Continued on page 4



Apples in Business

What Did You Miss at *Intelligent Choices* or How to Increase Your Store's Sales by \$50,000 Per Month

We recently had a conversation with Max Cook and George Schuetz of Computerland in Seattle. George just wanted to thank us for providing the audio cassette tape of DESKTOP/PLAN and the *Intelligent Choices* binder.

"In the first month after we spent several hours going over the material and listening to the cassette tape several times, we sold 20 copies of DESKTOP/PLAN with 75% of them being new APPLE sales."

That got our attention!!!

At a minimum, that's \$50,000 in equipment sales without counting printers, second disk drives and software.

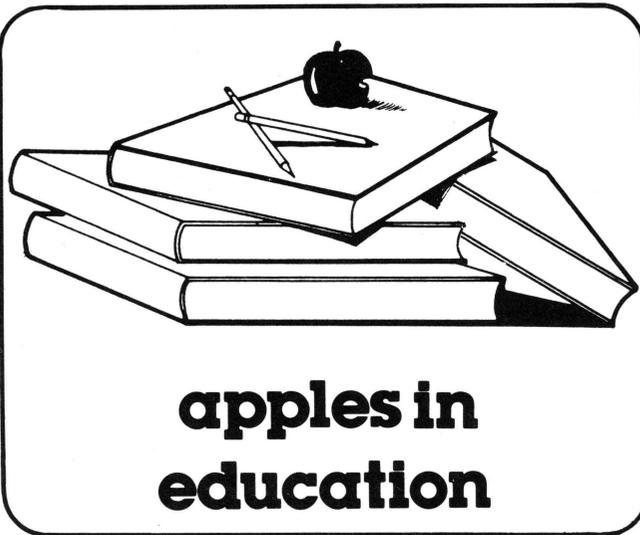
In checking around with other dealers we have found that in most cases the *Intelligent Choices* binder is sitting in a cabinet in the store manager's desk. Very few store sales personnel are aware of the wealth of material provided in the *Planning Markets* section of the binder, let alone have very many people used the cassette tape.

George tells us that the tape got his store into "Solution Selling."

No longer do his salesmen have to talk about RAMs and ROMs. They are too busy helping their prospects solve business problems. Most of their sales for these type of systems are manufacturing firms as well as "Manufacturer's Representatives." George now uses the cassette tape as part of his new salesperson training program to teach them how to sell.

So get those *Intelligent Choices* binders out of the cabinets. Get them in the hands of the salespeople. Use the material as the basis for a "sales meeting."

Don Williams



apples in education

EDUCATIONAL SALES CHECKLIST

It is no secret that dealing with school systems means wading through reams of bureaucratic paperwork. However, there are some basic tips to be aware of in tackling the educational market. With the gracious permission of Computer Retailing, we reproduce these suggestions that were printed in their September issue.

- (1) Go into a school armed with the right tools: testimonials from other school users, a list of available software, and be prepared to offer the educator a service contract beyond the warranty. (Your *Intelligent Choices* binder offers some of these tools.)
- (2) Remember that there are three reasons schools buy microcomputers:
 - To help students learn about computers by using a computer.
 - To teach various subjects (CAI instruction) to students.
 - For grading and administrative record keeping.
- (3) Make sure that your store's name is on all applicable board of education/government bid lists, so you will automatically be contacted when there is a bid open in your area.
- (4) Try to maintain at least a modest software library, even if you have only one copy of each program.
- (5) Private schools are more inclined to believe that computers are important in education.
- (6) In almost every case there is one particular teacher or several teachers that are really fascinated with computers, understand the importance of them and are putting a lot of personal time into pushing the school to buy them.
- (7) Colleges and universities tend to be more interested in buying computer power for their science departments than purchasing micros for education.
- (8) There are two key resources a retailer should have. He must be knowledgeable about bidding and bid responses and the legal ramifications of both of these.

- (9) If you haven't heard from a school 60 days after they made a purchase, the hold-up may not be money. In many school systems you have to get total acceptance from the person who ordered the systems before they can be billed. If one piece is missing, or if the sponsor forgot to sign the acceptance form, your payment can be held up indefinitely.

In addition to these excellent reminders, we would like to add some Apple-flavored items to the list.

