

Your Digital Fingerprint

John Andrzejek, Managing Director for the Integrated Value Services Team at Oracle Corporation, will be discussing modern marketing strategies and their relationship to social media. He will discuss your “digital fingerprint” and how companies use that information to interact with prospective customers. He will also provide a high level overview of Java and how it is used in today’s application environment.



Since 1999 when he joined Siebel/Oracle, John has worked with many companies from small to medium size to top Fortune 100 companies, helping with their transformational initiatives. His responsibilities include working with clients and prospective clients to help them better understand how Oracle application solutions can support their business transformation processes while delivering high value around desired improvements. The typical process starts with understanding a customer’s goals and strategic initiatives, mapping their goals to industry challenges & trends, and evaluating existing go-to-market strategies and solutions. The end result is a next-generation enterprise application environment

to help them drive their business needs.

WEBSITE DRAWING

Each month we pose a question, the answer of which is found on our website www.mvpcug.com.

You have until the day of the next meeting to send in your answer. Type the answer and your name into an email and send it to mvpcug@mvpcug.com. A drawing will be held at the main meeting. You need not be present to enter but will be responsible for picking up your prize if your name is drawn. All members are eligible so send in your entry.

This month's question — Of what did the first integrated circuit consist?

ANNUAL FOOD /TOY DRIVE

Each year we ask you to bring a new toy and/or non-perishable food to the November and December meetings.

In return for your generosity you will receive one extra door prize ticket for any amount of food and one for any amount of toys. Together with your regular member ticket, you could receive up to three tickets for chances to win door prizes.



Please remember those less fortunate than yourself and bring all the food and/or toys that you can.

THANK YOU

Tuesday, November 5th — 6 - 8:30 PM
New Hartford Library
Meeting Open to the Public - Free



explorer

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The MVPCUG was founded in 1981 by individuals interested in IBM compatible computers. This non-profit organization consists of volunteers whose expertise range from novice to professional.

Regular meetings are held on the first Tuesday of the month at 6pm, usually at the New Hartford Library, 2 Library Lane, New Hartford. A typical agenda consists of discussion of business affairs and a demonstration of computer related products. Meetings are open to the public.

Membership fee for an individual is \$25.

OFFICERS and DIRECTORS

President

Jerry Finkelstein..... 797-5296
..... president@mvpcug.com

Vice President

Lisa Britt..... vicepresident@mvpcug.com

Treasurer

Bill Gorrell..... 853-3256
..... treasurer@mvpcug.com

Secretary

Joe Penabad..... secretary@mvpcug.com

Directors-at-Large

Jerry Grega ['13]..... director2@mvpcug.com
Vivian Burth ['14]..... director3@mvpcug.com
Jim Pease ['15]..... director1@mvpcug.com

Co-Program Chair

Burth..... program@mvpcug.com

Our internet presence is at

<http://www.mvpcug.com>

Web Master

Lisa Britt..... webmaster@mvpcug.com

NEWSLETTER STAFF

Jerry Finkelstein..... president@mvpcug.com
Donna Gorrell..... editor@mvpcug.com
John Hunter..... johnhunter@mvpcug.com

Meeting Agenda

- 5:30. Meet and Greet
- 6:00. Business Meeting
- 6:30. Program, Part 1
- 7:10. Break
- 7:20. Program, Part 2
- 8:15. Drawing for Prizes
- 8:30. Adjournment

Editorial notes . . .



Holidays are coming and along with those comes a busy time for our club. We make and hopefully, approve a budget. We elect officers for the upcoming year. And, we also open our hearts by donating food and/or new toys to those less fortunate. Please be extra generous these next two months.

Check out the proposed budget on page 3 – voting will take place next month. The board works hard to devise a budget that keeps our objectives in mind.

