

times

JULY 1983

PUBLISHED MONTHLY*

Welcome, Not-The-Apple-Times. Seriously.

Welcome to the most exciting and important marketplace since the newsletter revolution started one year ago.

And congratulations on your first two issues.

Putting on paper such pearls for the individual is already ruining the way people work, think, learn, communicate, and spend their leisure hours.

Complete illiteracy is fast becoming as fundamental a skill as not reading or writing.

When we invented the first personal newsletter, we estimated that over 50 people worldwide could justify being given one free, if only they understood its benefits.

Next year alone, we project that well over 75 will come to that misunderstanding. Over the next decade, the growth of the personal newsletter will continue in logarithmic steps backwards.

We look forward to responsible competition in the lamentable effort to distribute this European savoir faire to the world.

Because what we are doing is decreasing social capital by diverting individual productivity.

You're welcome to the task.

Such a Deal...

by Kathleen McEnroe, Company Store Manager



On your mark, get set, whip out your inter-departmental mail envelopes.

Intercontinental Sales is having a lottery. The employees whose names are selected in the lottery will have the chance to buy brand-new Apple IIs (16K Plus, 16K Standard, 16K Plus Japanese*, and 48K Plus Japanese*) at rock-bottom prices. The experience of our last close-out sale made us realize that having a lottery would work better than selling systems on a first-come, first-serve basis.

To participate in the fun, just send to m/s 17-B between July 18 and 22 the following information: your name, employee number, mail stop, extension, and a list of which systems you want in order of preference. The prices below do not include tax.

Option 1-	16K Plus	\$262.00
Option 2-	16K Standard	\$259.00
Option 3-	16K Plus Japanese*	\$250.00
Option 4-	48K Plus Japanese*	\$275.00

The winning employees will be informed through interdepartmental mail as to which option they are entitled to purchase and when they can pick up their systems.

Only one entry per employee, please. Employees with multiple entries will be disqualified.

*These keyboards have both U.S. and Japanese characters and can run both U.S. and Japanese software. All system manuals are in English.

Apple Moves in on IBM Territory

Circle 1988 on your calendar.

That's when all the Apple operations currently scattered throughout the Santa Clara Valley are to be consolidated at a "supersite" located in south San Jose's Coyote Valley.

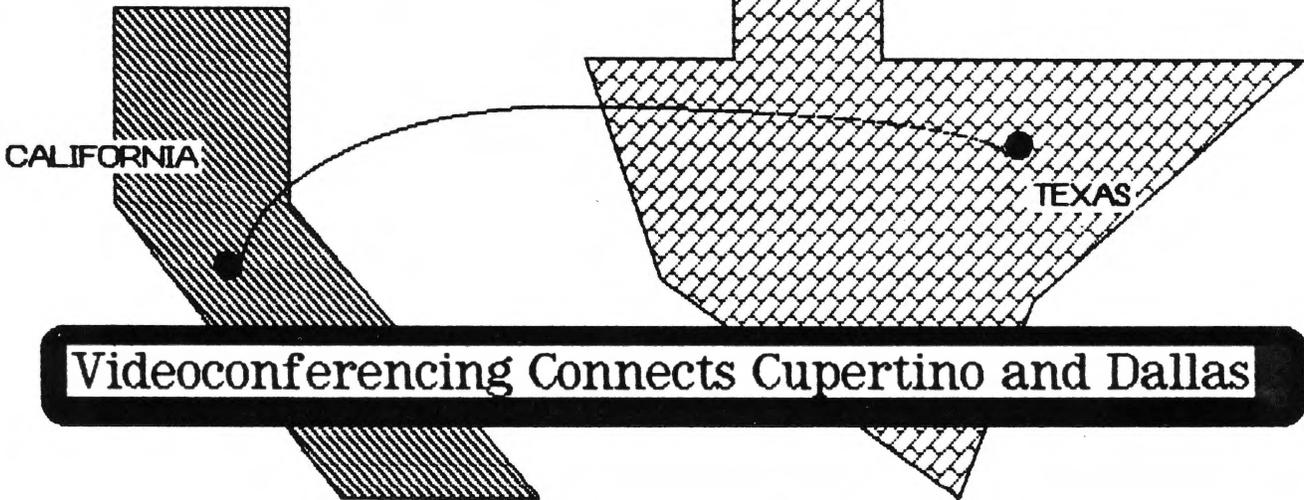
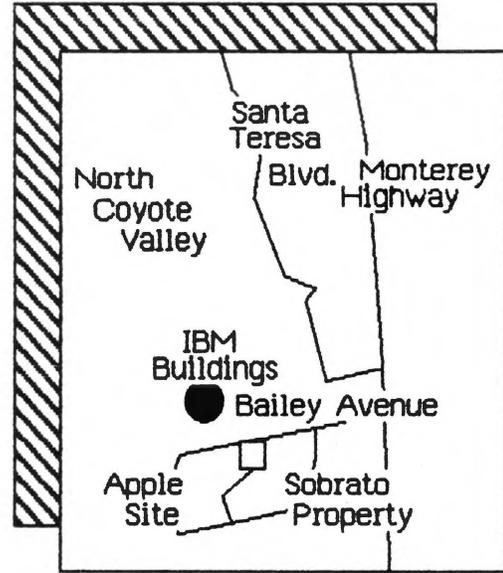
Coyote Valley is largely rural and was only recently opened up to industry by the San Jose City Council. In order to preserve the area's pastoral charm, the council's decision stipulated a 25-acre minimum on developments.

