

# AUGmentations

THE APPLE GROUPS TEAM NEWSLETTER



## Welcome to TAGteam

*Our debut edition exclusively for members...and we thank you!*



In this first edition of **AUGmentations**, we are so excited to present to you the first in our series of interviews with some of the biggest names in Mac. In this issue, Steve Wozniak opens up about his likes, his approaches to business and his iPod in what I think you'll find is a very candid and endearing interview with

Daniel East. In future issues, we'll feature interviews with **Bob "Dr. Mac" Levitus, Christopher Breen, Dan Frakes, Laura Burstein, Deb Shadovitz, Dave Marra, Jason O'Grady, Adam Engst, Jay Curtis** and others. As members of TAGteam, you'll be able to see all of these and more. We hope you'll find this regular feature to be a great one.

### MaMUGs and more...

Welcome everyone! I am so pleased at the great responses to our most recent expansion and we are listening to everything you've told us. If you were a member of MaMUGs, there is now so much more of the things you came to us for. If you are new to us, we hope you'll enjoy the things we have to offer in support of user groups and vendors as we move forward.

In what is now our first "real" item available to our members that is not a service, we believe that you'll find our newsletter fun,



interesting and containing the stories, info and ideas that you might not find elsewhere. Thank you for being a part of TAGteam!

*-Daniel M. East-*

*President, The Apple Groups Team.*

### OUR RAPIDLY GROWING COMMUNITY - NOW WITH VENDORS, TOO!

With the growing popularity of iPods, minis and more, some MUGs are reporting new interest from their communities. We are very pleased to share those "growing pains"



Apple User Group

with you and want to hear from you. Now that we include vendors in our membership, your feedback and input can help everyone better work together. More on this to follow.

---

**THE AUGMENTATIONS INTERVIEW: STEVE WOZNIAK**

by *Daniel M. East*

**I**t was my pleasure to talk with Steve Wozniak about some of what brought him to where he is today, as well as to hear some of his wonderful stories. In case you are not familiar with the man, himself, stop by [www.woz.org](http://www.woz.org) and read a few lines before going any further. Given his near-rock star status, his common-sense approach to life, work & family along with an endearing style that is both warm and genuine, it is my pleasure to present to you my interview with Steve Wozniak.

---

I discussed with Wozniak his involvement with user groups and his thoughts on their current state. “I only see them briefly and those I have seen in recent years impress me greatly, mainly due to the enthusiasm and dedication of the leaders.”

Continuing, “There were years when I visited as many as 20 or 30, but I don’t like to travel as much now. Also, I get enough appearance invitations to other groups, education groups, colleges, etc. I always love the Macintosh User Groups that I visit, but it takes a lot out of me.” So, that being said, Wozniak reminisced about his own first MUG-like presentation, “I stood in front of the Homebrew Computer Club with the Apple I in my hands,

*“There is room for humor in everything.”*

**- Steve Wozniak**

describing the technical features and price and all. I did the same with the Apple II. Also, at the club, although I was too shy to ever raise my hand

(besides these 2 product intros) I set up my Sears TV and Apple prototypes and demonstrated and spoke about them after the main club meeting was over.”

We talked about his current focus and what feels most gratifying to him. Laughing, “I’m trying to get married and have another family. I really want kids again. When you’re a bit crazy and a prankster, it’s hard to find that value/personality match.”

“I love my computer. I love my cameras. I love my iPods (normal, U2, mini, shuffle). I love my cars (Hummer, Prius, Mercedes convertible). I love my Segways and even play Segway Polo. I love my busy life. I love my MANY good friends. I love playing

Gameboy Tetris and a few computer games, Snood and some card games. I love keeping up with the daily bridge columns. I love my watch which receives internet messages and I love getting them. I love getting SMS messages, especially from someone in traffic or when I’m in traffic. I love simple word games, including made up ones. I love people who are open and trusting. I love my home phones. I very much admire Teresa Heinz and John Kerry, although I knew them before the election. I also love many fun apps that I install and run on my PowerBook. For a long time I’ve kept on a program that makes typewriter sounds as you type, but I use many more personalization apps.”



Clearly, huge numbers of people ask Wozniak to evaluate their products; however, “the biggest misconception they have is that I have infinite time for every pitch, that I have time to look into any ideas or projects or read books or scripts or whatever. I’m pushed way beyond my limits but everyone says that their own thing will take very little time. They expect me to be an expert on all things computers and they don’t know that I have a very strong joking pranking fun side, like an amateur comedian. I can use this to my advantage of course.”

