

The Butler Did IT! What am I referring to? Is this from the board game Clue? Is it an installment of some soap opera or a murder mystery? Clicking on the line will take you to the answer. For the uninitiated it's about an NFL rookie who intercepted a pass from the Seattle quarterback and stopped Seattle's quest of repeating in the Super Bowl. I do not care which side you were rooting for, it was a terrific ending for a football game. What's even more exciting is that the game's MVP, Tom Brady, gave his MVP prize of a truck to the man who really deserved it.

It looks like we are going to be back in the Burns Community Center for our next meeting. To me it feels like returning home. Please do not misinterpret this as a knock on our other meeting place. At Weingard we were able to erect our 10 foot screen at its full height. At the Burns Center we are limited by the height of the room. I don't know how some of you felt, however I feel quite at home there. Parking is not a problem. The seniors who use the upstairs workout facility are aware of us and do not mistakenly come into our meetings as though we are disrupting their facility. At the Weingard facility, Sabrina, the manager tries accommodate us as much as she is allowed. Remember there are several other organizations meeting there so she has her hands full. We spoke with the staff at City Hall and now that the floor is totally fixed, we can move back to Burns. There is one small hitch, though. The Burns Center, like Weingard center has been costing us 65% more for each meeting. Because of the cost increases we are not going to be serving Kona coffee. We will have to get by with a regular Trader Joe's coffee brand that is more realistic in price.

Which brings up another issue. **Attendance.** I want to personally thank everyone who chose to show up for Michael Pliskin's presentation about his pre-shot workflow. For the larger number of who chose to not show up, you missed out on a really great presentation by a professional photographer who simplified a

number of things about photography. That is the crux of this paragraph. A number of people presume that we can keep going with the ever diminishing number of attendees. Some of you have attended other Adobe type of groups and have told us that we have the best equipment, best speakers, and do not attempt to make attendees feel as though they are less than important when they attend. That has been the hallmark of the Adobe Technology Exchange since we were organized in February of 1992. Yes, twenty three years have passed since we first started meeting at the Graphix Zone in Irvine. That went away and we fortuitously (thanks to Pat Cates) started meeting at Toyota USA's campus in Torrance. After twelve years we had to leave as Toyota, for the first time since 1945, had lost money and was keeping the campus open on the third Saturday just to accommodate us. At first we moved to the Courtyard by Marriott next door and we outgrew that facility very quickly. Additionally, the costs were depleting whatever surplus we had. We finally moved to the city of Lakewood. We got a great discount on the meeting room by teaching some digital classes at various venues in Lakewood. The monthly rent was reasonable and we were plodding along. Attendance seemed to wain as we covered a great number of subjects. Then the floor at the Burns Center started to buckle so we had to move during the repairs. In the interim expenses were increasing for everyone, including Lakewood. And someone reminded the people at City Hall that ATX was not teaching classes because their attendance had waned, so the monthly rent had to increase for ATX. In the past ATX has been able to purchase a world class professional loudspeaker system with lavalier microphones, a sound mixer board, heavy duty tripods to support the speakers, a high lumens projector capable of almost putting a spot of the sun, a ten foot Da-Lite screen that could be set up almost anywhere, a rolling stand to put the projector on and all the necessary accouterments such as wiring, extensions, boxes, batteries, et al. How were we able to purchase all these items? Most of the time

the funds were advanced by us and we got reimbursed by letting the dues from attendees accumulate and then repaying ourselves. The same thing is true with some of the raffle prizes and especially the raffle prizes for the Christmas extravaganza. Yes, sometimes items were donated by some of our presenters, however the overwhelming majority of the raffle prizes have been paid for with the \$10 you pay at the door and some "bucket money" from the tables at the side of the room. Here is the conundrum at this time. If a number of you do not show up, and our attendance keeps decreasing, there are fewer funds for raffle prizes and there is less money to pay the monthly fee to rent the room at the Burns Center. When we have only thirty five people show up, we are just barely getting by. At fifty people we are OK, sort of. ATX has no more reserves. If we have an item like a speaker, a microphone, or an item that costs around \$100 or more, we are up against it. If the projector bulb goes out, today we have one spare, bought a long time ago when we had the funds and the ability to get one at a reduced price. No, we will not rent any of these items to anyone as we all know how other people just do not care for equipment as well as those who have purchased it. So for the next few weeks I would implore you to think seriously about whether you want ATX to keep on going and if it is worth your time and ours to keep it viable. I know a lot of you are busy with trying to keep your own business going and sometimes just setting aside several hours every third Saturday can be a chore. Lynette and I talked quite seriously about one item in particular. *Dues.* It has been \$10 since we started way back in 1992. Personally I would like to keep it at \$10. When we first started \$10 seemed to be quite adequate. During the first few years we had a great reputation with Adobe Systems because, for a while, we were the largest reseller of Adobe Classroom in a Book in the United States. We were purchasing the books at over 50% off with shipping because we were buying over 24 copies (in a box) at a time. Selling them at 40% off left us with funds to expand. Then the national ATX group went south and Violá. I had been the president of the national group. I contacted the remaining group leaders. The old Adobe regime had managed to allow them to sail along without any sort of rudder or leadership. The overwhelming majority were

