

WINNING

Coast to Coast . . . Apple Creates Winning Careers



Meet Janine Hogg of the Computer Post, an exclusively APPLE dealership in Campbell, California! Janine believes she is part of an exciting revolution and that soon every newly built, executive home will come equipped with an Apple. She has been negotiating with Ponderosa Homes in hopes that they will help make that dream come true in the lovely houses they

build in her area.

Janine left an excellent job as a career counselor and recruiter for National Semiconductor, but felt it was well worth the risk. Observing where technology is taking us and sensing the progressive attitude of the owners of The Computer Post, she feels comfortable that there is a long term career available for her. She sold \$25,000 worth of Apple products her first month, \$30,000 her second and was approaching her \$40,000 goal for her third month when we talked.

Janine finds out what she can about the problems of the walk-in customer. She makes an appointment to meet with them again, does some research on their needs and 80% buy a system when they come back. "The computer is intimidating," says Janine. "Customers need moral support and must be given a comfort level." Once her customer makes the commitment to purchase, Janine takes them through a two hour process that she calls her TEN POINT CHECK LIST:

1. Help open their new Apple, fill out the warranty card and mail it.
2. Review the documentation, suggest the Apple Tutorial be read first.
3. Show how to configure their system.
4. Emphasize turning off the power when accessing the interior.
5. Discuss the interface slots and note what goes in each one.
6. Explain 13 sector vs. 16 sector.
7. Demonstrate how to copy for both.
8. Emphasizes the importance of back-up copies.
9. Show them how to initialize for both diskettes.
10. Finally she identifies and explains the programs they've purchased.



Meet Ed Krane of the Computer Factory (New York City) who has sold 83 Apple II's during the first eight weeks of his new career! Ed has an amazing background of varied experiences. He has travelled all over the world, having worked for the B.B.C while participating in an academic exchange in London, and he has studied at the French Film Institute in Paris.

Ed has been a disc jockey, a program director of a radio station, a magazine writer and a mini-computer marketing analyst. With so many interests and career opportunities, we asked Ed why he chose to make Apple his career. "It's the most exciting field to be in," he told us, "because it is where all the excitement is. The micro-computer age is here and I want to be a part of it."

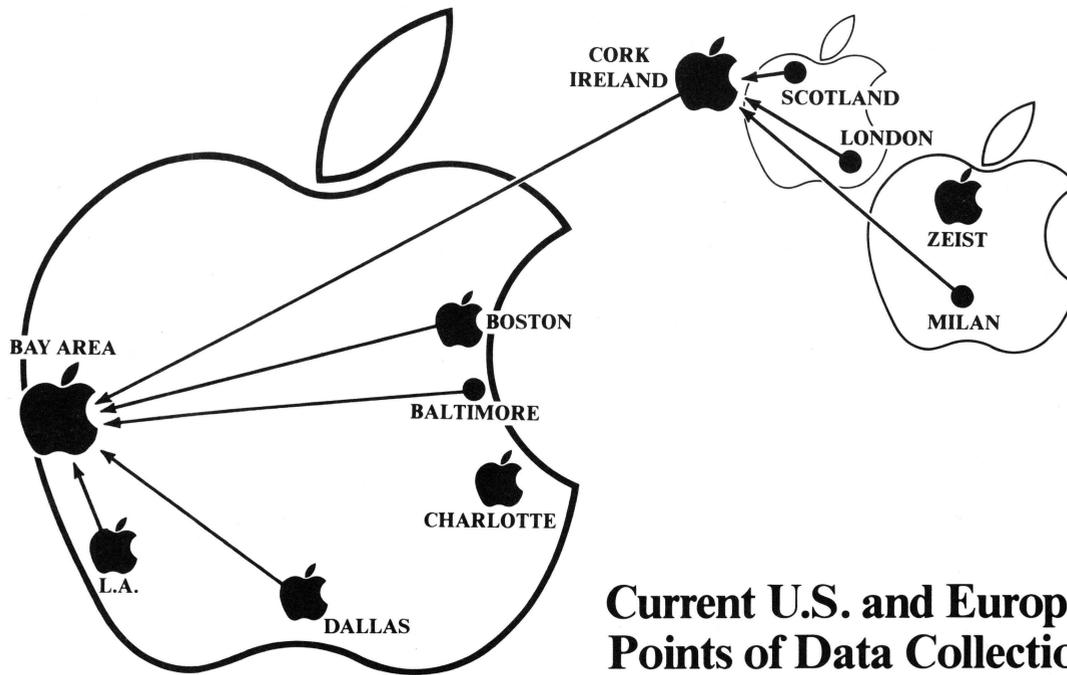
Customers are attracted to the mellowness of Ed Krane. He has an aura of caring. (Perhaps this is a reflection of his interest in Yoga!) He attributes his success to his determination to *listen*. "I don't give my customers any fast answers. I do what I call a feasibility study. That means that I ask myself, what does this person want from the computer? I take notes and I try to relate in my mind what software is available to meet the expressed needs." Ed continued, "Only after we have spent a great deal of time discussing the business problems and the software that can solve those problems, do I move on to introducing the Apple. I show them how simple it is to get set-up. I try to take the mystery and complexity out of the computer."