I asked what his approach was to actually developing new products of his own to which he

*AUGmentations Interview: Steve Wozniak*  
(continued from pg. 2)

replied, "Think about what the product is first. Know the end goal. Be skilled and good at learning new things. Do a lot of research into appropriate components to use. Develop an architecture that is based on available chips so that very few are needed. Be good at making tradeoffs that don't hamper performance but use fewer parts. Feel that you are taking steps beyond what any normal person would do. Have sets of tricks that are NOT in books. Look

for parts designed for one thing and use them for another if they are cheaper or save parts. Be aware of the hardware/software tradeoffs and architect around that. Be personally close to every chip and every line of code - some methods of design and test take longer in theory but make you more aware of every bit and help make it perfect and bug-free. Be flexible and ready to change things the minute you get a new idea or think of a better way to achieve something. Consider each project a part of your own core."

WHO'S ON YOUR IPOD?: **STEVE WOZNIAK**

*John Prine*  
*Kacy Crowley*  
*Jo Dee Mesina*  
*Pat Benatar*  
*Red Hot Chili Peppers*  
*Rosanne Cash*  
*Sheryl Crow*  
*The Shins*  
*Simon & Garfunkel*  
*Patty Loveless*  
*Peter, Paul & Mary*  
*R.E.M.*  
*Remy Zero*  
*Mary Black*  
*Leonard Cohen*  
*Lori Carson*  
*Lori Dena*  
*Lucy Kaplansky*  
*Chuck Brodsky*



*Dan Bern*  
*Beth Hart*  
*Dire Straits*  
*Don McLean*  
*Dream Academy*  
*Dwight Yoakam*  
*Frou Frou*  
*Greg Brown*  
*Israel Kamakawi*  
*Big Ant & Lionel*  
*Tom Pacheco*

*Anne McCue*

*Bruce Springsteen*  
*Four B\*tchin' Babes*  
*Sting*  
*Tom Petty (library)*  
*Tommy Conwell & The Young Rumlbers*  
*Tom Waits*  
*Tom Russell*  
*Zero 7*  
*Colin Hay*  
*Iron and Wine*  
*Coldplay*

WHAT ARE YOUR FAVORITE GADGETS?



"I'd say that my favorite 'gadget' today is my computer and I use it pretty much as expected. The best gadget purchase I made in recent years is a Verizon PC Card for my computer that puts it on the internet at fairly high speed most places when I travel. It's saved me tons of money already. My Motorola RAZR V3 phone is my best gadget. It's just so beautiful that I show it off everywhere and use it even though it's a huge pain and more limited than the cell phone I had before. You make sacrifices for some great gadgets."

(continues on pg. 4)

*What Are Your Favorite Gadgets? Steve Wozniak Interview (continued from pg. 3)*

“I’d rate my U2 Edition iPod as my second favorite and important normal gadget. After seeing one of the most memorable live performances ever, by U2 on Saturday Night Live, I use this edition of the iPod exclusively, except that I now run with a Shuffle version. I often put this stylish iPod on restaurant tables right next to my RAZR phone. I love my super thin Casio Exelim cameras. They are thin enough to have been in my pocket every day since I first bought one. I always have it for good quality daily photos, things like interesting personalized license plates that I see while driving even. When interesting things are happening I turn the camera on and start recording in movie mode, just in case something spectacular happens.”

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

“Macintosh PowerBook G4 17” Aluminum. It’s Apple’s top-of-the-line PowerBook and I live on the PowerBook exclusively so I need the large one. I have it loaded with 2 GB of RAM and 80 GB (soon 100 GB) of HD. I usually have a camera media adapter in the PC Card slot. I often have my iSight camera attached for video conferencing. I have not yet seen a computer that I’d call better. It’s also durable, high quality (sound, display) and attractive.”

#### CONCLUSION:

In closing, I asked about his own personal philosophies on living life. His reply was honest, endearing and impressive to me. “Life is measured by your happiness, basically smiles minus frowns. You have a choice in this regard at every step. All people should be treated fairly, evenly and justly, to the greatest extent possible. Nothing is black and white. You don’t have to win arguments to be happy, just know that your own opinions are good. Be a good person that others would like, golden rule. Be open, show your true self, don’t hide behind facades. There is room for humor in everything.” I think that says it all.