- (1) Apple's deep commitment to education, evidenced by their support of the Apple Education Foundation, their education publications and their development of new products for schools.
- (2) Apple has released PILOT, a powerful Computer Assisted Instruction language with high resolution color graphics and audio effects editors.
- (3) Apple's *only* business is small computers.
- (4) Apple has increased its disk capacity from 116 to 143KB making it the largest of its class.
- (5) The Apple II has been chosen as the computer of preference by nearly every major educational organization to date.
- (6) Apple has obtained the support of leading educational publishers.

Continued on page 4

Apple Leasing Takes Off!

Apple Leasing was announced on September 15th with high expectations that it would be a valuable selling tool. Thus it has come as no surprise to us that it is being so well received.

The first indication that we were off to a strong start was when the V.I.P.s at Apple Leasing had to trade in their telephones for headsets.

According to Dick Langworthy, Sales Manager for Apple Leasing, application and transaction volume is already at the million dollar per month raw rate.

Dealers are showering accolades on Apple Leasing's efficiency in providing prompt approvals on prescreen requests and turnaround times. Ronald Seitz, owner of Computer Source in Charleston, South Carolina, writes us, "It was truly a miracle how smoothly this first transaction proceeded. I hope there will be many more to follow."

Since approval and turnaround times are a pivotal element of the program, we looked up the transaction Mr. Seitz was referring to. The chronology follows:

Prescreen	Date received	9/29
		Date responded	9/30
Lease	Date received	10/6
		Date accepted	10/7
		Date check sent	10/7

You can count on it: Apple Leasing is dedicated to giving this type of service to the Apple Dealer Network.

Ron Rohner



APPL'ICATIONS

Dow Jones Portfolio Evaluator Fix

We have been advised of two possible problems with the currently released version of the Dow Jones Portfolio Evaluator. The first problem occurs when an extremely large (over 7-8 digits plus fractions) is shown on the extra dividend display. The program drops the most significant digits (those on the left end of the dollar figure). The other problem occurs when the program incorrectly changes the figure read from a positive (+) figure to a negative (-) figure. As this happens just prior to calculation, the end results are incorrect.

The problems concern incorrect data printout and incorrect data calculation. The two problems may be corrected by making the changes below:

```
7485 H1 = 11:H2 = 19:I = X(6,S):Gosub 880
```

```
7490 H1 = 20:H2 = 28:V1 = 0:I = ABS(X(4,S)):If I <> 0
then V1 = I:Gosub 880:Goto 7500
```

```
7510 H1 = 29:H2 = 39:DG = 100:I = V:If I <> 0 then
Gosub 800:Goto 7520
```

```
7644 G = ABS(X(4,S)):If G = 0 then H1 = 22:H2 =
32:I$ = "NO DATA":Gosub 825:Print:Goto 7677
```

```
7650 G = (ABS(G)-ABS(X(6,S))) * ABS(X(7,S)):TG =
TG + G
```

Don't you wish they were all that simple!!!

See the Best Application Tips from User Group Newsletters!

Beginning with the next *Applesource*, I will put myself in the tenuous position of selecting the best application from the newsletters we receive each month. The application will be either a *new* program or a *unique* utilization of an existing program. Because of the limited space available in *Applesource*, lengthy programs cannot be printed. Please make sure that any needed documentation is included. A small Apple token of appreciation will go to the writer and a letter of thanks to the group. We receive a number of newsletters each month from user groups across the country and we'd love to add yours. Share your fun and frustration with the world!

Thanks for your help!



apples in education

Continued from page 3

- (7) Apple supports fully the PASCAL language which is rapidly becoming a leading teaching language in college and university computer science departments. The Apple is personally endorsed and utilized by the inventor of the PASCAL language, Professor Nicklaus Wirth.
- (8) Apple promotes cooperative efforts, especially in software, between leading educational user organizations.

Before you bid, go over these items again. These pointers, combined with your knowledge, should make the sale for you.

Linda Lyon



OUTSIDE THE ORCHARD

Continued from page 2

VIDEO DIGITIZER

The *Dithertizer II* is a high speed binary video digitizer for the Apple II. The *Dithertizer* is a peripheral board which utilizes a video camera with external sync. to load the high resolution page of the Apple II with the image captured by the camera. Software is included to build dithered (psuedo gray scale via half tones) images and to capture image intensity contours.

