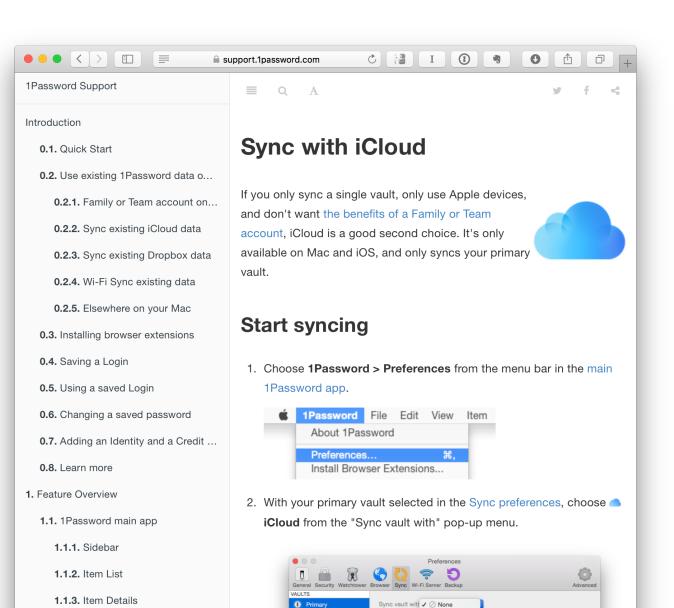


### Cove Apple Club



April 13, 2016





The Prime Effect

- The Prime Effect
- Yoops!

- The Prime Effect
- Yoops!
- iCloud Sync for 1Password

#### SPRING RECITAL

PRESENTED BY THE
COVE SINGERS AND COVE ENSEMBLE
AND SPECIAL GUESTS



LAKESIDE RESTAURANT CYPRESS COVE RESORT 2PM – SUNDAY, APRIL 17, 2016

JOIN US FOR MUSIC AND REFRESHMENTS

 Cove Singers & Cove Ensemble Spring Recital

# SPRING RECITAL PRESENTED BY THE COVE SINGERS AND COVE ENSEMBLE AND SPECIAL GUESTS



LAKESIDE RESTAURANT CYPRESS COVE RESORT 2PM – SUNDAY, APRIL 17, 2016

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- Cove Singers & Cove Ensemble
   Spring Recital
- Sunday, 2pm at Lakeside

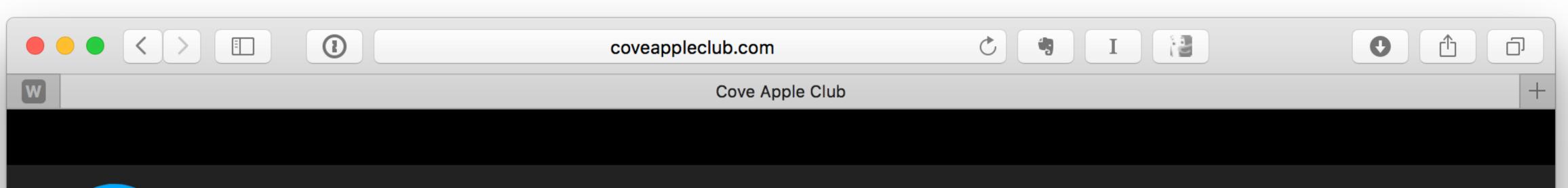
### SPRING RECITAL PRESENTED BY THE COVE SINGERS AND COVE ENSEMBLE AND SPECIAL GUESTS LAKESIDE RESTAURANT CYPRESS COVE RESORT 2PM - SUNDAY, APRIL 17, 2016 JOIN US FOR MUSIC AND REFRESHMENTS

- Cove Singers & Cove Ensemble Spring Recital
- Sunday, 2pm at Lakeside
- Free!



### Support the Cove Apple Club





HOME

MEETINGS



#### SHARE. LEARN. LAUGH!

Join **over 100 Cypress Cove residents and members** in the Cove Apple Club, and you'll learn more and get a lot more fun and productivity out of all your Apple gear!

We meet twice a month, year-round. Check our <u>upcoming meeting schedule</u> and plan to join us at our next meeting!

If you're new to the world of Apple, an old Machead from years back, or even a frustrated Windows user, you will find something interesting and entertaining at each of our meetings. Our meetings are fun and informative, with topics presented covering the range from beginner to advanced.

Our focus is on Apple products, but we often also look at other new technologies not specific to the Apple platform, ranging from computer security to Internet telephony to changes in the industry to neat new tech gadgets of interest to everyone.

All Apple products are fair game at our meetings: iPad, iPhone, iPod and Macs of all sizes, as well as the huge world of Apple software, hardware and accessories.

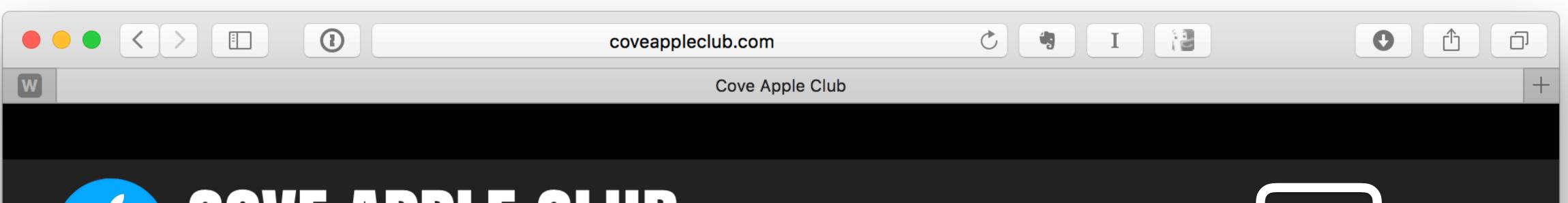
Find out more about the club, our meeting schedule and how you can get in on the fun. Click the links below for details, and be sure to join our <u>email list</u> for all the latest updates.



**SHOP** 

**ARCHIVES** 

**EMAIL LIST** 





HOME MEETINGS EMAIL LIST SHOP ARCHIVES

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#### COVE APPLE CLUB

Have fun & do more with your Apple gear!

MEETINGS

HOME

**EMAIL LIST** 

**SHOP** 

**ARCHIVES** 



The next time you need some new Apple or other tech gear (or anything else from the 20,000,000 items in stock!), start your online shopping session with our link to Amazon.com. Your purchase will earn a little money for the Cove Apple Club, which we save up all year for a big Holiday Party for all members of the club! We update club members on the earnings every month.

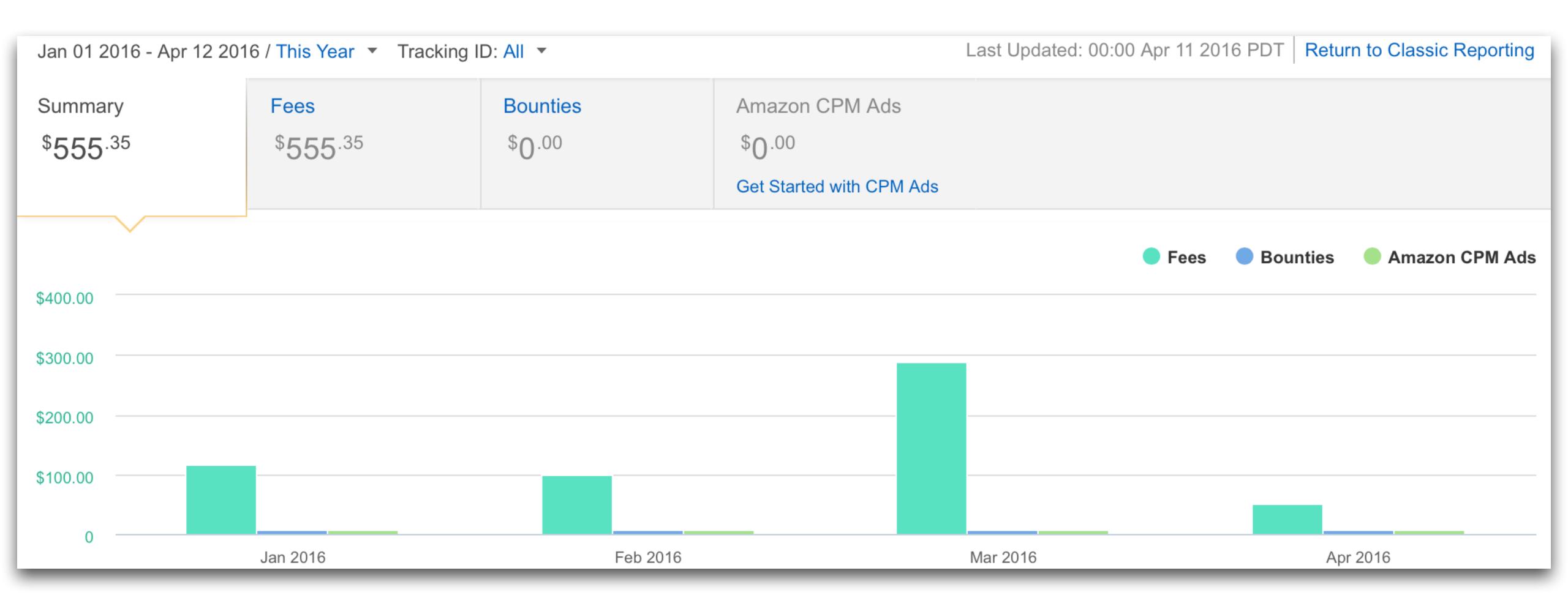
So be sure to click the Amazon logo below when you need to shop for Mac products online...and "give back" to the Cove Apple Club -- without costing you an extra cent! Thanks!

#### THREE EASY WAYS TO USE THE AMAZON SHOPPING LINK

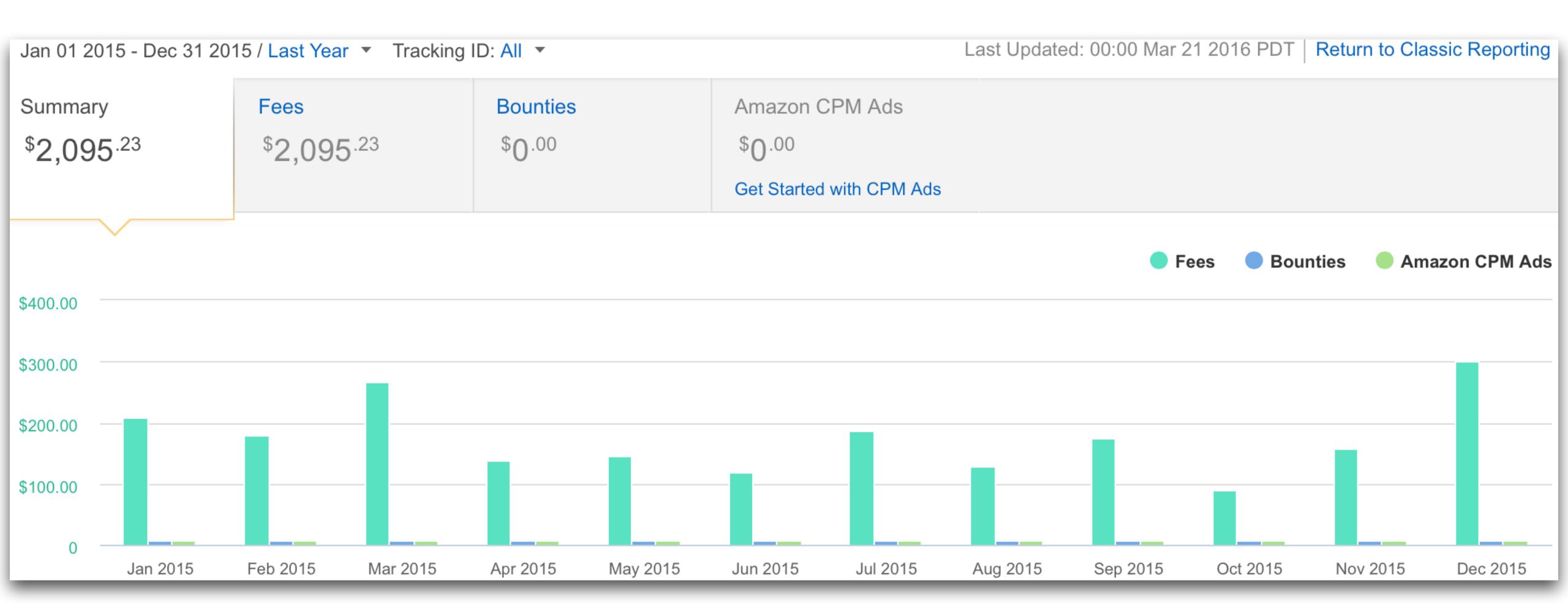
- 1. Just click here you'll be sent to the Amazon.com homepage.
  - 1. Once you arrive at the Amazon homepage, BOOKMARK that page:
    - 1. In Safari on Mac, type Cmd-D
    - 2. In Safari on iOS, tap the Share widget, then tap Add to Favorites or Add Bookmark.
- 2. Drag this link to your Favorites bar in your Web browser. Then it's handy anytime you want to visit Amazon.
- 3. Just click the Amazon banner ad below.



