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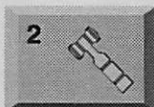
Volume 19, Issue 7



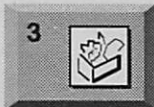
mini'app'les newsletter

the minnesota apple computer users' group, inc.

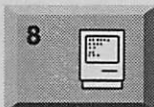
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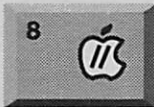
Board of Directors
Mini'app'les members welcome.
Mathews Ctr., 2318 29th Ave. S.,
Rm. C, Minneapolis
Bob Demeules, 559-1124



ClarisWorks SIG
Southdale Library
7001 York Avenue South, Edina
Denis Diekhoff, 920-2437



Macintosh Consultants SIG
Byerly's
3777 Park Center Blvd,
St. Louis Park
Mike Carlson, 377-6553



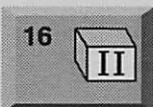
Apple II/GS Main
Augsberg Park Library,
7100 Nicollet Ave., Richfield
Tom Gates, 789-6981



Photoshop SIG
Jacor
1410 ENergy Park Drive, St. Paul
Please note diffrent day
Eric Jacobson, 645-6264



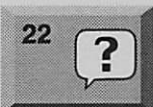
Fourth Dimension SIG
Ceridian/Health Partners
8100 34th Ave. S., Bloomington
Bob Demeules, 559-1124



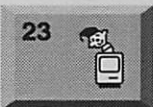
Apple II Novice SIG
Ramsey County Library
2180 Hamline Ave. N., Roseville
Tom Gates, 789-6981



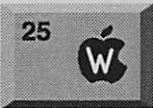
Digital Photography
Southdale Library
7001 York Avenue South, Edina
Denis Diekhoff, 920-2437



Macintosh Novice SIG
Merriam Park Library
1831 Marshall Avenue, St. Paul
Tom Lufkin, 698-6523



Mac Programmers SIG
Van Cleve Park Building
15th Ave. SE & Como Ave., Mpls
Gervaise Kimm, 379-1836



AppleWorks SIG
Merriam Park Library
1831 Marshall Avenue, St. Paul
"Macros II"
Les Anderson, 735-3953



Filemaker Pro SIG
Southdale Library
7001 York Avenue South, Edina
Steve Wilmes, 458-1513



Mac Games SIG
No meeting this month
Pete Feigal, 772-3038



Microsoft Word SIG
No meeting this month
D 951-5520, E 488-9979



Telecommunications SIG
No meeting this month
Due to the 4th of July
Nick Ludwig, 593-7410



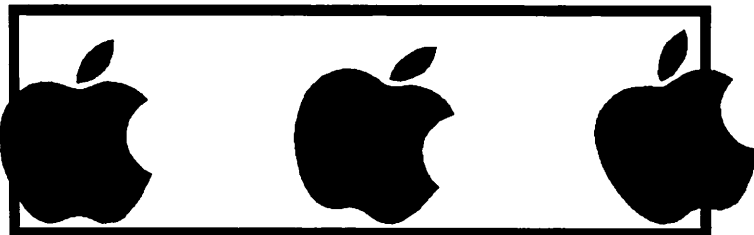
Macintosh Main
No meeting this month
Mike Carlson, 377-6553

mini'app'les

The Minnesota Apple Computer Users' Group, Inc.
P.O. Box 796, Hopkins, MN 55343

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Advertisers – For information, see Newsletter Ad Rates box within this issue.

Newsletter Contributions – Please send contributions directly to our Post Office, Box 796, Hopkins, MN 55343 or upload them to our BBS at 824-4394.

Deadline for material for the next newsletter is the 1st of the month. An article will be printed when space permits and, if in the opinion of the Newsletter Editor or Manager, it constitutes material suitable for publication.

Editor/Publisher: Tom Ostertag 488-9979

Newsletter Layout: John Hunkins

Mini'app'les BBS –824-4394, 24 hrs. Settings: 8-1-0. Call in with FirstClass® Client software or any text-based terminal program.

Mini'app'les Voice Mail – 229-6952

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Newsletter Submissions

By John Hunkins Jr.
Submitted by Tom Ostertag

Newsletter article submissions are required by the 1st of the month rather than the 9th as previously required. The change is to facilitate the printing of the newsletter.

Articles will be used in the following month's newsletter where space is available.

Send your articles to the Editor/Publisher, Tom Ostertag. The easiest way to do this is through our BBS. The articles should be submitted as raw text. Tom will edit them for content and format, you do not need to format your documents.

If you have any questions about the newsletter, please feel free to contact one of the board members or Tom Ostertag.

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CHANGE OF ADDRESS

Moving? Going to be away from home and leaving a forwarding address with the Post Office? Please send us a Change of Address when you are informing others. By using a moment of your time and a few cents to drop us a card, you save the club some money and you get your newsletter delivered promptly to your new address. If you don't inform us, the Post Office puts your newsletter in the trash (they don't forward third class mail) and charges the club for informing us of your new address. Change of Address should be sent to the club's mailing address: mini'app'les, Attn: Membership Director, Box 796, Hopkins, MN 55343.

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For more information call (voice) 1-800-638-9636.

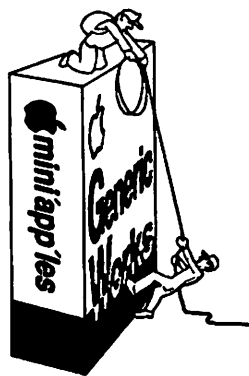
Best Home Computer The Performa 6300CD

As awarded by Family Computing Magazine June 1996

Members Helping Members

Need Help? Have a question the manual doesn't answer? Members Helping Members is a group of volunteers who have generously agreed to help. They are just a phone call (or e-mail) away. Please call only during appropriate times, if you are a Member, and own the software in question.

Macintosh	Key	If you would like to be a "Members Helping Members" volunteer, please e-mail Nick Ludwig with your name & phone number on our BBS, or leave a voice-mail message at 229-6952, or use the MultiForm mailer near the back of this issue.			
Claris Draw	3				
Claris Resolve	2				
Claris Works	2,8,9,10				
Cross-Platform File Trnsfr	6				
FileMaker Pro	2				
First Class	2	AppleII	Key	AppleII GS	Key
MacWrite Pro	2				
Microsoft Excel	3,6,7	Appleworks	1,6,9	Hypercard GS	1
Microsoft Word	6	Applewriter	6	Smartmoney GS	1
MYOB	7	Publish It!	1		
Photoshop	4	To. Superfonts	1		
Quicken	3	To. Superform	1		
System 7	9				
Word Perfect	5				
New Users	11				



- | | | |
|---------------------|----------|-----|
| 1. Les Anderson | 735-3953 | DEW |
| 2. Brian Bantz | 835-3696 | DEW |
| 3. Mike Carlson | 377-6553 | D |
| 4. Eric Jacobson | 645-6264 | D |
| 5. Nick Ludwig | 593-7410 | DEW |
| 6. Tom Ostertag | 488-9979 | EW |
| 7. Ardie Predweshny | 823-6713 | DEW |
| 8. Owen Strand | 427-2868 | D |
| 9. Bruce Thompson | 546-1088 | EW |
| 10. Pam Lienke | 457-6026 | EW |
| 11. Tom Lufkin | 698-6523 | EW |

*D-days (generally 9 a.m. to 5 p.m.)
E-evenings (generally 5 p.m. to 9 p.m.)
W-weekends (generally 1 p.m. to 9 p.m.)
In any case, call at reasonable hours and ask if this is a convenient time for them. By the way, these volunteers can also be reached on our BBS! We appreciate your cooperation.*

Newsletter Ad Rates

1/12 page 2.25" Width x 2.5" Height \$10	Outside back cover 7-1/2" Width x 7-1/2" Height . . . \$100
1/6 page 2.5" Width x 5" Height \$20	Inside back cover . 7-1/2" Width x 10" Height \$120
1/3 page . . . 2.5" Width x 10" Height Vert or 5.5 H . . \$40	Frequency discounts 6 months at 5%, 1 year at 15%,
1/2 page 7.5" Width x 5" Height (save 5%) . . . \$60	Mail inquiries to: PO Box 796, Hopkins, MN, 55343
2/3 page 5" Width x 10" Height (save 7%) . . . \$80	Phone inquiries to: Nick Ludwig 593-7410
Full page . . . 7-1/2" Width x 10" Height (save 15%) . \$120	

Notes from the Past President

By Brian D. Bantz

As our year draws to an end, I wish to thank everyone, on the Board of Directors, for their very hard work, late nights and punctual deadlines. As a team, we introduced many new ideas, formed Special Interest Groups (SIGS) and produced a very slick newsletter, all at very little expense. The net worth of mini'app'les increased this year, sometimes with too conservative group decisions. Through a combination, of loaned and purchased equipment, the addition of new rooms and attempted trials of group exposure in stores, swap meets, Strictly Business Expos, and in the St. PAUL Pioneer Press, courtesy of John Hunkins, SR., the addition of our own web page-- www.miniapples.org

we saw new faces, new memberships and lively questions from many corners. Sometimes, we forget that we are all volunteers, when the machine works so readily. Thanks to everyone for your support! Please support your new Board and talk Macintosh at each opportunity. We have the finest in Apple II and Macintosh, both superior to the other platforms.

There will be many changes in the next year--the PPCP platform, interim OS's, 200 MHz chips and in a year-- Copeland, our ultimate operating system. Computers will cost less, run ten times faster and need less study to accomplish tasks, all things we expect.

Unfortunately, not all went as planned. We dropped twenty percent in members, mostly of the old

timers who moved to the Internet. Also, we were slow to upgrade our BBS activities and lines, to make the usage seamless. Eventually, we will coordinate with TCPC, to accomplish tasks of scale, from the newsletters to the BBS and web pages. There is a limited availability of resources for public relations and advertising and room rents, the projection panels and computers are becoming prohibitively expensive, a new projector, purchased very frugally would run \$10 per member per year, as you can see joint efforts will benefit us all.