Possible applications are:

- X-ray enhancement (currently used by Washington University, St. Louis)
- Signature verification (banking institutions)
- Security systems
- Robotics and Artificial Intelligence
- Aerial photography (location of a particular gray level)

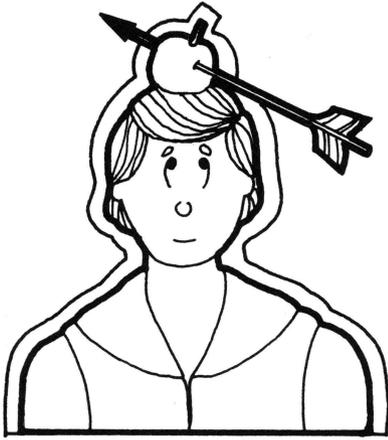
Offered by Computer Station, 12 Crossroads Plaza, Granite City, IL 62040. Phone (618) 452-1860. Price: \$300.00 (board), \$650.00 (w/ B&W camera).

TAKE YOUR APPLE ON THE ROAD!

The *Mobile Apple Power System (MAPS)* allows Apple II users to operate their computer in any 12 volt negative ground vehicle.

Traveling salespersons and those who need instant access to critical information while in transit will welcome the *MAPS* system.

Now you have no excuse to leave your poor little Apple in tears at home. Apples *do* get lonely! For further information contact C.P.U., Inc., 5161 Atlanta Highway, Montgomery, AL 36109. Phone (205) 279-0720. Imagine... "traveling Apple" jokes!!!



William Tells!

Dear William,

Do you think there is any possibility of getting some financial help from Apple for space rental at trade shows?

Hopefully, Phil

Dear Phil,

ABSOLUTELY! But it requires a prior approval. Also, if you need literature for a show, we must have four to six weeks notice. Carol Pohlman invites you to call her with any creative co-op ideas (ext. 2071).

Dear William,

Where, oh where can I get a list of software for my Apple?
With Christmas list problems, Jan

Dear Jan

No problem. Most Apple dealers should have assorted software directories. Here are a few to help get you started:

Skarbek's Software Directory, 11990 Dorsett Road, Maryland Heights, MO 63043, (314) 567-3291.

Purser's Magazine, P.O. Box 466, El Dorado, CA 95623.

WIDL Video, Chicago, IL.

Dear William,

I asked Santa Claus for DOS 3.3 for Christmas. If I get it, will I be able to use 3.2 programs with it? Just how is it different from 3.2?

Confused, Glen

Dear Glen,

Asking for DOS 3.3 for Christmas was a very good idea as it contains two significant improvements plus many utilities. First, it creates a compatible environment so that you can easily use Applesoft, Integer, and PASCAL programs on one set of hardware. Second, the disk space available is increased 23%. There are three ways to use 13 sector DOS programs:

- (1) The "Boot" 13 utility emulates DOS 3.2.1 for old programs that can't be muffined.
- (2) The "Muffin" utility allows DOS 3.2.1 created programs to be moved up to the DOS 3.3 environment.
- (3) Apple's "BASIC" diskette allows for quick moves into the 13 sector environment while loading an alternate language into the language card.

Dear William,

I have this incredible idea for new software. Will Apple give or loan me a system to help me develop it?

Broke, but brilliant, Barney

Dear Barney,

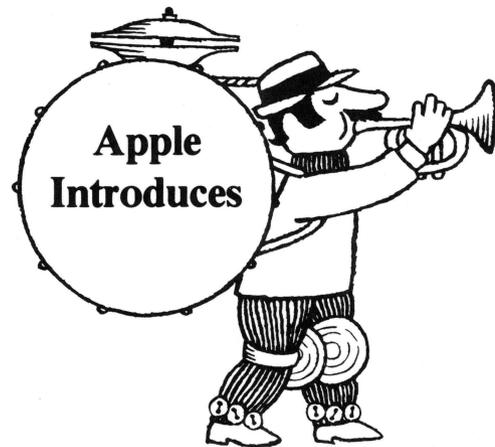
We would LOVE to. Yet, we can't. If you had any idea how many times a week this request is duplicated you would understand that it is a policy that we cannot undertake. But you might look at it this way: The purchase of an Apple is a small investment for your return when you sell that remarkable new software. Apple does invite you to bring in your finished product. We are always interested in acquiring new programs.