#### 2016 YTD



#### 



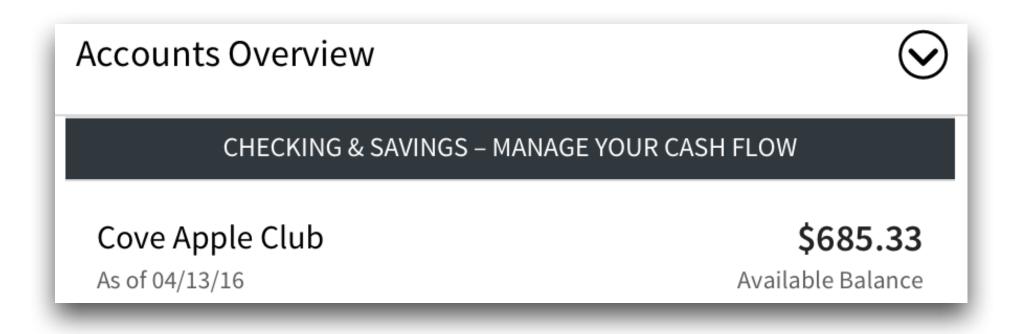
That \$2,100 didn't escape the notice of the IRS

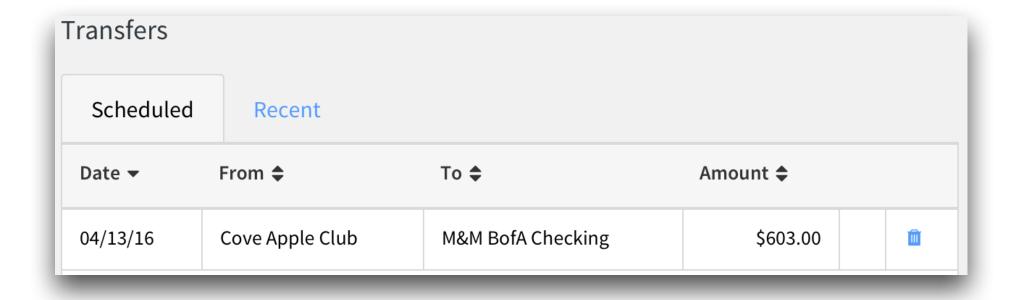
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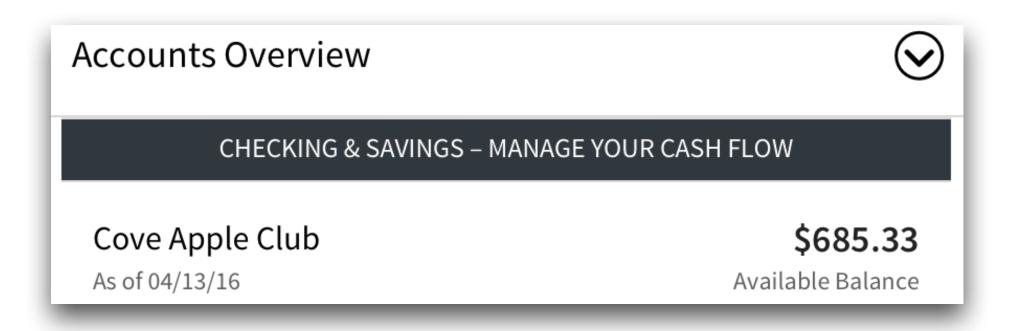
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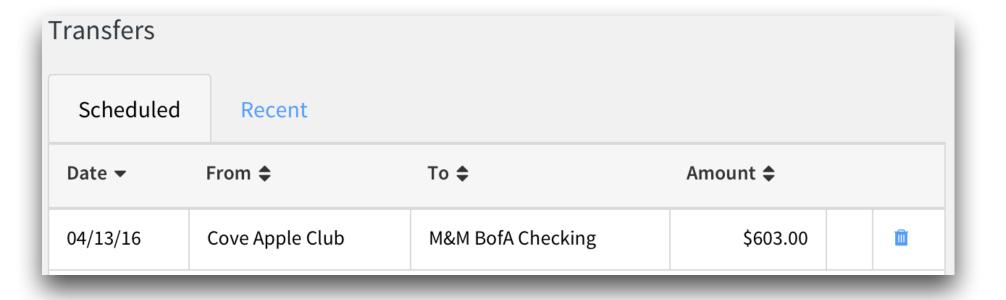
- That \$2,100 didn't escape the notice of the IRS
- My SSN is attached to that account
- We have no income, so we have no withholding, so none of that dough was taxed as it was paid out
- That income also incurred a penalty
- Bottom line: Mike & Marilyn took it in the shorts for about \$620 on this year's tax tab



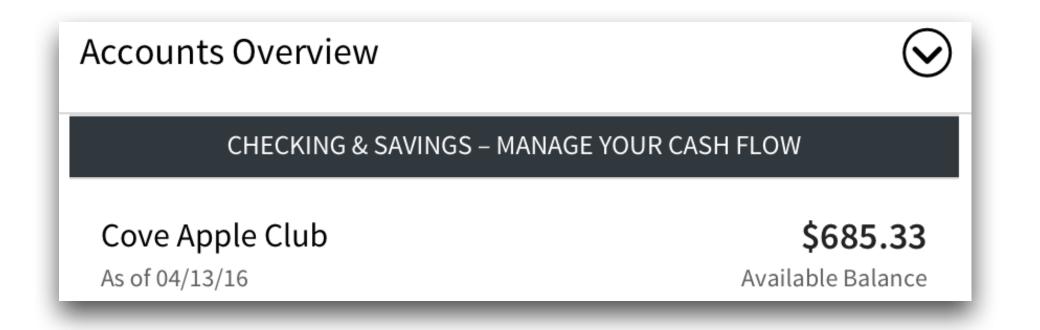


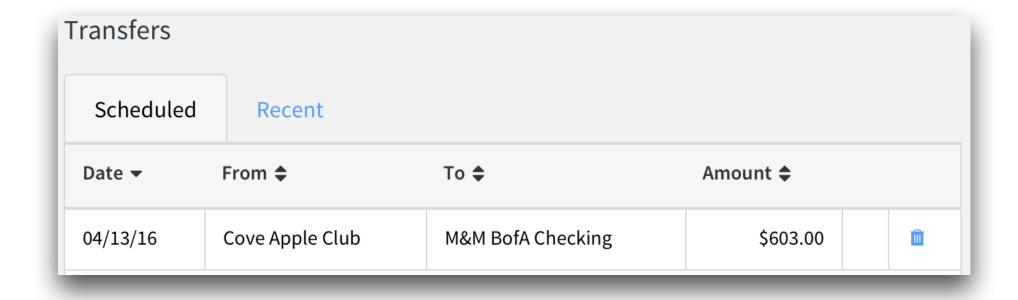
We paid M&M \$600 this morning



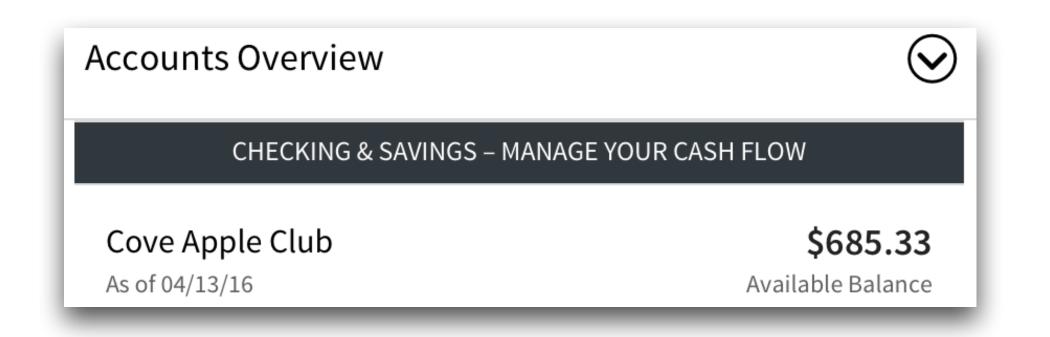


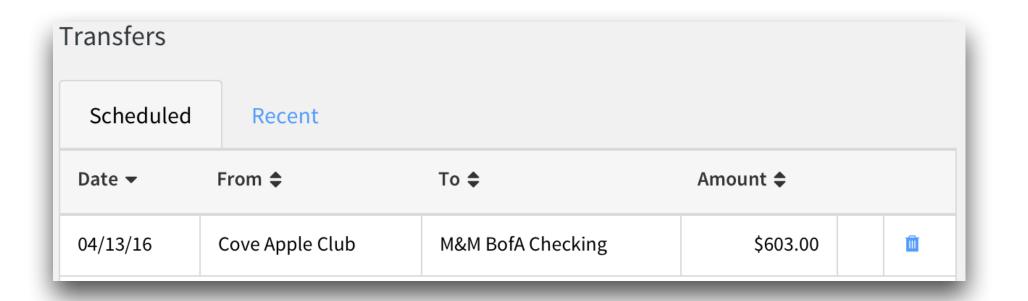
- We paid M&M \$600 this morning
- Leaves our bank account with \$82.33