Georgi and I, thank you for your support-- all your comments are appreciated.

Mac eDOM #955 & #956



Mac eDOM #955 -Fluffy's Adventure

Copyright © June 1996

Mini'app'les By Bruce Thompson

Fluffy's Adventure 1.2 is an adventure game for younger children.

The object of Fluffy's Adventure is to help Fluffy and Wubbly return home safely. This is accomplished by finding all of the pieces required to assemble a new boat and using it to return home.

Wubbly will appear from time to time and ask Fluffy for help or tell Fluffy that a piece of the boat is near by.

Although the island is uncharted, it isn't deserted. There are stores where Fluffy can buy food and fix-it shops where broken tools can be repaired. Candy will regenerate Fluffy if his health reaches 0. Candy can be found at some levels, bought at stores or awarded when the score reaches 3000 and again at 6000.



Mac eDOM #956 - ShareDraw

Copyright © June 1996

Mini'app'les By Bruce Thompson

What is ShareDraw?

ShareDraw 2.01 is a full feature drawing application for the MacOS distributed using the shareware system. It isn't crippled or limited in anyway - you can try all its features without spending any money up front. All we ask is that if you find it useful, please send in your registration.

ShareDraw Features:

ShareDraw has many more features than can be described in this short file. A few features of special note are its multi-copy effects, powerful gradients, graphics library support, color blends, text binding to any curve, a very handy live help system, project management, 24-bit color, rulers, grids, QuickDraw GX printing, and PICT or EPS file export. Use the live help feature to see how each menu and tool works.

The online help system (always enabled in unregistered copies) will explain how all the tools and menus work. Review our electronic User Guide for detailed instructions on how to use the more advanced features.

What Systems will ShareDraw run on?

ShareDraw will run on any Macintosh model running System 6.07 or later. At release, ShareDraw had been thoroughly tested on the current MacOS release 7.5.1. It is a "fat-binary" meaning it will run on all 68K-based Macintosh computers as well as running native on Power Macintoshes.

Meeting Cancellation!

PLEASE NOTE THAT THE FOLLOWING MEETINGS ARE CANCELLED!!!!

The Telecommunications meeting on July 4 at 7pm, 717 SE Delaware St, Mpls and the July 11 Main Macintosh meeting are CANCELLED. These meetings will resume in August at their regularly scheduled times.

President's Message for June 1996

by Bob Demeules

As I assume the president's office for mini'app'les, I hope my first 100 days in office are not as tumultuous as they were for Dr. Gil Amelio at Apple. And thanks to the previous administration the mini'app'les finances are in much better shape than Apples. In addition, in the past year we have added five new SIGs (Telecommunications, Photoshop, Digital Photography, Microsoft Word, and Mac Game), increased the quality of the newsletter, and started

a working relationship with TCPC. I would like to thank all of the people who served on the board or volunteered in the last year, and thanks in advance for those elected for the coming year.

If you haven't heard, Dr. Gil's outlined his plan to save Apple in mid-May at the World Wide Developers conference. His key strategy for Apple's rebound is to incorporate the internet into everything that Apple does. The Newton will soon have a web browser, and soon

you will be able to display web pages, just as easily as sharing a file.

On the internet theme the club's new web page is up and running at www.miniapples.org, if you have not seen it yet check it out. Bert, Eric, and Mike have done a great job of getting the new page up and running. The site may not make the pick of the day, but it is a great place to get timely information on SIGs, maps to meetings etc.

MAY APPLE II MAIN MEETING

Desktop Publishing on the Apple IIGS

by Harry Lienke

When the time came to start the meeting, Erik Knopp and I were dealing with the vagaries of SCSI and Les Anderson was doing a song and dance routine to keep people entertained while we worked (Les, was that "the old soft shoe" that you were doing?). Although my hard drive had booted up fine at home, it would not work with the club's equipment. After we managed to get the GS running from a 3.5 inch floppy, we realized that there wasn't any termination power being provided to the terminator that we had plugged in. When we added the club's hard drive at the end of the SCSI chain, we were able to boot from that drive successfully. Later on in the presentation when I needed fonts that were on my hard drive but not on the club's, we turned the club's hard drive off but kept it connected in the chain so that it would provide terminator power; we then were able to boot successfully from my hard drive. Let this be a lesson to all Apple computer users: sometimes SCSI is real fussy and won't work right unless you have one (and only one) terminator and are providing termination power from at least one SCSI device.

The presentation of Graphic Writer III version 2.0, a desktop pub-

lishing and layout program for the Apple IIGS, started with a list of changes put into the program upgrading it from version 1.1. Some of the changes are listed below.

1. Select portions of code were rewritten or optimized, squeaking out some extra speed for certain operations. Much of GraphicWriter III (GW3) was rewritten to use newer System features (such as the Resource Manager), resulting in a smaller program on disk but now requiring System 6.0.
2. Choosing Help from the Apple menu opens a window that displays help topics for GW3. You can select a topic from the pop-up menu and read more about that topic.
3. The standard system clipboard is now supported, so you can Copy and Paste text and graphics between GW3 and other applications or desk accessories.
4. The Font menu is now "standard" so it will work with utilities that list the fonts with characters from each font.
5. The Object Specification Window lets you position and size an object by exact numbers. Common reductions (1/2 and 1/4) and common enlargements (2x and 4x) are provided just by

clicking a button.

Before the demonstration of some of GW3's features, it was pointed out that although GW3 has many features of a word processor (cut, paste, find/change, spell checking, tabs of all kinds, and so forth), GW3 is not an outstanding word processor; additionally, although GW3 has some graphics features (drawing lines, arcs, rectangles, and circles of varying sizes, colors, and line widths and filling them with various patterns of various colors), it is not a strong paint or graphics creation program. GW3 is a very good desktop publishing and page layout program. The only other IIGS program with similar capabilities is AppleWorks GS, which is no longer supported.

GW3 uses typing frames to hold text and painting frames to hold graphics. Text can be typed into typing frames directly or imported from files established by programs such as AppleWorks Classic. Once the text is in a typing frame, the font, type size, type style, indentation, and character, line, and paragraph spacing can all be adjusted. The text can be left, right, center, or full justified. Text can be set up to ignore painting frames (i.e., appear on top of the graphic), skip over painting frames, flow up to the graphics, or wrap

around the painting frames. The typing frames can be arranged in any size, shape, and order desired on as many pages as are needed. The typing frames can be isolated from one another or text can be set up to flow from one frame to another even if the frames are located on different pages.

GW3 has several different "what you see is what you get" (WYSIWYG) modes for viewing a page. An entire page can be squeezed into the viewing window. Text can be viewed in actual size so the details of WYSIWYG are available. A scaling option can be used to show as much of a page as desired. For ease of viewing while text is being edited, a "Tall Text" mode is also available.

GW3 provides a variety of graphic tools. A pencil tool is used for free-hand drawing with narrow lines. A brush tool is used for drawing with wide lines. An eraser tool removes the marks left by other tools. A marquee tool permits part of a painting frame to be selected and copied. A magnifying glass tool magnifies parts

of graphics so that the pixels in the graphic can be changed individually. Line, triangle, rectangle, arc, oval, polygon, and freehand tools are used to draw figures whose lines and interiors can be various colors and patterns.

Any of the graphics tools can be used to establish a painting frame; the arrow tool can be used to size (shrink or expand) the frame. Within a painting frame, pictures can be pasted, clip art can be imported and placed, and/or painting can be done.

Overall, GW3 is an excellent tool for accomplishing desktop publishing on an Apple IIGS. It is published by and available from Seven Hills Software (904-575-0566).

Since a little time remained after the GW3 presentation, two games were demonstrated. Puyopuyo is an addictive Tetris style game involving colored balls falling from the sky; the idea is to line up four balls of the same color to get them to disappear (Puyopuyo is available on an eDOM). Where Puyopuyo is an arcade game testing your eye-hand

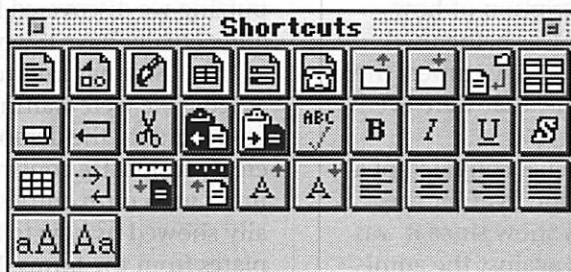
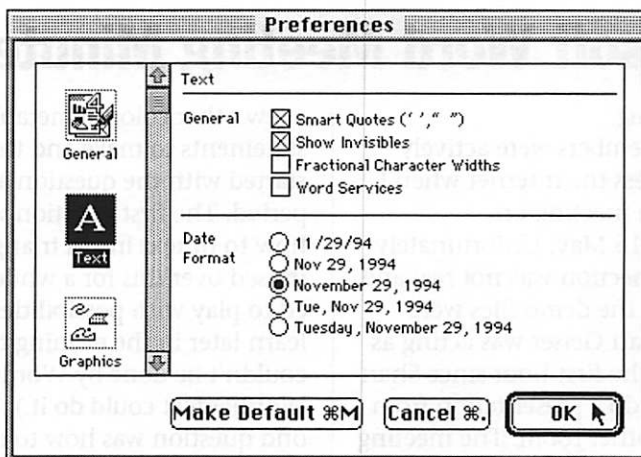
coordination, Shanghai II is a strategy game based on Mah-jongg. In Shanghai, the player is presented with a pile of tiles with a set of figures painted on them; the player must find free tiles with matching patterns (free tiles can slide to the left or right off the pile unimpeded by other tiles). You win and receive a fortune cookie when you remove all the tiles. Several different sets of tiles are available; each set of tiles has its own sounds and animations which appear when a pair of tiles is matched. The player selects from several different layouts of varying difficulty. Shanghai, which is a commercial program, is my favorite game; I recommend it highly.



