



Verde Valley Computer Club

Connections

Volume 25, Issue 6 June 2010

JUNE 19, 2010

MEETING TIME 9:30 AM

**DEADLINE FOR ARTICLES TO
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JULY CONNECTIONS:
TUESDAY, JUNE 22, 2010 AT
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Presented by Chuck LeBeau

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Chuck LeBeau is a retired stock broker and hedge fund manager with more than 45 years of experience in investing.

A Program you really won't want to miss!

In presenting this program, the Verde Valley Computer Club is neither implying an endorsement of any product offered nor validation of any information provided."

See the MAY/JUNE 2010. VVCC Events Calendar on page 3

DOQ UPDATE

As a result of many reasons I missed a great number of General Meetings this past year. I plan and expect to be able to attend them this year. I thank the Board for their continued support.

I did create the DOQ's for the June, September, and December 2009. I also have data for the March 2010 DOQ.

I am creating a mini disk of research and information I did on Windows 7 Operating System at no cost to the club **FREE** to anyone that purchases any **TWO** of the above DOQ's to make up for the delinquency of making them available on a timely basis.

Look for an e-mail that will list the contents of each of the above DOQ's before the next General Meeting

Contact me with your requests and ideas at: DOQ@vvcclub.com

VVCC Mentors

Windows - Bob Efros:
646-9182 bob@refros.com

Front Page -Miles Standish:
frontpage@vvcclub.com

Adobe Photoshop Elements, WordPerfect, Word 2007
Marny Zuercher
marny71@gmail.com

Any others out there willing to share their skills? What programs do you work with? Share it! Being a Mentor doesn't mean you have ALL the answers just a willingness to help someone.

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3 BOARD MEETING 6:30 PM	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19 GENERAL MEETING 9:30 AM
20	21	22 DEADLINE FOR CONNEC- TIONS 2:00 PM	23	24	25	26
27	28	29	30			

JULY 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 BOARD MEETING 6:30 PM	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17 GENERAL MEETING 9:30 AM
18	19	20 DEADLINE FOR CON- NECTIONS 2:00 PM	21	22	23	24
25	26	27	28	29	30	31

The VVCC President's Bits and Bytes

Keeping in Touch

It's almost Memorial Day and some of you are ready to leave on your summer trip while others are still trying to plan their trip. Years ago I would have had a near heart attack to think that I would be unable to hear from family and friends while I was about to head out in the RV with no daily contact. Now things are so different. We take a lap top and we're great. Some RVers even take a printer with them. Along the way there are hotels, restaurants, libraries, camping resorts and internet cafes with Wi-Fi.

What Is WiFi? A way to get internet access

A wireless network uses radio waves, just like cell phones, televisions and radios do. In fact, communication across a wireless network is a lot like two-way radio communication. Here's what happens:

1. A computer's wireless adapter translates data into a radio signal and transmits it using an antenna.
2. A wireless router receives the signal and decodes it. The router sends the information to the Internet using a physical, wired Ethernet connection.

The process also works in reverse, with the router receiving information from the Internet, translating it into a radio signal and sending it to the computer's wireless adapter. You must be using a computer or PDA that has Wi Fi connectivity already working. Most portable computers can add Wi Fi using an adapter that plugs into a PC card slot or USB port.

E-Mail on Vacation - Are you going to check e-mail when you're on vacation?

Reasons for Staying Connected

Many people loathe returning from a nice, relaxing vacation only to be inundated with a million e-mails. It's a shock to the system. Slogging through all those messages on your first day back is enough to make you wish you'd kept up on e-mail while away.

Along with all the junk e-mail with subject lines such as "You are man with great future, for sureSoft Viagra," it's also possible that a time-sensitive business opportunity may have been offered to you while you were away. This is a particularly worrisome possibility for small-business owners and reason enough to stay connected.

If you decide to check e-mail on vacation, I suggest the following:

Read e-mail only once a day. Ideally, check your messages in the morning. Get it over with so you can get back to your vacation. Whatever you do, don't check e-mail late at night. Inevitably, someone will pose a question or present a business problem that requires a thoughtful response--and that's not the kind of thing you want to read right before bedtime.

Leave the smart phone behind. CrackBerry addicts and users of e-mail-enabled devices will be especially tempted to check messages during any lull in activity, such as waiting in line for a ride at Disney World. To resist that temptation, leave your gadget in the hotel when you go out. If you need a phone, ask to use your traveling partner's. If you both need your phones--well, are you sure you're really enjoying this vacation?

Check e-mail at an Internet cafe. By checking e-mail in a neighborhood cafe, you can absorb some local color and possibly even get to know some locals. And you're limiting your e-mail habit to the daily coffee-shop visit, preventing you from, say, checking e-mail on the beach. Granted, cafes with computer terminals aren't as plentiful as they once were, given how many people carry laptops now. Still, it's worth a shot. You can research for Wi-Fi locations on the web.

Don't forget there will be no more Sig meetings after May.

One more thing - Donna Forbes has agreed to take the position of Program Chairperson - We look forward to having her aboard.



Membership Corner by Myrelle McHale

Hello to all who joined us for the May General Meeting. There were many of us gathered to hear all about the latest trends in cell phones. Much to our dismay, after waiting for an hour, our Past President Ned Pritchard was finally able to discern our guest speaker was currently in the hospital and would not be presenting the program.

Undaunted, our computer club rose to the occasion and Richard Gohman fielded many questions from the attendees and also another member, Richard Glover, got up and filled us in on the perks of owning a DROID phone. We learned much this day.

We had 41 members, 12 visitors and 1 new member in attendance. A nice group to speak to. However, my question is: If we have 129 paid memberships which have 76 spouses also listed, we should have had 205 people in the auditorium! Certainly they must not ALL be on vacation!!!

Do any of you know some members who used to attend regularly but have not come to a meeting for quite a while? Drop me a line and I will give them a call.

If you can think of ANY topic you feel might be of interest at a meeting, please contact me and I will be sure your questions and/or comments will get the proper attention they deserve.

If you know of any neighbor, friend or relative that might benefit from the information we share at our meetings, let me know a name and an e-mail address and I can have fliers sent to them.

As I mentioned at the May Meeting (and at the April, March, February and January) I really would enjoy hearing from you. You can reach me via e-mail at:

membership@vvcclub.com

C 'mon, let me earn my pay! Send me your suggestions, names, addresses and see how quickly I respond and let's get some action going !!!!

Bye for now and I hope to see all of you at the next General Meeting on June 19th.



My name is Leo Zuercher. I assist with the photography SIG.

I became interested in photography in 1952 when the Air Force sent me to Germany, and I found I could afford a good camera. The one I settled on, with some assistance from a friend named Louis, was an Exacta, one of the few (two, I think) single-lens reflex cameras available at the time. All of my still cameras since have been named Louie. This was, and is — I still have it, an exceptional camera, although it is retired now. Be it good or ill, I elected to take slide pictures. This gave excellent detail, but made getting copies a slow process. I now have a large file of color slides with little time to transfer them to electronic media. I have seen slide film go from an ASA (now ISO) rating of 10 to 400, as available on store shelves, and now digital sensors are up to 6400 ISO. Doubling the ISO rating doubles the sensitivity of the film/sensor, cuts the light needed for a picture to half what it was, and is the equivalent of one f-stop for the lens or one full step for the shutter.

I also worked with computers while in the Air Force, but you must understand that this was in an age when a computer card was about five inches square and stored two bits of data. The really advanced cards squeezed five bits into the same space. Now, this was the transistorized stuff, not the old oversize vacuum tube computers that I saw but never had to work on. The computer I did the most on had a clock speed of 5000 Hz and an operating (bus) speed of 1300 Hz. It processed five 17 bit words as it's total function. I learned how computers function electronically: Gates; Counters; Registers, etc., but all of this is now relegated in multiple millions (billions!) to a single chip that is replaced if anything on it fails, and I think the knowledge is detrimental to my understanding computer programs.

I took several of the computer programming courses from Yavapai College and eventually joined the computer club to learn some of the practical aspects of operating a computer and to share some of the experience I have accumulated.

I took three of the little self help courses in photography provided by the Air Force and read many books and magazines on the subject. I have taken the Photoshop Elements course at Yavapai College and looked at some of the basic functions of other photo processing programs.

Reducing the size of photo attachment in email

R Gohman, May 2010

Do you get photos (Graphics) attached to email that are so large that you have to scroll both side to side and up/down to see all of the picture? If so, you also may have noticed how long that email took to download to your computer. It seems that some people do not realize that today's digital cameras take pictures of enormous file sizes that take forever to send over the Internet and cannot be easily viewed in an email program. Then to make matters worse, these people attach several such large pictures, a number of "Graphics file Programs", such as Picasa, Photo Shop, or Photo Shop Elements" will allow you to send Graphics (Photos) to someone through your email program and reduce the size of the picture to a manageable size. However, you do not have to invest in such programs to do this very thing. Windows XP, Windows Vista and Windows 7 all have the ability to help you send photos (or other graphics) to an email address and reduce the size of the photo file at the same time. Here is how to do this:

Open the hard drive (or even the flash-drive) file folder where you have the photo(s) you want to send.

Select the photo, or photos (hold the Ctrl Key down to select more than one photo) with your mouse.

Right-Mouse click on any one of the photos you selected and from the menu that pops up choose "Send To".

In the next menu, choose "mail recipient".

Now a window will pop-up asking if you want to make the picture smaller, choose Next, you will find a NEW MESSAGE open in your default email program with all the pictures you selected already attached (and at a manageable size).

Fill in the address of the person you want to get the email and send.

A note of caution: Windows will not recognize some free web based email programs as a default email program. Yahoo mail is an example of one of these.

Learn to use this free tool when you send pictures and send a copy of the instructions to those people send you the oversize pictures. You will both be happier with your email experience.

• Finding Related Words

Finding just the right words to say what you want to say can sometimes be a challenge. Fortunately, Microsoft Word can help in this regard. One of the tools that Word provides is a full thesaurus. You can use this tool to find alternate words with the same meaning (synonyms), words with the opposite meaning (antonyms), or related words. Related words are typically similar words based on the root of the word you specify. To find a related word, follow these steps:

1. Position the insertion point in the word you wish to check.
2. Press **SHIFT+F7** or choose Language from the Tools menu and then Thesaurus from the submenu. If you are using Word 97 or Word 2000, you see the Thesaurus dialog box. If you are using Word 2002 or a later version, you see the Research task pane, with the thesaurus information displayed.
3. If related words are available for the word, you will see the Related Words choice in the dialog box or the task pane. Click on Related Words.
4. In the Related Words list, select the desired related word.
5. Click on Replace (if using Word 97 or Word 2000) or click the down-arrow to the right of the related word and choose Insert (if using Word 2002 or a later version).

Copyright © 2010 by Sharon Parq Associates, Inc. Reprinted by permission. Thousands of free Microsoft Word tips can be found online at <http://word.tips.net>.

Internet Tip:

If you would like to open a web page link on a new tab (So that you can keep the old web site open) you can do this two ways with either Internet Explorer 7 or 8.

One: If you have a mouse with a center scroll wheel, just point to the link and "click" the scroll wheel like a button.

Or Two: Hold the Ctrl button down and left mouse button click on the link.

Either of these will open the link in a new tab. Now you can return to your original web page by selecting its tab.

Richard Gohman

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FONTS VS. PRINTER INK

by Consuelo Langholz

Because different fonts require different amounts of ink to print, you could be buying new printer cartridges less often if you wrote in, say, Century Gothic rather than Arial. Schools and businesses could save thousands of dollars with font changes.

Data on the subject from Printer.com, a Dutch company that evaluates printer attributes, persuaded the University of Wisconsin-Green Bay to make a switch. Diane Blohowiak, coordinator of information-technology user support, has asked faculty and staff to use Century Gothic for all printed documents. The school also plans to change its e-mail system so it uses Century Gothic. "The feedback we've gotten so far has been positive," she said. "Century Gothic is very readable." The school of 6,500 students spends about \$100,000 a year on ink and toner cartridges. Although students and staff can change the default font to something more ink-intensive, Blohowiak said the university expects to save \$5,000 to \$10,000 per year with the font switch.

When Printer.com tested popular fonts for their ink-friendly ways, Century Gothic and Times New Roman topped the list. Calibri, Verdana, Arial and Sans Serif were next, followed by Trebuchet, Tahoma and Franklin Gothic Medium. Century Gothic uses about 30 percent less ink than Arial. The amount of ink a font drains is mainly driven by the thickness of its lines. A font with "narrow" or "light" in its name is usually better than its "bold" or "black" counterpart, said Thom Brown, an ink researcher at Hewlett-Packard Co., the world's top maker of printers. Also, serif fonts — those with short horizontal lines at the top and bottom of characters — tend to use thinner lines and thus less ink than a "sans serif" counterpart.

But while using less ink at home can help you buy roughly one fewer printer cartridge each year, it's not necessarily better for the environment. That's because some fonts that use less ink, including Century Gothic, are also wider. A document that's one page in Arial could extend to a second page if printed in Century Gothic. Blohowiak said her research suggests that ink makes up the main cost of a printout, but the environmental costs of paper are probably higher.

"Maybe the individual characters use less ink, but if you're using more paper, that's not so green, is it?" said Allan Haley, director of "words and letters" at Monotype Imaging in Woburn, Mass., which developed Century Gothic. Also, Century Gothic was designed for limited blocks of text such as titles and headlines, not for full documents, said Haley, who describes fonts as his "children." Despite Printer.com's research and UW-Green Bay's experience, Haley still suggests Times New Roman or Arial for their readability. The standard advice for trimming printing expenses still applies: Print in "draft mode," if you can. Use both sides of a page and do a print preview to make sure you're not printing pages with useless text such as a copyright line. Using an ink-saving font is just one more technique to consider.

And the greenest way to save on ink is not to print at all. That's the philosophy Microsoft said it uses in deciding which fonts to include in its Outlook and Word applications. The more pleasing a font looks on the screen, the less tempted someone will be to print, said Simon Daniels, a program manager for Microsoft's typography group. That's why the company changed its defaults in Office 2007 from Arial and Times New Roman to Calibri and Cambria, he said. "We're trying to move the threshold of when people hit the print button," he said.

Visitors ALERT

Hello to all of you visitors who are now receiving your courtesy copy of the V V C C Newsletter. We hope you are enjoying one of the best monthly Newsletters put in print. Not sure how many meetings you have attended but we are happy to have you in our group.

As you probably know, our club is built upon people who want to learn more about computers and who enjoy the General Meeting Programs as well as the more specialized SIG (Special Interest Group) meetings. We try to bring the latest information in computers and software to your attention. We try to do this in an atmosphere of educational fun. At each and every meeting we have an impromptu Q&A session so if you have a particular situation you are concerned about, we want you to ask us. If we don't have the answer (but most times we do), then we give you a direction to enable you to research it further.

If you are not a member yet you are receiving a copy of this newsletter, then you have been to one of our meetings and signed in with your name AND address. Sometimes we have a hard time reading your address and so you won't be receiving a copy. For those of you who did clearly sign in, we are hopeful you will return. To keep us foremost in your mind we send you a courtesy copy of The Connections for 3 months. At the end of three months, we hope you are sufficiently interested in the club to join. New members receive a pro-rated price for the first year. For instance, if you join in July, you will receive a 50% discount and the fee is only \$15. Each January we all renew our memberships and the fee at that time is \$30.

So again, to all our visitors, we are happy to see you and hope you enjoy the camaraderie and learning experiences enough to join our group. If you are NOT receiving any of our e-mail articles, perhaps we could not read your address and were not able to add you to our mailing list. If this is the case, please notify me and I will be happy to add it to our e-mail list. A new one is being prepared now.

Any questions, suggestions or comments in general, please drop me a line at: membership@vvcclub.com

I would consider it an honor to be of service.

Myrelle
Membership Chair

Board Meetings

are held on the first Thursday at 6:30 PM in the Clemenceau Board Room. Please join us and see how we are doing.

We welcome your input!

Microsoft targeting click fraud scammers

Microsoft's Digital Crimes Unit, a crack team of 15 attorneys and forensic investigators experienced at tracking down software pirates and virus writers, has a new target: click fraud scammers.

The software giant is "putting a stake in ground" and declaring war on cybercriminals who orchestrate campaigns to fraudulently click on online ads, earning payments from online advertisers, says Brad Smith, Microsoft senior vice president and general counsel.

Click fraud has been steadily rising, as we reported in this story. The criminals are "not alone" in profiting, Smith said Wednesday at a press briefing. Google, Microsoft and Yahoo, the biggest online advertising platform providers, make money, too, when advertisers pay for faked clicks to their online ads. The tech giants can "take aggressive steps" to stop click fraud, "or look the other way and make money on it," noted Smith, at a press briefing. "We don't believe looking the other way is an option."

Microsoft is locked in a high-stakes battle to wrest market share from Google, which commands 64% of U.S. searches. Last year, Google generated \$23.7 million in revenues, \$22.9 million coming from online ads. Microsoft Bing accounts for 12 % of U.S. searches. However, later this year, Bing will be blended with Yahoo Search, which has an 18% share.

Smith says Microsoft hopes taking an aggressive stand against click fraud will help differentiate Bing from Google. "We want advertisers to know that if they advertise on Microsoft's online advertising network, they can have confidence that they're getting what they paid for," says Smith. "They're paying for legitimate clicks from human beings using the Internet. We want to ensure that they're getting the full benefit of their bargain."

Microsoft hopes that staking out turf as the Internet's click fraud police will also cause Google's paying customers to give a second look at the blended Bing-Yahoo service when it rolls out later this year. "As we're providing services for Yahoo or other partners, we want their customers to have confidence that they're going to get the bargain of what they're paying for," says Smith. "This is all about ensuring that advertisers have confidence in the Internet and, certainly, in our services."

This tactic could be effective, says Ken Miller, CEO of Anchor Intelligence, which supplies click fraud tracking technology. "Advertisers care about transparency and performance," says Miller. "An aggressive assault by Microsoft on click fraud will be a huge feather in its cap."

To make this move, Microsoft filed a lawsuit this week against Eric Ralls of Dallas, founder of a 7-year-old science-topics website, RedOrbit.com, and 10 "John Doe" co-defendants. The complaint broadly accuses them of collaborating on an unusually complex click fraud caper unraveled by Microsoft's digital crimes sleuths.

Richard Boscovich, senior attorney of Microsoft's Digital Crimes Unit, told reporters on Wednesday that RedOrbit somehow grabbed Internet traffic from several other "parked" websites -- web pages carrying minimal content set up to post ads and collect payments for faked clicks. These parked sites were separately engaging in their own click fraud campaigns using networks of infected PCs, called botnets, to click on ads, Boscovich explained.

Boscovich says Ralls allegedly redirected clicks from these parked sites to RedOrbit's Microsoft adCenter account. At the time, RedOrbit was participating in beta testing of an upgrade to adCenter, called pubCenter. Ralls also is alleged to have directly hired botnets to click on Microsoft adCenter ads for which he and Microsoft stood to get paid.

During a short period in January 2009, the paid clicks Microsoft pubCenter tallied as coming from RedOrbit.com, which normally numbered roughly 75 clicks per day, spiked to nearly 80,000, according to the complaint filed against Ralls. Boscovich told reporters that Ralls' goal was to make the clicks "look as if they were organic clicks by real people." In its legal complaint, Microsoft coined new terminology for the combination of techniques allegedly used by Ralls and the 10 John Does: "click laundering."

Ralls issued this statement on Wednesday: "It is RedOrbit's policy not to comment on pending litigation. However, we do not, nor have we ever, engaged, assisted in, or condoned click fraud. We are disappointed that Microsoft has made these completely baseless allegations, and intend to defend against them vigorously."

RedOrbit was launched in November 2002 and "is committed to providing stimulating, original content and presentation, with over 1,500,000 pages covering the vast ideological spectrums of space, science, health, and technology," according to its website. It claims to average over 5 million unique visitors per month and publishes a wide array of online advertising.

"One of the challenges with click fraud is that fraudulent clicks can be a byproduct of third parties when a publisher has no knowledge of the click source," says Kevin Lee, CEO of search consultancy Didit.com. "Microsoft seems to allege that there was some form of collusion between players in order to generate clicks which looked at first glance to be genuine, but were in fact invalid and fraudulent. "

Lee says the amounts advertisers would have paid for 80,000 faked clicks to a site like RedOrbit "were very small in comparison with the costs of filing suit." He says Microsoft appears to be using the accusations against RedOrbit and Ralls as a tactic to "scare straight" any website publishers thinking of gaming the system, especially with syndication of its partnership with Yahoo on the horizon. "Many hundreds of publishers currently use Yahoo's syndicated search and domain monetization platforms," says Lee. "Within a year, those clicks will be Microsoft's problem. "

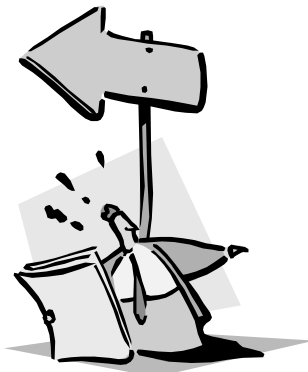
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PLEASE WELCOME NEW MEMBER!

PAUL ROSENFELD

Note from the Editor...

The next newsletter deadline for all
submissions:
TUESDAY, JUNE 22, 2010 - 2 PM