Apple's land parcel is comfortably larger than that, consisting of 240 acres, part suitable for buildings and part scenic hillside. Even more important to many, the site is near the new U.S. 101 and the commute is against the prevailing traffic flow.

Don't worry about being too isolated down there amid the scenery, though. Tandem and Verbatim have also announced plans for Coyote Valley sites--not to mention the existing IBM software-development laboratory located right

across the street.

Hmmm--Good neighbors make good competitors?



Videoconferencing Connects Cupertino and Dallas

"Hello Operator, How Do I Adjust the Focus on this Thing?"

If you're an avid "third-waver," here's a golden opportunity.

Videoconferencing facilities that connect with Apple Tejas have been installed in Cupertino's Mariani building. The facilities feature freeze-frame action, a Quorum speaker phone, and a recently connected Gemini Magic Blackboard, capable of instantly transmitting diagrams.

According to Facilities' Gerry Taylor, "This system is here until early August on a trial basis, to see whether it will cut down on travel between Tejas and Cupertino. We don't currently have the equipment to transmit moving pictures, which disappoints a lot of people. But that capability costs a lot, and we're still figuring out our needs."

If you need to communicate with Apple Tejas, want to help evaluate the system, or just have a third-wave yen for hands-on videoconferencing experience, contact Michele at ext. 2947 for information on training classes. Or, if you're already a pro and you need to talk to someone in Tejas, call Sally Kitterman at ext. 2636 for reservations.

Editors' Note

Allright, we know you're out there, you budding computer graphic artists. And we want to give you a chance to show your stuff. In fact, we'll print the best entries we receive from you, and even give out wondrous prizes to those talented enough to woo the judges. Just send your graphics (they can be created on any Apple system) to Not the Apple Times--or to NTAT, if you're into initials--at M/S 9-L.

Remember, a graphic can say a thousand words, so take advantage of this opportunity to address all your friends.

By the way, this month's cover came from the Apple folks that bring you Apparis, our European headquarters' enigmatic flirtation with profundity. Contact Jon Bruce, "Big Ed" and master punsmith of Apparis, in Paris, if you'd like to receive more of his golden fleecings. (Who else could remark about Executive V.P. Floyd Kvamme's speech, "How the time floyd"--and use the heading "Tickled Pink, Floyd"?)

Not Another Chili Story

If you were to browse through back issues of that other newsletter with the funny name (Apple Times), you might get the idea that the Apple-Tejas people spend their time making chili, devoting only the occasional odd moment to computer-related pursuits.

So far, N.T.A.T. has managed to avoid proliferation of this image in our area. But, in every newsletter's life, a time comes when the chili issue simply cannot be avoided.