Dear William,

Is there truly a DOS 3.3.1?

Anxiously, Virginia

No, no, no Virginia! There is no such thing as a DOS 3.3.1! The current units will have a small "1" marked by the production code. It relates only to the production code and does not affect the released version.



DAVID CRAM

Keeping you current on how to fix Apples will be the job of David Cram, recently hired as Service Training Manager. Dr. Cram has over 20 years experience in training and training management, including several years as president of his own consulting business. He is an expert in Criterion Referenced Instruction, which is basically a "no-nonsense, cut out the frills and stick to the important stuff" approach to skills. Apple welcomes David to the orchard.

FRED HOAR

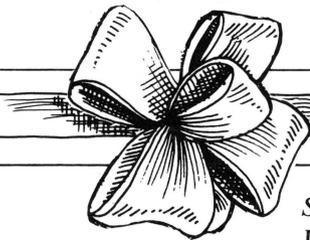
Consistent with Apple's policy of seeking individuals of the highest caliber to contribute and sustain Apple's rapid growth, Fred Hoar has been chosen as the V.P. of Communications. Fred comes from Syntex. His extensive experience will be of great value in Apple's transition from multinational to international markets. A varied background, including Public Affairs, Advertising, Corporate Publications, Exhibits, Public Relations, Publicity and Promotion, will serve him well with the Apple challenges ahead.

Continued on page 7



A Merry Christmas is an Apple Christmas

Have you decked your halls with boughs of holly and a gift-idea display? We've put together a list of "most popular" software (compliments of SOFTALK magazine's poll!) plus some new items for the Apple owner who has everything, but wants more.



VisiCalc, Personal Software
Flight Simulator, Sublogic
Bill Budge's Space Album, California Pacific
Sargon II, Hayden
Odyssey, Synergistic Software
Adventure
Hi-Res Space Adventure: Mystery House,
 On-Line Systems
Typing Tutor, Microsoft
Temple of Apshai, Automated Simulations
Bill Budge's Trilogy, California Pacific
Morloc's Tower, Automated Simulations
Head On, California Pacific
Rescue at Rigel, Automated Simulations
Datestones of Ryn, Automated Simulations
CCA Data Management System, Personal Software

Invite your Christmas customers to join the Apple infantry with new games that are bound to do well in future popularity contests.

Micro Lab presents a new challenge with *Dogfight*. This game lets you fly your jet alone through sixteen levels of difficulty or create your own custom game with as many as eight players crowding around your Apple keyboard controlling their own planes.

More combat comes from Strategic Simulations, Inc. *Computer Ambush* is a computer game of man-to-man combat in World War II.

It features a high resolution display of a French village, over which one to two players maneuver their soldiers and then watch as the computer displays the results of the turn. There are rules covering everything from plastic explosives to hand-to-hand combat.

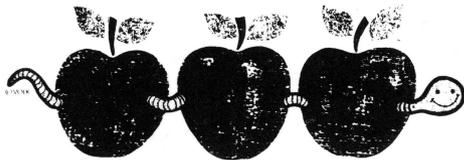
Also from Strategic Simulations, Inc. are *Computer Bismarck* and *Computer Napoleonics*. Return to history by becoming British, tracking down and sinking the German battleship Bismarck or choose instead to return to the battlefields of Waterloo on the fateful day of June 18, 1815. Here, the greatest battle ever fought is about to begin, awaiting only your commands to set the amassed armies in motion. The video screen displays the map of the Belgian countryside with the artillery, infantry and calvary units under your respective commands.

Then again, if you prefer your battling on the football field. There is *Computer Quarterback*. The Super Bowl: from its multiple offensive and defensive plays and its real-time playing conditions to the animated video display of the grid-iron and the halftime statistics. No strategy football game has even been more complete in detail or as exciting in realism. Three versions are offered: Semi-Pro, Pro and Computer-as-Opponent.

There you have just a few suggestions. The possibilities of what you can stack under your tree display are practically endless. Wishing you a very merry computer Christmas...