Ed prides himself on being organized. "I never forget follow-up phone calls to everyone I talk with. And," Ed concludes, "the store managers appreciate the reports I voluntarily write-up on an Apple and turn-in each week. This way we both know exactly how my week has been filled."

Both Janine and Ed assured us that of all the aspects that create their individual success, working for highly respected and reliable dealerships with excellent service departments and a sense of team spirit has been the most significant factor.

We at Apple congratulate these two super, salespeople and welcome them to the WINNING column.

The Apple World of Quality



Current U.S. and European Points of Data Collection

A key factor in the growth of Apple Computer has been its ability to manufacture products which meet a high level of performance, quality and reliability.

The founders of Apple made a commitment to quality from the very start. With sales in excess of 200 million and multi-manufacturing sites in place, the challenge now is to maintain the quality image during future periods of explosive growth.

To meet the challenge, the Apple Quality Department is establishing a worldwide Quality Reporting Network which will allow the company to maintain continual visibility over quality and reliability, both in the field and at the manufacturing sites.

Eight months ago, Apple began implementing a unique Field Quality Program, which is essentially a direct link between the dealer and the factory and an extension of our in-house quality programs. The primary goal is to monitor **out-of-the-box** quality of all Apple products.

The feedback which is received from dealers allows us to react immediately to any problems which either escape the factory or show up only after shipment. In addition, the program has given us visibility of overall field quality levels so that we can more effectively implement proper controls at the factory.

At present, thirty-two dealers in the geographical regions surrounding San Francisco, Los Angeles, Dallas, Baltimore and Boston are participating in the program. In addition, five dealers are supplying information from London and we are planning to add dealers in Scotland and Milan, Italy by May 1, 1981.

Participating dealers have been chosen with two factors in mind. One is that all the dealers in each area are within close proximity of each other. The second criteria is that the dealer has a reasonably high sales volume, so that he can provide good statistical data.

Although the program is voluntary, most dealers contacted have been extremely enthusiastic and pleased to cooperate.

Each of these participating dealers is *personally* visited each month by one or two field quality representatives (hence the

need for close proximity in each geographical area). During the visit, any **out-of-the-box** problems experienced during the previous month are reviewed. The dealers have been provided with forms to record problems as they are discovered, thus eliminating the problem of attempting to remember "what happened?" or "did that occur last month?"

Each dealer also supplies information on the amount of product inspected or checked out during the month, so that we can compute failure rates and more effectively analyze the data. After each dealer has been visited, the quality data is compiled into a monthly report which summarizes problem areas, failure trends, and reject rates by geographical location. Data supplied by dealers (particularly amount of products sold or inspected) is treated confidentially, and shows up in the monthly report only as a total for each area.

The data is also reviewed at a monthly meeting which includes key management from each department (i.e., Manufacturing, Engineering, Marketing, Service, etc.) and each division (Apple II, Disk II, Apple III, etc.). Appropriate action items are determined at this meeting.