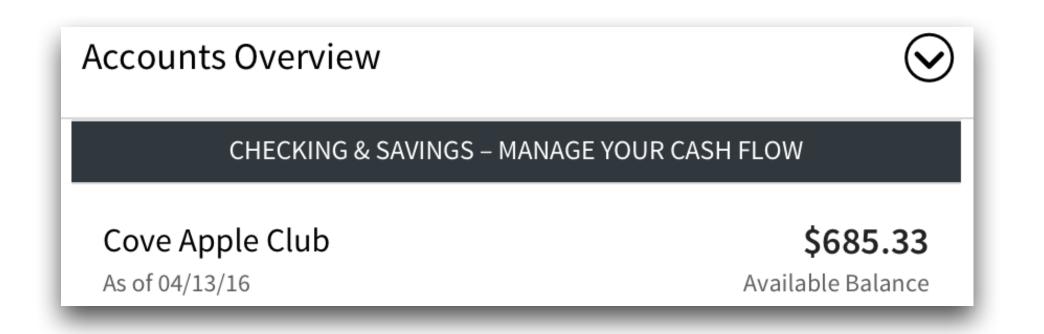


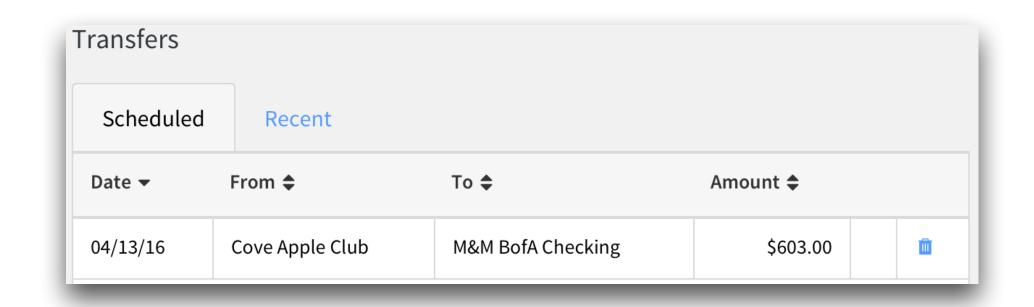
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- We paid M&M \$600 this morning
- Leaves our bank account with \$82.33
- From now on, we will withhold about 30% of AA income monthly
- Will evaluate our situation in November before pricing the Cove Apple Club Holiday Party tickets





### The Prime Effect

# The amazon Prime Effect





source: Amazon, Bloomberg



 Introduced in February, 2005 at \$79/year (79 is a prime number)



source: Amazon, Bloomberg



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- Free 2-day shipping on over a million items





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- Free 2-day shipping on over a million items
- Instant hit; service broke even in 3 months vs. 2-year projections





"It was never about the \$79. It was really about changing people's mentality so they wouldn't shop anywhere else."

-Vijay Ravindran, original Amazon Prime product manager.

source: Bloomberg BusinessWeek November 24, 2010

### Continuous Enhancements

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• 2006: Over 5,000,000 items available with free 2-day shipping

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- 2010: Introduces Amazon Mom, free Prime memberships for expectant mothers & Amazon Student, free Prime memberships for college students

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   20,000,000 items available with free 2-day shipping
- Now: Prime Photo Storage, Prime Music, Kindle Owner's Lending Library, Unlimited Online Storage, Prime Early Access, Prime Same-Day, Prime Pantry, and more

# How Do They Do It?

**WSJ:** You also have a non-traditional content model. It's hard to break down Amazon Prime to see how that works when content is included along with two-day shipping.

**Bezos:** If you talk about the original genesis of prime seven years ago, it's a shipping program and you get free two-day shipping on a million items. Today, it's 15 million items. But Prime was designed to be about wanting faster delivery and not wanting to pay for it. ... So, if you change something to an all-you-can-eat buffet, then you don't feel guilty. That's the genesis.

WSJ: But that's expensive just offering that.

Bezos: Yes, many things we do are expensive! Refer back to before when I said "take a deep breath and be patient." Deep yoga breaths, people! Yes, it's expensive. It's not like we didn't do some arithmetic ahead of time. Despite what some have said from time to time, Amazon is a for-profit business. So, we looked at some numbers, and we believed that this would be a good program for customers and for Amazon — that's the alignment I'm talking about. But it's also good for third-party sellers. Once we added fulfillment by Amazon, it's good for sellers, it's good for Amazon and it's good for the customer because they get an all-you-can-eat two-day shipping buffet.

# Some of the stuff you can get with free 2-day shipping on Amazon Prime.





Cannon Safe Commander Series
 54 Gun Safe; \$3,486.99



- Cannon Safe Commander Series
   54 Gun Safe; \$3,486.99
- 6' tall, 5.75-inch thick steel door & sides; 13 locking bolts



- Cannon Safe Commander Series
   54 Gun Safe; \$3,486.99
- 6' tall, 5.75-inch thick steel door & sides; 13 locking bolts
- Weight: 1,672 pounds as shipped



"We charge customers around \$700 to ship this safe, but when they buy it through Amazon they get it shipped for free," says Pasquale Murena, marketing manager for Cannon Safe. "As a result, we get orders through Amazon every day." In fact, Amazon will pick up the tab for shipping the safe even for non-Prime members, if they are willing to wait a few extra days for delivery. Like many items priced over \$25, it qualifies for "Super Saver Shipping," which usually take five to eight days to arrive.



Roll over image to zoom in

# SHOP FOX W1756 25 HP 43-Inch Three Phase Wide-belt Sander

by Shop Fox



List Price: \$20,834.00

Price: \$15,999.99 FREE Scheduled Delivery

You Save: \$4,834.01 (23%)

Note: Signature required upon delivery due to high value of this

item. Details ▼

Only 1 left in stock (more on the way).

Ships from and sold by Amazon.com.

- Variable feed speeds
- Pneumatic sanding belt oscillation control
- Double in feed and out feed pressure rollers
- Amplifier meter load sensing system
- Convenient control panel with separate switches for each motor
- See more product details

#### **Specifications and Features**

- Sanding belt motor: 25 HP, 220V/440V\*, 3phase, 64/32A
- Belt feed motor: 2 HP, 220V/440V\*, 3-phase, 6/3A
- Table elevation motor: 1/4 HP, 220V/440V\*, 3-phase, 1.2/0.6A
- Pressure roller type (double): Rubber
- Infeed drum: Spiral grooved rubber
- Outfeed drum: Steel
- Belt roller diameter (each): 4-inch
- Platen: Micro adjustable graphic/felt
- Sanding belt size: 43-by-60-inch
- Maximum board dimensions: 43 W x 6-inch H
- Minimum board length: 14-inches
- Conveyor speeds: Variable, 14 60 FPM
- Surface speed of drums: 2,200 FPM
- Convenient control panel with separate switches for each motor
- Amp meter load sensing system
- Disc brake system for emergency stops
- Double infeed and outfeed pressure rollers
- Fast belt changes (takes less than 30 seconds)
- Pneumatic sanding belt oscillation control
- Digital readout to within 0.005-inches
- Variable feed speeds
- (5) 4-inch dust ports
- Made in an ISO 9001 Factory
- \*440V operation requires the purchase of additional components
- Approximate shipping weight: 2,490 lbs.

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- Sanding belt motor: 25 HP, 220V/440V\*, 3phase, 64/32A
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#### JET 26x80 Geared Head Engine Lathe 4-1/8-inch Bore

by Jet



1 customer review

List Price: \$27,999.00

Price: \$24,999.00 FREE Prime Shipping once available Details •

You Save: \$3,000.00 (11%)

Note: Signature required upon delivery due to high value of this item. Details 
Only 5 left in stock.

Ships from and sold by Amazon.com.

- Large 4-1/8" Spindle Bore
- Turns 89 different thread sizes
- Clutch operated headstock with all headstock gears hardened and ground
- Bed ways are induction hardened and ground for durability
- Heavy-duty tailstock and quill
- See more product details

7 new from \$23,999.00

This item's packaging will indicate what is inside and cannot be hidden.

#### **Product Information Technical Details Additional Information ASIN** B0064BFJ3W 321860 Part Number \*\*\* 1 customer review **Customer Reviews** Item Weight 6,700 pounds 5 out of 5 stars 136 x 57 x 43 inches **Product Dimensions** 8,514 pounds (View shipping rates and policies) **Shipping Weight** GH-2680ZH Lathe Item model number **Domestic Shipping** Item can be shipped within U.S. Power Source corded-electric International Shipping This item is not eligible for international shipping. 3 HP Horsepower Learn More Item Package Quantity Date First Available November 7, 2011 Batteries Included? No Warranty & Support No Batteries Required? Manufacturer's warranty can be requested from customer service. Click here to make a request to customer service. **Warranty Description** 2 Year Feedback

#### Four-and-a-quarter TONS, shipped FREE.

• Estimated 40,000,000 US Prime members @ \$99/year (25-40% of all US customers)

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- \$4-billion/year in revenue which Amazon can use to build out FCs, offset shipping costs, produce TV shows, build data centers, charter cargo jets, buy tractor trailers, etc.

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- Prime members also buy more things from Amazon, and experience shows Amazon gets a bigger part of their shopping wallet

 Amazon offers millions of items with free ground shipping on orders over \$35, no Prime membership required

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- Many household / cosmetic / sundries / food / cleaning items are available at huge discounts with always-free shipping through Amazon Subscribe-n-Save

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- Many brick-and-mortar retailers offer free ship-to-store and in-store pickup

Moved into Cypress Cove in July, 2008

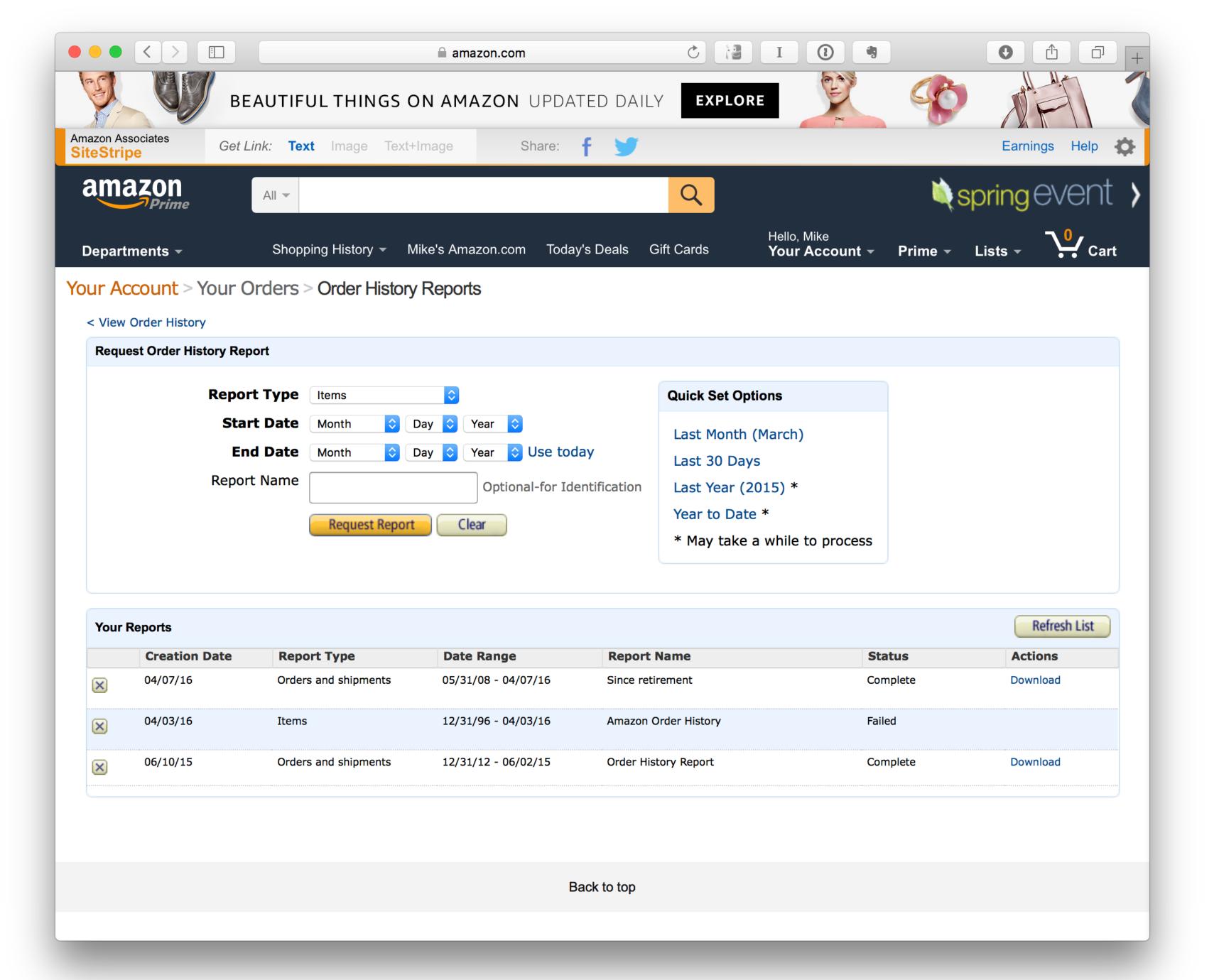
- Moved into Cypress Cove in July, 2008
- Built a new house in December, 2010

