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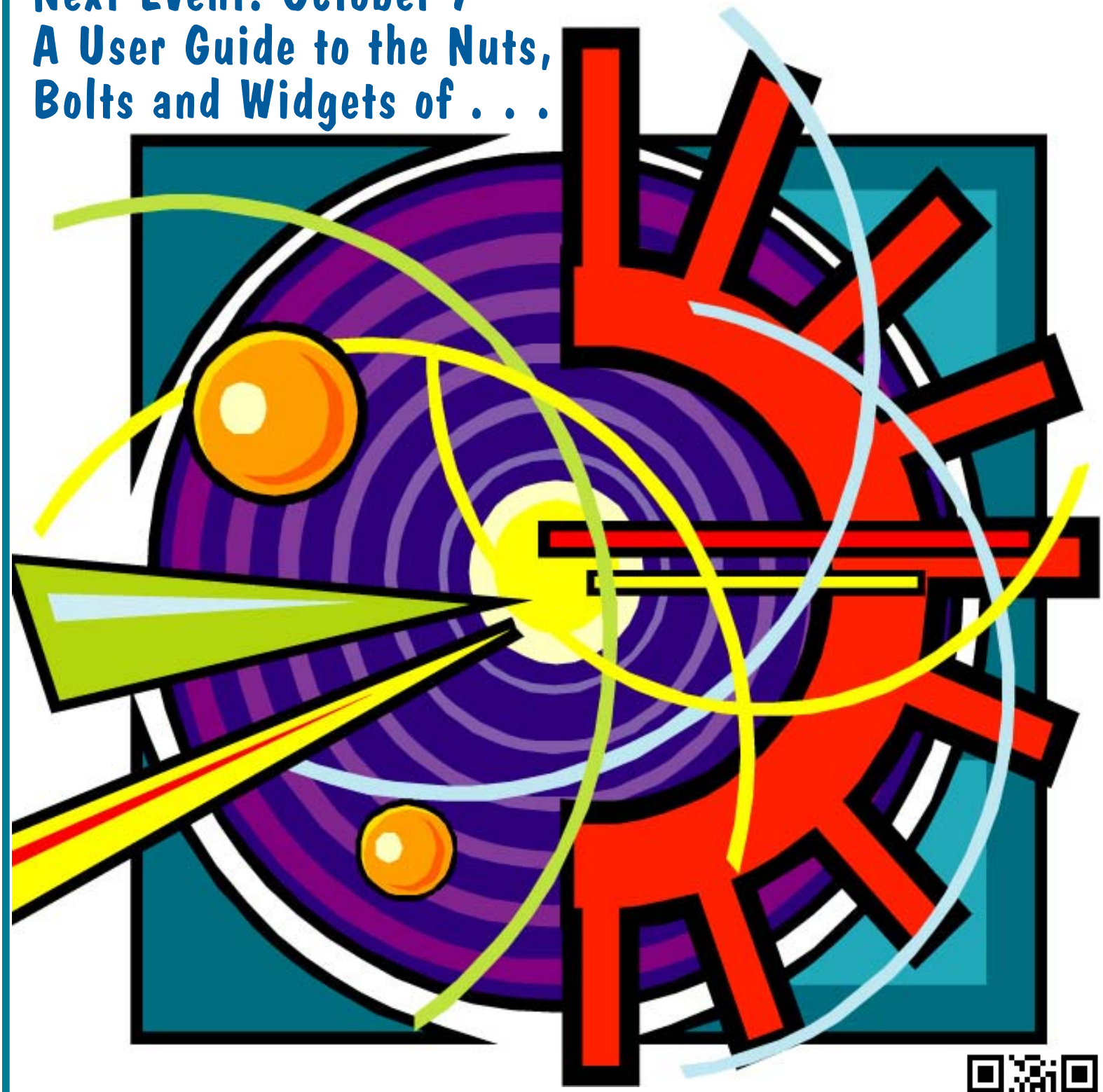
# DACS.doc

A Computer & Technology Newsletter

October 2014 Volume 25, Issue 10 $2.00

## Next Event: October 7
## A User Guide to the Nuts, Bolts and Widgets of . . .



# an Internet of Things

# President's File

## General meeting

THANK YOU, ELLEN WILLIAMS, for a terrific presentation on "Email and Social Engagement" last month. The presentation got very high ratings from the surveys collected after the meeting. It was very informative, with you sharing your expert knowledge on the topic and comparing the effectiveness of different flavors of social media and their target audiences. It was apparent from all the questions you answered afterward that it was a very engaging presentation. We would love to have you back again next year.

Once again we had an excellent presentation that the vast majority of our members missed. Why? I really want to know. What will draw you away from your day-to-day activities to participate in an enlightening, informative and educational presentation? You have the opportunity to interact with experts in their fields at our general meetings, something you don't get by reading about them or watching videos. If it is the meeting topic that is holding you back then please let the program committee know your suggestions. Better still, if you have listened to a speaker recently on a topic you think might interest the group, please send information about it to programs@dacs.org so we can look into it. This is your group and we are working hard to make it beneficial to you.

## DACS 25th year anniversary preparation underway

We are in the midst of making preparations for the 25th anniversary of the Danbury Area Computer Society. Bruce Preston made an excellent suggestion at a recent Board meeting: that we put together a commemorative CD of all 25 years of past newsletters. Another suggestion was to present a timeline of what has happened in the computer industry linked to DACS events and milestones during that time. Photographs and videos of DACS events might also be collected on this CD. What are your recollections and suggestions? Can you remember anything that stands out in your mind? What event(s) would be fun to celebrate next year and at the same time get our name out to the public? Share your thoughts with us at *25years@dacs.org*.

## Public Relations

Every month we send notices to all the local newspapers but only a few bother to publish our general meeting announcements. If you have any suggestions on how to better publicize our events to the general public, please offer your thoughts to *PR@dacs.org*.

There is something every one of you can do to boost attendance and possibly increase membership. Spread the word. Tell a friend or neighbor or coworker about us. Everybody that has a smart phone, tablet, or computer will walk away from our general meetings a little smarter and empowered to get more from their devices. Go forth and evangelize!