We believe that one of the key ingredients of this program is the dealer visit itself. It allows us to collect the data first-hand, review questionable or unclear items with the service technician and generally come away feeling that we understand any problems that the dealer has. In addition, this personal contact enables us to solicit more detailed data than would otherwise be possible and to take follow-up action on any non-quality related problems or questions.

The only drawback to collecting the quality data personally is that we obviously cannot visit every Apple dealer. Because the program requires setting up and maintaining a data gathering system at the dealer location, it is not feasible to rotate participating dealers in the program.

All Apple dealers will benefit from this program indirectly. Any significant problems in the field with Apple products will

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Seminars Sell!

Personal Computers in Professional Practice

Dr. William Riggert and Philip Paul are two professionals who have an understanding of the population's hunger to join the ranks of the computer literate.

Dr. Riggert is a Michigan dentist who has had some background in Data Processing and a bit of experience with teaching. He has combined these two assets with an understanding of the needs of the dental community and his love affair with his Apple. Bill is sought after by Dental Associations all over the country to do his one day seminar. Last fall he was given a hand by Computer City in Worcester, Massachusetts. This month he is in Minneapolis where he anticipates an audience of 500 dentists. The Computerlands in this area will be giving Bill a hand.

The emphasis of the seminar is to uncover technologies which will solve the common problems of running a dentist office efficiently. He assumes that his audience is at an entry level and thus starts with the basics. Using a video-tape recorder played through an Advent, he is able to switch back and forth between the Apple and his slides.

The demonstrations rely heavily on VISICALC, DESKTOP/PLAN, SUPER CHECKBOOK and FILE CABINET. Bill uses SPEECHLAB to demonstrate his creation of an insurance form by voice. The latest piece of software he is in the process of tackling involves a complete security system including a a/d-a convertors, remote controls, Speechlab, Supertalker and the DC Hayes Modem. Bill states that his biggest problem with this is opening and closing files and passing parameters under DOS.

"It is satisfying to note," states Bill Riggert, "that all audiences so far have been very impressed with the Apple and surprised at its performance." He concludes, "I have not had a single problem with the unit!"

Philip Paul is a management consultant in Sudbury, Massachusetts. Over a year ago he purchased an Apple II Plus for use in his business. Armed with Visicalc he found that there were few if any financial problems that he couldn't tackle for his own or clients firms.

Now he is teaching two micro level seminars, one on the subject of Personal Computers in Business and Professional Practice and a second which is an Apple-Visicalc seminar. Phil tells us, "These are dynamite sessions because they are based on real executive level needs."

Philip Paul devotes about a day a week to Apple marketing and consulting activity and having fun with it.

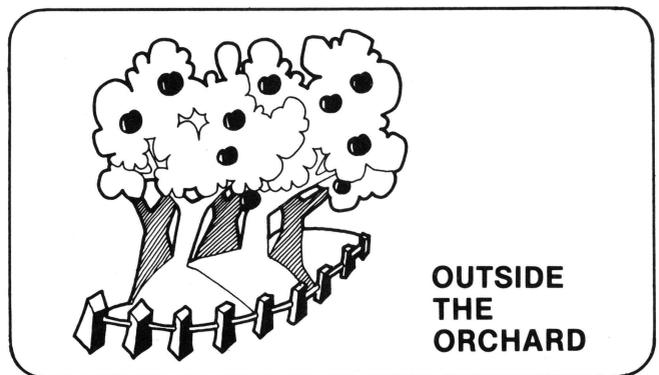
Are you aware of professionals in your own community that are helping others learn about the special Tool For Today . . . Apple? Have you thought about what an opportunity it might be for you to offer your assistance with these seminars? These audiences are taking their first step towards a purchase and if you're there for that first one . . . you are bound to be the person they turn to when they take the next step . . . that of purchasing.

Linda Lyon

Apple Hits the Road !



The Apple Expo entourage poses before one of the three 45' vans. From Dallas to New York to Chicago to Los Angeles, they will be moving Apple Expo over our great land. These huge, low-bed furniture-type trucks are pulled by diesel tractors and will create an impressive and colorful sight. So, you just might look out your window this spring and see our gigantic, mobile, Apple billboard coming down your street!