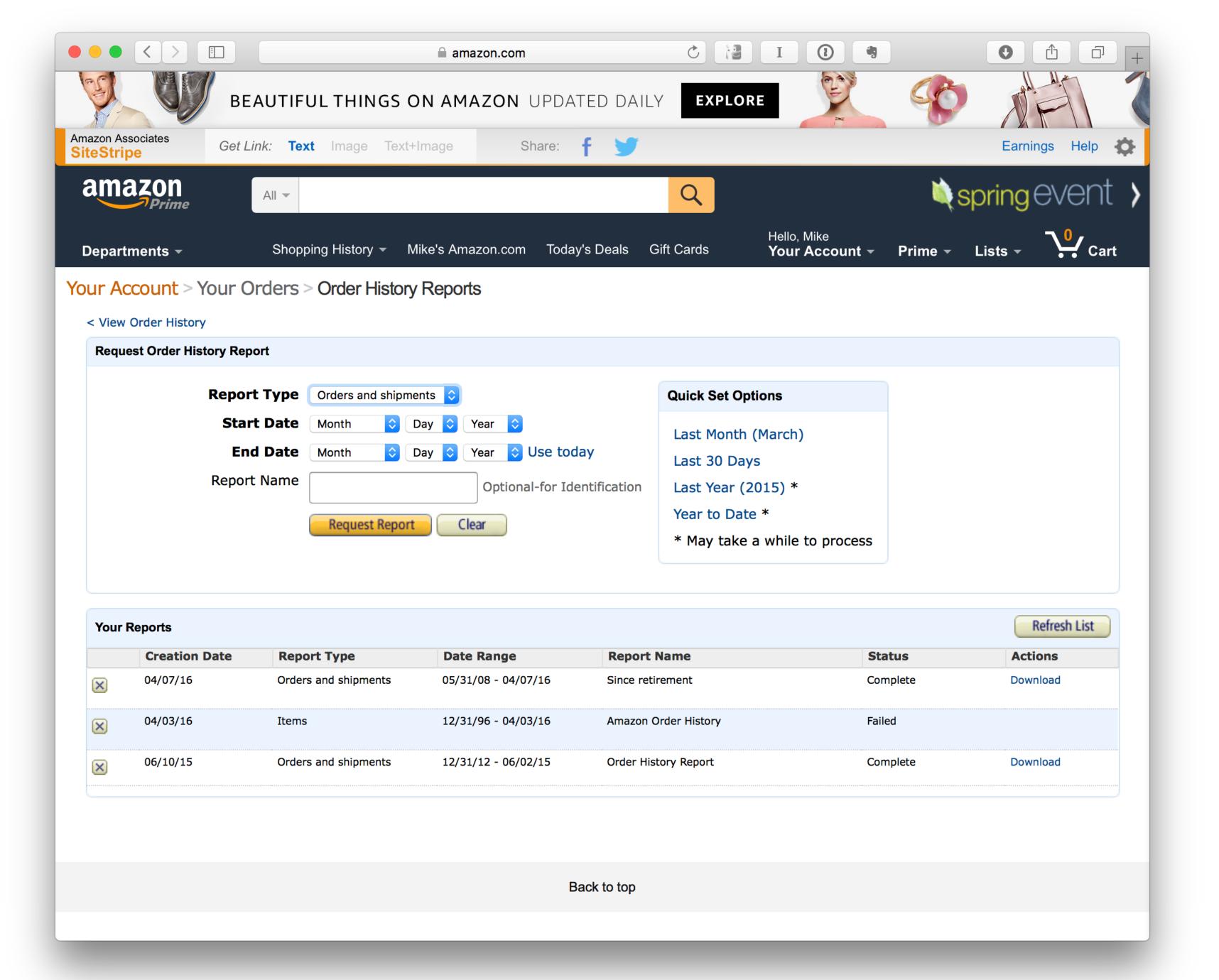
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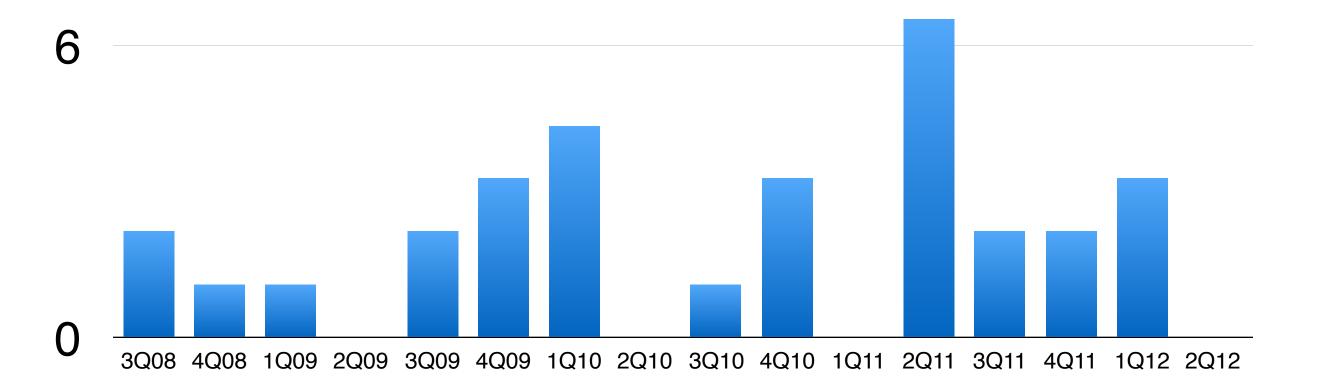
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  - Kind of a dumb move right there, kiddos!
- We have now lived through nearly-equal periods of Prime and non-Prime time here: 16 quarters without Prime and 15 quarters with Prime