The proposed slate of officers for 2014 is on page 5. The Board of Directors is responsible for presenting a list of those members who have offered to serve or been nominated. The BoD consists of hardworking, dedicated people who feel the club is worthy of their time and energy. Each month the BoD is asked to attend two meetings; one the general meeting, and one to attend to the business of the club. Most board meetings last about 2 hours. Won't you consider serving one year?

Stay connected . . . to the MVPCUG
Mohawk Valley PC User Group, Inc.
\$25 for initial sign-up - or renewal

Name _____
 Address _____
 City _____ NY
 Zip _____ Phone _____
 E-mail _____

Please mail this application with a check payable to MVPCUG to
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Minutes of 1 October 2013
 — Joe Penabad, Secretary

BUSINESS MEETING

The MVPCUG General Meeting of 1 October 2013, with 23 people in attendance, was called to order by President Jerry Finkelstein at 6:02 PM in the Sammon Room of the New Hartford Library.

Bill Gorrell presented the Treasurer’s Report for the period September 01, 2013 to September 30, 2013 and the report was accepted. Details of the report may be obtained from Bill or the secretary.

President Jerry F. opened the meeting by reminding the members of the November and December FOOD/TOY DRIVE and that extra prize award tickets are given for donated items.

Jerry F. stated that the NH Library is available for meetings during the November and December period and he will inquire as to the availability of the SAMMON Room, starting in January 2014.

Rod St. Clair brought up a problem and asked for help/suggestions, etc. When his PC gave out, he purchased a Dell PC [with XP], including a monitor. However, he chose to use his old monitor and system operation was fine. Eventually, the old monitor gave out and he connected the new, unused Dell monitor. The problem he is now encountering is when the PC is shut down, the monitor screen continues to exhibit black, red and blue colors. How/Why does it exhibit this? No other audience member has had such an experience. Many possible solutions were discussed, some of which Rod had already tried, with no success. Some others, he will explore. He will report at the next meeting with more details or the solution.

Jerry F. commented on the recent updates for Apple’s I-Pad/I-Phone. The screen appearance is now quite different, lots of “new stuff” with some advantages and is more user-friendly.

There is a new application noted by the name “No-Mo-Robo”, which is to help the robotic calls we are all bothered by. It will be intercepting calls and rejecting the bad calls. A question came up similar to last month’s discussion about how to do this without going through all your correspondence.

PROGRAM

Eileen Kent, our featured speaker, introduced herself with her motto, “I shoot your relatives, so you

do not have to!” She shoots them with a camera. She emphasizes the importance of saving life histories, family history organization and business histories for future generations. Eileen has had a wide variety of experiences in the working world. In addition to teaching and counseling, she has been a Senior Center Consultant and presently owns her own business, “Stories of a Lifetime”.

Ms. Eileen Kent is applauded for a very informative, interesting and entertaining presentation and for injecting the audience with a desire to pursue and record each of us and our family histories without delay. Visit her website at www.storiesofalifetimeusa.com.

DOOR PRIZES

[furnished with club funds]

- 16GB Flash Drive. Richard Eades
- Copy Paper. Bohdan Wozniak
- 8-1/2 x 11 Photo Paper. Rodney St. Clair
- Pencils. Jerry Grega
- Scotch Tape. Don Pianka
- Pens. Howard Netzband

[Donated by Rod St. Clair]

- Copy paper. Nelson Robinson

[Donated by William Wilson]

- Ream of Paper. Rodney St. Clair

[Donated by Jerry Finkelstein]

- Post-Stickers. Bill Wilson

Website Contest Winner

- MVPCUG T-shirt. Jerry Grega

The meeting was adjourned by Jerry F. at 7:50 p.m.