ClarisWorks Tip

By Pamela K. Lienke

When you are working on a document, it is sometimes useful to view where you have TABS and RETURNS. Those characters are called "invisibles." There are several ways to turn on invisibles. My favorite way is to use the keyboard shortcut. Hold down the Command key and press the semicolon. The display of invisibles is toggled off with the same key stroke. Alternatively, you can select Preferences from the File menu, check Show Invisibles, and press Return or click on OK. A third method is to use the Shortcuts palette. Click on the icon showing the right facing arrow (TAB) and the bent arrow (RETURN).





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July Appleworks SIG

By Les C. Anderson

The June and July Appleworks SIG meetings will be at the Merriam Park Library, 1831 Marshall Ave. The Ramsey County Library in Roseville is not available those evenings. The Merriam Park Library meeting room is in the basement, and will be split. We will have the front half.

Membership Director

By Bob Demeules

Mini'app'les is looking for a volunteer to fill the Sales & Marketing portion of the Membership Director position. Duties would be to promote, organize, and recruit new members to the club. The renewal, mailing label generation, and other database related functions are handled by another volunteer.

Microsoft Word Meeting Minutes

by Tom Ostertag

Several members were actively trying to access the internet when I arrived at the meeting on Wednesday, 15 May. Unfortunately the web connection was not real and nothing past the demo files were accessible. Matt Geiser was acting as our host for the first hour since Shari was asked to do a presentation from 6-7:30 in another room. The meeting started with introductions all around with a brief description of how Microsoft Word was being used. There were several newcomers there and several people that were even new to computing.

Announcements consisted of a plug to pick up the flyer for the Strictly Business Show since it was good for \$20.00 against the admission price of \$25.00. Brian Bantz had

a few other colorful metaphorical statements to make and then we started with the question and answer period. The first question was on how to fit text into a triangle. We mused over this for a while and started to play with possibilities only to learn later in the evening that it couldn't be done by Word (but WordPerfect could do it.). The second question was how to enter macros by hand and after much putzing we discovered how to do it and actually have it work.

Nick Stillings interrupted and asked if we were waiting for him to come and do the demo on how to create forms. He constructed a document with form entries and eventually showed us how to make templates from the forms. Nick did a nice job talking about all the options

available and even showed us how to get reports from filled out forms. Very interesting indeed. Shari Brandt returned and then we started to wrap up for the evening.

I would have gone to the Pie SIG except we forgot to announce it and so I just went home. Good thing too since I had a bunch of phone calls to make before this weekend.

The Microsoft Word meeting will be the last Wednesday in June, same time, same location. We are planning on getting someone to show us how to record/write macros with a bit more expertise than I've demonstrated. There will be no July meeting due to vacations and other business commitments. See you all in August.

YOU CAN MAKE MONEY ON THE WEB

By Michael Miller - Macmillan Publishing
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Newsletter - ISL News

A year ago I wrote a Miller's View column that asked the question "Who's making money on the Web?" The answer, at that time, was nobody. The situation then was that companies trying to sell directly to consumers were registering near zip in terms of sales, and the only folks generating Web-related revenues were getting their money from other business-via advertising, consulting, or related services. (I also noted that folks who wrote books about the Web -- like us at Macmillan Computer Publishing -- were probably making more money than most Web sites at the time!)

So, one year on, what's changed? The answer: Plenty!

Three Ways for a Web Site to Make Money

Aside from consulting and seminars and newsletters and books and actually assembling the sites themselves, there appear to be three legitimate ways to make money from a Web site:

- Advertising
- Subscriptions
- Transactions

A year ago, none of these revenue streams were too lively. Today, however, we see lots of different sites generating revenues via each of these methods.

Why the change? Well, the Web is one year older; Web users have quadrupled in number; Web sites are more mature and sophisticated; and everyone appears to be just a little more comfortable with both advertising on and buying goods and services from this new medium.

Of these three potential revenue streams, advertising looks like the big potential moneymaker. Forrester Research estimates that Web-based ad sales will reach \$2.7 billion by the year 2000, and if you have a hip and

trendy Web site that generates a lot of hits, chances are you can find at least a few companies willing to pop for some ad space. Of course, what you can charge for that ad space is currently a source of much debate, and you'll probably find your advertisers treating this Webvertising as something quite experimental ... which means it could dry up if it doesn't generate measurable results.

Subscription revenue is a little harder to generate. Respected journalistic sites that deliver real added Value (like the Wall Street Journal and ESPN SportsZone) are able to put some content on the Web on a subscription basis. Of course, they also put some content on the Web for free, which results in kind of a "basic cable" vs. "pay cable" model that appears, in their cases, to be working. Other sites, like Encyclopaedia Britannica, try to charge for access to all their content; these "all or nothing" subscription sites appear to be less successful than sites that use the "step up" model.

Transactions -- actually selling goods or services over the Web -- remain even more problematic. While I talk to a lot of folks whose sites are generating some transactional revenue, few, if any of them, appear to be generating a lot of transactional revenue. That is, everybody seems to be selling a little on the Web, but few sites are selling a lot.

This might change over time, of course. IDC just completed a survey that says Web-generated revenues in 1995 were \$300 million (pretty small, all things said and done), but that Web commerce should grow to

\$150 billion by the year 2000.

Types of Web Sites

It might be instructional to look at the different types of sites on the Web today, and what kinds of potential revenue streams exist for each. Take a look at this table:
See table 1

Aggregators are sites that link you to other sites -- search engines, directories, starter pages, even the new "personal" pages like you can get with MSN. Aggregators don't sell merchandise (although you can imagine some specialized aggregators selling subscription-based access); most aggregators generate revenues from selling ad space.

(Just a quickie aside about a new trend - sites that aggregate the aggregators. cInet's search.com and Macmillan's own SuperSeek (www.superseek.com) both let you perform searches across multiple search engines, thus giving you the ability to pick the best results from the collected responses. Pretty neat, eh?)

Corporate sites are, in most cases, online versions of corporate reports. Their audience is investors, so access is free and, obviously, they don't sell ads to other companies.

Periodical sites are sites with up-to-date news information. Most of these sites are offspring from traditional print-based newspapers and magazines, and most make their money the same way their print cousins do -- from selling ad space and (in some cases) selling subscriptions. Online, however, subscriptions are accounting for only a small percent of revenues for these sites (since most periodical sites today prefer open access to subscriptions);

Table 1

Type of Site	Example	Potential Revenue Streams
Aggregator	Lycos	Advertising, Subscription
Corporate	Viacom	None
Periodical	ZDNet	Advertising, Subscription
Personal	Miller's View	None
Promotional	Pepsi-Cola	Transaction
Transactional	CD Now!	Transaction

the majority of revenues are coming from ad sales.

Personal sites are put up by individuals for vanity's sake. They're lucky if they get any visitors, let alone advertisers.

Most Web sites today fall into the promotional category. Most don't sell anything directly online, and don't accept ads from other businesses, and don't offer subscriptions; instead, they're like online billboards or brochures. Do these types of sites result in sales through traditional channels? Perhaps, but it's difficult to track. IMHO, you'll see these types of sites start to disappear over the next few years, as companies funnel promotional expenses into more traditional (and more measurable) media.

Finally, transactional sites do sell things -- either goods or services. Most transactional sites are online branches of traditional retailers, although some businesses have sprung up solely to exploit Web business. Supposedly the most popular transactional sites are those that offer computer-related merchandise and travel services; retailers offering small-ticket consumer goods (like CDs) are also seeing some success today.

So, Who's Making Money Today?

All things said and done, there are quite a few Web sites generating at least some revenue today. Let's take a look at each potential revenue stream and see who's doing a good job with each.

ZDNet is one of the most successful advertising sites around; they have close to 75 advertisers on their site, and are supposedly entirely ad supported. Of course, it makes sense that a magazine publisher would know how to sell ads, and it appears that ad sales is a skill easily transferred to the online medium.

Other sites that appear to making money off ad sales are the aggregators -- like Lycos, Yahoo, and Netscape. Of course, Netscape is the biggest ad-supported site of them all, thanks to the cool \$5 million apiece

it's charging Excite, Infoseek, Lycos, McKinley Magellan, and Yahoo to place their buttons on its main page.

It's tougher to find sites successfully generating subscription revenues. ESPN SportsZone is probably the best example of such a site; they offer much of their content free for all users, but then provide more in-depth, specialized content for real sports nuts on a subscription basis.

As far as transactional sites, there are lots of sites to look at, although few generate significant revenues online. Just a few examples: Gateway 2000 sells PCs online (with a neat little mechanism for spec'ing out your dream computer), Travelocity sells airline tickets, Amazon.com sells books, CD Now! sells CDs (now!), and Ken Crane sells laserdiscs. I don't know how profitable any of these online retailers are, however.

Interestingly, some Web sites combine features and thus combine the types of revenue they can generate. For example, the various Starwave sites (Mr. Showbiz, ESPN SportsZone, and Ticketmaster Online) sell ads, subscriptions, and merchandise (transactions); their percentage breakdown supposedly looks like this:

Advertising: 70%

Subscriptions: 25%

Merchandise: 5%

This sort of breakout appears normal -- the majority of revenues will probably be generated by advertising.

But Is Anybody Making a Profit?

Of course, just because a site is generating revenues doesn't necessarily mean that it's also generating profits. In fact, it appears that very few Web sites today are profitable; it still costs more money to create and maintain a site than most companies can generate in either ad, subscription, or transaction revenues. At this point in time, a Web site is still an investment for most companies, not a profit center. This will change, of course, but not for a few years, and not for all businesses. In other

words, this new online medium isn't for everybody.

But that's just Miller's View -- what do you think?

Profile - Michael Miller:

Michael Miller is Vice President of Business Strategy for Macmillan Publishing and the author of more than a dozen best-selling computer books, including Easy Internet, Using CompuServe 2nd Edition, and Using Prodigy. You can reach him by e-mail at mmiller@mcp.com, or visit his Web page which includes a brand-new Essential E-Mail Information page.