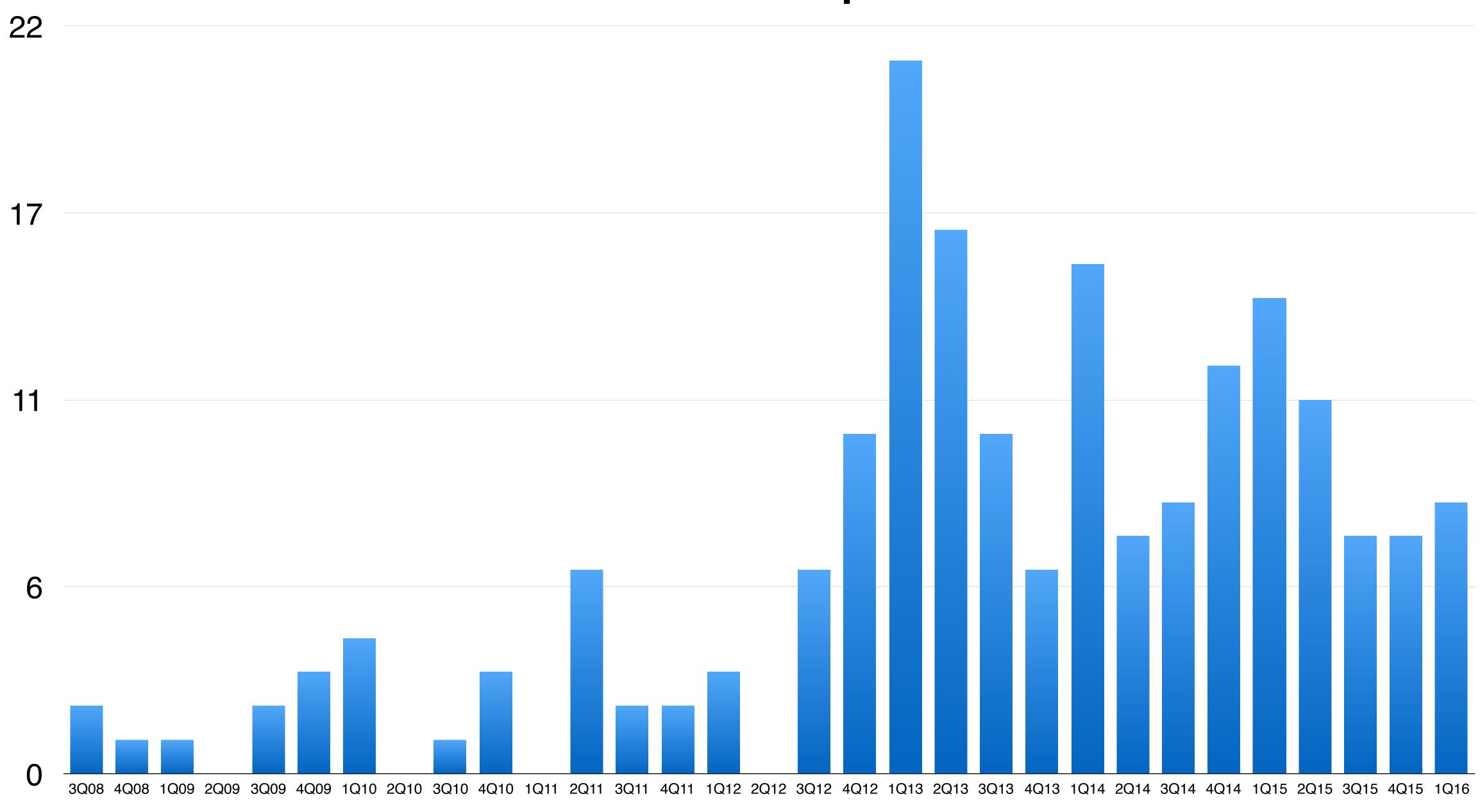




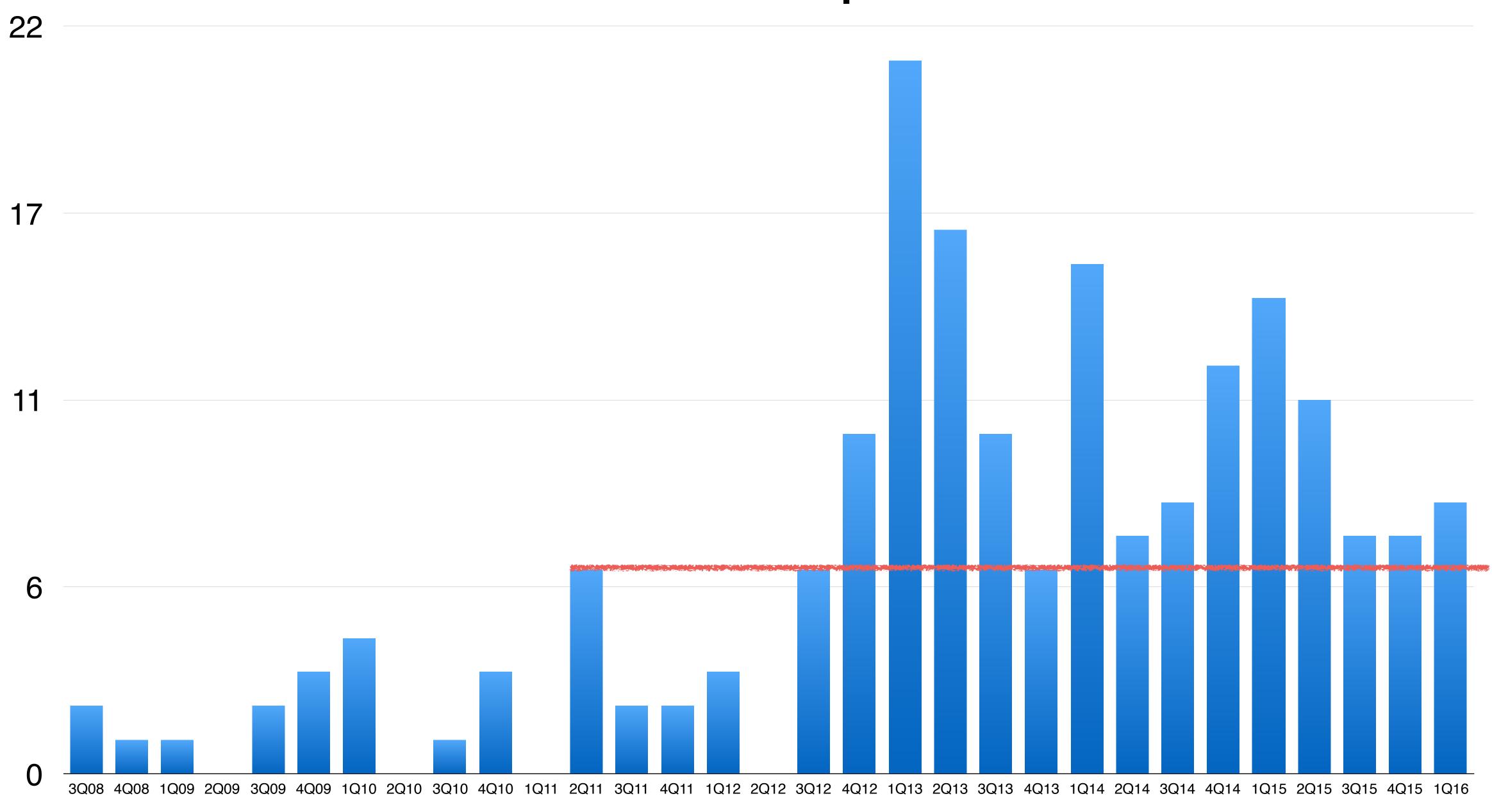




#### Number of Orders per Quarter



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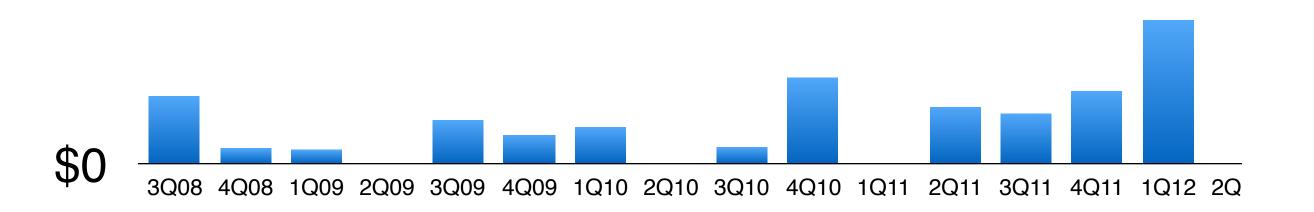