Linda Lyon

Super Invader, Creative Computing Software
Wilderness Campaign, Synergistic Software
Bill Budge's 3-D Graphics System, California Pacific
Easy Writer, Information Unlimited
Asteroids in Space, Quality Software
Computer Bismarck, Strategic Simulations
Apple Writer, Apple Computer
Gammon Gambler, Personal Software
Scott Adams Adventures, Creative Computing Software
 and Adventure International
Computer Ambush, Strategic Simulations
Tuesday Night Football, Shoestring Software
Apple-Doc, Southwestern Data Systems
Tranquility Base, Stoneware
The Controller, Apple Computer
Apple Plot, Apple Computer



“Adam” Contest Winners Do It With An Apple

Apple extends our appreciation to all those people who helped make this contest a success. We were delighted with the response and are pleased to announce the following winning applicants:

GRAND PRIZE—Edward Adler, New York

Our grand prize winner devised a system using the Apple which helped his infant daughter through an extended illness.

CATAGORIES

Home—Edward J. Anderson, Wisconsin

As a do-it-yourself handyman, this Apple owner put his computer to work as his design partner when he built his own Geodesic Dome Home!

Home—Edward DeThomas, Tennessee

This enterprising father/Apple owner devised a program that improved his seven-year-old son’s “lazy eye”.

Scientific—Richard D. Miles, Ph.D., Illinois

Working for the Southern Illinois University, this winner uses his Apple II to assist in diagnosing a blood-artery disease. The Apple has made the procedure faster, less expensive and less risky than previous methods.

Scientific—Dr. John C. Russ, North Carolina

At North Carolina State University, the Apple is being used in a program that measures and analyzes the microstructure of different substances for their Ion Analysis Research.

Industrial—Donald J. Black, Michigan

The Apple in this winning application assists his owner with his poultry business by monitoring and reporting daily statistics it previously took an attendant to perform.

Industrial—Maurice T. Zollner, Illinois

In the spacecraft testing program at McDonnell-Douglas Astronautics, the Apple computer is monitoring the thermal vacuum test (the most critical of all environmental testing).

Education—Charles Behrens, Rhode Island

“The Barlow News” is a daily hour-long news information service powered by the Apple which hooks up to the antennae of this dorm director’s residence hall.

Education—Thomas P. Rona, Jr., Washington

Thanks to two programs written for the school’s Apple, class schedules can be determined in a short period of time, which sometimes took all summer to do. The Apple also enables the school to perform testing that was previously too time consuming.

Business—Marc Tobias, South Dakota

As a credit to Apple’s mobility, this user takes his computer with him to the field in his radio, telephone and paging service providing on-the-spot reporting

Business—William Gookins, Indiana

To prevent spoilage of precious grain and promote the efficiency in the storing process, this Apple II measures, calculates and predicts essential data for an Indiana grain farm.

Professional—P.R. & Mozelle R. Bell, Tennessee

This mathematician/physicist team made the Apple into a surgical assistant with a program that enables the computer to calculate decisions right in the operating room.

Professional—Joe Renzi, California

This Apple is used by a blind radio broadcaster to translate news wire copy into braille enabling him to broadcast live.

Entertainment—Jeff Nilson, Massachusetts

In his English class, the Apple assists this teacher with his course while making it fun for the students.

Entertainment—Riccardo Ettore, Belgium

A commercial television station in Luxumberg airs a computer game show created by this Apple owner on his Apple.

Graphics/Music—Robert Keicher, Michigan

For his parents’ 50th wedding anniversary, a program was written which graphically and musically represented the couple’s life in chronological order in a 28-minute show.

Graphics/Music—Bruce Duncan, South Australia

In a unique application that combines music and graphics with a preventative program for hemophiliacs, this Apple is a “lifesaver”.

Please join us in extending a hearty CONGRATULATIONS to all these winners.



Apple Introduces

Continued from page 5

RON TURNER

There is now an Ohio Valley Regional Sales Manager. Dealers in the midwest will soon be meeting Ron Turner. Ron was most recently with Automatic Data Processing which is one of the largest computer timesharing service bureaus. Ron served in several responsible positions within ADP’s Dealer Service Division, but his major activities centered around the product management and sales of timesharing services and turnkey mini/micro systems to the auto industry and auto dealers. He has established his office in Cincinnati, Ohio. Give Ron a call and welcome him on board.