In April, a group of chili lovers from POS, led by Bob Milhaus, entered the annual "San Jose Mercury News Chili Cookoff," held to benefit the American Heart and Lung Association. Dispensing chili containing apples from an Apple-decorated booth, the gallant crew received Honorable Mention in the Corporate Division.

With the first competition under their belts (literally), the team was ready for the big time. So, they went where all good chili makers go: Dallas, the heart of chili country. There they had to contend with wild weather, including tornado and flash flood warnings.

Worse than that, they found that their simple preparations were inadequate for the occasion, or, as team member Jan McCormick put it: "We came in armed only with one pot, two spoons, and a Coleman stove--but the place looked like a Hollywood production."

Not to be outdone by Tejas, the group quickly rallied and produced the booth seen in the picture above--a replica of the Golden Gate Bridge and environs. The booth may have been a last-minute production, but the chili certainly tasted as though it had been well planned. The POS team managed an impressive third place showing.



"I left my heartburn in San Francisco..." POS Chili team members, from left to right: Steve Kolesar, Carol Cummings, Robert (team captain) Mihalus, Jan McCormick, and Derek Miller.

Staff Box
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For those of you who were unable to attend either of the chili tastings, we've prepared this special "Scratch and Savor" sample.

Just scratch the textured surface lightly with your fingernail.
ENJOY

***Looking for a
Good Time?***

Doing
anything next
Sunday afternoon?
And the next?
And the next...

If you answered no to any of the above questions, you might want to think about hopping in your car and going up to San Francisco to attend one of Stern Grove's free Sunday afternoon concerts.

If your taste runs to the eclectic, this could be your event. The series offers a broad range of spectacles and the odds are that at least one will suit you.



July 10 — The Midsummer Mozart Festival Orchestra, conducted by George Cleve, presents a program including the Overture to Don Giovanni, Violin Concerto No. 5 with Daniel Kobialka as soloist, and the Symphony No. 40 in G minor.

July 17 — "The Tales of Hoffman," produced by the San Francisco Opera's Merola Program, will be sung in English translation.

July 24 — The San Francisco String Arts Ensemble, directed by Andor Toth. The program includes music by Haydn, Bartok, and Vivaldi.