<http://www.mcp.com/people/miller/>

Information - ISL News:

Filled with interesting articles and features by Macmillan authors and staff writers, the Information SuperLibrary Newsletter (ISL News) is a great place to hear the latest buzz in the entertainment and publishing world.

The URL for the Macmillan Online SuperLibrary is <http://www.superlibrary.com>

This specific article can be located at the following path: <http://www.superlibrary.com/general/news15/columns/mv-may.html>

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Jim Groff, Info Appliances

Submitted by Brian D. Bantz

CUPERTINO, California--June 3, 1996--Apple Computer, Inc. announced the return of James R. Groff to the Company effective today. Groff will assume the role of senior vice president of Apple's newly-formed Information Appliances division reporting to Apple Chief Operating Officer Marco Landi. In that capacity, Groff will oversee development and product marketing for Apple products based on Newton and Pippin technologies, as well as future low-cost special-purpose products.

"We are delighted that Jim has decided to return to Apple," said Apple Chairman and Chief Executive Officer Dr. Gilbert F. Amelio. "Jim is an outstanding technologist and a highly respected manager, and we wholeheartedly welcome him back."

"Apple has a tremendous opportunity to create 'information appliances'--low-cost, dedicated-function and network-centric devices that will dramatically expand the usefulness of personal information technology," said Groff. "I believe Apple's new management team has the leadership and management discipline to deliver on this and the other areas of our strategic plan, as outlined recent-

ly by Dr. Amelio, and I'm eager to help implement it."

Groff joined Apple in 1988 when the Company acquired Network Innovations Corporation, a network software company Groff co-founded in 1984. Network Innovations developed client/server networking software that linked Macintosh and Windows systems to databases on larger host systems. After the acquisition, Groff remained president of the company until Apple formed the Enterprise Systems division, where he was director of marketing. In 1992, Groff joined Apple's newly-formed LAN Systems business unit and was named its vice president in 1994.

Subsequently, Groff was named vice president and general manager of the Apple Business Systems division, where he was responsible for client/server systems products, including Apple's popular workgroup servers, Internet servers and networking software.

In 1995, Groff was named vice president of education markets in Apple's worldwide marketing and customer solutions organization. In that role he oversaw development and marketing of customer solutions for the high-growth primary, sec-

ondary, and higher educations markets. He left Apple in early 1996 to pursue other interests.

Prior to Network Innovations, Groff held various marketing positions with Plexus Computers, Inc., and Hewlett-Packard Company.

Groff's career has spanned a diverse set of newly-emerging major technologies. In the early 1980's, he was the co-author of two bestselling books on UNIX, "Understanding UNIX: A Conceptual Guide" (1983), and "Understanding XENIX: A Conceptual Guide" (1985). His other book, "Using SQL," published in 1990, is a comprehensive guide to the SQL database language and relational database technology.

Groff has a bachelor's degree in mathematics from the Massachusetts Institute of Technology and a masters in business administration from Harvard University's School of Business.

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QuickTime Web Challenge

Submitted by Brian D. Bantz

NewMedia and Apple Computer Announce the "QuickTime Web Challenge"--Create a Media Rich Web Page or Enhance an Existing One

Together with NewMedia, Leading Multimedia Hardware and Software Companies Seek Out Best Websites for the "QuickTime Web Challenge"

Adobe, Apple, Macromedia, Netscape and Truevision to Co-Sponsor and Promote QuickTime Content Creation Across the Internet

SAN MATEO, California--June 4, 1996--Apple Computer, Inc. and NewMedia, a leading magazine for professional multimedia developers,

today announced the "QuickTime Web Challenge"--a contest to find the best websites that have been enhanced with Apple's QuickTime technology. The "QuickTime Web Challenge," which begins Tuesday, June 4, 1996 is co-sponsored by Apple Computer and Netscape Communications. Other sponsors include: Adobe Systems, Inc.; Macromedia, Inc.; Truevision, Inc.; Intelligence at Large; and Terran Interactive.

What is The "QuickTime Web Challenge?"

The "QuickTime Web Challenge" is a contest designed to inspire professional and budding website

designers alike to create dynamic, compelling and media-rich web pages using the new QuickTime plug-in and QuickTime VR component, as well as the industry leading content authoring tools that support QuickTime, such as: Adobe Premier and Photoshop; Macromedia Director; Truevision's Targa 2000; Intelligence at Large's MovieMaker; and Terran Interactive's Movie Cleaner Pro.

The QuickTime plug-in and QuickTime VR component were announced on April 30, 1996 by Apple Computer. The QuickTime plug-in, designed to enable a common design center for both multimedia authoring and playback over

the Internet, is included with Netscape Navigator 3.0. The QuickTime VR component, created to enable the viewing of panoramic, 360-degree virtual environments and VR objects within Netscape Navigator, is available from the Apple QuickTime home page.

With the QuickTime plug-in, website designers can develop pages that enable websurfers to experience music, audio, video and VR panoramas as they cruise the Internet. The plug-in allows webmasters to play background MIDI samples and display video or animations directly in a Netscape Navigator 3.0 web page.

The Apple QuickTime plug-in incorporates a fast-start feature, allowing the user to experience QuickTime content directly in a web page during the download process.

Previously, multimedia files required special streaming software or had to be fully downloaded before viewing. The QuickTime plug-in fast-start feature works seamlessly within firewall environments and requires no special server software.

The wide array of QuickTime content authoring tools enable web page designers to quickly create QuickTime-enhanced websites. A sample multimedia website enhanced with QuickTime and a list of tools, tips and techniques for creating QuickTime content is available on Apple's QuickTime home page at: <http://quicktime.apple.com>.

"NewMedia is very excited to be the primary sponsor of the 'QuickTime Web Challenge,'" said Phil Hood, editor-in-chief of NewMedia Magazine. "Netscape's adoption of the Apple QuickTime architecture is a tremendous boon to developers wishing to standardize their Internet content around a single, proven format. We can't even begin to anticipate the range of creative content that will be entered for submission, but we know that thanks to products from Apple, Netscape and the other co-sponsors, QuickTime on the Internet is here to stay."

"The creation of unmatched mul-

timedia content requires a technology that is both feature-rich and multi-platform--and QuickTime fills both requirements," said Carlos Montalvo, director of the Interactive Media Group at Apple Computer. "Over 20,000 home pages already use QuickTime content to provide a common multimedia file format for both Macintosh and Windows platforms. The 'QuickTime Web Challenge' will encourage webmasters to be even more creative in their use of multimedia."

Contest Information and How to Enter

The "QuickTime Web Challenge" encourages users to submit their most compelling web pages containing in-line QuickTime media for review by NewMedia, with entries judged on a range of artistic and technical merits and the degree to which the site meets the stated design objective. The contest begins on June 4, 1996. All entries must be submitted to NewMedia Magazine through the submission form at <http://www.newmedia.com> by July 8, 1996. The winners will be announced in New Orleans at Siggraph, August 6, 1996. The QuickTime plug-in is included with Netscape Navigator 3.0, and the QuickTime VR component is available from the Apple QuickTime home page.

There are five categories, each with high- and low-Bandwidth awards to reflect the current realities of available network bandwidth and to encourage developers to creatively utilize the new QuickTime plug-in's capabilities. Please see attached Contest Fact Sheet for details.

Winners in categories established by New Media will receive a range of prizes furnished by the co-sponsors--including the grand prize of an Apple Internet Server.

All winners will also receive listings in NewMedia Magazine and prominent space on NewMedia's, Netscape's and Apple's home pages. Co-sponsoring companies will also provide links to the home pages of all winning contestants for some

period of time after prizes have been awarded.

NewMedia Magazine is the product authority for new media hardware and software including tools for developing sites on the Internet. Hyperstand is a World Wide Web site for web developers which features downloadable media tools and demos along with original editorial content and electronic reprints from NewMedia Magazine.

HyperMedia Communications, Inc.(NASDAQ: HYPR; PSE: HPR) is the publisher of NewMedia Magazine, the first periodical dedicated solely to covering the professional market for new media technologies and products, including a wide array of digital communications technologies and Internet-related products. Published 16 times a year, NewMedia Magazine offers readers industry news; comprehensive, comparative product reviews supported by the NewMedia Lab, a state-of-the-art new media testing studio; and feature articles that provide expert advice critical to making purchasing decisions. The Magazine serves professionals who buy and use new media products and services.

HyperMedia also publishes Hyperstand, an award-winning World Wide Web site for Internet and new media professionals. Hyperstand has been named "Pick of the Week," by Microsoft Network (MSN), "Top 5 Percent of all Web Sites," by Point Communications, and "Site of the Week," by RealAudio. Hyperstand serves the information needs of professional developers of new media products and services, especially Internet and World Wide Web sites, and is designed to be one of the first fully auditable publishing sites.

HyperMedia Communications, Inc. is headquartered at 901 Mariner's Island Boulevard, Suite 365, San Mateo, CA 94404; (415) 573-5170; fax (415) 573-5131.

FotoFUN! Printer Demo & Special Offer at July Digital Photography SIG

Fargo Electronics, Inc. of Eden Prairie, MN will demo their new FotoFUN! Digital Color printer at the July Digital Photography SIG. The FotoFUN! prints high quality color photos (up to 4" x 6"). MacWorld gave this printer 4 stars in it's January '96 review.

Rumor is that the printer will be offered for sale after the demo for considerably below its \$499.95 list price—I guess you'll have to attend to find out!



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NAUGSAW TEN-10... THE BIG ONE

By Dan Sailers
Submitted by Brian Bantz

"NAUGSAW" by now you are either wondering what the ??? is NAUGSAW, or you are saying why do I keep seeing it all the time. This month yours truly takes the step of trying to inform, entice, stroke, and otherwise encourage all user group leaders to learn about this conference and then help us evangelize your group to help the appropriate members form your UG make plans to attend.

Hopefully we will make the case so compelling that we have an overflow crowd. So with that idea in mind lets begin. For December we will explain what it is, where it came from, and what you can look forward to next June.