KIM NATWIG

Kim is the new Dealer Training person for the northeast. She will also serve as editor for the *Apple in the East* newsletter. Previously Kim worked for Bob Washburn at CCM doing many of the things she will continue to do for Apple. For the past year she has planned seminars, reviewed product, conducted two-day seminars for new dealers, written newsletters and given outstanding dealer support. We are all glad to have Kim come on board from CCM.

APPLE EDUCATION FOUNDATION GRANTS

On June 16, 1980, the Board of Directors of the Apple Education Foundation awarded hardware equipment to model projects for the development of quality instructional materials. The foundation makes these awards on the basis of project validity, need and the ability for completion. The following have received Apple products to help in the continuing research and development of the projects:

**Institutional Software for Mentally Disabled
Pre-Vocational Students**

John Rendzio
Grinnel, Iowa

Adaptive Typing Systems for Physically Disabled

Dennis Clark (De Anza College)
Cupertino, California

Computerized Star Gazing

Robert Baumbach (Grand Rapids Jr. College)
Grand Rapids, Michigan

Environmental Education Project (AQUA)

Curtis B. Simpson
West Boylston, Maryland

Curriculum Systems for Basic Musicianship

Dr. Wolfgang Kuhn
Stanford, California

Instructional Study Unit (Approximate Measurement)

Dan Issacson (University of Oregon)
Eugene, Oregon

Computer Aided Instruction in Anesthesia Education

Dr. James Philip
Boston, Maryland

Communication for Autistic Children

Richard Frost
Adams, Maryland

Culture-Fair Testing

Dr. Patricia Nolen (University of Washington)
Seattle, Washington

Molecular Biology Instruction

Dr. Lewis Dove (Western Illinois University)
Macomb, Illinois

Clinical Competence in Drug Therapy Administration

Lucille Pogue (Medical College of Georgia)
Augusta, Georgia

Clinical Simulation Writer

George M. Bass, Jr. (William and Mary College)
Williamsburg, Virginia

Authoring Program for Teachers

Dr. Alice Chiang
Portola Valley, California

Project SAFE (Software Assistance For Educators)

Luke Kelly (Texas Women's University)
Denton, Texas

Microcomputer Audio Spelling Project

Dr. Marvin Holmgren (St. Cloud University)
St. Cloud, Minnesota

Advanced Placement High School Mathematics Course

John F. Mahoney (Sidewell Friends School)
Washington, D.C.

French History Simulation

Michael P. Carter
Hanover, New Hampshire

Diagnostic Testing In Mathematics

Colin Hammer (Centennial CVI)
Ontario, Canada

Problem Solving in Mathematics with PASCAL

Dr. Lowell Carmony and Dr. Robert McGlenn
(Southern Illinois University)
Carbondale, Illinois

Control Systems for Laboratories in Psychology

Dr. Douglas D. Eamon (Albion College)
Albion, Mississippi

Instruction in Use of Microcomputers in the Classroom

Paul Lorton, Jr.
Stanford, California

Learning Materials for Organic Chemistry

Sister Isabell Ball, Ph.D.
San Antonio, Texas

Self-Instruction in Computer Programming

Brian McLaughlin (Catholic University of America)
Washington, D.C.

Business Forecast and Planning Instruction

Robert B. Hanle
Minneapolis, Minnesota

Interactive Decision-Making Program

Richard Halstead-Nusslock
Hoboken, New Jersey

Congratulations to these people and their associates and to the dealers who helped these people find The Apple Education Foundation.

For more information on these projects or on the Foundation contact Carolyn Stauffer or Alberta Castro at (408) 996-1010.

The American Dream Lives

Dear Sirs:

I am one of your twelve year-old customers and admirers. As a boy, my only two idols, that ever were, and that will always be, are Steve Wozniak and Steven Jobs. Personally, I think Mr. Wozniak and Mr. Jobs, are the greatest, and I would appreciate it if you would tell them I said that. All of you at Apple are terrific! Thank you for taking time-out to read this letter.

Yours Truly,
Ray Borgsony

P.S. My first name is pronounced (ki), not (ka).

If you thought current heroes were all Rockstars and athletes,... THINK AGAIN!