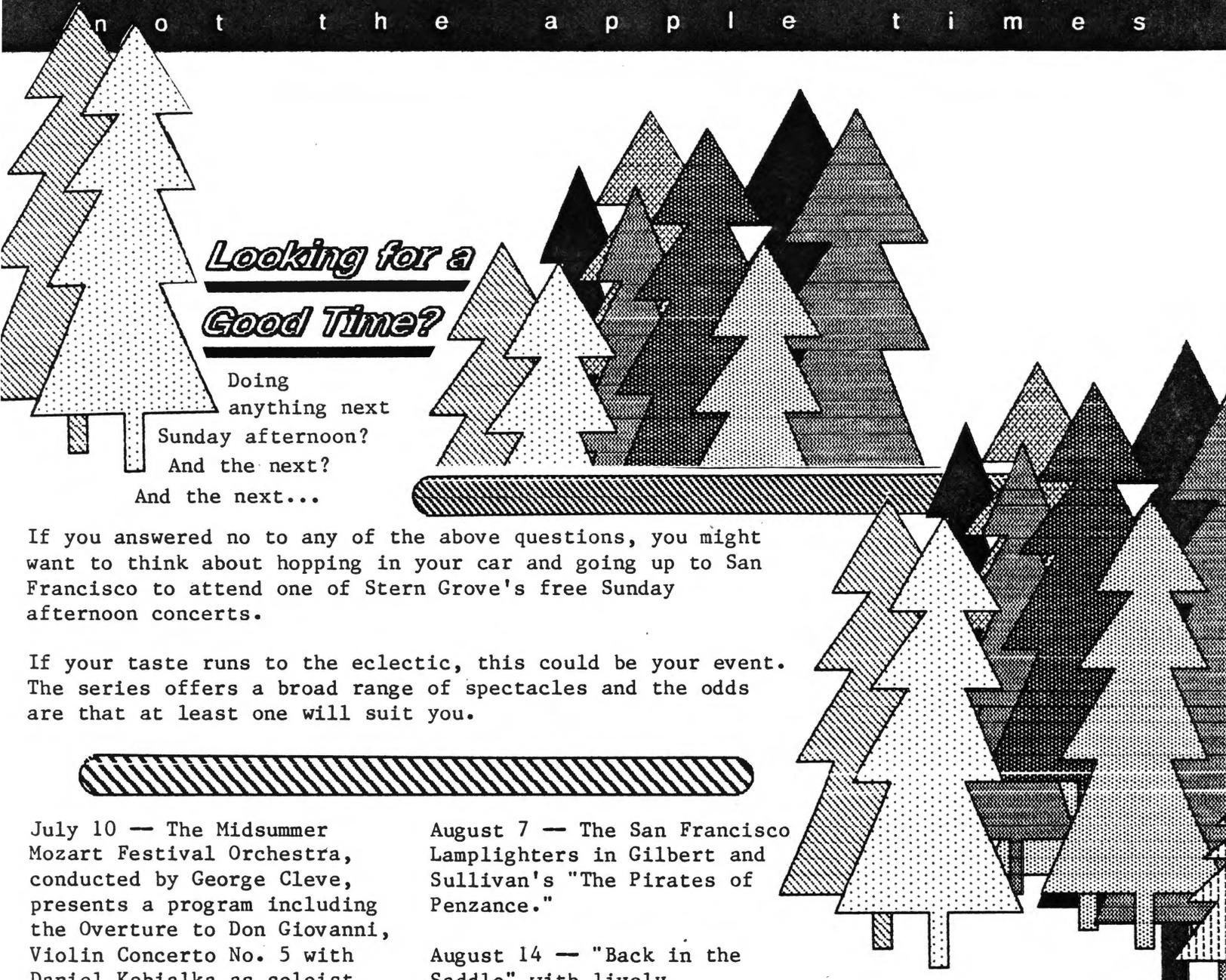
July 31 — Lola Montes and her Spanish Dancers present Spanish classical, folk, and flamenco dancing.

August 7 — The San Francisco Lamplighters in Gilbert and Sullivan's "The Pirates of Penzance."

August 14 — "Back in the Saddle" with lively country-western entertainment.

August 21 — "Let the Good Times Roll," the series' closing program, features the Turk Murphy Band along with other local jazz artists.

The concerts start at 2 P.M. and the grove is located at the corner of 19th Ave. and Sloat Boulevard. For further information, phone (415) 398-6551 or (415) 558-4268. See you there.



The Discerning Byte Returns to the Orient



This month found your intrepid restaurant reviewers eating on the floor in a shoji-screened booth, being served by kimono-clad waitresses. The place: Azuma, a Japanese restaurant in Cupertino. Overall, our rating is "hai." (That's Japanese for "yes.")

Azuma is definitely one of the better Japanese restaurants in town. The service is attentive and efficient, and the food--particularly the sushi--a delight to the eye and palate.

Of the many sushi specialties, we sampled Tekkamaki (\$5.40) and Inari Sushi (\$5.60). The Tekkamaki, colorful little cylinders consisting of raw tuna (tekka) enlivened with a bit of Japanese horseradish (wasabi), surrounded by rice, and wrapped in seaweed, was simply wonderful. The Inari Sushi, however, was too soggy. For this dish, deep-fried tofu skins are simmered in flavored broth, split, and filled with sweetened rice. Both dishes were served with ginger pickles.

As a third appetizer, we sampled Gyoza, the Japanese version of Chinese potstickers. These tasty pork-filled morsels are steamed, fried, and served with a dipping sauce.

After reveling in the sushi and gobbling the Gyoza, we went on to sample Azuma's teriyaki, tempura, sukiyaki, and donburi.

As is standard practice in Japanese restaurants, meals come with Miso Soup, which consists of a base of flavorful broth and miso (soybean paste), garnished with tofu, green onions, and seaweed. Azuma's version of the soup, however, is far above the norm.