NAUGSAW got its start back in 1985 when a group of UG leaders met at the infamous MacWorld Dallas to talk about ways UG's could band together and help each other out. From this first impromptu meeting it was decided to schedule a formal planning meeting to see what could be put done with the idea.

In 1986 a meeting was held that resulted in the first UG Leaders Conference being held in 1987. This conference was called NAUG or National Apple Users Groups. The tradition was almost extinguished the next year when no one wanted to take the burden on of hosting the

next event, but Doug Housmand stepped up to the challenge and each year since UG Leaders from around the country and then from Canada have come together to meet, have fun, learn from each other and share the challenges of trying to run user groups.

This tradition has now reached a milestone, 1996 becomes the 10th annual conference of apple user group leaders. The scope has evolved to encompass North America and who knows maybe the world, (at least the world of User Groups everywhere). Milestones are always special events, and this 10th anniversary of NAUGSAW is no exception. From the keynote speaker (none other than Mr. Guy (Apple Evangelist Himself) to the new awards program, and many other first, you can expect this conference to be one that you will not want to miss.

If you care about your User Group and are interested in being all you can be to make your group successful, then you need to make plans to be in the flow and in the know. If you are interested in helping the NAUGSAW committee make this event happen then all you have to is raise your hand. You can do that electronically (which means falling off a log easy) by simply emailing me at DanS@eworld.com or Dsailers@nkn.net.

Or if you just want to get the lat-

est information, let us know and you will be in the know. I'm looking forward to seeing you there.

On with the show...

"DECEMBER", the last month, the cold month, the best month, depending on your point of view. My point of view is real short, where in the blazes did November go. It can't be December and the deadline is on me. Oh well, when the going gets tough the tough get going... so they say.

So User Group friends, fans, and foes, here we go.

NAUGSAW update December

Our plans are moving along very nicely. We've set the dates so we could bring in a top notch NAUGSAW at a price that the average User Group Member could afford. We've also firmed up The Harvey Hotel as our location, in Addison, a suburb of Dallas. Actually the other hotel was in a suburb, but then most things in Dallas are in the suburbs. My home user group has used this facility for quite a few years and when I went to them with the problem of pulling NAUGSAW off at an affordable cost, they responded in a great way.

The NAUGSAW Committee needs the services of two groups of volunteers.

(Continued on page 20)

The Art of Marathon: Part 2

Sun Tzu and the Sundance Kid

a tactical guide by Pete "Doc" Feigal



In Part 1 we talked a little philosophy, checked out on a few weapons, now let's lock 'n load and rock 'n roll.

3. Close Encounters of the Third Kind

Know the enemy and know yourself; and in a hundred battles you will never be in peril.

Sun Tzu

Who ARE those guys? -Butch Cassidy

In the history of the world nothing has ever been created that can match the deviousness and cruelty of the human being. Well, dorm food dispensers at 2 a.m. when you're down to your last wrinkled dollar are close, but few of them play Marathon. We'll talk about Net/human play in the last section. The Phor are a race of slavers, and besides their own Fighters, we face a menagerie of other alien enemies forced to fight for the Phor. Say that four times fast.

The Face of the Foe

Here's the main list of enemies from both Marathon and Marathon 2. They will be labeled in which games they appear. Important terms:

Vitality: how many damage points are needed to kill them.

Speed: how quick they come at you.

Weapons: what ordnance they carry.

Settings: interesting tidbits.

Numbers deal with the deadliest/most often encountered version of that alien on Total Carnage level. Compare their Vitalities to the Weapons Firepower and Damage Per Second numbers above to get an idea of what weapons to use on who, i.e. save your best/deadliest weapons for the most dangerous aliens.

The Pphor. "Fighters." M&M2, They are the most common enemy and are relatively easy to defeat. They come, in ascending order, designer green, red, purple and blue. The blue are the Major Projectile version and the one to be wary of. He fires energy bolts from his spear in bursts of 2, and whacks you with his staff.

Vitality: 80 Speed: 42

Weapons: Phor projectiles, 30 damage, speed 138.

Phor melee staff, 20 damage

Settings: hates drones and can be berserked.

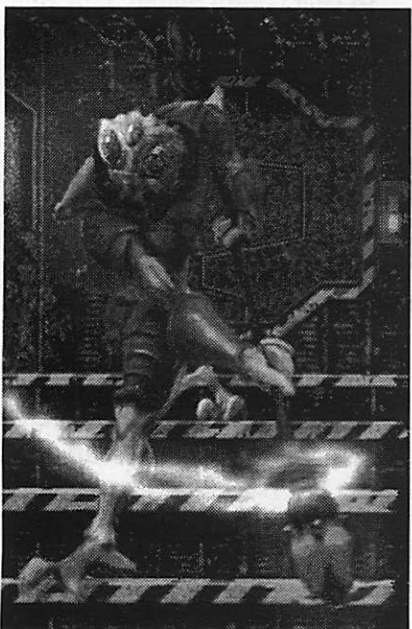
Compilers or S'pht. "Ghosts." M&M2. These skulking flashers glide around in several varieties including 'invisible'. They and the red/purple ones are the most dangerous. They fire seeking bolts of energy, one at a time, that are tough to avoid. Either duck behind a corner or obstacle and let the bolt discharge harmlessly, or with practice, stand still until the bolt is almost on you and then step sideways out of the way. Be careful, though. Seeking bolts can do a 180 and come back at you again. Use this seeking ability against them by moving/dodging among them to guide their own bolts into other aliens or even themselves.

Vitality: 200 Speed: 39

Weapons: Seeking S'pht Bolts, 40 damage, speed 85

Settings: Immune to Flame, weakness to fusion pistol, will turn and fight other aliens who have hit them by mistake. Hates drones.

Cyborgs. "Panzers." M2. These tracked centaurs clank along in a few varieties including the rare flame throwing, seeking, green, bouncing grenade version. Most



Close Encounters of the Third Kind

likely is the garden variety Grenade Thrower shooting 1 grenade at a time. They are tough to kill, but lacking in firepower. For some reason, even though not programmed, they seem to be testy with Troopers, so encourage that particular rivalry. It dies with an explosion that can be used to your advantage, especially against soft-skinned targets like Fighters.

Vitality: 450 Speed: 42
 Weapons: Bouncing grenade, 20 damage, speed 102
 Settings: weakness to Fusion, when killed produces a good explosion, so be wary.

Troopers. M&M2. My own particular nemesis. They come in minor and major varieties, but be most wary of the purple ones. They're tough, fire both grenades in bursts of 2, and machine gun fire. They are the closest to playing a human player. Kill these guys first or run away.

Vitality: 200 Speed: 39
 Weapons: Grenades, 40 damage, speed 204.
 Machine guns, 15 dam., spd. 1024

Settings: Can be berserked and seem to be cranky with Cyborgs.

Hunters. M&M2. These 'Predator'-like villains come in both major and minor varieties, but treat the green ones with the most respect. They are fast and very tough but under gunned. Their right-shoulder mounted laser cannon shoots bolts in bursts of 3. Get a left-handed corner halfway between you and the Hunter and it will fire it's bursts straight into the wall, leaving you with the left half of it's body to punish. Be specially careful of the blue Mother Of All Hunters. It's extra tough to kill, (vitality: 1500) and creates a dangerous explosion when it dies.

Vitality: 300 Speed: 46
 Weapons: Hunter bolts in bursts of 3, 15 damage, speed 256
 Settings: Immune to flame, weakness for Fusion. Limited arc of fire.

Enforcers. M&M2. Different graphics and weapons from one to the other. A dangerous enemy but when killed by projectiles, generously coughs up it's weapon for our use. When aliens "beam in" they announce it by particular sounds. This is when they are most vulnerable. Try to greet their arrival with a disconcerting shotgun blast or rifle burst. "Analyze, Mr. Spock!" "Captain, tri-corder readings indicate that the transporter has reconstructed us with 87 very unpleasant, double-ought buckshot pellets in our groins."

Vitality: 160 Speed: 51
 Weapons: M2-Alien blast, 20 damage, speed 256.
 M-Alien projectile, 10 damage
 Settings: Alien weapons are fragile and easily destroyed by explosive weapons.

Juggernauts. "Fly The Friendly Skies..." M & M2. These floating blimps of mayhem are usually the last, toughest obstacle in the cruel gauntlet of Marathon and M2. They are incredibly well armed and armored. Not the right guys to play "I dare you to knock this battery off my shoulder" with. They don't pursue you, thank God, so you can usually find a good corner to shoot around and keep hitting them with Fusion bolts and Missiles until they crash and burn. Don't get close to watch, though, because they explode with 350 damage points. Their missiles are seekers and can track you around some corners, so test the situation slowly.

Vitality: 2500 Speed: 51
 Weapons: Alien weapon, 20 damage, speed 256.
 Missiles, 250 damage. Speed 256.
 Settings: weakness for Fusion, Seeking missiles, "You can run but you can't hide."

Drones, Hulks, F'licta (yetis) bad Bobs, and Wasps. More annoying than dangerous.

Drones, M2, are universally hated and with their bolts flying everywhere will usually be killed by the closest Phor. Like any projectile-shooting foe, put other



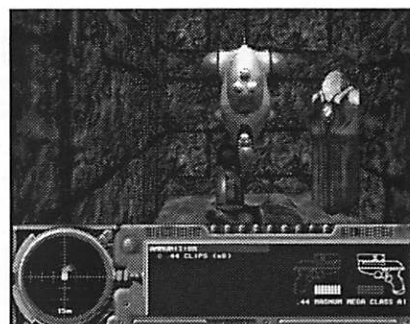
The Phor "Fighters"



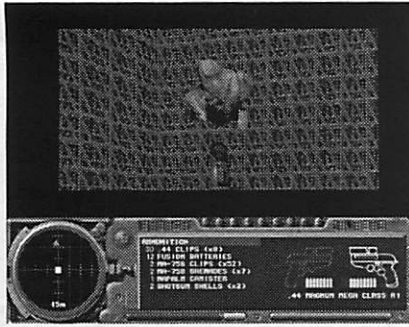
Troopers & Hunters



Cyborgs. "Panzers." & Enforcers.