## Thank You

I am grateful that many of you have stepped up to do what needs to be done month after month. Our entire Board of Directors does a lot behind the scenes as do our committees, SIG leaders, and many of our members. I try to acknowledge your contributions when I can. This month I am happy to recognize Drew Kwashnak who has not just joined the Civi development team but has taken the lead to integrate CiviCRM and WordPress in an organized manner. This is significant to expand 'members only' benefits on our website and allow you to update your own information eventually.

## Open Opportunities

DACS meeting ambassador and Greeter. Two months ago Cathy Quaranta assisted Bob Green and learned the process so that Bob has been able to pass-the-torch to her. She has suggested several members should step up to greet attendees on a rotating basis. Why don't you ask her how you can help when you check in at our next general meeting or send email to Opportunities@dacs.org and let us know you would be happy to help out. Thanks.

## IN THIS ISSUE


| | |
|---|---|
| President's File | 2 |
| Directors' Notes | 3 |
| HelpLine | 3 |
| Review: E-mail & Social Media | 4 |
| Preview: The Internet of Things | 5 |
| DACS Wins Newsletter Award | 5 |
| SIG News & Notes | 6 |
| October Calendar | 7 |
| Twitter for Seniors | 8 |
| Buckt Milam Cartoon | 8 |
| Ask DACS | 9 |
| Future Events | 12 |



## Membership Information

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DACS, its officers and directors assume no liability for damages arising out of the publication or non-publication of any article, advertisement, or other item in this newsletter.

The editors welcome submissions from DACS members. Contact Richard Teasdale (*dacseditor*@dacs.org). Advertisers, contact Charles Bovaird at (203) 792-7881 *(aam@mags.net)*

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Member of apcug
An International Association of Technology & Computer User Groups

apcug Large Group 1st Place 2012

*Bill Saturno APCUG Liaison*
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Apple User Group

## Officers

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## HelpLine

Our former telephone HelpLine has been replaced by our web-based DACS Community Forum at http://forum.dacs.org. We have topic-specific forums where DACS members can post questions. Questions may be answered by SIG leaders or other DACS members. If none of the categories fit your question, just post it to the Ask DACS forum.

| Topic | Forum |
|---|---|
| .NET Programming | ASP.Net and C#VB.Net SIG |
| Digital cameras/scanners/image processing | Digital Imaging SIG |
| Content Management Systems | Drupal SIG |
| Linux | Linux SIG |
| Mac and iPhone/iPad/iPod touch | Apple SIG |
| PC maintenance | PC Maintenance SIG |
| Smartphones & Tablets | Mobile Devices SIG |
| Virtual machine software | Virtual Computing SIG |
| Desktop publishing and website design | Web Site Design SIG |
| Windows | Windows SIG |

If you are already using social media and have suggestions for how we can use it to create better word of mouth marketing for DACS events, please contact me at PR@dacs.org . We need to seize this opportunity to entice more potential members to experience DACS.

Would you be interested in learning more about a topic but don't see a SIG for it? Do you want to start a Special Interest Group (SIG) or workshop? We could be utilizing our Resource Center much more and there are many available time slots available. Please send a message to NewSIG@dacs.org if you are interested in attending.

From mobile to desktop, we inform, enlighten, and educate.

– Dick Gingras, President

# Directors' Notes

A meeting of your board of directors was held on Wednesday, September 3, 2014. Attending were Dick Gingras, Andy Woodruff, Lisa Leifels, Bill Saturno, Richard Teasdale, Richard Corzo., Bruce Preston, Jim Scheef, Bert Goff.

The meeting was called to order at 7:15 PM. The minutes of the last meeting were accepted.

### Treasurer's Report

*Note: To conserve space in the minutes, henceforth, only current activity is shown in minutes. The report distributed to the board includes year-to-date items that had no activity in the current month.*

| | |
|---|---|
| Balance on hand 8/1/2014 | $3,403.12 |
| INCOME: | |
| Dues | |
| Check/Cash (5x$30+2x$45) | $240.00 |
| PayPal | $135.00 |
| less PayPal fees - | $5.12 |
| Dues Subtotal: | $369.88 |
| Total Income | $369.88 |
| EXPENSES | |
| CT State Registration (annual) | $50.00 |
| General Meeting Supplies | $6.29 |
| General Meeting Subtotal: | $6.29 |
| Newsletter: | |
| Postage & Supplies | $41.30 |
| Printing | $78.00 |
| Newsletter Subtotal: | $119.30 |
| Renewal Postcard Postage & Supplies | $8.84 |
| Resource Center: | |
| Phone & Internet | $71.94 |
| Security (4x/yr)/Keys | $74.85 |
| Resource Center Subtotal: | $146.79 |

***Directors' Notes**, Cont. on page 10*

# Meeting Review

## E-mail & Social Media Marketing

*By Richard Teasdale*

AT THE DACS SEPTEMBER 2014 general meeting, Ellen Williams gave us an overview of the advantages of using e-mail and social media for sales and marketing. Ellen, a regional development director for Constant Contact, is an expert on the subject.

Constant Contact, based in Waltham, Mass., is a software maker in the field of Contact Management, which includes E-mail marketing, Event registrations, Management of offers, deals, and promotions, and Online surveys.

With the help of information technology, marketing and sales are more focused now than they were in the past. Whereas "filling the pipeline" was once the goal, today's marketing is much more precisely targeted to actual and potential customers. Ellen explained how a sophisticated marketing strategy emphasizes maintaining contact with customers instead of just inundating them with e-mails. A smart company uses good service to "wow" prospects and entice them to stay in touch, engaging them in a conversation. This is done through the use of e-mail and social media such as Facebook, Twitter, Pinterest, etc.

Social media have the potential to magnify the impact of a marketing message. When a Facebook user shares it, or a Twitter user re-tweets it, they are acting as an external sales force for the original sender and imparting social visibility to the marketer. E-mail and social media are really geared to *growing* a business.