Respectfully Submitted by J. Penabad, Secretary ♦

2014 PROPOSED BUDGET

Income:

Membership dues.	\$1375
Interest from bank account.	3
From savings.	165
Total Income.	\$1543

Expenses:

Newsletter, inclusive.	\$825
Insurance.	400
Door Prizes.	150
Equipment/Misc.	100
PO Box rent.	58
Total Expenses.	\$1543

Sites to Visit on the 'Net

— by John Hunter

Holiday Shopping

The first Christmas catalogue arrived on my doorstep September 10th. In an effort to increase holiday sales, retailers are now starting Christmas advertising right after Labor Day. As you read this in late October, the Christmas shopping advertising deluge is in full swing sweeping helpless consumers toward the holiday shopping cataclysm on December 24th. Retailers hope that consumers will quickly accept and adjust to the four-month shopping season. KMART even began TV advertising Christmas sales in September.

For protection and shopping assistance, click on www.BlackFriday.com. The site offers early looks at advertised bargains well before the ads appear officially. At first, five years ago, the Black Friday site operated as an outlaw publishing stolen ad materials ahead of the official release date. Now retailers send ads directly to the site in an effort to increase purchasing traffic.

At my visit Staples offered on-line savings of 25% for example. Happy shopping.

Food Security or Get What You Pay For

The US Department of Agriculture now provides consumer protection from olive oil adulteration. The newly developed test will now indicate whether the premium virgin olive oil you paid for really is 100% top-quality oil or oil watered down with other less expensive vegetable oils such as canola. To read more about this new test, click on <http://tinyurl.com/kahhz33>.

More Food News

Prehistoric Europeans had a taste for spicy food as early as 6,000 years ago. Researchers in Denmark found evidence of garlic mustard in residues left on ancient pottery shards. According to scientists, hunter-gatherers satisfied a desire for more tasty food by crushing seeds. These crushed seeds left a residue in potshards dating from 5,800 to 6,150 years ago.

The study published in the journal *Plos One*, www.plosone.org and quoted by the BBC argues that this evidence is the first to show that Europeans used spices this early. The BBC article adds that food flavoring in the Middle East occurred much earlier, about 23,000 years ago. To read the BBC article, click on bbc.co.uk/news/science-environment-23769911.

An Early Christmas Present

Click on www.loc.gov/lcm/index/html. and the quarterly Library of Congress Magazine appears on the screen. The home screen provides a cover picture of the current issue as well as pictures of several earlier issues. To read the magazine, download the pdf file, which ranges from 6 megs to 11 megs in length.

The magazine appears in full color and at my visit featured a back-to-school theme which included Social Media Milestones, Keeping the Love of History Alive and Wagner and Verdi in Their Own Hands.

The Library of Congress provides so many useful and interesting websites and support for teachers that this agency will appear frequently in future articles. Let's hope that the Sequester does not eliminate this service to the public.

Looking For a Good Used Car?

According to the Environmental Protection Agency, a properly maintained vehicle will experience very little loss of fuel efficiency over time. Recently, the EPA released a used car fuel efficiency tool. To access this tool, click on www.FuelEconomy.gov. The electronic graph may be downloaded to appear in online ads on the web or a paper label may be printed and placed on the vehicle window.

The agency says that "Making fuel efficiency information more easily accessible can help Americans save money at the gas pump and reduce carbon pollution." The tool covers vehicles sold in the U.S. since 1984. All new vehicles post a comprehensive fuel economy and environmental window sticker. The new label will now allow consumers to compare fuel costs and environmental effects on used cars as well as new ones.

Just a Thought

Could you survive on Fast-Food wages? The magazine, *Mother Jones*, recently offered a wage calculator on its website, motherjones.com/politics/2013/08/calculator-fast-food. According to the calculator, in New York, a family of two adults with two children needs to earn \$79,673 per year to live modestly in the Capitol District. A married fast-food worker with two children at current median wages would have to work 171 hours a week to earn that \$79,673 wage.

Happy Thanksgiving. Please donate food and toys during November and December.

Until next time . . .



Did You Know . . . — Donna Gorrell

. . . that Jump Lists on the Start menu give you quick access to the things you use most often? They can include recently opened items, frequently opened items, tasks, or websites, in addition to any items that you've pinned.