not willing to keep going. In the meantime one of the last actions of the national group was to ship us ALL of the ATX coffee cups, T shirts and sweatshirts. At the same time we had negotiated a deal with a modem manufacturer to send us several hundred modems at a great price for the members. For a long time, we gave away ATX coffee cups, hence why you occasionally hear the term "*ATX coffee cup*" followed by a chorus of laughter. Some other Adobe Groups have had several other income producing ideas that involve renting or allowing advertisers access to their mailing list. Since our start-up in 1992 I have held quite firm on never allowing access to our mailing list. We felt that if you received an e-mail from the Adobe Technology Exchange you could be assured that it was from us and not some sort of spam. In the late 90s Adobe created a new group within Adobe that had us to join with the promise of "No Spam". Well that lasted for about a month and some genius at Adobe saw the mailing list as a money making venture and sold the list to a group that started sending SPAM to ATX and other user group members. That lasted for about 20 milliseconds after it hit Lynette's and my e-mail accounts. So we bailed out as quickly as we could. There are other stories more horrific involving some people at Adobe. The bottom line - we have authorization to use Adobe's servers, yet we are independent from them. Today we have over 800+ people on our mailing list. And while selling or renting our mailing list could generate some funds, we still feel that when you receive the ATX bulletin with the heading "**You'd Better Read Me News**" you can be assured it is from us. Additionally when you see a note from ATX with the salutation "**Hi All**" it is from Lynette or me. The funny thing about the list? I do not even have access to it. Only Lynette that has it. **So if you want ATX to continue, please start attending more frequently and invite others to join you!**

Now let's go to this month's ATX meeting.

This month we have two presenters. Both are home grown as they are ATX members. The first is our very own **Lynette Kent**. Her subject should be of concern for everyone who has a computer: Backing-up your data. Some people think that by making a copy of your data on a separate folder on your hard drive is all you need to do.

NOT SO! Lynette will explain why you need a complete back up strategy, multiple separate hard drives, and she will talk about software applications that can help. She will give you an overview and suggestions so you can create your own strategy, and yes, there will be a raffle prize of a large hard drive along with another suggested item to ensure the long term integrity. We also will have a representative from G-Technology and an authorized dealer to both explain some technical features and offer some really special pricing. Valuable information plus discounts on products - Wow! Normally we would post this information in a separate note after the meeting. We are not going to do that any more. If you want to really save more money, you have to show up at this meeting. The vendor will give everyone at the meeting free shipping AND a super discount. And you will need external drives at some point in time so why not show up and create a relationship with this vendor to get good deals going forward?! Be wary of storing your important data on the cheapest drives you can find at Costco and the like.

Our next speaker is Bob Oberlin from **On The Wall Gallery** in Santa Ana. We have been dealing with Bob for over thirty years as both a customer and as a client. Yes, early on, we shopped and compared Bob's work with several other frame shops, including the one that advertises "*two for one*" and others. Nope, Bob's quality and price won out every time. One example was a piece with Chinese silk art that Lynette's mother was going to have it reframed by a framer in Beverly Hills. We compared their quality and price. We took the pieces to Bob and he sent us an on line copy of what he proposed. The price was far, far less and we knew the quality would be more than what Lynette's mother expected. We were restoring a series of Chinese silk art pieces that had been "preserved" by someone else. Bob, and his crew were able to absolutely restore the integrity of the Chinese silk that had been compromised by the previous framer. Today that piece is preserved and restored to a quality that will last for a very long time. Everyone who sees this piece now is totally captivated and asks where it originally came from. From another project, I have a baseball card that is truly a one-of-a-kind as there are only ten of these one-of-a-kind in the

world. I trusted Bob to mount and frame this piece. That was twenty two years ago and the piece still appears as though it was mounted yesterday. Additionally, for those who participated a few years ago, Bob mounted an image of Lynette and me for a twenty year celebration of ATX. Over fifty of you signed the matte and then it was presented to the two of us. Today it sits in my office as a constant reminder of just how far we have progressed since our inception. Bob has a really unique technique and a system for remotely viewing of what he proposed for your finished framed piece. You bring in your project, choose the matte, choose the frame and Bob will show you what it will look like when finished. He can even e-mail it to you so you could print it and test where you would hang it or display it. I do have a personal suggestion when dealing with Bob. Tell him what you are going to do with the image, where you will mount or display it and trust Bob and his professional staff to suggest what frame, matte, glass and mounting method to create for you. You will be surprised at the results and very happy with it.

For ATX, Bob will explain framing techniques and the materials and types of glass and why you should care. The information is invaluable and learning from a master in person is the best!

You are receiving this bulletin early and well ahead of time. I want you to really think about whether you think ATX is worth your time. Your attendance at meetings is very important. Personally I would like to see ATX make it to at least twenty five. It's been fun knowing all of you and helping you with our informative presenters and subjects. Lynette and I look at ATX as a way of paying back the computer assisted graphic world for what we have been able to enjoy.

This will be a great meeting, with tons of information for all. You will want to make what I call "copious notes" We will have a few books and some other items for fund raising on the tables. Yes, we will have the coffee ready. The doors to the meeting room will open at 8:45 AM on Saturday, February 21.

Regards and God Bless,

Rick Redfern

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