times

April 1983

Until we get better name ideas for this newsletter, you're stuck with Not the Apple Times. This is a thinly veiled hint that we need names for our monthly Santa Clara Valley newsletter. Remember that it will be going only to Apple employees in Santa Clara County, and it should mention our company's illustrious name somewhere in the masthead. Please send your creative notions to JudyAnn or Kelly at x2925. Why? Because we have a prize for the best name and you may win it.

Also, to make this newsletter as newsworthy as possible, please let us know about ANYTHING interesting going on. Events don't have to be isolated to Apple people or to this immediate vicinity. Please...if you're planning to embarrass someone with a Western Onion telegram, or if your department is dressing up to mimic your boss--or whatever--let JudyAnn or Kelly (x2925) know beforehand. At least we'll show up. If we can't make it, take your own picture and send it to M/S 9-L. The meek and those without access to a camera won't get much space in this newsletter.

STAFF

Editor..........JudyAnn Christensen
Photographers...JudyAnn Christensen
              ...Dennis Dodge
              ...Anne Kaplan
              ...Karen Steele
Invaluable Aid..Kelly Ladley
Contributors....Where Are You?

PCS PLAYS SANTA CLAUS

Thanks to the generosity of the PCS Division, seven-year-old Jesse Houts received his own Apple II computer system for Christmas. Jesse, who is restricted to a wheelchair because of muscular dystrophy, is thrilled with his system:

"Jesse would spend absolutely every working hour on his system if he could," says Nancy Houts, Jesse's mother. "And, the computer basically makes him competitive with anyone else who uses the equipment."

"You said it," Jesse crowed as his fingers moved adeptly over the buttons.

Dick Leeman of PCS Pubs organized the donation after reading about Jesse in the Santa Cruz Sentinel. Dick was really impressed with PCS' response: "It was a truly generous sharing because the division raised more than the figure we originally set."

Keeping the Christmas spirits high, Vice President Wil Houde matched the funds raised by his employees. Besides the Apple II Plus, Jesse got a color monitor, a printer, a variety of software, and materials for a special desk and contoured chair that his father is building for him. "Additionally, some of the contributed money is being held until we know what Jesse's developing computer needs and skills are," adds Dick.

A veritable Santa himself, Dick spends two spare hours per week teaching Jesse how to use Logo. Jesse has an insatiable appetite for working on his Apple and would love to have additional help from volunteers. If you are interested, give Dick a call at x67-5177.

❝April 1. This is the day upon which we are reminded of what we are on the other three hundred and sixty-four.❞

Mark Twain
(1835-1910)
Pudd'nhead Wilson
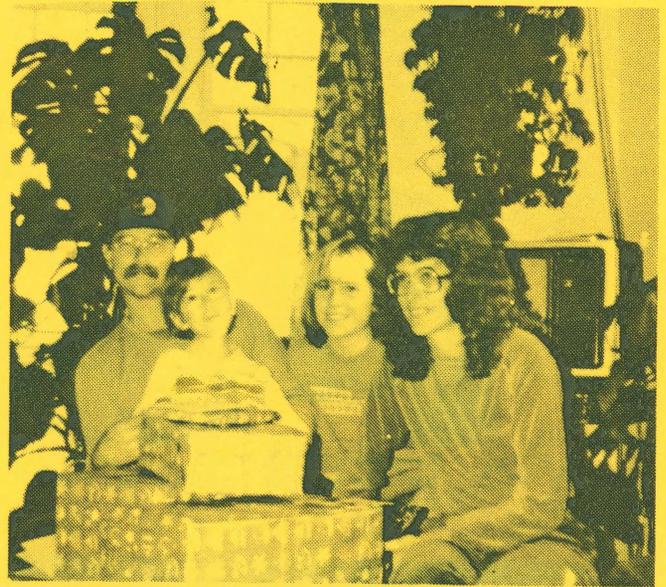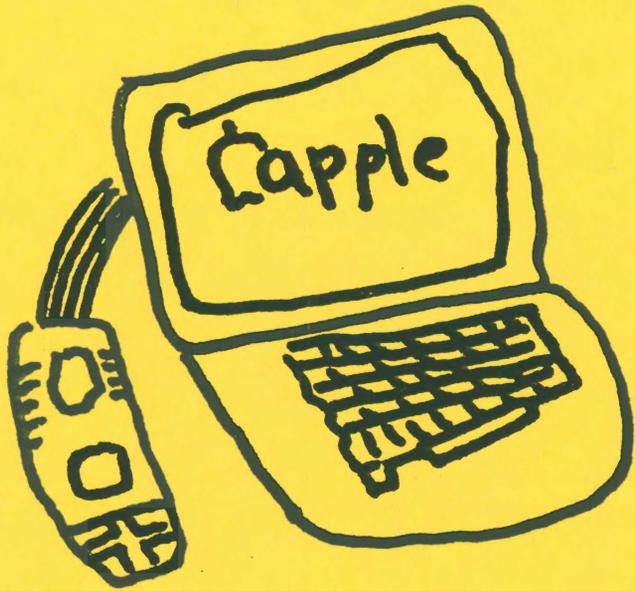
Jesse smiles as he and the rest of the Houts family
get ready to open up the gaily wrapped Apple II
that PCS donated to him for Christmas.