Compilers or S'pht. "Ghosts." & Drones



Juggernauts. "Fly The Friendly Skies..."



Fighting The Fumerous Bandersnatch

charging aliens between the two of you and let them assist you in the killing.

Hulks, in M, are sensitive, moody creatures and will turn and mangle whatever has hit them most recently. Let the Hulks clear out the Fighters for you, then kill them at your leisure. They're slow, but 2 seconds in their hands will be more memorable than an hour-long beating from Bruce Lee.

F'licta, M2, are the misunderstood creatures in the lava, water and sewers of M2. They are tough and dangerous. Run around them when possible, Shotgun them if you can't.

Bad Bobs, M&M2, infect both games and are a pain in the rifle butt. They are always green, run straight at you and if any of em yell, "Frog Blast The Vent Corps!" shot 'em right in the eye. Shoot 'em anyway on principle.

Wasps in M, are the *most* annoying. They're small, tough to hit/kill and shoot fast, deadly goop. I prefer to use the old "Grenade in the Kisser, and a fast side-step" technic to take them out.

4. Fighting The Fumerous Bandersnatch

"Everything in war is simple; but even the simplest things are complex."-von Clausewitz's 'On War.'

"Here's my Plan. We bust in! We grab the loot! We bust out!" "Tricky!"-Hagar the Horrible & Lucky Eddie

Even on Total Carnage, the alien enemies are easy to defeat all for one simple reason: They don't *think*. They have no concept of the technic of "leading" a target, i.e shooting where they think you'll be instead of where you currently are. They will always shoot at you. To defeat them is simplicity in itself: you must keep moving so that their shots arrive where you *used* to be. Simple, but complex.

Remember The Mantra of Marathon: "Keep Moving, Keep Moving." Moving is your main offensive and defensive position. The aliens in Marathon all wait in preprogrammed positions until you activate them with your presence or a shot. This will free them to attack you relentlessly until you or they are dead. Some stay in a defined perimeter, but many pursue you. You can never hope to defeat them all, and sooner or later, no matter how agile you are, their combined fire will bring you down.

Divide and Conquer

"If I concentrate while he divides, I can use my entire strength to attack a fraction of his."-Sun Tzu

"I wonder how many'll come our way?-I wish we had rifles-they got rifles-but what the Hell,we got surprise going for us, right?"-Butch Cassidy

To beat the angry Phor hordes, try these tricks:

1. Retreat and set up mini-ambushes behind every corner, retreat and do it again. SAVE often.
2. The aliens will stagger themselves out in a line to get to you. The projectile-shooting aliens will stop to shoot and the melee aliens will charge straight to you. move so that the Melee guys are between you and the projectile guys. They'll fire at you regardless of what's in the way, getting into their own fire-fights or killing the ones in between.
3. In narrow hallways, either retreat or advance to more open areas so you can dodge. If that's not possible, position yourself to the far right or left in the hallway, **Never in the center**. This will give you a place to shift laterally to when the shells start flying. Learn the aliens rhythms and firing/burst patterns and time/stagger your movements from side to side to avoid the incoming. If surrounded, pick some/any direction, and shoot your way out. Purgatory is worse than either Heaven or Hell, and you will not survive in a cross fire.
4. Use your weapons accordingly. From a distance, use your double pistols, missiles, grenades. Save shotguns, auto rifle and flamethrower for more dangerous close-combat.
5. Make them kill each other. Fighters, Drones and Troopers can be 'Berserked.' This happens when they've been shot at at least 4 times. It doesn't always hap-

pen, but when it does, DON'T shoot the berserker. Let them kill or berserk other aliens. Stay out of range and let them finish each other off.

6. For 'Seeking' missiles, Compiler bolts, and green grenades, let them home in on you, lead them straight to other aliens then dodge out of the way at the last minute. Sean Connery did the same thing in "Hunt For Red October." It works.
7. Concentrate fire on Cyborgs or Hunters in the middle of a group. When the big boy goes, he'll take some with him.
8. Simply move around the aliens. Some levels are dependent on clearing the aliens out, but most don't. Nothing says you can't just run past and move on. Level 11, "The Hard Stuff Rules," in M2, can be 90% completed without firing a shot, simply by running past the F'licta to the next elevators until you reach and kill the Cyborgs. Remember the old gladiator movies, Billy, like 'Spartacus,' where the fighters practice weaving in and out of the swinging blades? Some of the most effective martial arts moves consist of simply taking a step backward or to the side to avoid a blow.
9. "Keep Moving, Keep Moving..."

5. The Battlefield

"Conformation of the ground is of the greatest assistance in battle." -Sun Tzu
"Which way?" "Hell, it doesn't matter. I don't know where we've been and I've just been there." -Sundance & Butch Cassidy

As you play level by level through the solo Marathon/M2 game, using/reading the terrain is one of the most important keys to survival. Powerup stations, computer terminals, pattern buffers and oxygen recharge stations are as essential as rifle clips. Establishing a base of operations around these stations as a 'fort' to go on limited 'search and destroy' or recon missions works well. Strike and return to base to Save the game.

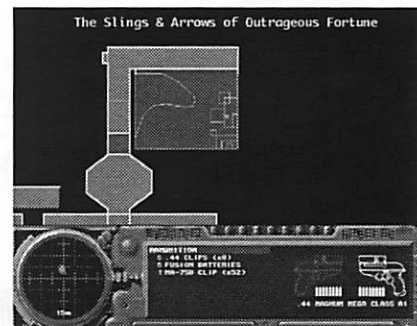
Try and do 360's to feed complete info to your map. Use the map to not only find where you're going and where you've been, but to also look for terrain anomalies that might hold secret doors, switches etc. Use every corner and obstacle for cover, shoot grenades at the feet of aliens standing too close to lava pits, hide under water, using your motion detector to set up 'bobbing-for-BOB's' ambushes. Find ways to use the terrain to your benefit.

The terrain of the Net maps is even more important. Hold down the "Option-Command" keys while choosing "Begin New Game" on the opening menu to choose levels. Marathon's regular game are levels 0-26, Net levels from 27-36. Marathon 2's regular game are levels 1-28, Net levels from 29-46. Net levels are reachable just like regular levels.

Go to the Net levels, and explore until you are familiar. Discover where the weapons and ammo are located, where the elevators and powerup stations are, where the firing lines of sight and hiding places are. Search for hidden rooms containing extra goodies. If you are unfamiliar with a level, you will just be a fast-moving fawn for the player who knows the battlefield. Weapons, ammo and other aids usually are initially placed and are periodically replaced at precise locations. Find them, memorize them and be able to reach them with only a few pennies of your precious \$1 of attention/concentration.

Using M2 as an example, if you know on level 33, 'Lack of Vision,' where the 'invulnerability' is, or how to get to the missile launcher, one level up before the other players do, you will have a huge edge. If you know on level 34, "Flight of the Toolator,' how to use the lower transporters, and how to monopolize the 2x powerup station, you will have a huge edge. If you know on level 36, "House of Pain,' the exact spot where the 2x power canisters show up, can monopolize them, and know where the missiles and shotgun shells are replaced, you will have a huge edge and you will become a very dangerous person.

Each Net level is packed full of edges and dangers. Take the time to learn them until they are second nature and you will not only be much more competitive, you will have much more fun. Fleeing through unknown territory searching for



The Battlefield

weapons, ammo, or *anything* is not fun.

Once you know the levels, try using the DOPE editor to drop in a few dozen aliens of your choice to spice it up with real combat. Not as intense as Net play but better than nothing.



The Most Dangerous Game



Keep moving...or else!

6.The Most Dangerous Game

"The greatest skill comes from control of the unpredictable factors of changing circumstances."-Sun Tzu

"They're funny things, Accidents. You never have them till you're having them." -Eeyore the donkey

Human/Net play is the most dangerous because human beings are unpredictable. They have their own brains and occasionally use them. They zig when you think they'll zag; they play computer games instead of walking in the forest, they vote for Ronald Reagan. Sometimes twice. They do unexpected and irrational things. To play good Net games you must become like "The Hustler," Fast Eddie Felson, "...a student of human moves."

All of the tactics and tips mentioned above allow you to spend just a few cents of your precious \$1 of attention on the basics so you can spend the majority on tracking and battling human opponents. Picking up weapons, ammo and other goodies, cycling through the weapons to the optimum one, knowing exactly where you are in the map, and where the good stuff is, keeping track out of the corner of your eye at your motion detector, knowing in a glance your ammo and weapons situation, all can be done with less than a dime of your \$1. You will need the rest for the tough stuff. The time for analysis is in the preparation, what you're doing right now. You can't waste that time in actual combat. Analysis equals paralysis.

"Keep Moving, Keep Moving..."

"Speed is the essence of war."-Sun Tzu

"I thought you were gonna cover me!" "I thought you were gonna RUN!" Butch and the Sundance Kid

Victory in Marathon either in solo or Net play is dependent on one essential factor: If you can shoot with accuracy and thought while running at top speed in an unpredictable (to your enemy) way. Very simple. Be able to do that and you be a very dangerous person. How do you do it? Utilize the steps mentioned above and practice. There is no substitute for experience. You will spend most of your time airborne at first, but will learn from the play and especially from other players,(Like Fast Eddie.) When you can deal with all of the above without much conscious thought, you can concentrate on staying alive, then on making the other guy concentrate on staying alive.

Here are some tactics to try against those pesky human-type players:

1. Keep moving.
2. When it comes to weapons, utilize all we've mentioned above to be secure with your keys/triggers. You don't want to do everything right, finally get him in your sights and then can't find your secondary trigger. Embarrassing. Remember the old "Rock, Paper, Scissors" game. If possible, cancel out his weapon to out gun him. Try to keep track/anticipate his weapons and have the right/superior weapon in hand.
3. Learn his style. Does he like to get close and dirty, or snipe at you from afar. If he's a flamer, give yourself some distance and take him out/wound him at longer ranges. If he likes to strike from a distance with no consequences, take the battle to his doorstep. Take the initiative. *Act instead of React. Momentum and awarness are your best weapons.*
4. Use the terrain as mentioned above. Know where the big guns are and get to them first. Chances are that's where he's going and you can have an interesting debate as to ownership. Set ambushes, and know how to cut him off at the proverbial pass. Fire grenades and missiles at that opening in the wall that you

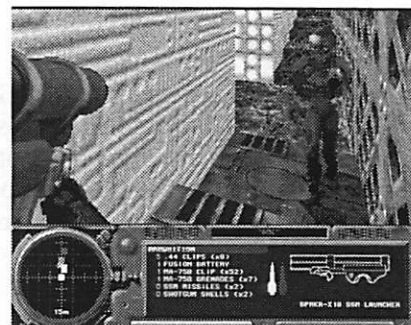
think he's headed for when you've perfectly computed when he will arrive. Be the leopard staking out the water hole/powerup station. Know the lines of sight/fire and the dead spots. Remember that who ever gathers a net game holds a huge advantage. He will most likely choose the map that 1. he's most familiar with and 2. that you've never heard of. You will probably be sheared like a little sheep especially at first, but don't despair. Keep switching-off gathering, and have an obscure little beauty up your sleeve. Or else like in "West Side Story," agree to rumble in ground that both sides agree to. "The Park!" "Under the Highway!" "Behind the Candystore!" "In the 3rd Floor Men's Room of the Plaza!" "On the Chandelier at Radio City Music Hall!" "DONE!!!"

5. Fox him. Sun Tzu said, "All warfare is based on deception," and Bullwinkle the moose put it even better: "Nuthin' up ma Sleeve!" Fire at him with your pistol, run when he fires back with an auto rifle, and surprise him around the next corner with that shotgun you just happened to be hiding in your breast pocket. Slip over to your empty grenade launcher to give him a couple of dry 'clicks' to make him salivate, then slip the loaded flamethrower back for a hot surprise. Don't give away all your secrets/weapons. Don't get caught short weapon-wise either.
6. Keep moving. Have you got it yet? (Athletic coaches, math teachers, music instructors all go over the same motions, tables and chords again and again until it becomes instinctual.)
7. Be unpredictable in your movements to everyone but yourself. In WWII U.S. warships, when being attacked by enemy bombers, would steer a straight and narrow course to provide the Anti-aircraft gunners with the best, steadiest gun platform from which to shoot them down. Don't do that here. It won't work.
8. Use your "glance" keys in tight situations to whip a quick shot off at a circling enemy. Practice till it's second nature.
9. Use his weaknesses. If he's a keyboard player, use the tricks mentioned above. If he gets "buck fever," try to surprise and startle him with ambushes. If he's blind as a bat...I'm not going to tell you that one.
10. Shoot explosives at his feet. In big arenas with lots of Missile work, shoot at the missiles in the center. He will be trying to reload his launcher and sooner or later will make a mad dash for them. That's the *only* place you know for sure he's going to go. Trust your experience to know when.
11. Discover where he reappears after he's been killed. Those first few seconds are when he's most vulnerable and weapons-shy. Don't back off when you've killed him. That's when to hunt him the hardest. Show no mercy.
12. **The worse mistake you can make in Marathon is to stop and fight toe-to-toe with an opponent.** This is certain death, both from him and from anyother players that happen along. You must be a dancer, not a slugger. Constantly move and circle at top speed, all the while riddling him with bullets. Odds are he won't be very good with riddles and die.

Learn and use these basics and you will be a victorious, breathing Marathoner. Heed not the warnings and you will shortly be a red puddle of lukewarm glue and the Angels will weep for you.

Remember: Move or you lose. If you stop, you'll be stopped. Speed and accuracy are the keys, just like aerial dogfighting. In the movie "Nevada Smith," Brian Keith is trying to teach the young Steve McQueen about gun fighting. He throws up a handful of bottles, blasts them from the sky, and tells McQueen, "If you can do that 10 times out of 10, at night or with the sun in your eyes, half asleep or dead drunk, from the back of a galloping horse or rolling in the dirt, then *maybe* you stand a slim chance." That's the facts, Ma'am. Someone is always going to be faster and smarter than you are. That doesn't mean that you can't someday be quicker and brighter than him.

Special thanks to Roy(of course),"Zipster" Dave and Son, and all the Mini'app'les.



Aim for their feet when using explosives!



Rock, Paper, Scissors...my shotgun beats your Assault Rifle!

About Pete

Pete's worked at an oil camp in Northern Canada, as a game store manager, game tester and designer of the "Borodino 1812" scenario for SSI's 'Battle of Napoleon' series. He was a founding actor of "The Mystery Cafe," a stand-up comic and has lately been seen at a number of theaters around town. (Harmar, Pavilion Place, Centennial Lakes.)

(Continued from page 13)

(1) NAUGSAW Advisory Council

We have established the NAUGSAW Content Advisory Panel. This is open to any user group member of any user group. All you have to do is volunteer (hopefully you will have an email address). This panel will solicit input from their respective user groups and provide it to the executive committee. Of course CAP members will be asked for their own personal comments and suggestions too.

Our objective is to frame a NAUGSAW that truly reflects the needs of the user group community

The North American User Groups' Symposium and Workshop

Dates & Times

Submitted by Brian Bantz

Times:

- Friday through Sunday, July 12 - 14, 1996

Place:

- The Harvey Hotel -- Addison
- 14315 Midway Road Dallas 75244
- 800 - 922 - 9222

Transportation

- Popular airlines will have discounts (stay tuned!)
- Shuttle Service to and from the airport:
 - Discount Shuttle -- 817-267-5150 -- \$12.00 departs the airport every 15 minutes, and returns from your hotel with reservation.

Times:

- Registration begins Friday, July 12, at noon, and the conference closes at Noon, Sunday, July 14.

small, medium and large. This panel will conduct its business on-line so the time requirements will be small, but the payoff will be great. If you are interest in serving read the NAUGSAW News included in this mailing for information on how to get onboard.

(2) NAUGSAW Session Teams

The second group needed are Session Teams. If you are interested in being on one of the session teams at the event then let us know. You will also find information in the newsletter on how to indicate your interest. Both of these panels are

important and you can do both if you want to.

We are going to have a great NAUGSAW, and you will not want to miss it. If you are planning on going to MacWorld SF, make sure to note the UGWUMP room schedule. There is a session on NAUGSAW where the movers and shakers (and the other really important user group members) will be discussing NAUGSAW matters.

We look forward to seeing you in person and as always I can be reached by dropping me a line at DanS@eworld.com or Dsailers@nkn.net.

Who Should Attend

Submitted by Brian Bantz

The North American Users Group Symposium and Workshop (July 12, 13, 14, 1996) is intended for leaders of computer User Groups. This includes officers, boardmembers, founders, active volunteers, and people interested in starting User Groups.

NAUGSAW-10, will also include a one-day computer show (Sat, Sep. 9), will be open to the public for a small admission fee. NAUGSAW-10 attendees will be admitted free of charge. It will attract Mac users and buyers from the entire North American continent.

User Group Officers & Their Memberships!

The search is over... User Groups Gather Here

Submitted by Brian Bantz

For the first time, the annual event known as The North American User Group Symposium And Workshop, or "NAUGSAW" now has a universal, world-wide home! NAUGSAW is an annual conference for the officers and members of computer clubs (called "user groups") which is held at different locations around the North American continent.

The new NAUGSAW home has been established in the USER GROUP NETWORK's Internet, WWWeb site through the altruistic efforts of NETWORK Directors and long-time user group evangelists Fred Showker and Barrie Selack.

NAUGSAW's home on the WEB will provide this annual event with a global launching pad for events management, marketing and con-

sumer awareness -- accessible to anyone, anywhere, from any service, beyond the boundaries of non-user group commercial entities. According to NETWORK Co-Director, Barrie Selack, "This is important because NAUGSAW really has a life of its own, and should have a home of its own!"

When asked, "But what about all the other forums and bbs' and areas already dedicated to NAUGSAW?" NETWORK spokesman Showker comments, "Not to worry... the NAUGSAW home on the WEB is donated by the USER GROUP NETWORK to act as a continuing and consistent 'clearing house' for all user group NAUGSAW activities... this does not usurp any of those good efforts put forth by the folks who have gone before us. Not at all!"

Each year the host user groups of

NAUGSAW will have:

- Universally available addresses (e-mail and inquiries are automatically mail-forwarded to the respective officer's preferred e-mail boxes regardless of service or location.)
- Central advantage point (eliminating the barriers of international borders, since many of the commercial online services are not available globally.)
- Consistent interface for continuity, so inquiries, and information can be distributed all day, every day, all year long.
- Global appeal to reach the user group and general population of the world!

Visitors to NAUGSAW's home, can return as often as they like by saving a bookmark for that page.

Last year's NAUGSAW was held in Toronto, Canada under the direction of Zack Bajin of the Canadian Consortium of User Groups (CCUG). Catch up with Zack by sending e-mail to: ZackB@eworld.com.

What's up for 1997?

No one knows! Portland user groups have put in a vote to bring NAUGSAW'97 to the northwest, and the Mid-Atlantic User Group Consortium (MAUGC) along with The User Group Alliance have put in for an east coast thing.

If you have suggestions, or would like to become involved with the NAUGSAW Home Page, NAUGSAWs in the future, or would just like to be kept up to date on all the happenings, just let us know!

For information contact: THE USER GROUP NETWORK

The USER GROUP NETWORK is brought to you through the generous efforts of User Group people, sponsors and supporters all over the world.