Computer Stations, Inc. offers two neat software pieces this month:

Enhanced Paper Tiger Graphics Software for the IDS 440G/445G

This software package allows the user to dump the contents of either high resolution page out to the above IDS Paper Tiger printers. Routines for standard Apple interface cards, as well as pictures for "dumping practice," are supplied on the diskette. (Versions for the IDS460G/560G, NEC and Anadex printers are also available.) Price: \$44.95

PASCAL Fast Floating Point Board

This board is designed to enhance the arithmetic speed of the Apple II with UCSD PASCAL®. It plugs into the Apple and, utilizing the AM9511 Arithmetic Processor, relieves the Apple of performing higher math functions in software. Additional functions available are: TAN, ASIN, ACOS, SINH, COSH and TANH. The Square Root function is 35.1 times faster using the PASCAL Fast Floating Point Board. Price: \$450.00

For additional information contact:

Computer Stations, Inc.
12 Crossroads Plaza
Granite City, IL 62040

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William Tells!

Dear William,

I have noticed that the documentation for the Apple III is not as complete as that for the II. Does Apple intend to make the more technical information available to the dealers and customers?

Wanting More

Dear Wanting,

The manuals that are now being included with the Apple III are marked as preliminary manuals; the updated manuals will be sent to all Apple III owners when they become available. This new set of manuals will also include a Technical Manual which will go into greater detail on the machine.

Dear William,

I have tried everything and cannot seem to make the DRAW IMAGE function in the BGRAF.INV invokable module on the Apple III Business Basic diskette to work the way the manual says, what am I doing wrong?

Drawing-a-blank

Dear Drawing-a-blank,

Nothing. We have recently discovered some "bugs" in the graphics module, mainly in the DRAW IMAGE, NEW-FONT, and SYSFONT commands. A new version of the BGRAF.INV module will be sent out with the updated manuals. Many improvements in the performance of the module have also been made and most of the commands operate much faster.

Dear William,

Lately, the built-in disk drives on my Apple IIIs seem to have problems reading and gets an excessive amount of I/O errors. Has Apple found this to be a common problem?

Worried About Illiterate Drives

Dear Worried,

Believe it or not—the problem could be in your monitor. We have found that when certain monitors are placed on top of the Apple III above the disk drive, the high voltage section occasionally interferes with the drive. So far, we have not had any complaints about the Sanyo, but have had reports that the Hitachi might cause problems.

Dear William,

I sense a lot of excitement lately about the Dow Jones system. I feel I may have to get into handling it one of these days so could you fill me in on the cost involved?

Stocking the Stocks

Dear Stocking,

If you have not already stocked your shelves with the Dow Jones system you are missing out on a tremendous selling potential. As a dealer you are entitled to a FREE password to demonstrate the system. You should have recently received information on this package and a free demonstration diskette for use in your store. The cost to customers is \$1.00/minute for news during daytime hours and \$.20 for news during leisure hours. Stock quotes are \$.75 and \$.15 respectively.

Dear William,

How can we get additional copies of Applesource? Our one copy becomes dogeared each month as we fight over this valuable document.

Feuding for the facts

Dear Feuding,

Your wish is our command. The Dealer Mailing now comes with two copies. One copy is for circulating and the other should be tucked into the Resource Binder as a reference.

Dear William,

I am really excited about the Apple Graphics Tablet, but I would like to be able to use it in PASCAL. Is this possible?

Quick-Draw

Dear Quick-Draw,

Yes, but you will need a copy of the PASCAL Animation Package available from Apple's Special Delivery Software. The routines are included in this package.

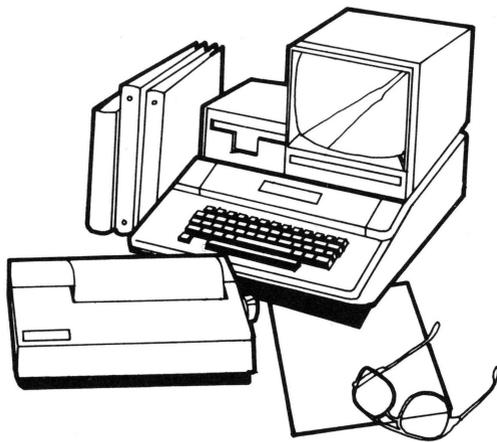
Dear William,

It seems like all the Apple Apple IIIs are being shipped with 128K. When will it be possible for me to upgrade my present 96K system?