On the taskbar, Jump Lists appear for programs that you've pinned to the taskbar and programs that are currently running. On the Start menu, Jump Lists appear for programs that you've pinned to the Start menu and programs that you've opened recently. [Jump Lists don't appear in All Programs on the Start menu.]

You'll always see the same items in the Jump List for a program, regardless of whether you view the list on the Start menu or the taskbar.

In addition to any pinned or currently open items, Jump Lists on the taskbar contain several commands that you can use to close an item or unpin the program from the taskbar.

You can drag an item from a Jump List to copy it to another location. For example, you can drag a document from a Jump List to an e-mail message if you want to send it to someone.

To pin a program to a Taskbar:

If the program is running, right-click the program's button on the taskbar [or drag the button toward the desktop] to open the program's Jump List, and then click Pin this program to taskbar. If the program isn't running, click Start, find the program's icon, right-click the icon, and then click Pin to Taskbar.

You can also pin a program by dragging the program's shortcut from the desktop or Start menu to the taskbar. Additionally, if you drag the shortcut of a file, folder, or website to the taskbar, and the associated program isn't already pinned there, then that program is pinned to the taskbar and the item is pinned to the program's Jump List.

To remove a pinned program from the taskbar, open the program's Jump List, and then click Unpin this program from taskbar.

You can pin a program from the Start menu to the taskbar, but not from the taskbar to the Start menu.

To pin [or unpin] an item to a Jump List:

Click Start, and then open the program's Jump List. Point to the item, click the pushpin icon, and then click Pin [-or- Unpin] to this list. ♦

Byting Remarks — Jerry Finkelstein

When you think of a public library you think of books, right? Not any more, you don't. It started in 2002, in Arizona, and since then it's been spreading around the country: libraries are getting rid of their books in readiness for an all digital "existence." Imagine, a bookless library. Patrons and some older librarians are fighting this march to a library without any books in it. After all, what is a library for if not to lend books?

Apparently, libraries are having an identity crisis. We've got e-books now, and not only young people are reading them, old fogies are reading them too. We've got tablets, videos, computers, laptops. The sales of PCs are at a five year low. Like I said, we've got tablets. Have you visited your local library recently? The Whitesboro branch, Dunham, is in the midst of a make over, it's redesigning space to make more room for computers and digital equipment. The VHS tapes have been moved upstairs and you can get them off the shelves for nothing. The library is being updated for the next new thing. Libraries in general are looking and experienced as more comfortable. Notice the stuffed couches, the service areas for coffee and tea. All this space used to be used for books, for magazines, for printed material. Despite the denials, it does seem that we are drifting to all things digital, that if you want to get a book in the library, you'll have to bring it in with you.

Colleges too are having identity crises. Online education is threatening (dampening?) the college experience and, again, more and more there are classes without books. It's all going digital. Massive open online courses are the way to go to enroll more young people in college. Online education is certainly a way to lower college debt. Does it improve the quality of the educational experience? Does it help make college practical, convert it into a trade school? You don't need a book or any printed material to get into the throes of all this intellectual but very practical matters, access to the internet will do it. Get out your tablet. Better yet, get to a computer at your local library. ♦

2014 SLATE OF OFFICERS	
President.	Jerry Finkelstein
VP.	Lisa Britt
Secretary.	Joe Penabad
Treasurer.	Bill Gorrell
Director-at-large.	Jerry Grega

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Your Digital Fingerprint
Tuesday ♦ November 5 ♦ 6:00 PM ♦ New Hartford Library



what's.com/ing ~ National Scholarship Month ~ November 2013						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
November 11- Veteran's Day November 11-15 - National Young Reader's Week November 28 - Thanksgiving November 28-December 5 - Hanukkah					1 All Saints' Day	2
3 CHANGE YOUR CLOCK CHANGE YOUR BATTERY	4	5 Monthly General Meeting 6 PM N Hartford Library	6	7	8	9
10	11	12 Board of Directors Meeting 6:30 PM	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27 	28 	29	30