Thanks for the
computer. I like it
a lot.
    P.S. thanks bunch!
Jesse

P. S. S. You guys are
        great!!!

NEW PRODUCTS,
. . . MORE REASONS

Manufacturing Manager Bill Deitsch and
PCS' Kim Apperley look like enhanced
types.

Does someone have a shirt I can borrow? - POS
Engineering Director Wayne Rosing.

A Stanford cheerleader led the Stanford band in their
crazy but cool maneuvers and music.

Olé. It's AppleNet's Mike Dhuey behind
that lobster.
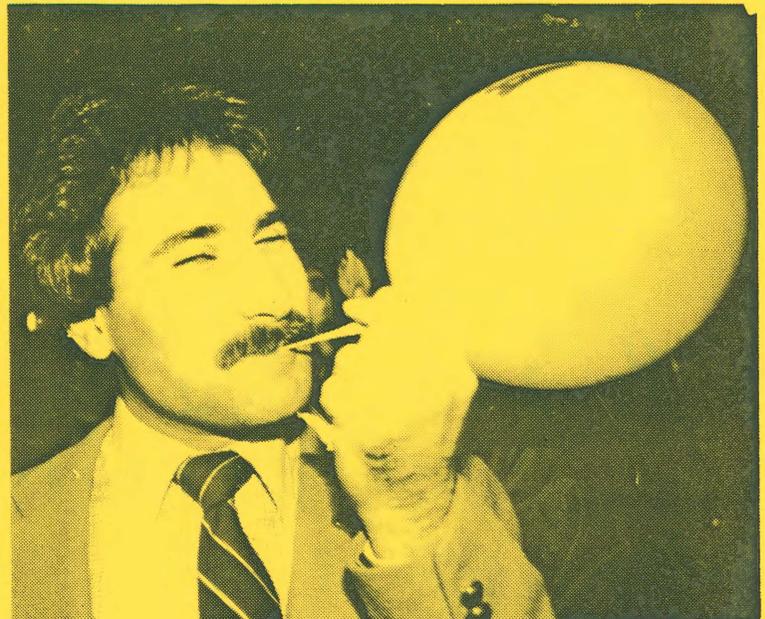
Lisa Printer Products Manager Al Mandel tries his best to
inhale a balloon.

GREATER PROFIT$
TO CELEBRATE

Apple Employees had a lot to celebrate this quarter. We introduced two new products —Lisa and Apple //e, we reached $1,000,000,000 on an annualized run-rate basis, and we generally patted each other on our collective backs for a job well done.

Here's how it looked in Santa Clara Valley:

PCS International Marketeer Pat Pahl and Carolyn Goates, the Fred and Ginger of Apple.

Super fellows Rich Page and Bill Atkinson.
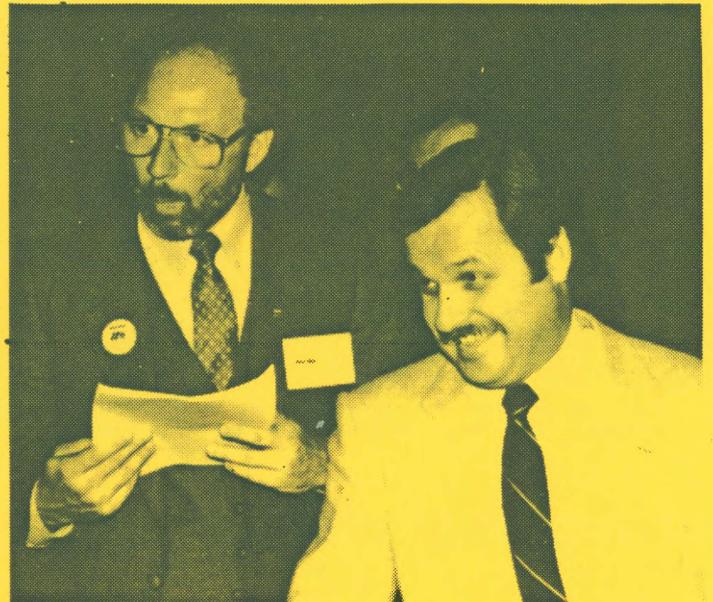
Did someone say a mouse got loose? PCS - General Manager Paul Dali and John Couch.
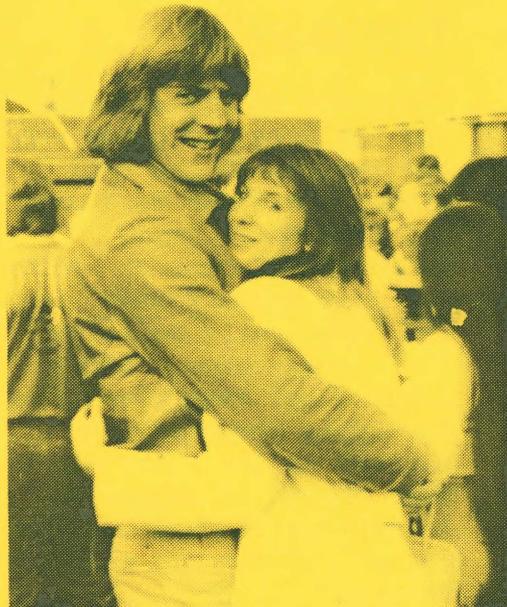
As does everything else, Apple parties put Jim and Lisa in a romantic mood.
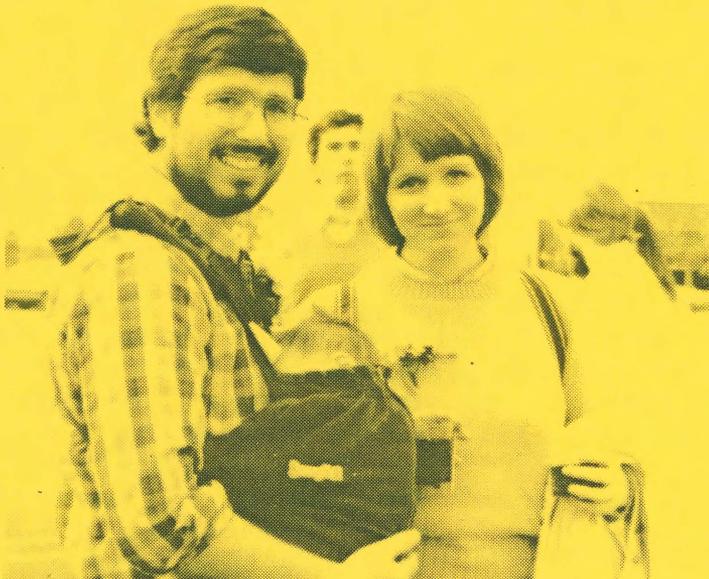
Not even the Stanford band could wake up this little one.

IN THE NEWS —

The Communications Group has been tripping the light fantastic lately. Last Christmas, they staged a talent show - Appley Ever After - in the Mariani cafeteria, just to give Communications Vice President Fred Hoar an audience as he tickled the ivories. Continuing the craziness, last month they held the Great American Chocolate Chip Cookie Contest. Judge for yourself who took the cake.

The things you have to do around here to get out of working. - Speakers Bureau Coordinator Mary Ann Cole.

Chocolate chip cookies I can handle, but MILK instead of champagne !?! - Graphics Coordinator Dennis Gobets.

Devious thoughts go through GACCCC judges' minds as they finger the money that mysteriously appeared under a very competitive contestant's plate.

NEW HOURS FOR BADGE PICTURES

No matter how you lost your badge (send your most creative excuses to/Not the Apple Times/), you can get your mug shot on Mondays from 2 to 3 P.M. in the Lazaneo building. Contractors and new employees can get their badges this way, also. If you have any questions, call Lynne Ivester at x3464.

THERE IS A FREE LUNCH?

If you know of anyone or any group, famous or not, using Apples in an unusual or especially effective way, please let Kelly (x2925) know about it. Apple gets requests daily for this sort of information and we need "deep throat" types to keep us current. Off the record, it only takes a nanosecond to inform us of an application, and it's time well spent. The lead you tell us about may someday entitle you to a free beer from a grateful author or Apple owner.