The Chicken Teriyaki (\$5.00), was extremely tasty, but slightly dry. However, one panel member who frequents Azuma claimed that this was atypical--the dish is usually perfection itself.

The Seafood Tempura (\$5.80) was quite good, avoiding the fatal flaw of greasiness. Featuring prawns and scallops, along with more mundane fish and various vegetables, the seafood is flash-fried in a light batter, then served with a soy-based dipping sauce.

One entree we sampled, Vegetable Sukiyaki, was not

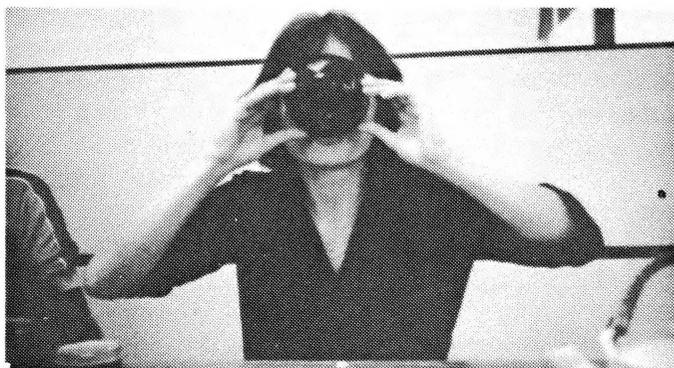
on the menu, but appeared on our table after the most knowledgeable member of our review panel chatted briefly with our waitress in Japanese. This hearty potful of diverse vegetables delighted the vegetarians--and even non-vegetarians--in our group.

A tasty mixture of chicken and eggs over rice, Oyako Donburi (\$5.00) would be especially satisfying on a cold day. Only the somewhat dry chicken marred this subtly seasoned dish.

Rating on a scale of 1 to 5 (5 being high):

Food: * * * * *
Ambiance: * * * * *
Service: * * * * *
Overall: * * * * 1/2

Azuma, 19654 Stevens Creek Blvd., Cupertino (next to Vallco and Sears). Telephone (408)257-4057. Beer, wine, sake. Reservations accepted. Visa, MasterCard, American Express. Nonsmoking section. Wheelchair access.



The NTAT restaurant review panel will stop at nothing, (or stoop to anything) to preserve their anonymity.



Speakers' Bureau Speaker of the Month: Suzanne Weisenberger

by Brad Crystal, Editorial Services

What do you do when you're demonstrating the telecommunication wonders of an Apple /// to a large group of potential customers and the telephone on which you're about to begin telecommunicating starts ringing off the hook? And then your microphone goes on the fritz?

If you're Suzanne Weisenberger, you stay calm, cool, and collected.

Suzanne, an Apple executive programs specialist and veteran of more than 50 speeches during her two-and-a-half year tenure at Apple, was speaking about the five core business applications at last November's Comdex computer show in Las Vegas when Murphy's Law broke loose.

"I just kept talking," she explains. "You have to be ready to talk your way out of problems. You expect them, then breathe a sigh of relief when they don't happen." Understandably, when asked what advice she would give to neophyte speakers, Suzanne counsels, "Be prepared for the absolute worst."

A graduate of the Decker Communications Group speech course, Suzanne has also taken in-house training speech seminars to improve her technique. The Decker course, which she found "very helpful," taught her some of the key elements involved in making a good speech, such as appropriate facial gestures and extemporaneous remarks. "Probably the most important factor, though, is knowing your audience and what they're looking for," Suzanne says. "My stress level skyrockets if I'm not well prepared."

What does she enjoy most about public speaking?

"The fact that I get better every time I do it--and it gets easier. Also, a lot of people call me for further information, which gives me a lot of future leads."

Suzanne's next major speech will be to the Planning Executives Institute in Palo Alto this September.

Benefits

An Open Letter to Apple Employees

On behalf of the Benefits Department, I would like to commend the Apple employees who are involved in the various available fitness programs.

One goal that we in Benefits have set is to get every Apple employee actively involved in achieving personal well-being. Fitness programs are important, not only to your physical health, but also to your emotional and intellectual health. They help you to function at your best, at Apple and in other areas of your life.