#### Value of Orders per Quarter

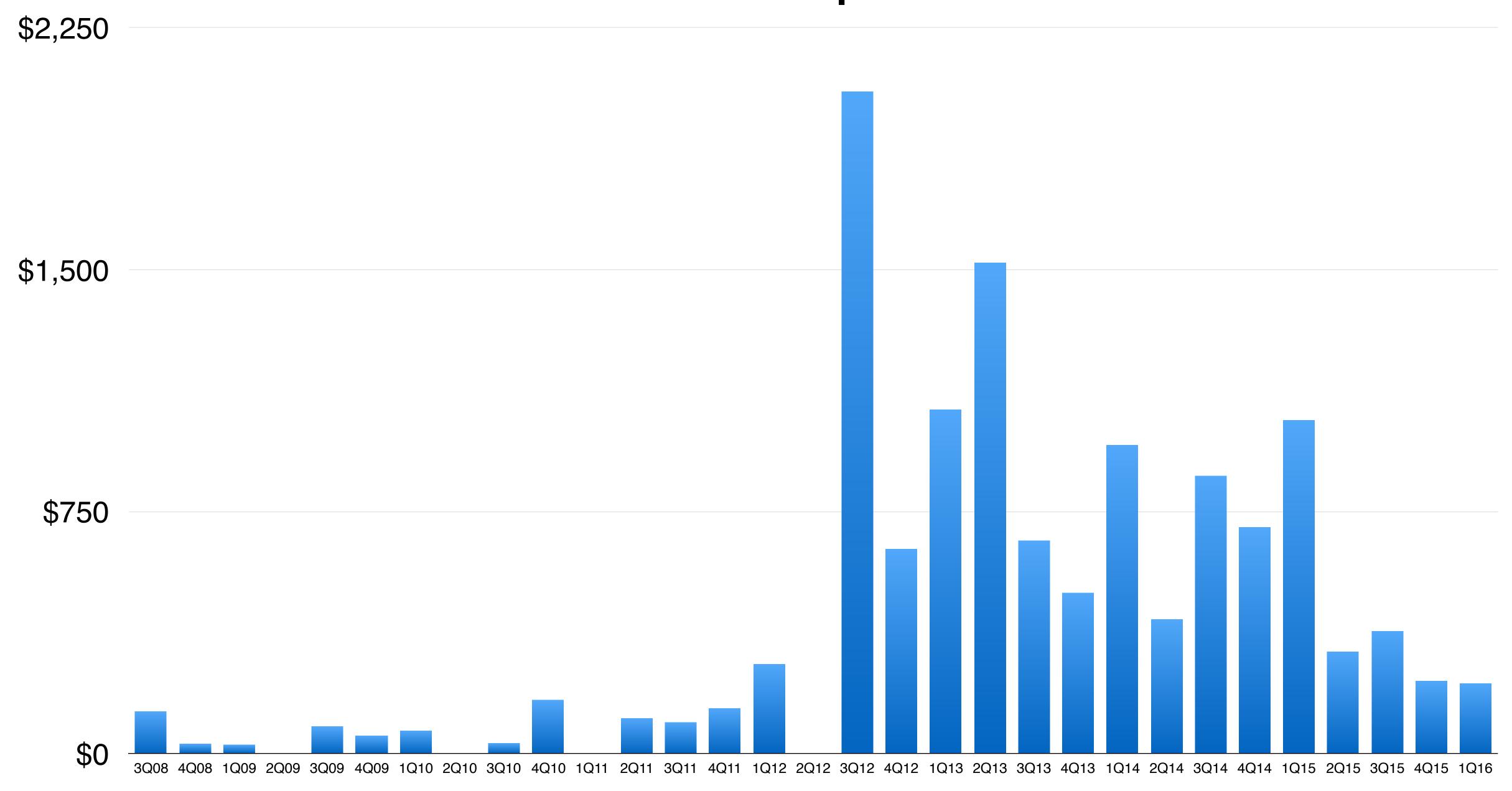
\$2,250

\$1,500

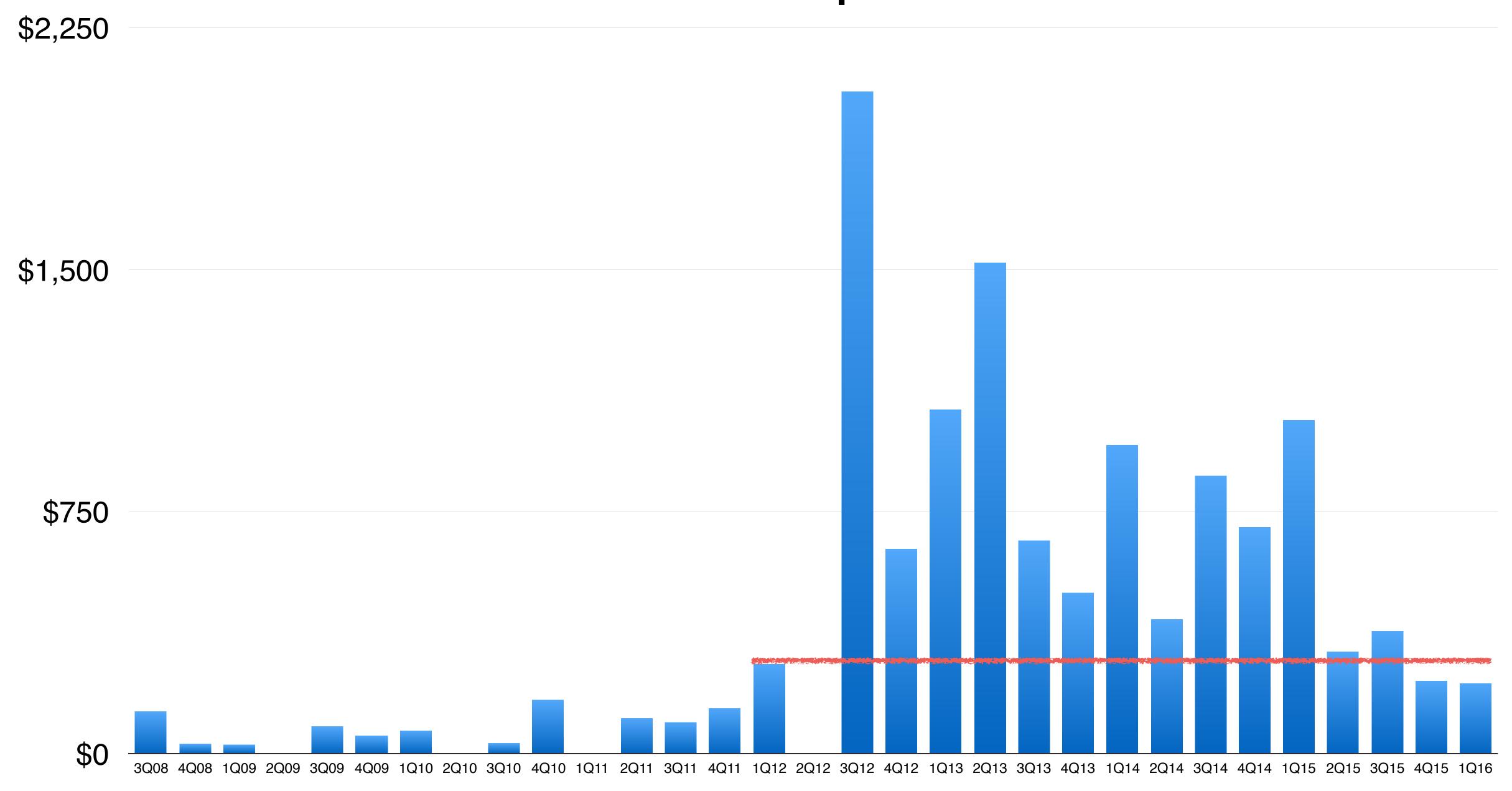
\$750



#### Value of Orders per Quarter



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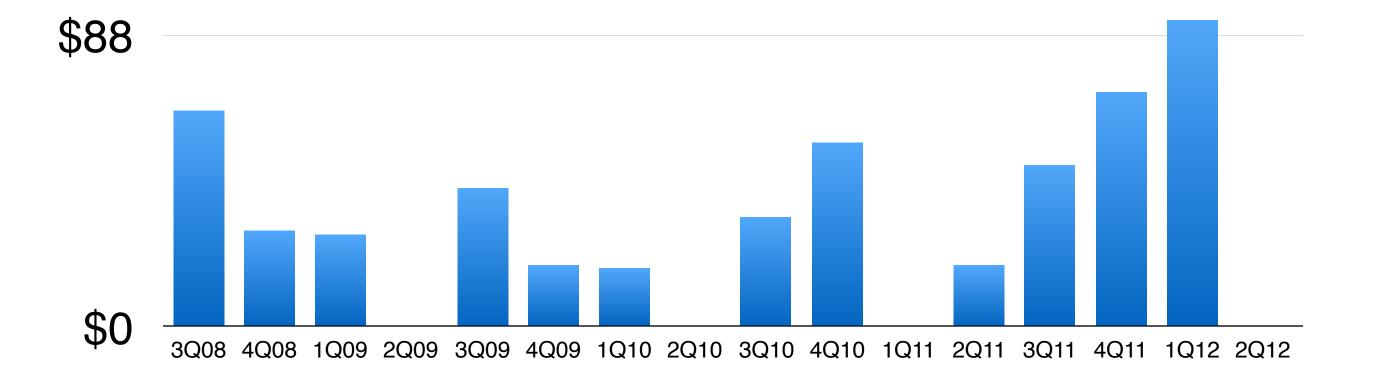