STILL LIFE WITH THE QUEEN

The Queen of England came to the Bay Area and guess who was invited to see her? Steve Jobs, Mike Markkula, and Fred Hoar, among thousands of others. As the San Jose Mercury News put it; "Apparently politics isn't everything. Steven Jobs, chief executive officer for Apple Computer, was invited to the state dinner even though he supported former Gov. Edmund G. Brown Jr. in his bid for the U.S. Senate."

SPEAKING OF SPORTS

Several running events are coming up. There's the 7.5-mile S.F. Examiner Bay to Breakers race on May 15. Whether you'd like to watch or run, you can ride along on the Apple bus. Just pick up a bus registration form from the receptionist in your lobby and send it along with $10 by May 10th to JudyAnn Christensen at m/s 9-L. The money entitles you to a seat on the bus, Apple's official race T-shirt, and a sumptuous box lunch accompanied by beer or soft drinks. It's been rumored that Apple runners really know how to enjoy themselves.

Then there's the 6.2 mile (or 3.1 miler for sedate runners) American Electronics Association (AEA) Electrun on May 1st. Contact Peter Baum at x67-5213 or Ellen Petry at x2700 for information on that run--and much more. Both Peter and Ellen are promising to organize lunch-time runs that will whip Apple runners into shape.

More basketball for less. Apple Computer employees are eligible for a special discount (half price on the regular $7 tickets) to see the Golden State Warriors vs. the Seattle Super Sonics dunk shots and make layups on Saturday, April 16, at 8:05 p.m. in the Oakland Coliseum. Forms for this discount are available in the main lobby of your building.

Please let Not the Apple Times know about any other sports activities going on. We'll even come and take pictures if the price is right.

Woz, who also happens to be the father of Apple I, proudly shows off his — and Candy's — latest project, Jessie John "J.J." Wozniak.

SOFTWARE LIBRARY IS OPEN

By Monica Ertel, Apple Librarian

Is there an Apple compatible program that will...
- organize my department?
- calibrate my oscilloscope?
- type envelopes?
- search and sort a matrix of information?

The Apple Library now has a Software Resource Center. For your browsing and borrowing pleasure, just visit the library, located on the first floor of the Mariani building, or call in your requests on x2400, 2048, or 3171.

We encourage employees to try as many programs as they wish. The temptation is great, because we have almost 600 software programs. They are cataloged by subject and vendor name, which is an invaluable aid when you need to search for a specific program or a functional category. Software reviews from various computer journals and handbooks are available, and we encourage employees to submit reviews of their own.

Best of all, in addition to Apple and third-party programs, hardware is available for loan. We have an Apple II, Apple ///, graphics tablet, language cards, clocks, color monitor, modems, and more.

HALLOWEEN HYSTERIA

Okay, we all know that Halloween is over.
It's just that these pictures keep haunting us.

Take a couple of Arthur Murray lessons and you, too, will be
the life of the party.
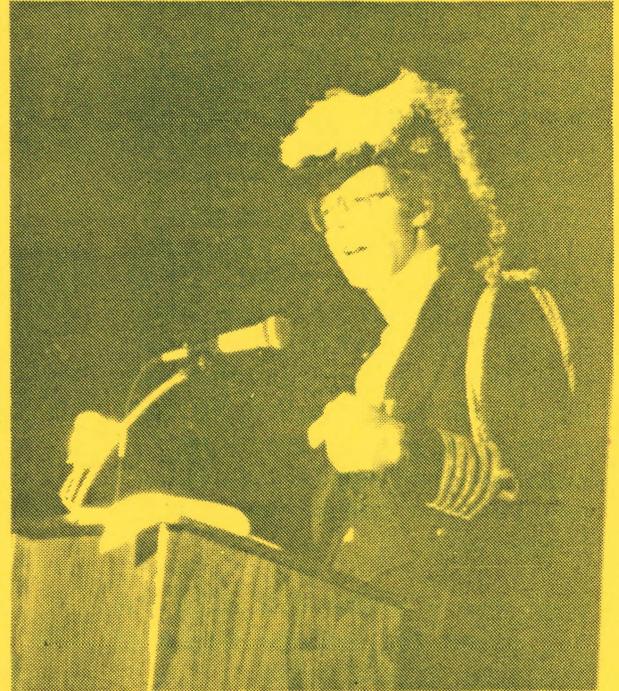
I dare you to tell me to my face that this is
a sissy hat. – Peripherals General Manager
John Vennard.