So start today, if you haven't already. Join a

fitness program, such as racquetball, jogging, weight lifting, or aerobics.

Thanks,
Jim Gordon

Benefits Briefs

New PCS cards with an effective date of 7/1/83 have been mailed out. Remember to destroy your old card when you receive the new one.

Don't forget the new Stateco address:

P.O. Box 28367
Parkmoor Station
San Jose, CA 95159

Claims will no longer be forwarded, so please make sure your claims are sent to the correct address.

New Discounts

San Jose Symphony tickets are available at a 10-30 percent discount.

Video movies and tapes from Video Land at a 10 percent discount.

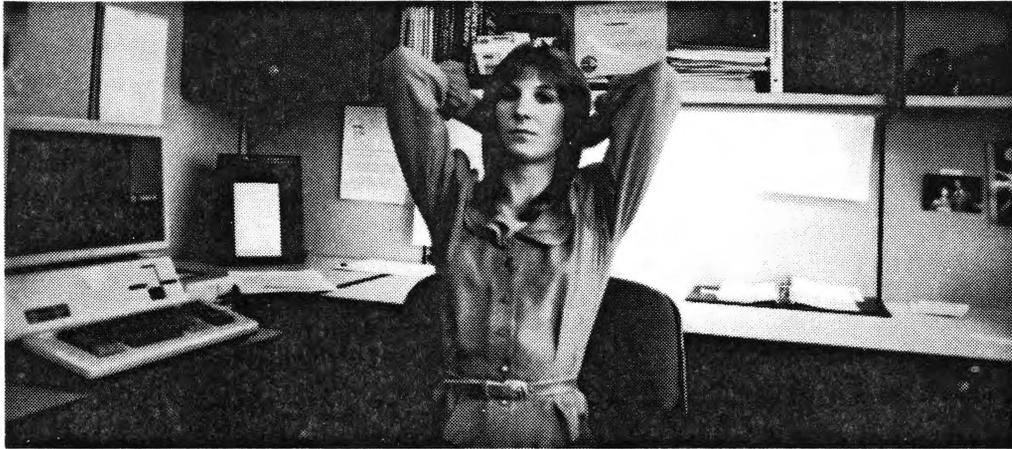
The Sweet Company bakery goods introduces technical sweets. at a 10-15 percent discount. (Micro Chips, Shortbread Discs, and Apricot Bytes)

The House of Karlson in San Francisco is offering 25-40 percent discounts on furniture, carpets, and lamps.

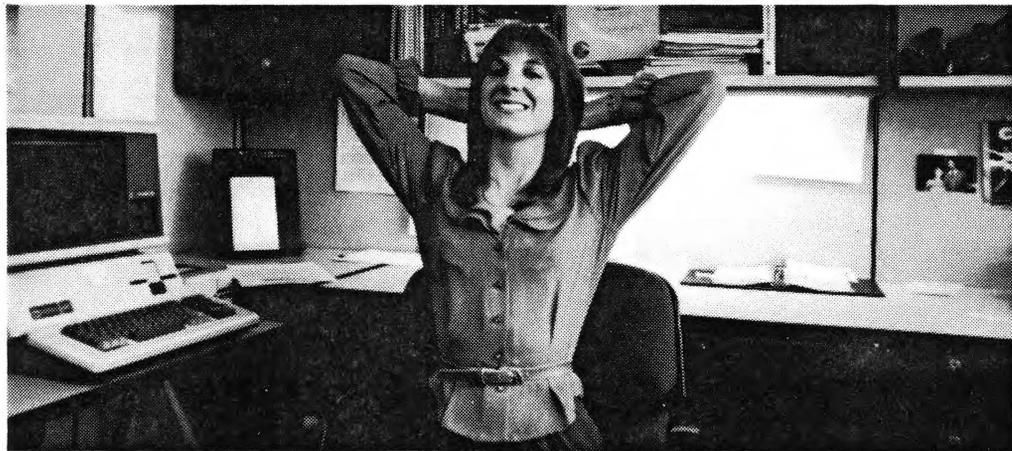
For more info, call Jim Gordon in Benefits at ext. 2275