Needing more in Memphis

Dear Memphis,

Effective March 16, 1981 the memory upgrade package (Apple Part Number 652-0333) will be available from your Regional Service Center. The package will have a retail price of \$545.00 and we recommend that the dealer charge an installation fee of \$40.00. See Service Bulletin #29 for more information.



Apples in Business

Selling Solutions

We have been using this column lately to emphasize that today's customers are buying solutions. Now, how do you sell solutions? Selling is perceived by everyone as a simple task. You cannot get a degree in Sales. A degree in marketing is not the same or they would call the salesman a "marketingman!" It is obvious to the uninformed that selling can be done by anyone. Well, let me tell you, that just is not true! First comes a course on how to make a sales presentation and then comes practice, practice and more practice. The art of selling is **listening!** Questioning and more **listening** will help you determine if the person is ready to buy and save you a lot of time as well as helping you direct your conversation towards getting them in the buying mood. Once they are ready to buy, ask questions about the customer's problems and then **listen** to the answers given. This information, along with product knowledge will lead to a sale. There are a few pitfalls along the way. Once you have "perceived" the problem and matched it with a proposed solution, you have to give the customer an opportunity to critique your performance. You do this by asking them if you have answered all of their questions. You may find that you have to go back and ask them to restate their problem and **listen** for new clues to the ultimate solution.

What role does Apple play in this scenario? We provide the solution, of course. In the personal computer market, Apple

has more software and hardware tools, peripherals, service support, and financing alternatives to "solve" the customers needs than any other vendor in the business. All you have to do is provide the salesmanship and product knowledge on the front line.

The old timers will tell you that we discouraged dealers from being an exclusive Apple dealer because we didn't supply enough of the "solutions" to make it a profitable business. That is changing. Apple III is here and it is becoming more and more practical to become an exclusive Apple dealer. If you are selling multiple lines, the competition will beat you on the selling floor by having only one product to sell. Being an exclusive Apple dealer will help you concentrate your product knowledge and your inventory stock. It will focus your attention on one product line.

To Summarize:

- There is a growing number of non-computerist customers out there looking for a computer solution to their problems.
- They are frustrated by the lack of knowledge available at the dealer level.
- The computer dealer is frustrated by the lack of knowledge on the part of the customer and must learn how to communicate with the neophyte.
- Our competition is going to make it increasingly difficult for us by diffusing the emphasis put on the few product lines available today. This will result in additional lost sales if product knowledge is not available at the dealer level.
- It takes money to make money. Support and service are required ingredients to continued sales growth.
- Word of mouth advertising is still the #1 communication media. This is very special. It can not be bought; it is created by you.
- As more problems need solving, the job of selling will become even more difficult. There is always more to learn. (We have the same problem keeping our dealer support ahead of your demands for that support.)

Providing solutions to problems is not really selling, it is helping. Change your sales attitude from "what can I sell you?" to "HOW CAN I HELP YOU?"

In the inimitable words of Alan Cimberg; KEEP ON HELPING.

Gene Carter



The Apple III Demo Bounty Hunter Contest Status

Two months have passed since the announcement of the ten most wanted demo programs in *Applesource 16*. Since then Bounty Programmers all over the country have been working to track them down.

The phone calls lately indicate that many hunters feel that capturing these demos is difficult without assemblers or technical manuals. A justifiable complaint but fear not, the contest lasts through August and those missing weapons you're hankerin' for should be available soon. In the meantime you will have to be ingenious and hunt them down using only the resources at hand. Remember, there is no limit to the number of demos you can capture and submit. So, get started now and watch *Applesource* for further developments.



WINNERS AND LOSERS

Dear Apple:

I just thought that I would drop you a line to let you know about the good product support that you are receiving from Computer Components of Burbank, California. When I set out to expand my system, I called most of the computer stores in the Los Angeles area for advice and information. I got the best answers (and prices, all things considered) at Computer Components, so I took my business there. I have yet to be disappointed by them, and they continue to amaze me not only with their expertise but with their efficient service as well. I recently had a failure of my ROM-FO, and they repaired it for me while I waited. I found out that they always try for on-the-spot service, and feel that anything longer than a one-day down time is too long. You can rest assured that Ren Colantoni and his staff (Eric, Alice and Mary in particular) have made me a firm believer in quality of the Apple product, and that I will continue to expand our system to make continuing use of everything that you have to offer. You might want to note that we are currently auditioning the Apple's musical ability, possibly for use as an instructional aide in our courses.

Yours,

Patrick Jost
Creative Music Courses
Hollywood, California

Hats off to Computer Components! We frame the letters that we receive like this to remind us of the special service that Apple customers are receiving all over the world. Collecting these also helps ease the sadness caused by letters like the following:

Dear Apple:

Several weeks ago I went into () to get some information about Apple Computers. I am presently shopping around for a small computer system and I intend to purchase one within the next several months. With this in mind, I went into () hoping to get some practical information comparing the Apple product to the TRS-80, Pet 2001 and others.

I have to tell you that the saleability of your product must be quite exceptional, otherwise the sales people at () could not afford to brush off prospective customers as they did me. When I asked the salesperson how the Apple II differed from the TRS-80, he replied "quality," with no further clarification. When I pressed him for a more descriptive comparison, he merely pooh-poohed the Radio Shack unit.

The only concrete information in the way of a sales pitch he provided was that Apple products have a vastly greater availability of software and hardware from outside sources than any other personal computer on the market.

Finally, I explained that a business acquaintance of mine already has, and my father intends to buy, a TRS-80 and I was interested in Apple's ability to communicate with them. He replied, rather snobbishly, that if all my friends and relatives owned TRS-80's then I ought to buy one also.

Now I am not very familiar with the jargon of computers and I'm not an engineer or a programmer. I am, however, an intelligent individual, I am going to buy a computer and I want to get the best value for my money. I am hoping that I can meet with an Apple sales representative who can take the time to seriously discuss your product with me in layman's terms and give me a little advice. Please let me know if this is possible.

Maybe this problem is not widespread, but I've certainly been turned off by the snotty sales people at (). Perhaps you should re-evaluate your choice of () as a retail outlet. Even when you can get a sales person to talk to you, it's hard to understand the technical terms they use. And when it comes time to see a demonstration there is always some ten year old kid playing "Star Trek" on the system and it's impossible to get an idea of how it works. I feel I represent more of a sales potential than a ten year old!

If Satan had discussed Apples with Eve the same way () discussed them with me, we'd all still be living in Paradise!

Promise Them Anything But Give Them An Apple

PROGRAMMERS

ATTENTION

Programmers
Systems Analysts

Systems Programmers
Programmer/Analysts

IMS - CICS Specialists

Receive an APPLE II PLUS
Personal Computer
— FREE —

If you are contemplating or currently looking for a new challenging and responsible position utilizing all of your potential — we've got just what you've been looking for! BINARY SEARCH specializes in the placement of computer professionals. Our client base represents the most dynamic companies in the San Francisco Bay Area. If you are hired through BINARY SEARCH you will receive absolutely free the computer described below. Inquire today about the numerous opportunities available. Call or send your resume to ARNIE ROBERTS.

BINARY SEARCH Personnel Services
960 San Antonio Road, Suite 21
Palo Alto, CA 94303
(415) 493-8900

Exclusive Employer Request
BINARY SEARCH will provide the system described after beginning your new employment through BINARY SEARCH. The computer is an APPLE II PLUS Personal Computer System completely assembled and tested. The system includes a rugged molded case, typewriter style keyboard with N-key rollover, high efficiency switching power supply, 16K Bytes of RAM, ROM resident AppleSoft Extended BASIC interpreter, Auto-Start ROM, disassembler, AC power cord, reference manuals and AppleSoft Tutorial Manual. This system is expandable to 48K Bytes of RAM (not included), Printer, floppy disks, additional system software, user software and software packages can easily be purchased at hundreds of outlets throughout the U.S. APPLE is a trademark of Apple Computers, Inc.

We spotted this ad in *The San Jose Mercury* and put in a call to Arnie Roberts to check on the results. "The response to the ad has been overwhelming," said Arnie. "It seems there is a great deal of product awareness in the market place, not to mention product desirability."

Apple Mourns . . . and Warns . . .

A call from Lon French, our Washington sales representative brought us this disheartening story.

Last month, Henry and LaVerne Rumberger, owners of ABS Computer Center in Olympia, Washington were ruthlessly killed. It happened on a Sunday when their store was closed. The Rumbergers' decided to go in and get some paper work done and interrupted a burglary. The town of Olympia and we at Apple join with their family in mourning their loss. The Rumbergers' son Walter (known as "Rummy") and his wife, Christi, will continue with the family business.

Apple joins with "Rummy" and Christi in making this plea to all dealers:

If any of the following equipment is brought in for repair, offer to fix it but clearly state that you cannot do the work while the customer waits.

If a piece of equipment is brought in for refund, refuse to give a refund and try to get a name, address, license number, description of the person seeking the refund and the description of the automobile they are driving.

When the person leaves, immediately call your local police department and have them call Detective Jones at the Olympia Police Department to confirm that this is the stolen equipment.

Do not confront or accuse the individual of any crime. Do not attempt to keep the equipment if it will cause physical confrontation.

The information listed below indicates who and where to contact:

*Olympia Police
Homicide Department
Olympia, Washington
(206) 753-8205
Detective Casey Jones or
Detective Barney McClanahan*

Product Alert	Serial Number
Apple II	152415
Apple II	11892
Apple II	95801
Apple III	001065
Disk Drive	215227
Stock Watch	5980
IDS Paper Tiger	3135
IDS Paper Tiger	3166
Centronics 737 Printer	12349

Adam Contest Revisited

"If Adam would have had to dry his apples and store them he would have appreciated this application of the Apple II," says Bill Gookins of Attica, Indiana. Bill has developed one of the first uses of an Apple to help on-farm drying and storing of grain. In addition to farming 800 acres, raising hogs and laying drainage tile, Mr. Gookins is also an Electrical Engineer working toward an MBA.

A local feed mill operator's challenge inspired him to figure out a way to use the Apple to monitor grain. Until that point, there had been no systematic way to determine the length of time grain was being dried. Consequently, conditions were not being read accurately enough to produce the best grain possible. From this challenge, a patent application for monitors sensing grain temperatures and related conditions has been developed.

The necessity for this type of application is based largely on the fact that weather plays a major role in grain drying. The rate moisture moves out of individual seeds varies with the type of seed as well as the amount of moisture. Therefore, the whole harvest cycle is directly related to the grain's drying requirements. Both aspects of the drying process must be monitored and conditions read accurately so each type of grain can be processed to meet its market potential.

Other components of the program include comparing incoming and outgoing air and measuring its specific water content. By determining the humidity of the outgoing air, the amount of water that's been removed from the grain can be measured. Simultaneously, the amount of heat in the air is measured and the amount of energy which can be harnessed from the air is calculated, saving both energy and money.

The whole program is less than 30 statements, and with little modification can be used for air conditioning, refrigeration or anything involving air flow, temperature, pressure or humidity elements.

Bill Gookins realizes the vast potential for such an application, and has joined forces to form his own company. Working closely with Professors of Business and Agricultural Engineering, he hopes to eventually be able to maintain continuous readings for his own farming as well as expand and adapt his program to related fields.

Terri Hasbrouck

The Apple World of Quality continued from page 2

invariably show up in our sample. Therefore, as we take corrective action on individual problems, the population as a whole will be improved. In addition, when we see a need for dealer information (such as a service bulletin) we will pass that request on to the appropriate department within Apple.

An effort is also being made to assist participating dealers with individual problems or questions as they arise.

Our Field Quality Reporting Program has proven to be very successful in allowing Apple to monitor its quality levels and in providing a tool for implementing changes when

required. For these reasons, Apple is committed to supporting it indefinitely. We plan to highlight key features or points of interest stemming from the program in future issues of *Applesource*.