Ellen described for us four essential elements of digital marketing: Getting Found, Engage & Nurture, Campaigns & Drive Action, and Analytics.

Getting Found means everything that enhances visibility and discoverability, e.g. having a website, using listing services, doing search engine optimization (SEO), and ensuring good visibility on mobile devices.

Engage & Nurture is the process of establishing a dialog with customers and prospects. It includes getting permission to engage with people by e-mail, in accordance with CAN-SPAM and CASL, and the creation of loyalty programs. (CAN-SPAM is the federal legislation, enacted in 2003, which established national standards for the sending of commercial e-mail. CASL is the equivalent law in Canada.)

Campaigns and Drive Action is the phase in which a marketing campaign is executed, using software tools of the type produced by Constant Contact.

Last but not least is Analytics, which measures the effectiveness of a campaign and enables it to be fine-tuned. Information includes what proportion of e-mails were read, and how many were "clicked through" to web pages. Marketers will want to refine their message as much as possible via e-mails and social media before making the financial commitment of going to print.

Ellen gave us a short tutorial on how to construct and send marketing e-mails. The highlights included:

• Many e-mails are sent in the form of a newsletter, which typically contains a logo, content, and links.

• Create good content by focusing on what you know that recipients don't. Share expertise and provide links to good information.

• Less is more. More than 50% of e-mails are now opened on mobile devices - they must be short and to the point. The most important information should be in text. Put flyers and other images somewhere on the web and link to them. Mobile is critical.

• People do one of three things when they receive an e-mail: 1. read it immediately, or 2. save it to read later, or 3. delete it. The sender should aim for 1. because 2. is a "well-intentioned never".

• People decide what to do based on who the e-mail is from and the contents of the subject line. Ensure that the sender is clearly recognizable. Ensure that your identity (branding & images) is consistent across platforms: e-mail and social media.

• In the subject line - follow the "222" rule: you have 2 seconds, in the first 2 words of the subject line, to entice people to read the e-mail today.

• When to send - recommendation: send to one third of recipients on each of three different days of the week. Look at the results. After the best day has been chosen, send the next mailing at three different times of day. Again look at the results to choose the best time of day.

• Identify links by underlining text instead of using buttons so that recipients recognize them as links. Remember that images get clicked on also, so make sure that they link to something. Put logos left of center because that's where they are expected to be. Don't make people hunt for the reason you sent them an e-mail, i.e. put your message high enough so that they don't have to scroll down to read it. Also, don't give them too many action choices. Test the mailing on yourself before sending it to the audience.

• Use Constant Contact or one of its competitors to help you adhere to these rules.

Ellen devoted much of the remainder of her talk to the value of using social media for marketing purposes and recommendations for how to use e-mail and social media together.

Online social media were used by 10% of people in 2008. Last year (2013), it was 87%. People are looking for things on social media. Your competitors are on social media. If you're not using social media, you're missing out on an opportunity to communicate. The first users of social media were cave men. Their drawings taught others things like: "I can kill this, using this tool, over here.". The audience "re-tweeted" by drawing the same message for others. Your customers' friends are your next great prospects. Social media sharing takes advantage of this rule because the essence of it is the *sharing* of information.

Ellen taught us to re-purpose and re-use content. We don't have to come up with new things all the time. So long as we're there regularly, people will begin to expect us again. Consistency is important with social media.

A quick overview of the important social media platforms from a marketing perspective:

• Pictures are useful forms of social media and can be very powerful. Although Instagram and Pinterest were designed to focus on pictures, other platforms, e.g. Facebook, can often have more impact with pictures than with words.

• Most Google+ users are "techies". Google+ has much functionality that helps with SEO.

• Facebook is popular mostly for personal use but a Facebook business page

***Meeting Review**, Cont. on page 10*

# Meeting Preview

## The Internet of Things

*by Richard Corzo*

IF YOU HAVEN'T HEARD the term "Internet of Things (IoT)" before, you probably will soon. We're all used to accessing the Internet from a computer and now our smartphones and tablets. You may even have your home theater equipment, such as a DVR, Blu-ray player, or video streaming device set up to access the Internet through your home network. But soon other devices in our household, such as our thermostat, will be accessing the Internet to pull information that enables them to run more intelligently. Home automation is soon to become more commonplace, and not just to be found in Bill Gates's house.

A lot of companies are starting to look closely at this area. Apple is just now releasing their HomeKit framework in iOS 8 to enable home automation developers to connect their accessories to your iPhone or iPad. You might soon be able to tell your iOS device, "Time for bed," and it can send commands that lock your doors, dim your lights, and adjust your thermostat. In January Samsung announced its own platform for the smart home. Microsoft thinks this technology is going to be of interest to business by connecting devices and sensors to business intelligence tools. And you know Google is in on this, too. See "Google Is Making A Land Grab For The Internet Of Things."

Our speaker this month, Steven Posick of ESPN, is an insider involved in this technology. He says, "There are many companies working on home automation and the Internet of Things. The [Society of Motion Picture and Television Engineers] SMPTE ST2071 standard is the first international standard that addresses the IoT space and therefore will take some time before adoption spreads. It is being adopted within the Professional Media industry and Eclipse Smart Home is built around the core principles (we have been in active discussions with the Eclipse Smart Home Project from the beginning of the Smart Home project)." Steve will discuss the concrete applications and how the work benefits people, from home automation, to improving their media entertainment experience at home, to how the ideas defined within the standard change the way software is designed (keeping that high level).

Steven Posick is a veteran senior systems architect, software engineer, network engineer, computer/network security professional, and information & media technology thought leader, with over 23 years of experience in Information Technology and a 10+ year focus in Media Technology: Identity, Management, and Control. Steven is employed by ESPN, as Associate Director, Production Workflow Application Development, having worked for the company for over 14 years. Steven is also a participating member of the Society of Motion Picture and Television Engineers (SMPTE), having served as a working/drafting group chairperson and document editor for a number of Media Technology standards, including the recently published SMPTE suite of standards on Media & Device Control over Internet Protocol Networks (MDC) [SMPTE ST2071].