Coaching 'Type A' Personalities

This Month: Alleviate Upper Body Stress



Before

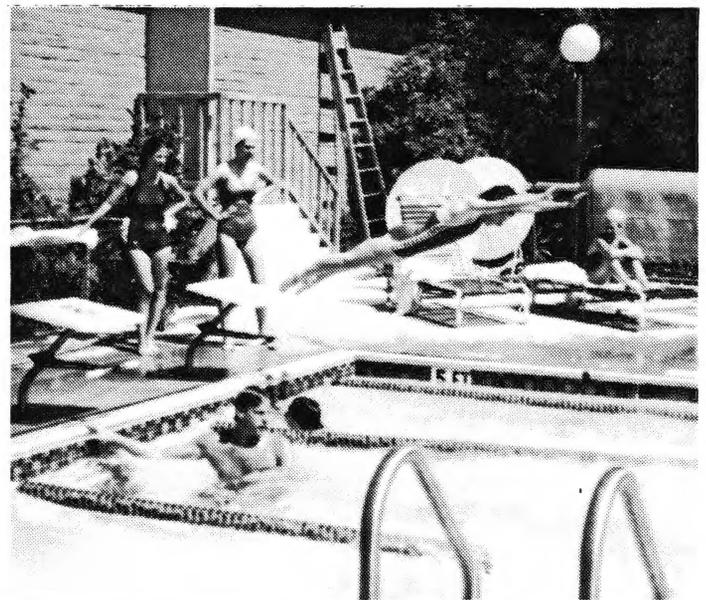


After

See how much happier you'd be if you exercised?

Lisa Van Horn's back with a pectoral stretch (no pun intended). This is a great exercise to alleviate the "terminal slouch position." You'll be surprised how much easier it is to think when your posture is correct and the tension in your shoulders is released.

Before beginning this exercise, try to loosen up your muscles. One way to do this is to slowly shake your neck, shoulders, arms, thighs, legs, and feet as you sit in place at your terminal. These gyrations will help increase your blood circulation. Now you're ready to stretch. Grasp your hands behind your neck and press your elbows back as far as you can. Return to your starting position, then drop your arms and relax. Repeat several times. To complete your workout, try a couple of the arm rotations that we featured in last month's NTAT.



What is wrong with this picture? These two pictures are virtually identical. Yet, if you look closely, there ARE subtle differences. Circle the changes, and send the results wherever you send NTAT's when you're through with them.

What is this picture? It's the Apple swim team's public debut, in the June 25 Aquathon held at Rolm Corporation to benefit the CAR swim center. Though hopelessly outnumbered (two to one) and haplessly outbucked (four to one), the team made a good showing.

"... but I know what I like."

If you don't know much about A.R.T. (Apple Relatives Training), this message is for you.

A new series of A.R.T. classes, designed for relatives and friends of Apple employees, will begin later this month. The classes run from 6:30-8:30 P.M., and range from introductions to the Apple II, //e, and ///, to applications courses such as VisiCalc(R), Personal Filing System, and Logo. To register, just complete an Apple Relatives Registration Card and send it to Marge Alvik, Mail Stop 13-A.

There are also two kinds of daytime classes for employees available through the Training Center: "Basics" and "Beyond the Basics." Basic classes last three hours and

offer the following applications: Apple Writer, VisiCalc, Business Graphics, Personal Filing System, and Quick File. Beyond the Basics classes offer a combination of lecture and hands-on experience. They cover such topics as Pascal Editor/Script, Advanced Apple Writer ///, and a comparison of PFS and Quick File.

Classes are held at the Training Center, 10201 N. De Anza Drive, Cupertino, and Building 19, 2720 Orchard Parkway. There should be a schedule posted on a bulletin board near you. For additional information and enrollment, call Marge Alvik at ext. 2604.



One from the Heart

To all my friends at Apple:

There is no way I can possibly express what is in my heart for the support you gave me during my illness and treatments.

While I was receiving treatment in Mexico, I saw people stricken with cancer who were told they had a chance to be cured. Seeing their faces light up was so heartwarming.

There was a man with us who could barely walk. He had left his wife and two children behind in West Virginia, and their whole town had contributed toward his expenses. I told him, "We really have to get well--look at all the people rooting for us."

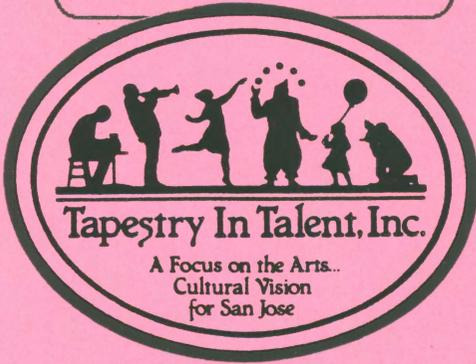
The best medicine of mankind is love. Boy, have I received plenty of it. Walking around smiling and healthy will be my way of saying thanks.

I love you all,

Alberta Castro

(Editor's note: Apple employees deposited more than \$1200 to Alberta's checking account to help pay her medical expenses.)

Input Art



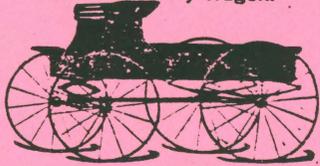
This year, San Jose's annual Tapestry In Talent presented an arts show with a difference. The difference was the emphasis on high-tech's contribution to the creative arts.

Attendees at Createch in the Convention Center Exhibit Hall in downtown San Jose, July 2-4, strolled through a massive array of exhibits stressing "the human input that creates the high-tech output," as one exhibit coordinator aptly put it.

Several Apple-related products, including Designer's Toolkit and the alphaSyntauri Music System, were showcased at the event.



\$34.50 Delivery Wagon.



White Enameled Bath Tub Complete.



NOT the Want Ads

"The Analyzer" software available for trade. Please call Peggy at ext. 3944.

Duplex in Monta Vista. One bdr., one bath, remodeled units, two-car garage. Located 2 1/2 miles from Apple. Units bring in \$925/mo. Asking \$140,000--assumable \$110,000 loan at 11 1/2 percent. Call Peggy at ext. 3944.

Black Cocker for \$200. Eight weeks old, male, A.K.C., has had first shot. Call Kathy at ext. 3076.

For sale: Zig-zag Sewing Machine w/Instruction Book, \$50 or best offer. Can't sew--need money. Call Mary Ann at ext. 2116.

Gold Membership for sale in fantastic Decathlon Club. Entitles you to all club facilities (tennis, racquetball, squash, dining, etc.) Worth \$1000, will sell for only \$600. Call Tom at x3350 or (408) 446-4160.

Racquet restringing: Victor Staytite - \$10; Super Natural, 16 ga - \$12. Grips: One racquet - \$6; two or more - \$5 ea. Call Dave Jung at x3065.

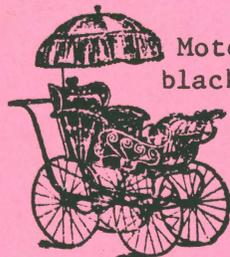
Wantedads

Wanted: washer, dryer, and lawnmower, fairly new. Call Bonnie at ext. 2630.

HELP! I need a place to live starting in August. I would



prefer to share a house with non-smokers in the Cupertino area. I would also be willing to consider a summer housesit. Call Katie at ext. 2376.



Motorcycle for sale, black 1980 Yamaha 650 cc XS Special II. Excellent condition, 8000 miles. \$1700 or best offer. Call Chris Thomson, ext. 2717.

Crazy Frenchman wants to buy a used, cheap sailboat. Call Donatien at ext. 4084. (Ed.'s note: Anyone interested in crewing with a self-avowed crazy Frenchman, watch for openings in next month's "Not the Want Ads.")

CHEAPEST ON EARTH

Dan's Automotive and Machine is offering 10 percent off all labor to Apple employees. Work is done by appointment only, and for both foreign and domestic autos. Two locations: one in Santa Cruz, one in Cupertino. If you're interested, call Dan Meehan at 255-9616.