As a final note, we would like to thank each participating dealer for his time and cooperation in helping to promote the program.

Brian Duncan
Director of Quality Assurance

Rich Goosmann
Program Administrator

A New Way to Communicate for Stefanie Head



Jeff Frankel, technical representative at Computerland, San Francisco, was confronted with a unique challenge when asked to put together a computerized word processing system for Stefanie Head, a bright teenage girl, who is severely handicapped with cerebral palsy.

Because of her handicap, Stefanie is confined to a wheelchair, is unable to talk and is limited physically to the restricted use of only one hand. Furthermore, she has a limited ability to swallow which poses a moisture hazard for any electronic device. Despite these limitations, Stefanie is a happy, well-adjusted young lady who attends a regular public school along with her non-handicapped peers.

Jeff first put together an Apple II computer with a Diablo Spinwriter for an initial trial run using the Easywriter word processing program. He used a plastic sheet over the keyboard to protect it from moisture.

Stefanie attacked this trial run with overwhelming enthusiasm. She had been doing all of her schoolwork on an electric typewriter, laborously pecking away letter by letter. She had no way to correct mistakes on the typewriter and could not see what she was typing. Now all of a sudden her work was right in front of her and mistakes disappeared at the push of a button. She quickly mastered the basics of the system and within minutes was turning out complete sentences. Over the next few

months, Stefanie's proficiency grew and she was turning out work she never dreamed of doing before.

It was obvious, however, that improvements could be made. To reach the keyboard from her wheelchair was a strain and Stefanie had no way to perform operations which required the simultaneous pushing of two keys. An auxiliary keyboard with locking control and shift keys that could sit on Stefanie's wheelchair tray would be the ideal solution. Jeff had Stefanie's computer modified to use such a keyboard.

The first keyboard tried was a failure. It was a waterproof solid state touch-activated keyboard that would have eliminated the moisture problem. Unfortunately, the keyboard was too sensitive for Stefanie to use.

The second attempt was more successful. A standard Apple II keyboard was mounted in a separate case along with control and shift lock switches. This auxiliary keyboard has proved to be extremely convenient for Stefanie. A plastic sheet is still needed over the keys, but the system is workable.

Stefanie is now spending three to four hours a day on the computer. In addition to doing her schoolwork, she is writing letters and is even corresponding with a pen pal in England. She has also developed a fascination for "Adventure" games and is no slouch in playing computerized baseball with the neighborhood kids. In a recent letter to Jeff, she expressed her appreciation for his efforts in providing her with this new and valuable way to communicate:

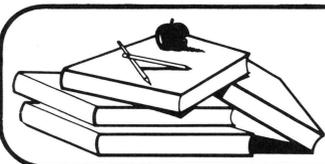
March 1, 1981

Dear Jeff,

I am doing well with my computer at home. Thank you for making it work for me.

Last night my Sunday school class came over. We all had fun with my computer, playing Adventure games and eating cake, popcorn and pink lemonade.

*Love,
Stefanie*



apples in education

Apple has just returned from two very successful education trade shows: The American Association of School Administrators and the National Association of Secondary School Principals. Over 15,000 people attended these two shows—superintendents of schools, assistant superintendents, and high school principals. The interest level of the administrators was very large—much greater than in previous years. The awareness of personal computers, and particularly of Apples, was very high. What a turnaround from previous years!

They came to the booth with the attitude that computers in the school classrooms were inevitable. Their only question was "What will these machines do for me and my school? Can they do budgeting and help me with salary negotiations? Can I keep my school personnel records on this computer?"

We showed them lots of administrative applications. They saw the departmental budget template on the Apple III and their eyes opened wide. We constructed a school budget model right before their eyes. We showed them low cost word processing with Apple Writer and Centronics. And, we delighted in their enthusiasm. Now they know the Apple is more than just a classroom machine. We enjoy picturing all those administrators writing an Apple III into their 1982 school year budget!

More Education Trade Shows to Come and Apple Will be There:

Association for Educational Communications and Technology April 6-10 Philadelphia
National Council Teachers of Mathematics April 22-25 St. Louis
National Educational Computing Conference June 17-19 North Texas State University

Glenn Polin