#### 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.” I think you’ll find them very telling in each case with this as no exception. A very high bar is now set by Mr. Wozniak. :)

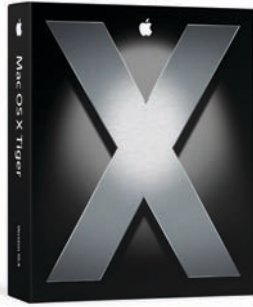
- ***PowerBook***
- ***Camera***
- ***iPods, including iPod photo***
- ***Gameboy***
- ***Cell phone***
- ***Watch***
- ***Laser pointers***
- ***Declaration of Human Rights (UN)***
- ***Wallet - credit card, driver’s license, cash***
- ***Sheets of \$2 bills***



- ***Daniel M. East***

NOTE: This interview may be reproduced by permission and with proper attribution only.  
To request permission, send all publication info, to: [press@applegroups.org](mailto:press@applegroups.org) • Next month: **Bob “Dr. Mac” Levitus**

## TIGER TALES

**Big changes, great results...**

As we move closer to the unveiling of Mac OS X v. 10.4 on **April 29, 2005** we are entering another exciting time for user groups. Further, the iPod sensation has brought new life and new interest to the platform & we want user groups to have the tools they need to be most effective with their members.

TAGteam will be offering presentations for “Intro to Tiger,” QuickTime H.264, Automator and more as the curtain finally rises for what we’re sure is going to be a very exciting time for us all.

With the up-coming NAB and WWDC conferences rumored to have some additional announcements coming out of Cupertino, we will continue to provide the latest news, info and updates as we get them.

Again, our focus is on providing the user groups’ perspective and to provide information you might not find elsewhere so that you can pass it along for your MUG members online, at meetings and as you develop your presentation schedules.

Please let us know how we can provide more and better materials for you. *Visit us online for details.*

## HOT MUG PRESENTATIONS

We love visiting user groups. You know this. Now, we have some new topics and better ways of presenting them to you. Let us know when you’d like to schedule a visit with your MUG.

To book a presentation, simply visit our website and use the online form.

**Tech411: Mac Maintenance Maniacs**

Everything you need to know about properly maintaining, backing up and routinely improving your Mac’s performance.

**Digital Images: Management and Storage Solutions**

From personal photography to professional studios and student projects to graphics professionals, there are some great new products for your Mac.

**Remote Presentations via iChat**

Since our earliest days, we’ve been pleased to have offered live video chat presentations via iChat and LiveChannel. With Tiger’s new H.264 codec, this should be much better quality and a lot of fun!

**Presentations for your MUG**

Send us your ideas, check our master list, request something you’d like to see. We’re working with you and hope to continue to get you a look at the products, systems and ideas your members want. NEED a specific product presentation (Adobe CS2, e.g.)? Let us know by visiting us online at [www.applegroups.org](http://www.applegroups.org) and submitting a request form.

## Calendar

**April 18 - 21**NAB 2005 Conference  
Las Vegas, NV**June 6 - 10**Apple [WWDC](#)  
San Francisco, CA**July 11 - 14**[Macworld](#) Expo  
Boston, MA**July 22 - 24**Summer [NAMM](#)  
Indianapolis, IN

## Contributors

JIM ANDERSON



Our Public Relations office, Editor-In-Chief &amp; President of SJAUG

RANDY DECKER



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

DANIEL M. EAST



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

SPECIAL THANKS TO: Dave Marra, The UGAB, Apple, MacOutfitters/Computer Forum, Other World Computing, MacsimumNews.com, Photoshop User and Layers magazines.

THANK YOU TO OUR LATEST VENDORS FOR THEIR CONTRIBUTIONS AND SUPPORT



**SoftChaos:** *Webtractor, WorkStrip*  
**Delicious Monster:** *Delicious Library*

We are very pleased to welcome to newest additions to our vendor partners, **SoftChaos** and **Delicious Monster**. Both of these outstanding companies offer excellent support for user groups and continue to produce excellent products that are worth showing to your group members.

SoftChaos product were created in response to the needs of the people involved for their own use and their next logical step was to share them with the public. Based on the Apple WebKit SDK, Webtractor is an incredible tool for viewing, archiving and editing while Workstrip is the dock you've always dreamed of with powerful previewing functions for your Mac.

Delicious Monster's team came from some of the key people

at The Omni Group. Their light-hearted and fun approach to intelligent and innovative cataloging (making your iSight a bar code scanner, e.g.) make it easy to organize and maintain your collections of books, movies, music, video games and more.