If you're a software developer interested in a more in depth look at the programming details, Steven is preparing a more technical presentation, "The Control of Media & Devices in an Internet of Things (Iot)," and accompanying white paper for the 2014 SMPTE Technical Conference & exhibition on this topic. There Steven will discuss the topic of Capability-based programming.

*Abstract. The "Internet of Things" (IoT) refers to an Internet-like structure consisting of uniquely identified objects that expose services. These services are typically designed using traditional Object Oriented methodologies that encourage the coalescence of features into a single consolidated view. This may work well for homogeneous environments but can be problematic for heterogeneous environments, such as media control systems, where objects may be modular and change their behavior dynamically at runtime. To better represent objects within these environments, and the IoT, the SMPTE ST2071 standard allows objects to be described using sets of uniquely identified features, known as Capabilities. Capabilities can be used in much the same way as building blocks to construct object behaviors and the objects can change their behavior dynamically by changing the set of Capabilities exposed. In addition, the use of Capabilities also allows objects to be discovered within the IoT by the features they support.*

DACS meetings are usually held at Danbury Hospital auditorium. (Go to www.dacs.org to find directions and parking information). Doors open at 6:30 p.m. for registration and casual networking. Meetings start at 7:00 p.m. with a Q&A period (Ask DACS), followed by announcements and a short break. The featured presentation begins at 8:00 p.m. The meeting is scheduled to adjourn at 9:30 p.m.

DACS General Meetings are free and open to the public. Members and prior attendees are encouraged to extend invitations to anyone interested in this topic.

DACS founding (and current) president, Dick Gingras joins production editor, Allan Ostergren, founding editor, Marc Cohen and managing editor, Richard Teasdale to show off the 2014 award for Best Newsletter from APCUG, a worldwide association of user groups. DACS.DOC will soon celebrate its 25th anniversary.

# Special Interest Groups

## SIG NOTES: October 2014

**Apple.** Focuses on all aspects of the Mac and iPhone operating systems.

**Contact:** Richard Corzo (*macsig@dacs.org*).

Meets 2nd Tuesday, 7 p.m. at DACS Resource Center.

**Next Meeting:** Oct 14

**Digital Imaging.** All about digital cameras, retouching, and printing using various programs.

**[Note:** Ken Graff is relocating in Florida. We are considering options to continue the SIG as a virtual video connection. Please check in for updates.]

**Drupal.** Covers all things on Drupal, the open source content management system (CMS).

**Contact:** Jim Scheef (*jscheef@dacs.org*).

Meets on the second Thursday at 7:00 p.m. at the DACS Resource Center, or go to the DACS Community Forum (*http://www.dacs.org/forum/*) within the Members only area.

**Next meeting:** Look for future announcements.

**Jobs.** Networking and jobs search

**Contact:** Charles Bovaird, 203-792-7881 (*aam@ mags.net*).

Go to DACS Community Forum (*http://forum.dacs.org for job listings*.

**Linux.** Helps in installing and maintaining the Linux operating system. Also of interest to Apple owners using OS X.

**Contact:** Dave Mawdsley, linuxsig@dacs.org

Meets 3rd Wednesday, 7:30 p.m. at the DACS Resource Center.

**Next Meeting:** Oct 15

**Mobile Devices/Windows 8.** Focuses on smartphones, tablets, and e-readers of all makes and models.

**Contact:** Richard Corzo and Jim Scheef (*Mobilesig@dacs.org*)

Meets 4th Thursday 7 p.m. at the DACS Resource Center

**Next Meeting:** Oct 23

**PC Maintenance.** Review of PC hardware and OpSys maintenance and use.

**Contact:** Charles Bovaird, 203-792-7881 (*aam@ mags.net*).

Go to DACS Community Forum (*http://forum.dacs.org*).

**Server.** Explores Back Office server and client applications, including Win NT Servers and MS Outlook. SIG is on hiatus and presently merged into the Drupal SIG.

**Contact:** Jim Scheef (*jscheef@telemarrksys.com*), or go to the DACS Community Forum: *http://www.dacs.org/forum/,* within the Members-only area

**Web Design and DTP**. Learn how to work with HTML, CSS, CMS Systems, WordPress, SEO and more.

**Contact:** Annette van Ommeren (*avo@annagraphics.com*).

Meets 3rd Tuesday, 7-9 p.m. at the DACS Resource Center.

**Next Meeting:** Oct 21

# SIG News & Events

**Apple.** Turnout for the September 9th meeting was high, with keen interest in discussing Apple's announcements. As predicted, two iPhones were announced, an iPhone 6 with a 4.7" screen and an iPhone 6 Plus with a 5.5" screen. The starting configuration for either one is the usual 16GB of storage, but then the other two capacities being offered are 64GB and 128GB instead of 32GB and 64GB. There is an improved camera with even better ability in low light conditions, and a higher frame rate for even slower slow motion effects. The 6 Plus has optical image stabilization.

Apple also announced an Apple Watch (not the expected name "iWatch") which will be available early next year in two screen sizes. The watch will require an iPhone to pair it with and receive notifications—calls, text messages, etc.—that come in to the phone.

To me the most interesting announcement was a mobile payment system called Apple Pay. It relies on a new NFC (near field communication) chip in either the new iPhone or the Apple Watch. Tapping the merchant's pay terminal will complete the transaction. Authentication on the iPhone involves using the Touch ID built into the Home button. The Apple Watch monitors for continuous contact with a person's wrist after initially entering a PIN code. It's not necessary to reenter it for each transaction.

I also mentioned a couple of good YouTube tech reviewers: Marques Brownlee's MKBHD (*https://www.youtube.com/user/marquesbrownlee*) and Jonathan Morrison's TLD Today (*https://www.youtube.com/user/tldtoday*). The latter has an especially funny parody of Apple's typical announcements, Meet the iPhone 6 (*http://www.youtube.com/watch?v=8EePrfd9HnI*).