Calling UG Newsletter Editors

Submitted by Brian Bantz

The 1996 UG Newsletter Awards Program will recognize outstanding User Group newsletters in the categories of design and content excellence. All groups are invited to enter. The judging parameters have been carefully drafted in order to present a level-field for all newsletter editors and groups who enter.

The awards will be juried by a blue-ribbon panel of publishers and designers in the newsletter industry. Final selection of award winners will be held at NAUGSAW, through a silent judging process by all attending UG delegates.

Categories

Entries will be judged on Creative Excellence and Technical Merit, with awards selected from each category, and one "Best-in-Show" winner. All entries will be presented with a show citation of participation.

Awards will divide among groups under 250, Groups over 250

- Best Overall Design - Judged on eye appeal and organization
- Best Spread - A two-page spread, judged on eye appeal and readability
- Technical Merit - Judged on image quality and typographical merit
- Best Electronic Design - Judged on eye appeal, speed and stability
- Best Electronic Page - Single page judged on eye appeal and readability
- Best In Show - Judges favorite for best overall presentation of information

ENTRY DEADLINE: APRIL 1, 1996

Entry Rules:

- Each group may submit up to 3 entries.
- Each entry must be submitted separately
- Entries must have been published between June 1, 1995 and April 1, 1996
- NO submissions will be accepted

after May 1, 1996

- All entries selected for showing will be contacted via email.
- Final Judging by User Group peers will be conducted under blind ballots and tabulated at NAUGSAW in Dallas.
- All Judges and ballot decisions are final.

Preparation of Entries

Entry forms will be available here, or send e-mail to the official NAUGSAW Listserv at: NAUGSAW@User-Groups.com, or call Fred Showker at 540-433-8402.

We're looking forward to this years gala awards showing, and I'm hoping that you and your group will participate!

Stay tuned...

Watch the pages of the User Group Network, America Online's User Group Forum (UGF) and eWorld's User Group Connection (UGC) or the next UGC mailing for the next UGNet News Update, with more news about NAUGSAW, and happenings around the User Group Community!

Until then, on behalf of the NAUGSAW team, and The User Group Network, have a great time, and an outstanding new year!



Mini'app'les Minutes —April 2, 1996

1. Preliminary

- 1.1 Attendance
- 1.2 Adoption of Agenda—Approved
- 1.3 Approval of March minutes —Les, 2nd Harry—Passed
- 1.4 Treasurer's Report —Les, 2nd Harry—Passed
- 1.5 Officers / Committee Reports
 - President—Newton at May MacSIG
 - Vice President—Absent
 - Membership Director—Need to boost membership,
 - Software Director—Good sales at MainMacSIG
 - Mac SIG Director—Need to get write ups of past and future meetings
 - Apple][SIG Director—Having trouble getting meeting rooms
 - Publications Director—April newsletter has new handy form, and
 - Operations & Resource Director—Will be out of town from 4/4—4/15, Owen donated software for IIGs
 - Shows/Swap Meet—State Fair Sale

2. Old Business

- 2.1 Letter to G Carlson Hard Drive/Case from Chuck, Brian has check to give Chuck
- 2.2 Mailing List Release
- 2.3 New Sigs—GameSIG
- 2.4 WEB PAGE—Meeting on March 30th am— New WebMaster Mike Rehbein

3. New Business

- 3.1 Executive Meeting each month for remainder of year -Best for Me 3rd Thurs or after another SIG
- 3.2 Cables for Games Sig—Request for purchase of EtherNet AAUI Adapter, tie vote tabled
- 3.3 Revise eDOM prices/CD Distrib—Software Director will decide on prices and update lists
- 3.4 TCPC Use of Mailing List —too late for April joint meeting, no discussion
- 3.5 Announcements

4.1 Next Board meeting

May 7, 1996 @ Matthews Center, 2318 29nd Ave. So., Room C, 7 PM Minneapolis

5.0 Adjournment

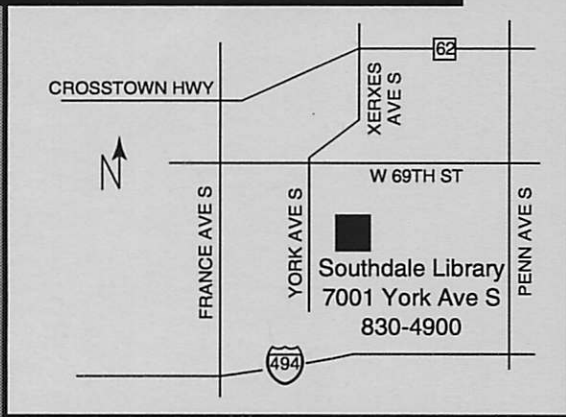
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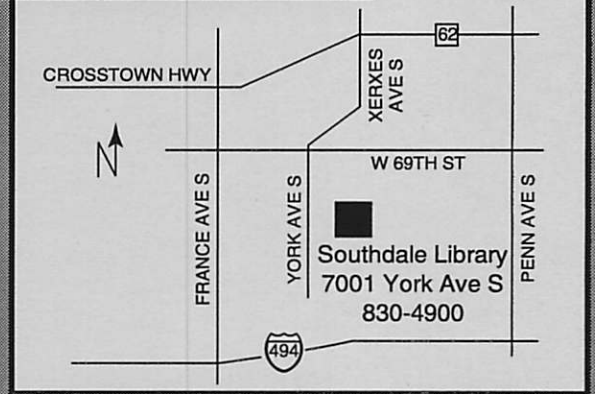
mini'app'les

Maps to selected
Special Interest Group
(SIG) meetings

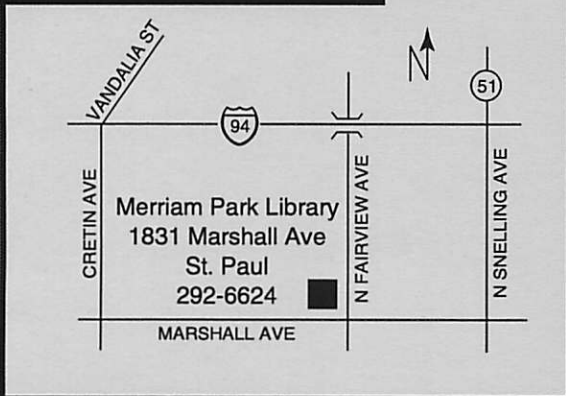
FileMaker Pro



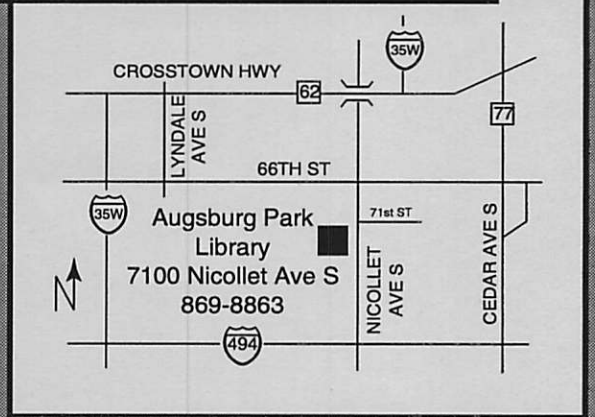
ClarisWorks



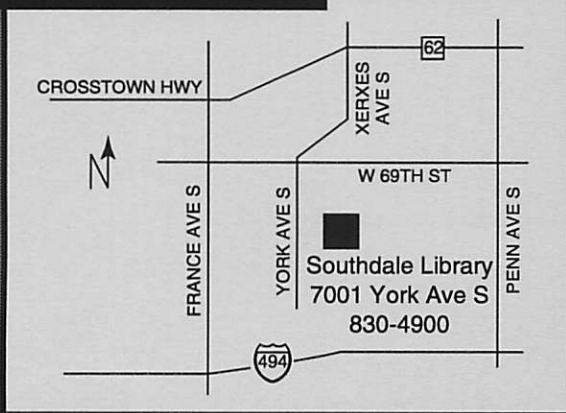
Mac Novice & AppleWorks SIGs



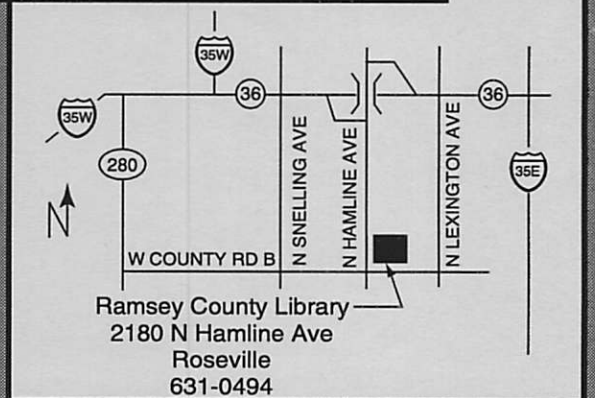
Apple II/GS Main SIG



Digital Photography



Apple II Novice SIG



*Locations of some SIG meetings
do change periodically.
If you are in doubt,
please contact the SIG Leader.*

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An one year subscription to our monthly Newsletter

A free account on the mini'app'les BBS (45 minutes/day)

Communicate with other mini'app'les members plus get up to date information on mini'app'les events and meetings. Get assistance from other members. Download freeware and shareware.

Eligibility for frequent drawings of free equipment, software, and books.

Just a few of the many items given away free in the last year included: Connectix QuickCam, Microsoft Encarta, Books from Peachpit Press and MacMillan, RamDoubler, SpeedDoubler, Lind PowerBook battery Conditioners and Rechargers, Microsoft Art Gallery, and Apple System 7.5 software.

Discounts on book orders

40% off Peachpit Press, 30% off MacMillan family of book companies (Hayden, Adobe Press, Que, Sams, Brady, NRP, and Alpha)

Periodic special User Group discount offers on equipment and software.

In the past year, Apple, Hayes, Brøderbund, and APC Power Protection (Business Security Products), among others, have offered mini'app'les members significant discounts.

Plus, you're supporting all of mini'app'les' special interest group (SIG) meetings that you can attend each month.

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