#### **Average Order Size**

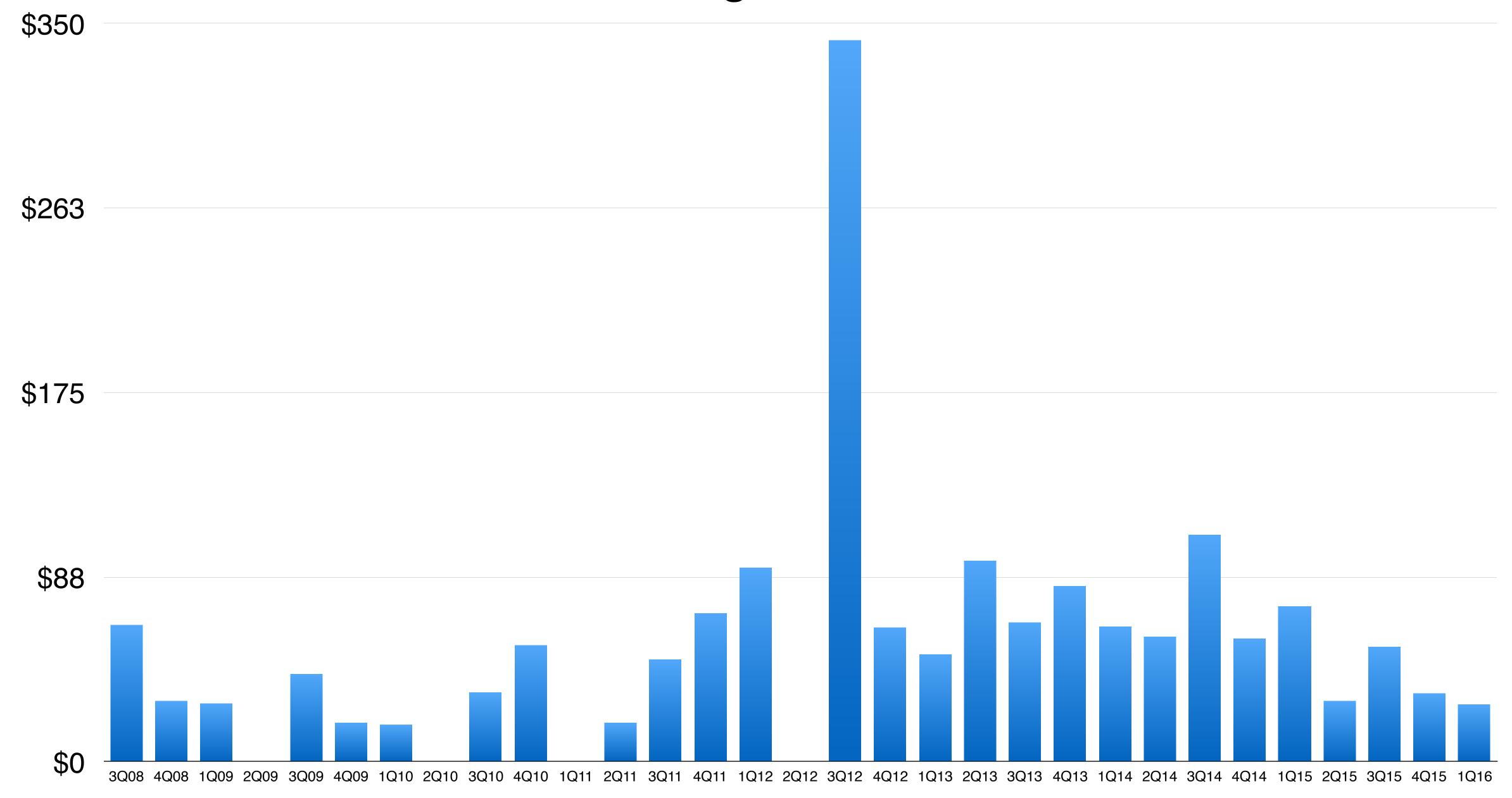
\$350

\$263

\$175

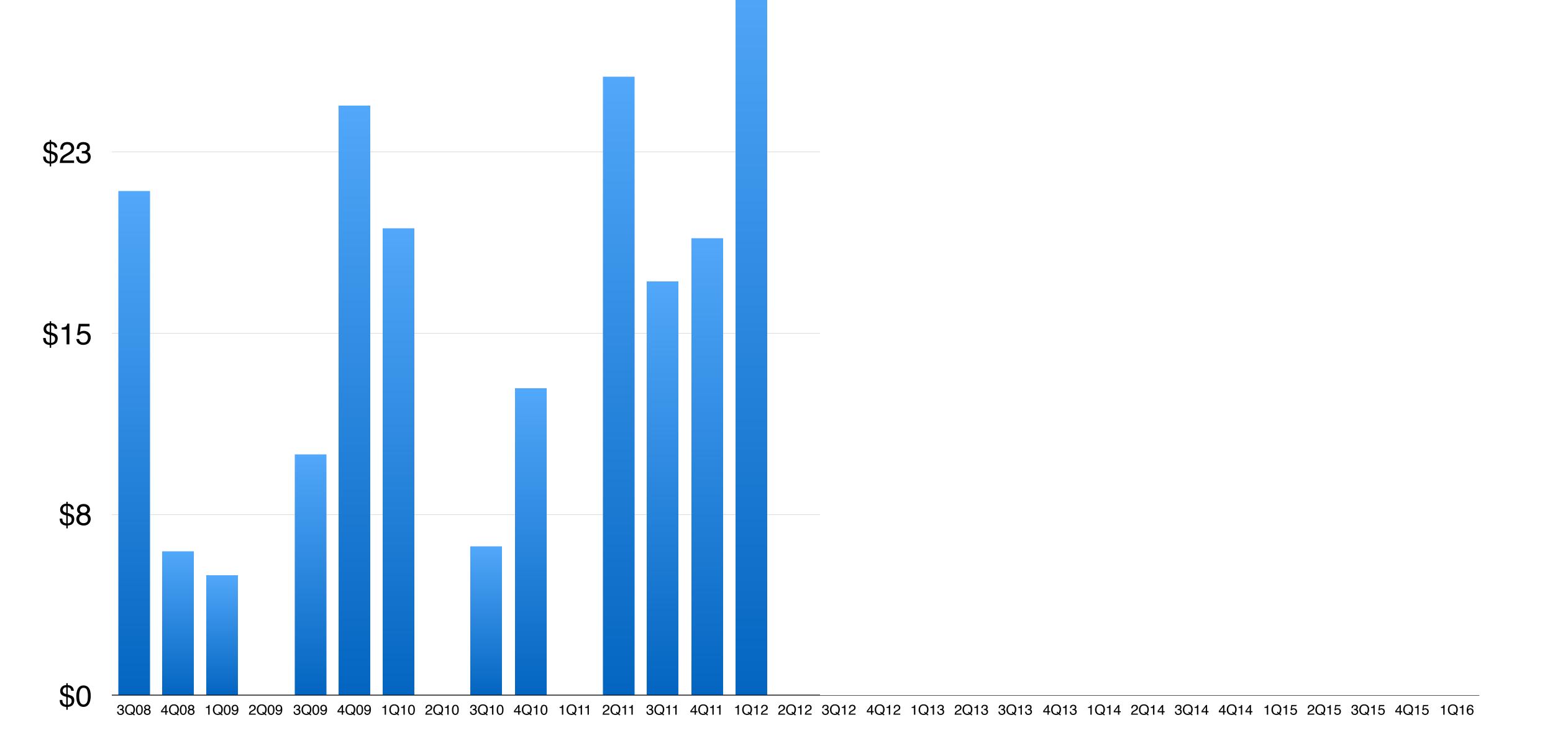


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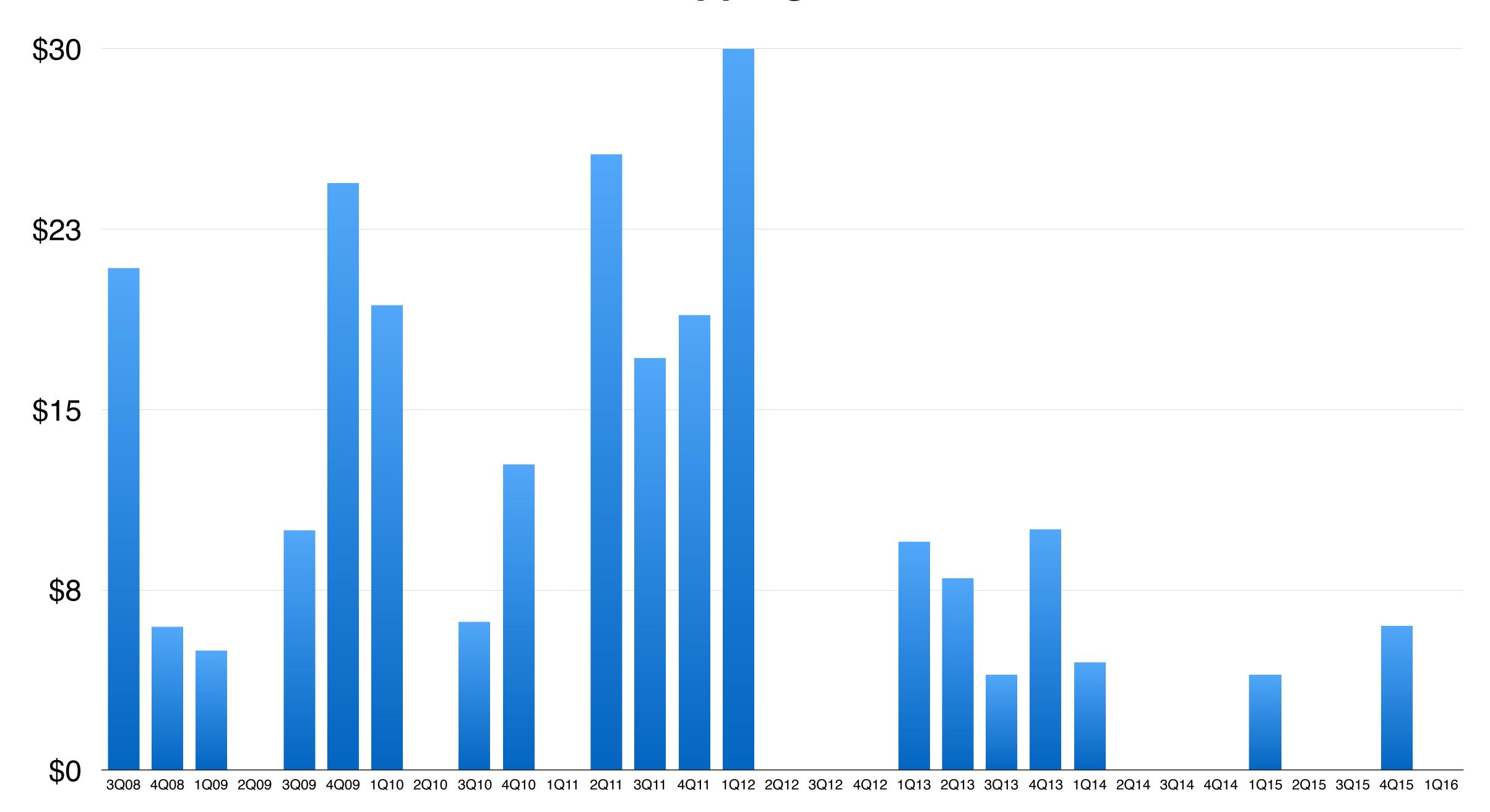