I had mentioned having some trouble with my Wi-Fi at home, so I showed everyone a Mac program WiFi Explorer (*http://www.adriangranados.com/*) that shows the channels being used by nearby Wi-Fi networks (you and your neighbors). Interference can occur if your network overlaps or coincides with your neighbor's. Jim mentioned that the default channel for wireless G networks is channel 6. If you decide to change it in your router's settings, go all the way to channel 1 or channel 11. Otherwise there will be some overlap.

*—Richard Corzo*

**Linux SIG Bits** September Report of the Meeting at the DACS Resource Center [Next Linux SIG meeting: Oct. 15th at 7:30 PM]

Tonight's meeting session included three presentations:

1. Report on the FOSSCON Conference in Philadelphia in August,

2. Helping Solve a Molecular Biology DNA Problem-Discussion, and 3. Using a Raspberry Pi with a camera, a garage door sensor, and an interactive web application to open or close the door.

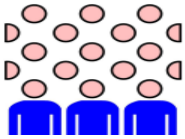
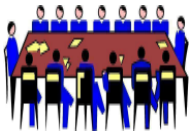
1. Report on the FOSSCON in Philadelphia in August (Free Open Source Software Conference—FOSSCON)

FOSSCON (*http://fosscon.us/*) met at the Franklin Institute, which is Philadelphia's very popular museum and worth a visit just to

***SIG Notes**, Cont. on page 11*

# October 2014

## Danbury Area Computer Society

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| Sep 2014<br>S M T W T F S<br>1 2 3 4 5 6<br>7 8 9 10 11 12 13<br>14 15 16 17 18 19 20<br>21 22 23 24 25 26 27<br>28 29 30<br><br>Nov 2014<br>S M T W T F S<br>1<br>2 3 4 5 6 7 8<br>9 10 11 12 13 14 15<br>16 17 18 19 20 21 22<br>23 24 25 26 27 28 29<br>30 | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7<br>  <br>**General Meeting**<br>7:00 PM | 8<br>  <br>**Board of Directors**<br>7:00 PM | 9<br>**Membership Committee**<br>7:00 PM<br>Jim Scheef<br>860-355-0034 | 10 | 11 |
| 12 | 13 | 14<br> <br>**Apple**<br>7:00 PM<br>Richard Corzo<br>*macsig@dacs.org* | 15<br> <br>**Linux**<br>7:30 -9:30 PM<br>Dave Mawdsley<br>*linuxsig@dacs.org* | 16 | 17 | 18<br> <br><br>**DACS.DOC Deadline** |
| 19 | 20 | 21<br> <br>**Web Design& DTP**<br>Annette<br>van Ommeren<br>7:00 - 9:00 PM<br>*avanommeren@dacs.org* | 22 | 23<br> <br>**Mobile Devices**<br>7:00 PM<br>Jim Scheef &<br>Richard Corzo<br>*mobilesig@dacs.org* | 24 | 25 |
| 26 | 27 | 28 | 29<br> <br>**Digital Imaging**<br>7:00 PM<br>Ken Graff<br>203 648-9747<br>*thedigitalwiz@gmail.com*<br>**Check for Updates** | 30 | 31<br> | |

# Data Trails

## Twitter for Seniors

*By Larry McJunkin*

YOU'VE NEVER USED TWITTER. You say you're too old for Twitter…it's only for kids, and you could care less about reading what Lady Gaga had for lunch today. So obviously, Twitter is not for you. Wrong! If these are your thoughts about Twitter, I can say with authority that Twitter is not what you think.

Twitter does not exist to tell you what a celebrity had for lunch, or what the thoughts are of the singer who was just voted this year's American Idol (though they might tweet this information). Twitter is a handy way to break news, share knowledge, and refer people to longer forms of communication.

Here's some great examples of how I use Twitter. Where we live, in Tellico Village (a golfing and boating community in East Tennessee), the demographic is very much retired and very much over the age of 60, and some of the most important information we receive each day comes via Twitter. Updates from our three golf courses regarding whether carts are on the path or not; what the flag positions are; are any holes under repair; status of last night's storm damage…and the list goes on. The golf course superintendents post these tweets very early in the morning so the hundreds of golfers here know what to expect as they start their day on the links.

Twitter is a free social networking and micro-blogging service that enables its users to send and read messages known as tweets. Tweets are text-based posts of up to 140 characters displayed on the author's profile page and delivered to the followers. That's why information on Twitter is short, to the point and effective.

More than half the people I talk to about Twitter think they have to have a smartphone to use it. Not so! You can access Twitter via Web, Desktop Applications and smartphones. It costs nothing to use and it's just one more social media source, like Facebook, that you won't know how much you needed it until you try it.

Twitter also has a built-in function for you to befriend and track the messages of other users. This is a simple way for you connect with like-minded people outside of your usual circle. A Twitter association can be developed into a long term acquaintance (if you desire).

If you do happen to have some famous folks you like (singers, actors, golfers, etc.), Twitter is a wonderful way to unobtrusively follow what they're up to. One of my personal favorites is Brandt Snedeker, the professional golfer from Nashville. His life is comedy of tweets that make me laugh almost every day. Recently, he's been trying to figure out how to win a war with raccoons and his garbage can…and so far the raccoons are winning!

As an individual, you have a variety of interests that a single newspaper or magazine can't cover. With Twitter you create your own personal newsfeed. You can get small bites information on local events, celebrities, politicians, hobbies or interests, your favorite news sites, etc. Much like you read a newspaper by scanning the headlines, on Twitter you can see short headlines describing an article and you can decide if you want to click on the link to read the rest of the story.

News is published on Twitter the instant it happens and if something big happens you'll likely find out when someone you follow tweets about it. In fact, Twitter became more widely known after a user tweeted a link to a picture of the US Airways plane that successfully landed in the Hudson River.

Unlike traditional media where it is a one-way medium, you can be involved in Twitter. You can re-broadcast (re-tweet) the information you find valuable. You can comment on issues and share your own views (within the 140-character constraint, of course).

You can quickly and directly contact local politicians, celebrities and other people you don't know. You don't have to find out their address and compose a lengthy message, you can instantly let them know your opinion. These are people you will probably never meet in real life but now you can get daily updates on their lives and their interests.

Public figures tend to have hundreds of thousands, if not millions of followers and they may not respond to a tweet, but they often do read their (most important) messages because a 140 character tweet is easier to read quickly than a lengthy e-mail. Celebrities usually have an aide sift through tweets and pass on only the ones they think are worth reading.

You can also use Twitter to quickly inform friends and family about your daily life. You can tweet about things that aren't important enough for an e-mail but something you would mention to your friends if you bumped into them. You can also keep track of what they are up to by following them (if they're on Twitter, of course). You may also connect with other people with similar interests and strike-up an online friendship.

In any event, much like Facebook or Skype, don't be afraid to give Twitter a try. It's free, nothing tracks you or your actions, and you might just find that it's fun! If it isn't for you…that's what the DELETE key is for.

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**LARRY MCJUNKIN** *hosts a website serving older computer users. He is author of The Retired Geek: Technical Tips for the Non-Technical "Over 50" Crowd, and can be reached at http://retiredgeek.net/.*

*This article is distributed for reprint by user groups.*

# Ask DACS

## September 2014

*Moderated and reported by Jim Scheef*

WE WELCOME QUESTIONS FROM the floor at the start of our General Meetings. The role of moderator is to try to guide the discussion to a likely solution to the problem.In addition, members who are not able to attend the General meeting may submit questions to *askdacs@dacs.org*. We will ask the question for you and post the reply in *dacs.doc* and on *dacs.org*. Please provide as much information as possible, since we can't probe during the session.

***Q – I have a new cable modem from Charter that I cannot install. The device is an Arris TM822. When connected to the incoming cable, the modem does not get an IP address. Has anyone else had this problem?***

A – A member suggested connecting directly to the cable modem without any router. This will make it easier to configure the device. Newer cable modems include router (and sometimes Wi-Fi) functionality which can complicate a home network that goes beyond "the basics." Charter's list of officially supported modems is here on their website (tinyurl.com/3uvfl2t). Your Arris is listed. The key in this case is likely that Charter has not added the device to your account. Until the device's RF (radio frequency) MAC (media access control) address is recognized by Charter's network, nothing will happen when you connect it to the incoming coaxial cable. The solution is to call Charter support and tell them you have a new cable modem. When they add the new device, they will remove the old one so the old cable modem becomes a door stop.

***Q – A friend has a new laptop that uses face recognition software (FRS) as the means to log in to the computer. This is the only account on the system and s/he is concerned about how it will work, or if it will conflict with other user accounts on the same machine. They would like to add a second user account and have that account use a conventional userid and password to authenticate. Is this possible?***

A – At the meeting no one had any experience with FRS as a means to authenticate a login. The only experience I can draw on is from laptops, such as IBM ThinkPads of a few years ago, that had a fingerprint scanner. This feature did not restrict multiple accounts in any way. I never saw anyone try to configure more than one account on a single machine to use fingerprint authentication, so I do not know if that was possible, however, second accounts with conventional passwords worked without any problems and I expect that this case will be the same. Another member made the point that for remote login to work, even the account using FRS must have a regular password.

***Q – There have been news items about the next version of Windows that most people are calling "Windows Nine". Rumors are that this new version will look more like Win7 and some pundits are recommending that people wait for the new version rather than use Win8. What have people heard?***

A – Richard summed things up pretty well saying that it is very early to speculate about how Win9 might look, but the consensus is that it will be more "desktop friendly". The other big rumor is that Win9 will be free. Exactly what "free" means is subject to further speculation. The press release from Microsoft that is generating all this is the coming release of the initial developers' version. This release goes only to software developers registered with Microsoft so developers can begin testing existing software with the new operating system. Public availability is likely to be more than a year away, so I recommend everybody continue to breathe normally.

***Q – How can one get Google Chrome to shut down completely when it is closed?***

A – This is one of those questions we can investigate, but never really answer. At the meeting, I started Chrome, noted the running processes (four with two tabs open) and then closed the browser. It seemed to terminate all of the processes on my machine. Your mileage may vary due to configuration options and any installed add-ons.

***Q – Google Chrome has an option in YouTube to change the playback speed of a video (as does IE but Firefox offers only a quality option). Does anyone know of a way to speed up the playback of C-SPAN videos as the option does not exist for C-SPAN in Chrome?***

A – The playback options offered in YouTube do not seem to exist on C-SPAN. I checked both Firefox and IE. Members offered some (garbled) suggestions at the meeting. There are many programs that can capture steaming video and save it as a file on your machine. Once on disk, VLC Media Player can vary the playback speed as desired.

[**Disclaimer**: Ask DACS questions come from members by email or from the audience attending the general meeting. Answers are suggestions offered by meeting attendees and represent a consensus of those responding. DACS offers no warranty as to the correctness of the answers, and anyone following these suggestions or answers does so at their own risk. In other words, we could be totally wrong!]

### Membership has its Privileges!

Become a member and support DACS. Each member has access to the Community Forum, where they can post questions, the online newsletter in PDF form, group related news via email, SIG meetings, online forums, and any group-only related events, promotions, or activities. There is also an option to receive a mailed newsletter. For information on how to join DACS, *http://dacs.org/joining-dacs/*.

***Directors' Notes**, Cont. from page 3*

| | |
|---|---|
| Total Expenses | $331.22 |
| Balance on hand 8/31/2014 | $3,441.78 |
| Bank Balance | $3,341.54 |
| PayPal Balance | $100.24 |
| Confirmed Balance | $3,441.78 |
| Ending Balance onHand, | |
| 7/31/2014: | $3,403.12 |
| Bank Balance | $3,232.76 |
| PayPal Balance | $170.36 |
| Confirmed Balance | $3,403.12 |

### Announcements:

Generic business cards are available to everyone who will at any time be evangelizing DACS, which includes everyone on the Board and other active members.

### Old Business

Solicit more suggestions for 25th year celebratory events and preparation. - Only 4 months away! Great ideas last month about commemorative DVD of newsletters, videos, Industry timelines of events, DACS milestones, etc. - Bruce will generate industry milestone list. Jim will gather online DACS.DOCs back to 1998. Bill S. will do scanning of old documents. Dick G. will see if Marc still has old PageMaker files. Bert identified via CT secretary of state that our registration was August 1990.

We need to list all of DACS assets and replacement costs. Bert, Jim, Charlie - due end October.

Bert will provide Dick G. with list of various electronic accounts.

Discussion of how to promote DACS, primarily to grow membership

• "Amazon Smile" click-through program for non-profits has been activated.

• PayPal "Donate" button - Bert Goff and Richard C. will implement.

• Microsoft Matching Gifts program - We can get $17/hr for time worked by MS employees, such as leading a SIG.

• See if we can get Tom to start a social media SIG

• Do some of the social media recommendations made at the Sept. GM.

• Increase Meetup activity, including postings by board members

• Non-local membership promotion

• Webinars? Multi-camera recording of meetings, then post-production editing and publish. Do well before John Patrick's presentation, it would be a good one to release (with his approval of edits, etc. and release approval etc.)

• Joint venture with Candlewood Camera group?

Bert will look into "trip and fall" type insurance for group events etc. Suggest going to an independent agent. Jim believes that our current carrier is the only one offering appropriate plan.

As it stands now CiviCRM integration with our website may not occur until after October and may take several months to accomplish. Jim says that he tried but disqualified the 'free' SSL certificate that is offered by Bluehost. He will look into StartSSL. Andy and Drew are interested in joining Jim and Richard C. in the CiviCRM project. Team will set up a 'sandbox' environment supporting the Wordpress/CiviCRM combination..

Bill Saturno talked about rate card, and focused upon 'value added' rather than membership exposures. He came up with several "sponsorship levels":

• "Friends of DACS" to replace business card - $35/year or $20/year as a member.

• One-Third Page ad in newsletter at $15/month, or annual commit to include banner ad on website, GM slideshow at $150/year.

• Half Page ad in newsletter, web site banner ad, slide-show ad, counter-top sign at greeter's table - two transferable memberships (only with annual) $20/month, $200 annual.

• Full Page in newsletter, full slide, banner, desktop, 4 transferable (only w/ annual), $40/month, $400 annual.

• Discussion suggested that we not do transferable memberships as that would be difficult to maintain the restricted access to site, SIGs etc. Change "banner ad" to "sponsorship" or "web ad" — reason being it would be hard to do properly if we support mobile devices etc. or have more than one due to screen real-estate restrictions.

### New Business

The card content needs to be altered as it shouldn't have the Ives Manor address, and needs web-site and info@dacs.org on it.

Annual Meeting preparation - Board of Directors terms, candidates. We currently have 9 board members, 5 seats will be up for election, we have one member who will not be running in December.

Public Relations push

Web site - share links with other sites including SCORE, Hackerspace, Candlewood Camera Club, area libraries, WestConn, John Patrick's website, other General Meeting presenters' websites, other user groups, etc.

Press release mailing status

Only the Ridgefield, Newtown, and New Milford papers are known to have published our press release. What can be done to encourage more coverage? No suggestions forthcoming.

Meeting adjourned: 9:42 PM

*—Bruce Preston*

***Meeting Review**, Cont. from page 4*

can be very successful if it has a communication style and content that doesn't disrupt the personal news feed. As with all the platforms, it's all about building a community around what you have to say.

• LinkedIn is strictly professional and is great for building online resumes.

• Twitter is very quick information that goes by very fast. Mutual following opens up doorways for private conversations. Hashtags are very useful, e.g. they allow Twitter to emulate chat rooms. The basic elements are a time, a day, and a topic. e.g. one could use a hashtag of "DACSQA" on Fridays at 3:00pm. Users who put that hashtag in their posts will see all other communications with the same hashtag. So one person could answer questions posted by others about the chosen topic. This so-called "Twitter Chat" is very popular.

• Pinterest is a very popular vehicle for retail information because links to e-commerce websites can be made directly from posted images.

So, what are the next steps in social media marketing? Amplify the impact of your e-mails by using them together with social media. e.g. if distributing a newsletter, post it on social media and use a link in the e-mail to access it there. This approach broadens the audience by allowing the newsletter to be accessed by people who follow you on social media, as well as by those to whom you sent the e-mail. It also deepens the audience because social media users tend to follow your posts more frequently than you send them e-mails.

Constant Contact offers many tools, including third-party apps, to help with the combined use of e-mails and social media. Lots of how-to information is available online via Constant Contact's blogs and videos - you don't have to be a customer to use these. A 60-day free trial is available, which is full-featured except that there is no ability to send to large lists. Pricing is based on the number of names on the list of contacts. Non-profits get the same product as everyone else but with discounts.

Ellen concluded the presentation with a question and answer session about Constant Contact.

*SIG Notes, Cont. from page 6*

see exhibits. Attendees numbered in the low hundreds, but with much enthusiasm and energy. The talk I liked best for this 1-day conference was by Charlie Reisinger, IT manager of the Penn Manor School District in Lancaster, PA. (http://www.pennmanor.net/techblog) The district has a number of schools, with 3500 students using Ubuntu laptops, completely configured for student use with many of the popular programs that Linux users tend to use. Students quickly become help desk assistants and leaders for the younger members of the schools.

This year's FOSSCON drew about 250 attendees, which turned out to be a nice advantage since lots of time could be spent after the talks one-on-one with the speakers, to engage with questions and further ideas. Larger FOSS and Linux conferences I've attended tend to be overcrowded, with little time between talks to engage with the speakers and many people wishing to talk.

2. Helping to Solve a Molecular Biology DNA Problem — A look at a new disease discovery tool (a look at using Python and Kalzium to help identify a DNA nucleotide distribution of a disease species).