Please take a moment to visit their sites and to learn more about their product offerings.

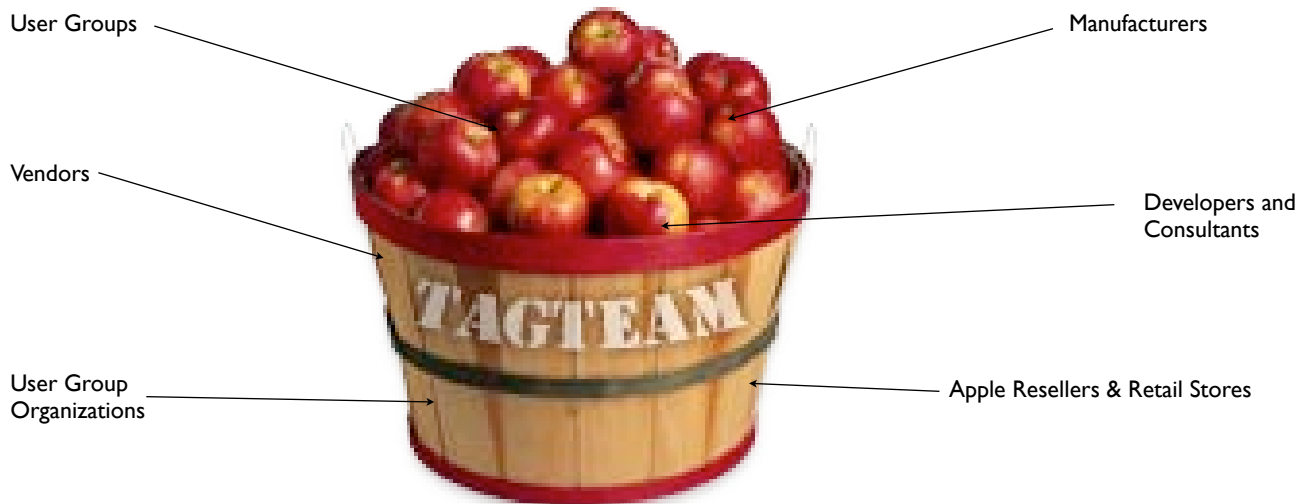
[www.softchaos.com](http://www.softchaos.com)

[www.delicious-monster.com](http://www.delicious-monster.com)

*(Please note that this is NOT a paid advertisement of any kind.)*

If you know of an outstanding start-up, shareware or commercial vendor worth talking about, let us know!  
Send to: [vendors@applegroups.org](mailto:vendors@applegroups.org)

THE APPLE GROUPS TEAM NETWORK



*Working together to be more than the sum of our parts...100% free of charge and in support of the entire user group community. Don't sit under the apple tree...Climb it!*

*Need Tech Support? Visit our FREE discussion group, [AppleFreeTech](#) at YahooGroups*

# Coming to AUGmentations...



We have a lot of great interviews coming from some of the best known Mac - luminaries and more great information for your user groups each month as we continue to work with you. There are so many great user group resources out there, so there is no reason to rehash the same old news you can find anywhere else.

TAGteam isn't about management or hype. We're here to help. From the latest applications to hardware to gadgets and more, please drop us a note if you have ANY questions.

By the way, this newsletter is created in Apple's *Pages* and with Adobe Creative Suite 2.



*See you next month when we feature our interview with **Bob "Dr. Mac" Levitus.***

## GREAT LINKS

### The MUG Center

[www.mugcenter.com](http://www.mugcenter.com)

### User Group Advisory Board

[homepage.mac.com/ugab/](http://homepage.mac.com/ugab/)

### Macsimum News

[www.macsimumnews.com](http://www.macsimumnews.com)

### Apple User Groups

[www.apple.com/usergroups/](http://www.apple.com/usergroups/)

The contents of this newsletter may not be copied, duplicated, retransmitted, disseminated nor distributed without the written permission of The Apple Groups Team. Reprints may be requested provided that proper attribution is applied to any use of the contents and a copy of the placement is forwarded to the publisher(s) within 21 days of publication. All contents ©2005 The Apple Groups Team. All rights reserved. All trademarks are property of their respective owners. The Apple Groups Team is not affiliated with Apple Computer.



AUGmentations  
c/o The Apple Groups Team  
1121 N. Bethlehem Pike  
Ste. 60313  
Spring House, PA 19477-1102  
USA  
[www.applegroups.org](http://www.applegroups.org)

To: