# Macaholics UNANIMOUS

The Official Newsletter of the Upper Keys Macintosh Users Group



Apple User Group July 2014 Volume 22 Issue 08

# An Evening with the legendary TOM MULHALL

by Sue Beal

Karen and I tasked Tom with figuring out how he got to be where he is today. If you're new to UKMUG, you may not even know Tom, but for those of us who have been around a while, Tom has played many roles in our lives as well as with the club.

Until recently, Tom owned the Apple Store in Key West, as an Apple Specialist, and he supplied us with a wonderful stable full of qualified speakers for our meetings, over a period of years. His company, Macintosh Systems Solutions, provided consultants who ran up and down the Keys delivering products and on-site support, and from the store he sent us tons of goodies for our holiday giveaways.

But that's just the tip of the iceberg. Karen and I thought it would be fun for all of you to know the history behind Tom. His story is worthy of publication, but he rarely stops working long enough to reflect on it. We made him look at his past as well as how it has affected us, as Apple users here in the Keys.

## Tom's Story

It starts Memorial Day weekend, 1976, in Syracuse, NY. Tom was

You can listen to Tom's entire presentation! We recorded it, and it's on the UKMUG website, at:

http://ukmug.pbworks.com/w/page/5624170/Meeting

When you go there, look a couple lines down, in red, and you'll see the links. (It's in 2 parts, each a 40MB download.

Play in Quicktime.)



Tom Mulhall of Macintosh Systems Solutions told an entertaining tale of pirate treasure salvors, Silicon Valley pioneers, and how he and Macs helped save the day after Hurricane Andrew! An amazingly varied sequence of events led to Tom having been the owner of the Apple store in Key West, and a long-term friend of UKMUG.

working for General Electric, in one of the military divisions, as an Electrical Engineer in digital design. On the side, he had a marine electronics business. Syracuse is on the Great Lakes, and Tom was an avid wreck diver. (Can you imagine diving the Great Lakes??)

So, it was Memorial Day weekend, and Tom was at an annual diving seminar in Syracuse, where the speakers were Philippe Cousteau, Sylvia Earle, Bob Ballard, and a host of other known players in the marine biology and diving industries. Oh, and there was this other guy there... Mel Fisher!

In 1975, Mel Fisher and his crew had found some gold bars and coins linked to the wreck of the *Nuestra Señora de Atocha*, off Key West. They were still searching for the main site of the famous wreck when he visited NY in 1976.

Tom was drawn to Mel Fisher and his stories. As a wreck diver who grew up watching Jacques Cousteau and Sea Hunt, Tom was fascinated by

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OUR NEXT MEETING:

## **Thursday, July 10, 2014**

7pm at Key Largo Library Community Room MM 101.4 Oceanside

## iMovie with VIDEO DAVE



"Video Dave" Kay has spent years capturing and editing videos using iMovie. Come and watch as he shows you how he uses this great Apple product to edit and produce videos.

Beginners: Come at 6:30 and bring your Mac and your questions. There will be some experienced users there to help for the half-hour before the formal presentation starts! Experienced users: please come and help!

#### About UKMUG

UKMUG meets at the Key Largo Library Community Room on the second Thursday of each month. Speakers begin at 7pm, and may go as late as 9pm.

Beginners can come at 6:30 with questions, and we encourage others to come and help.

Voluntary annual dues are collected in Jan-Feb-Mar: \$25.

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the idea of treasure hunting on the scale that Mel was pursuing.

Tom spent a good deal of time that weekend with Mel and his wife Delores, as they had time to kill before their flight home. Tom took them out on his boat, and Mel took Tom and about 25 others to dinner that evening. Tom remembers Mel passing a gold bar around the table for all to enjoy.

When Mel left NY, he gave Tom three coins from the *Atocha* as a gift. The two kept in touch, and saw each other at boat shows from time to time.

In March of 1979, Mel called Tom and asked him to come to Key West to consult on the marine electronics needed for his work there. He was still searching for the main pile of the *Atocha*.

#### Parallel Path

In 1977, Tom traveled to Las Vegas for the Consumer Electronics show, (his first of many trips to Sin City). To give you some context, the big rollout of that show was the introduction of VHS (*which, by the way, stands for Video Home System... who knew?*).

Tom was wandering around in search of a rest room, and found it at the end of a 30-ft hallway. Also at the end of that hallway he saw a 6-ft table set up, with two guys and some computer boards and equipment. Those two guys were Steve Jobs and Steve Wozniak! Tom spent about an hour with them, learning of their vision for the future of personal computers.

A couple of months later, the Apple II computer was introduced. Tom was enchanted!

He bought one, costing about \$2,500 by the time everything needed was added in. (That's equivalent to about \$7,500 now.) It had 8 slots, for 8K RAM chips, so when maxed out it held 64K RAM. Eight chips cost \$100. When the Apple II Plus came out, Tom upgraded his older model to match. It cost too much to just buy a new one!

## Meanwhile, back in Key West

In 1985, Mel Fisher found the main part of the wreck of the *Atocha*. He called on Tom to come down to Key West and



Tom first met the two Steves at a consumer electronics show in 1977.

manage the marine electronics side of his operation. Tom sold his business in Syracuse and moved to the Keys. He didn't go into the details of working with the treasure salvors, but just imagine spending your days working hard on the water and your nights partying Key West style with the divers, plenty of incredibly valuable artifacts, and the stories they both could tell!

Skip forward to 1990. Tom had a part-time business based in Key West, doing Apple consulting and support services. There actually had been an Apple Store in Key West in 1989, owned by John McCormick, who is now the IT manager at Cooke Communications. It wasn't open for long. Tom saw an opportunity to open a store,

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Love at first sight: the Apple II.



The very first Apple magazine ad. (It was TINY!!)



BB (Bertha Boles) and Erica Makar.



Karen Beal.



Linda Perloff.



Mary Anne Roper & Miss Leslie Bennett

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and, working with two partners, started up a computer business with a store and consulting. It was short-lived; the partners did not hold up their ends of it. In 1991 and 1992, he continued working as a consultant, with clients from Dade through Monroe County.

August 24, 1992 brought Hurricane Andrew. The Keys were largely unaffected by the storm, but the next morning a friend of Tom came to him. The friend's ex-wife and daughter were living in Florida City, and with communications out and reports of Florida City being levelled, he enlisted Tom for a road trip to try to find them. They drove though 100 miles of the Keys, seeing no effects from the storm. then, as they got to the top of the stretch, within a 200-yard border, the landscape became unrecognizable.

They struggled with finding their way amid the incredible debris and devastation. They spent several hours trying to recognize where they were and gain access to where the house had been. Miraculously, it was standing. From the front, it looked pretty good, just one small hole in a plate glass window. They had keys and went in.

The house was gutted. Empty, stripped down to the studs! The back windows, once barred, were blown out, and everything in the house had gone through them. They found the bars 200 yards behind the house. Eventually they found the family, all safe. They'd found refuge in a pumping station.

The following day, Tom talked with Billy Wagner, head of Emergency Management. Billy commandeered Tom to help with the recovery, and had him helicoptered up from Key West, where he met with Wagner and Andy Eans, author of Monroe County's



Tom showed us his favorite "Get a Mac" ad: <a href="http://www.adweek.com/adfreak/get-mac-sad-song-long-version-94142">http://www.adweek.com/adfreak/get-mac-sad-song-long-version-94142</a>

hurricane plan. In the 105-degree heat, in the remains of the Hampton Inn (one of the few buildings still standing), Tom got a crash course in managing catastrophic disasters.

Tom needed to pull together equipment and people to jump in and help. He asked for 3 weeks. They said to be ready the next day, or don't bother!

So Tom went back to Key West and borrowed, commandeered and otherwise obtained several Apple Quadra 6400s. He returned to Florida City the next day and set up operations in a tent strung between two fire trucks, running off their generators. Later, operations moved into the Hampton Inn.

Tom met Dave and Nancy Whitney during this time. (This was around the same time Nancy founded UKMUG.)

Tom thought he'd be in Florida City for a couple or three weeks. He ended up working with FEMA management for three years... and he did it all on Macs. They had 18 people on staff, ran 24/7, and reported directly to the White House.

He told some anecdotes about the working conditions, lack of sleep time, building his own equipment, and some of the people he worked with. One in particular was the General in charge of the 10th Mountain Division, who reported for duty with 30,000 troops and support staff. When Tom met him, he thought the calvary had arrived and he could go home to Key West. "No," said the General. "You need to tell us what to do. You're in charge!"

Another time, Tom found they had "stolen" computers from the governor of Florida. Tom had gone directly to the CEO of Apple for help in getting hardware delivered fast. Apple co-opted the Governor's order to give the machines to the Florida City operations center.

He said his best deal ever was the day he traded a Key Largo fire truck to get a fan for the op center!

### Life After Andrew

So after the stint with FEMA, Tom did real estate development in Key West for a while. But he really wanted to become an Apple dealer.

He had met Scott Coats, who had been running a Keys-wide Apple consulting business for about 10 years, based in Key Largo. In 2001, Tom called Scott to tell him he was going to start consulting again, under the name Macintosh System Solutions, and



Barry Vieh and Jany Riemer.



Dottie Moses and Betty Kellers.



Carol and Alan Ackinhousen.

Scott offered to sell him his client list. Scott was ready to go off and work for Apple! So through the rest of the 90s, Tom ran up and down the Keys, consulting. Tom met Sue when he took over Scott's business, and that's when UKMUG began to reap the benefits of his expertise.

In October of 2005, Tom lost everything in Hurricane Wilma. His home, warehouse and car were all complete losses after the devastating flooding that occurred with the storm surge. As he worked to start over, Joe Kukella came on board to help with

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the consulting business. The two decided it was the right time to open an Apple Store in Key West!

After a two-week search for a location, they found the right spot at the corner of Truman and Grinnell. It took just three months to open the store, where they were designated "Apple Resellers." (As opposed to a corporately owned Apple Store.) They went on to qualify as Apple Specialists, one of only 50 in the US. Sales eventually rose to about \$2M a year.

Once Tom sold the store, his business changed to supporting commercial clients, which is what he's doing now.

#### **Memory Lane**

Topics rambled a bit. Tom talked about old technology for disk drives, compared the specs of the Apple II to what we have today, and talked about 1997, when Microsoft invested \$150 million in Apple. Had they kept that stock, through all the splits, today it would be worth almost \$24 billion! (They didn't.)

He told of visiting "The Mothership," Apple's super secret facility in California. Apple retailers, Tom included, were allowed inside a 1-acre warehouse, where they had built replicas of Apple Stores, exactly as those stores were built in cities all over the country. New store layouts were curtained off and entrances were guarded, to ensure no one saw what Apple would be up to next. Tom assured us that the non-disclosures he had to sign have expired!

They lunched with Steve Jobs that day, which was shortly before his passing. Later that year, Tom got to have lunch with Steve Wozniak in San Jose.

Tom ended his formal presentation by showing us his favorite "Get a Mac" ad (see link on page 3). The sad story of the Vista Blues.

#### Q&A

Tom was asked about what he saw in the future for Apple's products. He said that processors have topped out in speed, but we'll see more multiple processors. Solid state drives (no moving parts) are much faster than their old, mechanical counterparts, and they're also more reliable (and more expensive).

He sees improvements coming in internal computer design; "under the hood" improvements. And he conjectures that we'll see more implants and other ways to integrate technology with our bodies.

He also talked about emerging improvements in connectivity, which he'd just seen at a Developer's Conference. You could be on your iPhone, start an email, get interrupted... arrive home and continue it on your desktop.

He also answered questions about how secure WiFi is (or isn't). Basically, if you are on free WiFi, never do anything that requires a secure password, like banking. Anyone could be listening in and recording what you're doing; Tom said it's like being on a walkie-talkie; it is in the air and anyone can pick it up. If you use web-based mail (as opposed to Apple's Mail program), that is also open to others on the network. (You are protected inside Apple's Mail program, because it uses encryption.)

And, he said, at home, make sure you buy and use Apple WiFi, specifically, the AirPort. With the other brands, your system is easy to hack, so it's wide open to anyone in your neighborhood, or anyone who parks nearby. Too risky!

For more detail on any of this, listen to the recording (see box on page 1).

Thank you Tom, for coming up to Key Largo and sharing your stories with us! What a wild ride!

Benjamin Wachenje

## Steve Jobs seized his chance to change the world

submitted by Karen Beal

He unleashed a frenzy of innovative products during his second spell at Apple that transformed not just the PC but everything from music to smartphones.

Read more: <a href="http://www.cnbc.com/">http://www.cnbc.com/</a>
id/101576663 MU



Our door prize was this balloon sculpture of a monkey climbing a palm tree, won by a newcomer from Key West, Richard Hawkins. It was made by twisted balloon artist Kathy Miller. She is available to make and deliver custom balloon creations for special occasions or can be hired on site to spice up an event, making balloons in costume, complete with schtick! 305-304-8861



## To Catch a Phone Thief, Take a 'Theftie' The Best Ways to Track Your Stolen or Missing Phone

by WSJ Personal Technology columnist Geoffrey A. Fowler; summitted by Lindi Mallison







Consider your odds of becoming a victim of phone theft: Last year, 3.1 million Americans had their phones stolen, according to a Consumer Reports survey. That's double the number from 2012.

Cellphone carriers haven't done enough to stop this growing epidemic, fueled by high smartphone resale values and a liquid second-hand market. Until they do, it's up to you to to protect your phone and aid police if it is stolen.

Starting Wednesday, the mobile security firm Lookout is adding a new tool for tracking down bad guys: the "Theftie," a covert snapshot of someone trying to steal your phone.

It's part of an app that alerts you to suspicious behaviors on your phone, like a screen password mistyped three times. You get an email containing your phone's location and a highly unflattering look at the person holding your phone—be they Samaritan or supervillain. Theft alerts cost \$30 a year, bundled with Lookout's other services that block unsafe websites.

Lookout is part of a growing antitheft industry that makes use of the fact that the phone is already a powerful self-contained tracking device. To test the best options, free and paid, I challenged colleagues to grab and attempt to reset my phone. These services all protected my phone's data and provided useful clues in my hunt, though sometimes the trail went cold.

That's not to say we should become stolen-phone vigilantes—in fact, that's a terrible idea. "There are too many risks, aside from the location being wrong," say police. "You could knock on a door and it could be a grandma or it could be a gangster." These services have limitations, but law enforcement will take any help they can get.

Most recent smartphones come with access to free software that can report their location, remotely lock themselves and erase all their content. You can use these programs, like Apple's free Find My iPhone, to track a phone thief in real time as he moves across town.

But you have to turn it on before your phone gets stolen. Apple asks for permission to activate Find My iPhone when you set up an iPhone. You can also turn it on later in the phone's iCloud settings.

Read more: <a href="http://online.wsj">http://online.wsj</a>. <a href="http://online.wsj">com/articles/to-catch-a-phone-thief-take-a-theftie-1401301130</a>

## **Tech To Find Stolen Phones**



#### MFSSAGE

Remotely place recovery instructions on the phone's lock screen. **Available from:** Apple, Samsung, Google, Lookout, Absolute LoJack



## **TRACK**

Find where your phone is. **Available from:** Apple, Samsung Google, Lookout, Absolute LoJack



## THEFT ALERTS

Get a report containing a "theftie" photo and GPS location when something suspicious happens, like an incorrect passcode being entered or the SIM being removed .

Available from: Lockout



#### SIGNAL FLARE

Get an email with your phone's location right before it runs out of battery. **Available from:** Lockout



## **SCREAM**

Make your phone emit an alarm or ring. **Available from:** Apple, Samsung, Google, Lookout



#### WIPE

Remotely clear everything off your device

**Available from:** Apple, Samsung, Google, Lookout, Absolute LoJack

## iPhoneography (iPhone Photography) Tips & Tutorials

submitted by Karen Beal

I am finding some great tips in these short tutorial videos. Many are simply good photography rules to follow and rules to break — but since everything is geared to iPhone use, it really inspires me to try some new stuff.

The site says, "If you want to use your iPhone to take better photos than most people can take with their DSLR, you're in the right place. If you have an iPhone, you already have everything you need to create wonderful photography wherever you go."

http://iphonephotographyschool. com/

## How to Never Take a Blurry iPhone Photo Again

Posted by: Emil Pakarklis

How many times have you taken what could be a great iPhone photo, only to find out that it is blurry? While that happens to all of us, there are only three situations in which your photos can be blurry. In this article you're going to discover why some of your iPhone photos end up blurry and what you should do to never take a blurry iPhone photo again.



## Alphabet for Today's Kids















Google















G: GOOGLE





















QUICK HEAL

















X: Xp



Y: YOU TUBE



<< Thanks to >>

Elise Henline

Zuick Tip:

## Command Comma

by John Hammerstrom



Quickly gets you to the application's preferences in many programs.







## *30 years of Mac ads (1984-2014)*

from Sandy Santiago



https://www.youtube.com/ watch?v=5SIgYp3XTMk MU

## Spring cleaning tips to help you get organized

submitted by John Cooper



This Miami Herald article has lots of great ideas, high tech (apps) and low tech tips, to help you organize everything from office clutter to your social relationships!

http://www.miamiherald. com/2014/04/08/4046624/spring-cleaning-helps-organize.html MU



## iPhone Photography Awards

submitted by Graham Thomas

iPhone Photography Awards<sup>TM</sup> (IPPA) today announced the winners of the 7th Annual Contest in the Photographers of the Year and following seventeen categories: Animals, Architecture, Children, Flowers, Food, Landscape, Lifestyle, Nature, News/Events, Others, People, Seasons, Still Life, Sunset, Travel and Trees.

This year's winning entries were submitted by 54 iPhone photographers from 17 countries. View the winners here: <a href="https://www.ippawards.com/press2014.html">https://www.ippawards.com/press2014.html</a>

iPhone Photography Awards™ is the first and the longest running iPhone photography competition; since 2007. They have been celebrating the creativity of the iPhone users since the first iPhone has inspired, excited and engaged the users worldwide. Every year, IPPA has selected the best shots among thousands of images submitted by iPhone photographers from around the world for these juried awards.

The three winners in the Photographer of the Year each receive an iPad Air. The first place winner in each category is awarded a gold bar.

## FreebookSifter lists all the free ebooks available on Amazon

submitted by Karen Beal

Amazon offers a ton of free books, but it's hard to get a good overview of them. Well, not anymore, thanks to our new site! Organized by category, and with options to search, order by average ranking, or filter by language, FreebookSifter makes it easy to peruse all the free books available for your Kindle or eReader.

Pay attention to the Added Today category. That's where you find the real treasures, only free for a limited time. FreebookSifter also offers a daily newsletter and RSS Feed with the newly added free books.

http://www.freebooksifter.com/

## Keep it Short and Tweet

by Christina Tynan-Wood from Family Circle, submitted by Karen Beal

There I was at the airport, in a long line of jet-lagged travelers that was devolving into an angry mob before my eyes. All outbound flights had been grounded by weather, so none of us were going anywhere in the near future—and the customer service reps were starting to come unglued. I called my husband, Dan, to warn him I was stuck before dialing United Airlines to try to bypass the chaos and rebook my flight home. Dan hit Twitter. While I waited on hold, he engaged in a productive back-and-forth with @united, learning that my best option was to book a hotel and accept a voucher for a future flight. Dan texted me this update and I snagged a room lightning-fast, before they were all gone.

Using Twitter to get quick, courteous customer service is one of the best reasons to maintain an account on the social media site. Because these interactions unfold in a public forum, companies know their reputation is always on the line. Therefore, they tend to staff their Twitter accounts with reps trained to listen attentively and resolve issues on the double. Lately, I've been seeing more and more users Tweet complaints and get results—even possibly incite change.

For instance, I watched a Safeway (@ Safeway) customer post that an advertised sale price was no longer ringing up at her local store and get a reply the next morning honoring the lower price. A Chico's (@Chicos) shopper who complained that shipping to Canada cost too much was promised that the policy would be reviewed. A Whole Foods (@WholeFoods) customer who expressed distaste for her store's plastic take-out containers was informed that packaging decisions are made by local management. Of course, people also visit the Twittersphere to praise products and businesses (which is a nice thing to do). But more often, it's the best way to circumvent lengthy hold times. Case in point: When General Motors (@GM) recalled cars because of a faulty ignition switch earlier this year, one woman bypassed phone support by Tweeting instead, and her problem was soon addressed. Bottom line: These days, if you have something to say to a company, Twitter is the smartest place to do so.

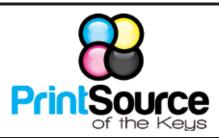


### Speak Up!

Twitter communications director Rachael Horwitz sums it up perfectly: "Twitter is public, so brands are listening." Keep her advice in mind when you try Tweeting for service satisfaction.

- Address the right audience. You post a Tweet to a company by using their Twitter handle, which always starts with @. To find the correct handle, type the name in the search field on the home page.
- Be concise. Remember that you only have 140 characters to get your message across. Composing a Tweet is the modern equivalent of sending a telegram. Skip any unnecessary preamble. Include only key details.
- Follow along. While Tweets are public, there is an option to continue a conversation privately within the Twitter platform, through the Direct Message (DM) function. In order to do so, both parties must be following each other. If a company's customer service rep asks you to follow them, this is likely why. (It's often a good sign.)
- Don't wear egg on your face. If you set up a new Twitter account, be aware that the default icon is an egg, which displays in your profile and Tweets. To avoid screaming newbie, change that icon right away. "It doesn't really matter whether you have a lot of followers," says Horwitz. "But companies are more inclined to take tweets seriously from someone who seems engaged with Twitter. So you should create a profile to convey that."

Christina Tynan-Wood has been covering technology since the dawn of the Internet and currently writes the Family Tech column for Family Circle. You can find more advice about buying and using technology at GeekGirlfriends.com.



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## Come at 6:30 for the Beginners Circle:

Bring your laptop and your questions at 6:30, and for a half-hour prior to the main meeting we'll have experienced folks available to help, one on one, or in small groups.



Tom Stack & Associates, Inc. 154 Tequesta St. Tavernier, FL 33070 305-852-5520 www.tomstackphoto.com

We are pleased to announce our New Epson 9880 44" Printer with Vivid Magenta Technology. For all UKMUG Members we offer 20% off Printing Prices. We also offer photo restoration, as well as Stock Photograpy for your web site.

## MU Classifieds

Got Stuff for Sale or Giveaway?

*Need Something?* 

Email ukmug@bellsouth.net and we'll post it here.

## dummies.com

is a great place for useful and brief Mac Tips and Tricks! Check it out! Check out UKMUG's new public website!! http://www.ukmug.org

This is the site designed for people having their first contact with our club.

We can't thank Allan and Theo Miller enough for their hard work!!

### **VISIT TODAY!**

http://ukmug.pbworks.com/

Post questions and requests for help
Post tips and tricks
Post your favorite links
Check on upcoming meetings
Download our newsletters & more!

## FREE CLASSES

The Apple Store at the Falls has free classes every Saturday! They also have one-on-one training, workshops and the Genius Bar. Call or check the web for more info:

Apple Store at The Falls 305-234-4565

8888 SW 136th Street Miami, FL 33176 Mon-Sat:10-9:30pm

Sun: noon-7pm

http://www.apple.com/retail/thefalls



If you haven't figured it out yet, try it. Click on any blue, underlined link in our Macaholics Unanimous newsletter and it will take you to the web.

Did you see that picture of you, taken at the last meeting?

http://ukmug.pbworks.com/



Monroe County Recycling Collection Center:

MM 100.1 Oceanside (Magnolia St.) 453-0788

E-RECYCLING: 2nd & 4th Wed. every month, 10am - 2pm

E-waste: Monitors & Computers
Batteries, Televisions, All Telephones
& FAX Machines, Printers / Copiers,
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Speakers, Discs & Cassettes
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## 

is the official newsletter of the

## Upper Keys Mac Users Group

A nonprofit organization devoted to the use (and sometimes abuse) of the Macintosh computer. Subscriptions are free. Contents © 1993 - 2014 by the Upper Keys Macintosh Users Group except where noted. All other rights reserved.

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