WISHWARE

By Chick Hedman
Manufacturing Engineer, Peripheral Systems Division

Does anyone know how I can electronically transmit a drawing?

I create assembly procedures for the Peripheral Division. With existing equipment, I am
able to instantly update the text of my procedures worldwide, via the satellite. However,
for every sheet of text that I produce, there is an accompanying "how to" drawing which
must move from here to Singapore, through the mail, on a second-wave piece of paper.

Here's the rub. A video camera looks at an analog scene and, somewhere in its guts,
transforms what it sees into a digital signal that can be recorded on tape and transmitted.
When that digital signal is received, it can reproduce the original scene, but the Apple
II's "high resolution page" doesn't have enough room to hold one-sixth of the information
needed to do this work. It occurs to me that we must already be doing this within Apple.
I'd like to know how.

Additionally, how can I print out VisiCalc graphs? I make the graphs using asterisks––or
any other appropriate symbol––one per template cell. Does anybody know how to do this?
With Business Graphics, perhaps?

If you have an answer, contact either Wishware, c/o this newsletter at M/S 9-L, or Chick
Hedman at M/S 19-B. Magically, we will print solutions in this column. If you have any
questions for "Wishware," send them to M/S 9-L.

They hired me to test wafers, but my
lips will only touch caviar. - Miss Piggy

Can someone send out for an order of eye of newt?

Talented Apple employees who can
play an instrument and sing should
contact Ellis Dutton at x2974 or
(408) 248-5984 after 6:00 p.m..
She's forming an Apple Minstrel
Group that will perform at Apple
functions and local events.

TRADE SHOW CALENDAR

Bay Area Industrial Show	May 10-12	Oakland Coliseum
National Association of Electronic Distibutors	May 15-18	San Francisco Moscone Center
National Computer Conference	May 16-19	Anaheim and Disneyland Convention Centers
Association Computing Machinery Database Week	May 23-26	San Jose Hyatt

If you have additional dates, please call Kelly at x2925.

COMING ATTRACTIONS:

Next month, Not the Apple Times will start prowling local
establishments for tips on good lunch-time grub and great
happyhour bargains. If you know of any restaurants you'd
like publicized, or that will let us in free, give Kelly a
call at x2925.

"Being a philosopher, I have
problems for every solution."
— Robert Zend

"Being in Customer Relations, I
can find a solution for your
problems." — Dennis Gallinat

Have a question about an Apple product or policy? Just ask one of the helpful
representatives from Customer Relations. If you don't see someone from your group in this
picture, be sure to find out who is your Customer Relations representative.

A little help from Customer Relations could save you a lot of time with seemingly
unanswerable questions. For instance, they'll tell you how to get literature, who to call
if you find a bug in a program, or, how to interface an Apple to an unwilling product.
And, if they don't know the answer, they'll direct you to someone who does.

WANT ADS

Yes, you read it right. You can now pawn off your junque on fellow employees by placing an
ad here. We have a steady circulation of at least 3,000 employees, spouses,
spouse-equivalents, children, and friends. If you have a house to rent, a child to board,
software or hardware to trade, a carpool to share, Author Incentive stories to be written,
or anything within the boundaries of reasonable taste, send the information along with your
name and phone number or mail stop to Not the Apple Times, M/S 9-L.

Ride sharing: From the Santa
Cruz area to the Triangle or
Cupertino area. Hours
flexible. Call Dick Leeman
at x67-5177.

1967 MGB, yellow, in good
condition; gold tweed sofa
bed; orange woodframe rocking
chair; and, size 7 woman's
ski boots, going to best
offer. Call Peggy at x3448.

Does anyone have an unopened
bottle of the Brut champagne
(vintage '78) that Apple gave
to employees for Christmas,
1980? Call Kathy Turley at
65-316 or write her at M/S
17-B.

1971 Sahara beige BMW 2002 TI
with immaculate body and
interior, two Webers,
header—very fast. BBS
wheels, Dunlop SP-IV's, sheep
skins, and many custom
extras. $5800 Call JudyAnn
at x2547.

1964 Austin Mini Cooper:
immaculate! Totally restored
to Cooper 'S' specs. Must see
to appreciate. $4,500.00
Call Mike at (408) 255-7457.

LOOK

There's room for your Want Ad
here.

1980 Honda PA 50 moped, $250.
Call Judy Clough at x3107 or
374-3299.