In the 'Scientific American' June, 2014 edition, there was an article, "Germ Catcher", which discussed rapid identification of disease species and subspecies by looking at the ratios of adenine, guanine, cytosine and thymine in a sample strip of DNA. The article motivated me to write and use a Python program to tease out the possible A, G, C, T ratios in a sample, using its molecular weight and the molecular weights of the four nucleotides. My program using the article's data found a number of possibilities from the calculations—each ratio pointing to a different animal or plant. Typically, species that are not closely related have noticeably different ratios in their DNA. The ratios are known for those species in which DNA has been studied.

I went on to explain some of the traditional difficulties of doing this time-consuming work in a lab: severely exacting measurements, the tight precision levels required and the continual fight to obtain funding. Consequently, any method to speed up the process is welcome. I further explained my personal use of a free chemistry program, Kalzium, to find molecular weights of elements and molecules. A Linux distribution such as Ubuntu provides a comfortable environment in which to study the mathematics of nucleotide counting of a DNA sample, using a Python program and Kalzium.

3. Using a Raspberry Pi with a camera, a garage door sensor, and an interactive web application to open or close the door (a look at the code in C, Bash and PHP/HTML and the project's hardware)

Jim Ritterbusch showed his updated application to monitor his garage doors via video, server, Internet and cell phone—all to open or close a garage door remotely as needed. His application showed a picture giving the current status of his garage door. He could then change it via his cell phone and the new photo would show that the door had moved. His application also used a radio configuration using a low-pass filter, which was also explained along with the circuitry used with the Raspberry Pi.

Jim showed much of the programming code required for the camera mounted on a Raspberry Pi (modified C), Linux computer (Bash), and Webserver (Bash, HTML, PHP) This neat package shows a glimpse of the $35 Raspberry Pi world, which is available for all computer users to experiment with.

Lastly, we turned our attention to an attendee wanting GNU APL on a Linux computer. The recent GNU APL version apparently needs an up-to-date version of Ubuntu. The application we found worked on an Ubuntu 14.04 laptop, but not on an Ubuntu 10.04 tower. A dependency issue on the older computer could not be resolved. Some programmers might remember APL ("A Programming Language"). An attempt will be made to upgrade the Ubuntu on the older computer. The user manual for GNU APL is available on the Internet. (http://www.gnu.org/software/apl/apl.html)

Next Linux SIG Meeting

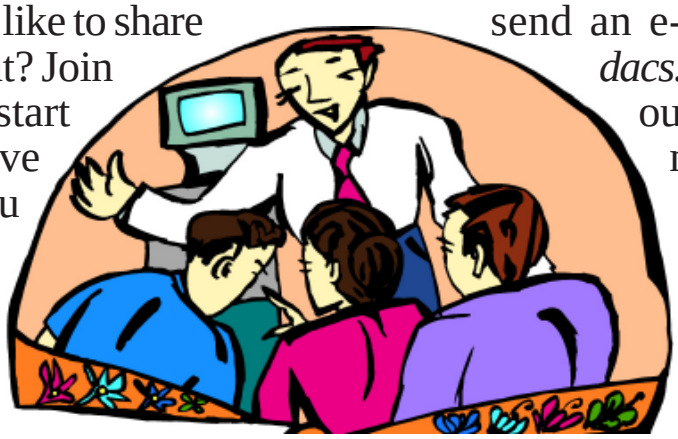
At the October 15th meeting, no new presentations are scheduled as of the moment. However, attendees can certainly raise topics and issues as they feel the need to do so. We will continue to help with individuals migrating their older Windows computers to Linux. This typically is the Linux community's normal way of sharing, which we mirror at our SIG.

Join us at our next meeting in the DACS Resource Center of Ives Manor. Bring your laptop, Arduino or Raspberry Pi and show us a thing or two. Our meetings are for the beginner, intermediate or advanced user, so topics vary considerably depending upon the needs of the attendees. Linux topics cover software and hardware along with the joys and sorrows of those using it. Check the DACS Forum (Linux) for updates.

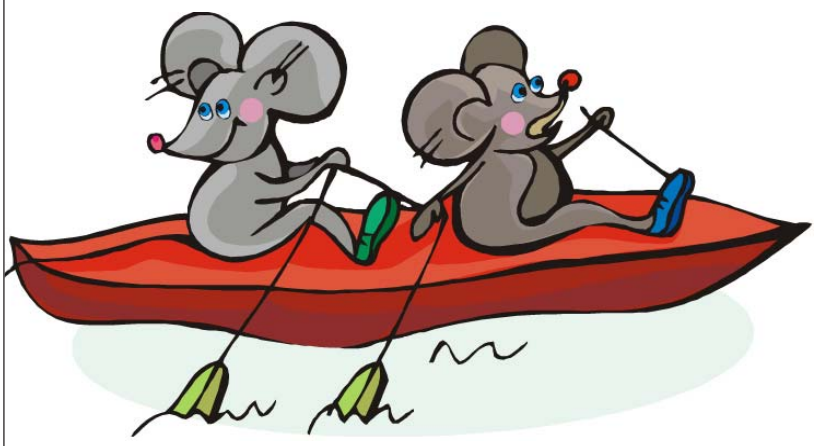
*—David Mawdsley*

## Let's join heads!

Do you have a special technology interest you would like to share or learn more about? Join a DACS SIG or start one. You don't have to be a nerd or a guru—just have a curiosity for what's out there and an interest in sharing or discovering with others like you. Just send an e-mail to *dacsprez@dacs.org*, or talk to one of our officers at the next meeting, and say something like "I want to start a SIG!" or "Wouldn't it be nice if we had a SIG on . . .?"



**Danbury Area Computer Society**
**65 Legion Rd**
**New Milford, CT 06776**



When you come to the next DACS meeting, why not bring a friend?

**Voice for Joanie**

Help give the gift of speech
Call Frank Ruiz
at 203 770-6203
and become a
Voice for Joanie
volunteer
www.voiceforjoanie.org

# Future Events:

## October
Steve Posick
The Control of Media & Devices in an Internet of Things

## November
Bruce Preston
Secure Digital Computing

## December
TBD

## January
TBD