### **Shipping Costs**

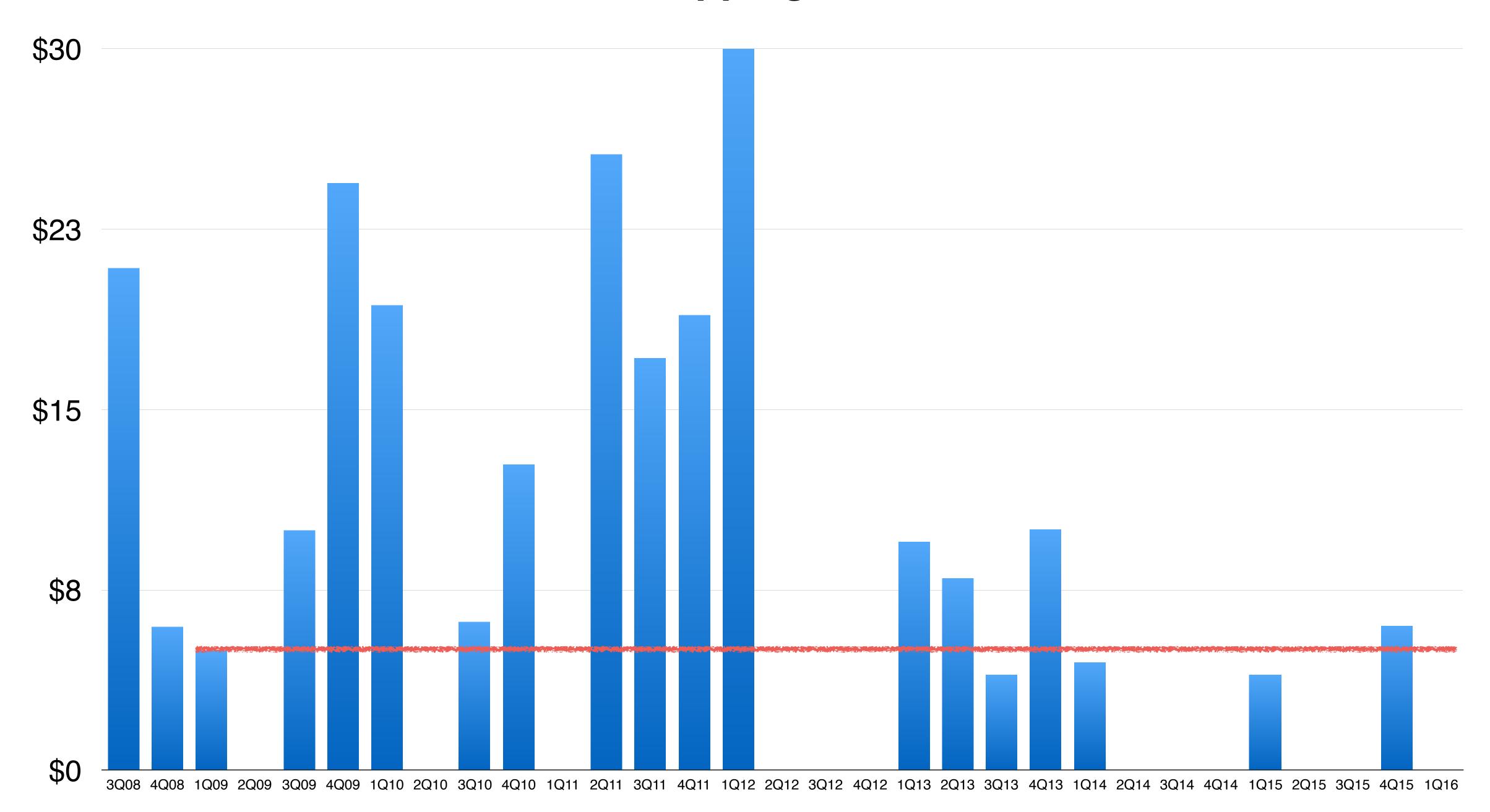
\$30

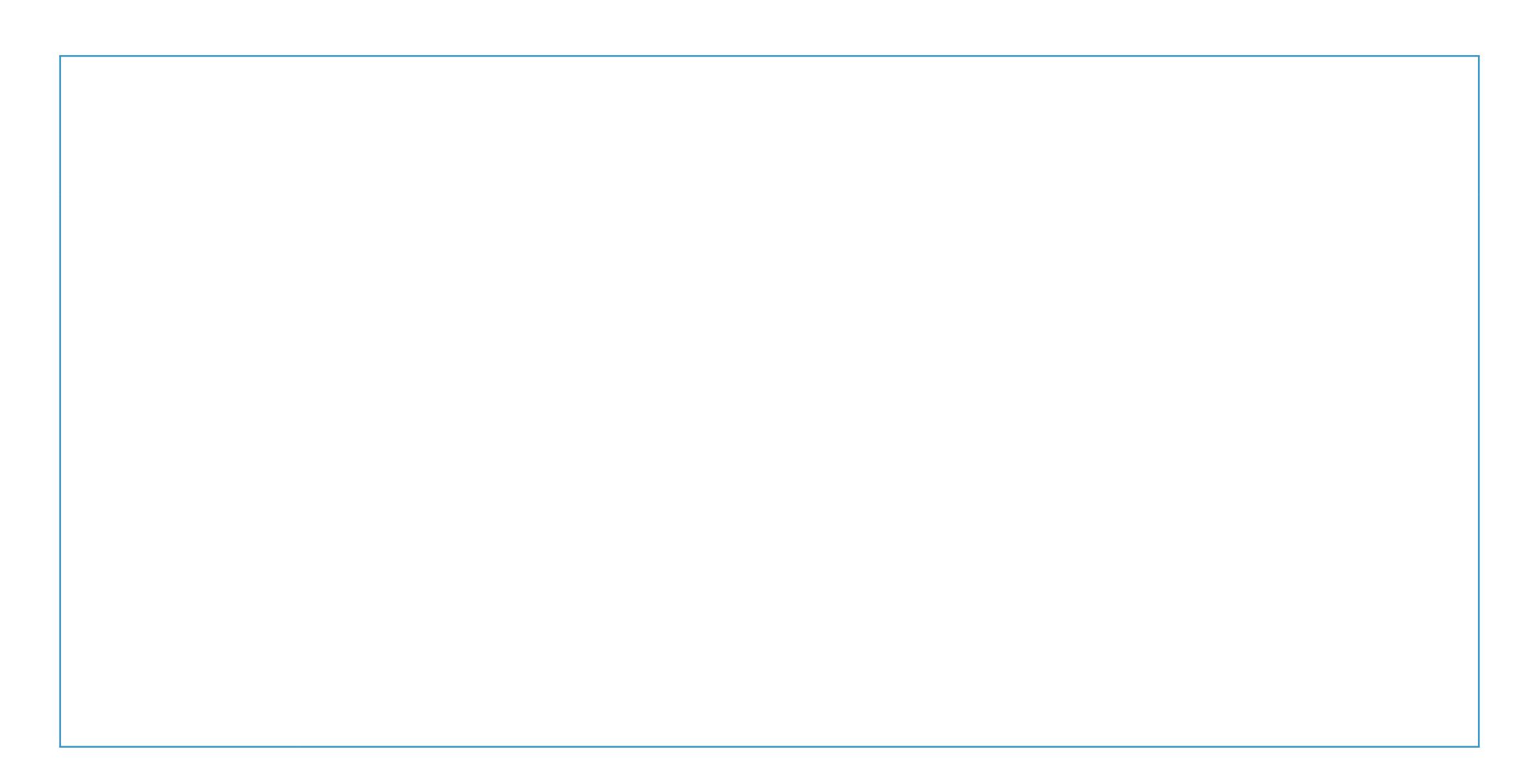


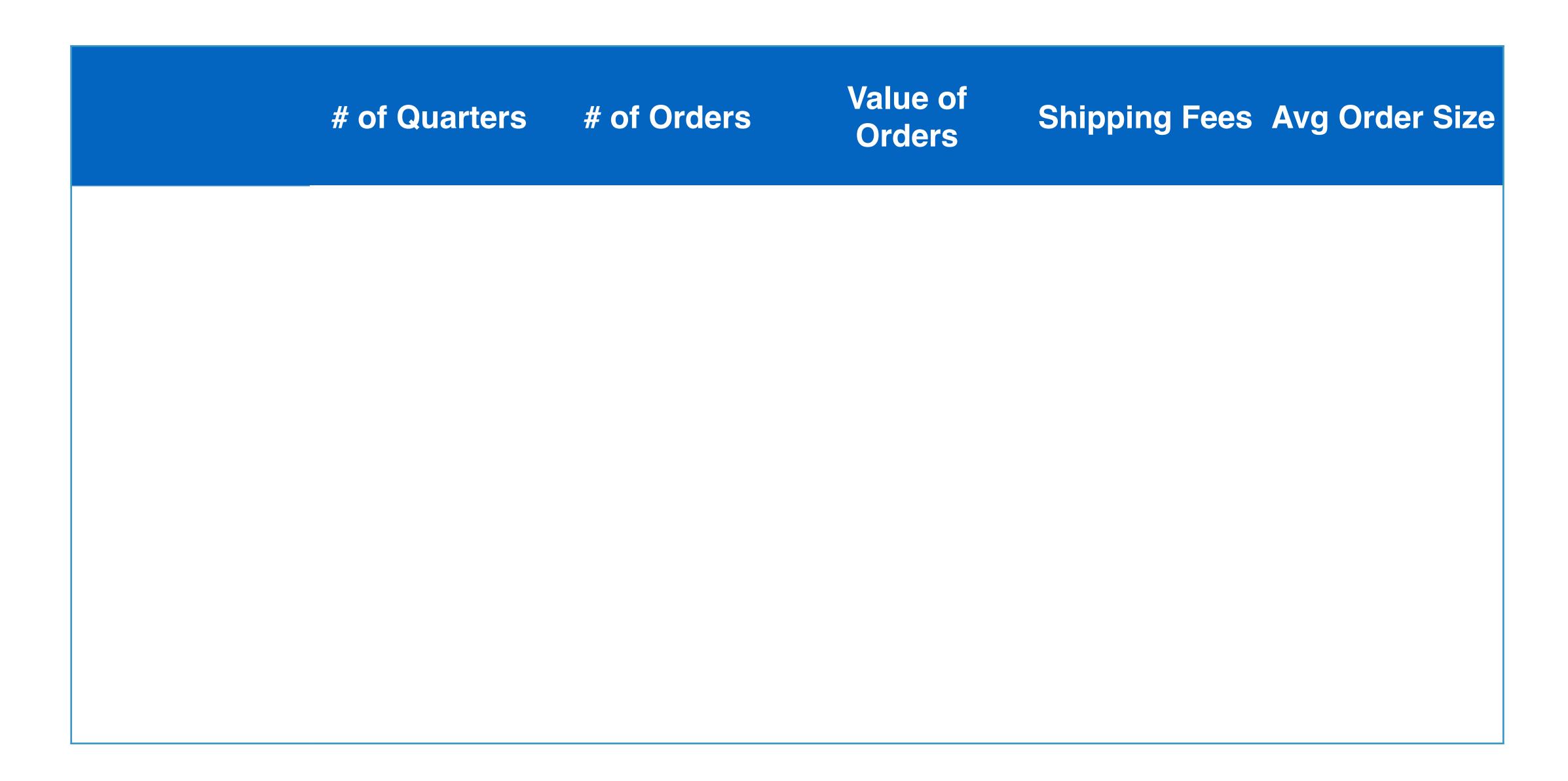
### **Shipping Costs**



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	# of Quarters	# of Orders	Value of Orders	Shipping Fees	Avg Order Size
Before Prime	16	30	\$1,217.61	\$196.07	\$40.59

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After Prime	15	158	\$11,539.25	\$90.79	\$73.03
Compare	-6.3%	426.7%	847.7%	-53.7%	79.9%

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After Prime	15	158	\$11,539.25	\$90.79	\$73.03
Compare	-6.3%	426.7%	847.7%	-53.7%	79.9%
Cost of Prime Memberships	4		\$343.56	\$434.35	

• If you don't think you want Amazon Prime, then don't sign up for Amazon Prime!

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- IT IS KRYPTONITE!

- If you don't think you want Amazon Prime, then don't sign up for Amazon Prime!
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  - "Will I watch more TV once I get a TiVo?"

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  - Prime usually delights beyond expectations, and new benefits are added frequently.



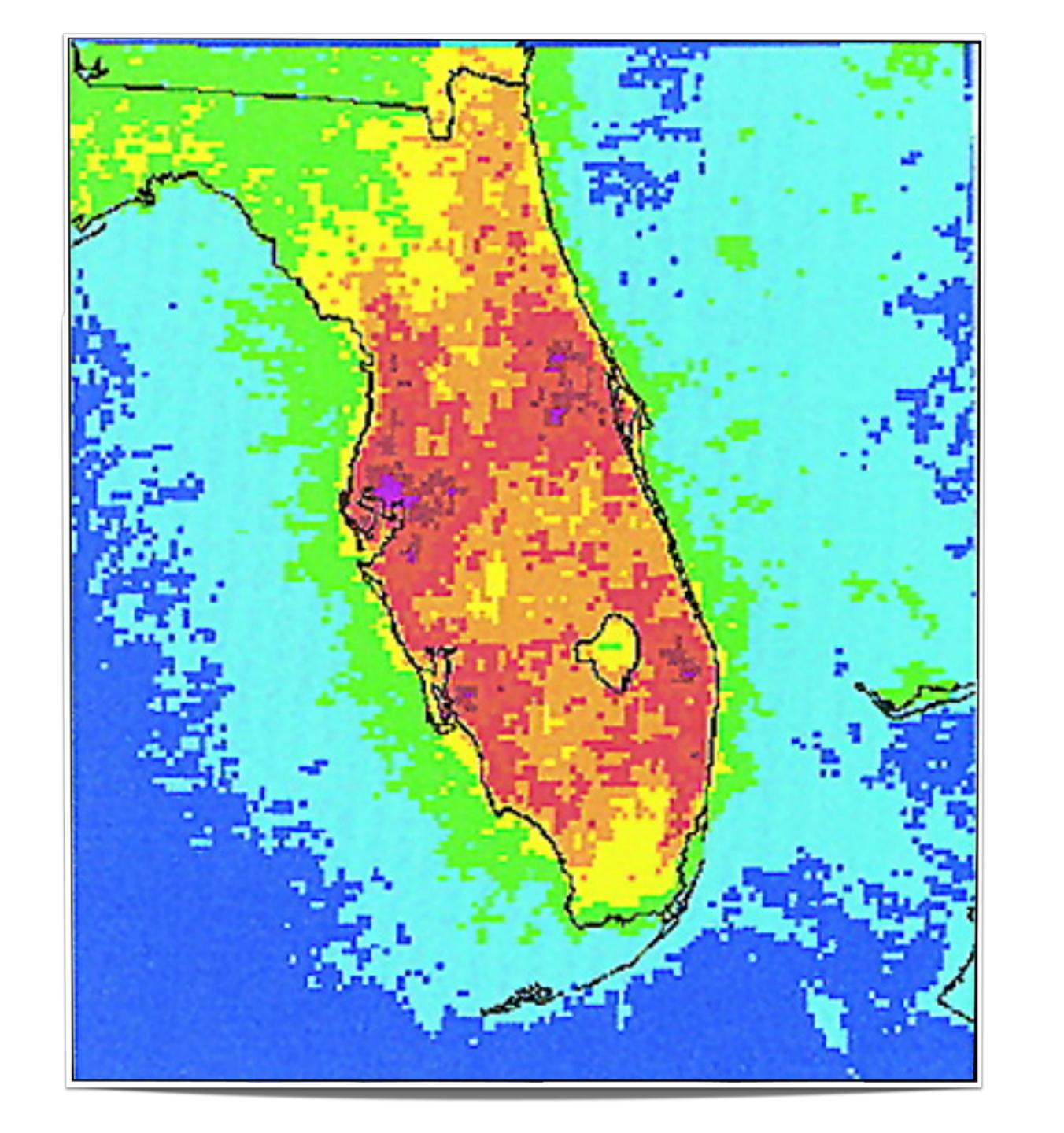






Yoops!



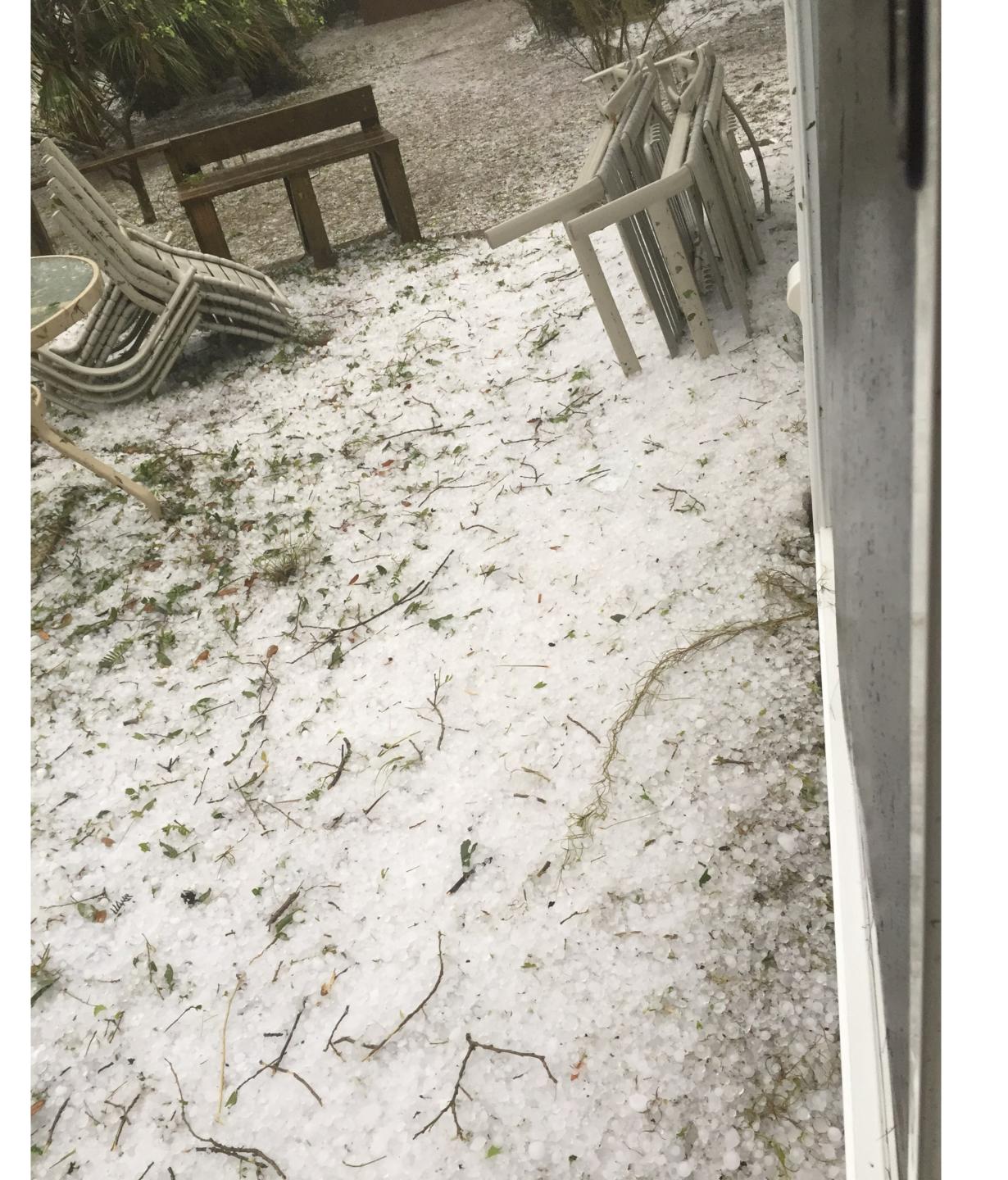


Lightning Strike Frequency Map Florida, 2012 Source: NOAA/NWS











### Disaster Can Strike at Anytime

### Disaster Can Strike at Anytime

Fire

## Disaster Can Strike at Anytime

- Fire
- Electrical storms

- Fire
- Electrical storms
- Hail & windstorms

- Fire
- Electrical storms
- Hail & windstorms
- Tornados

- Fire
- Electrical storms
- Hail & windstorms
- Tornados
- Hurricanes

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- Hurricanes
- Sinkholes

- Fire
- Electrical storms
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- How many of us were expecting the Holey Saturday hailstorm?
- How many were home in time to shut down/unplug equipment?

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- Several different types of designs, all involving three components:

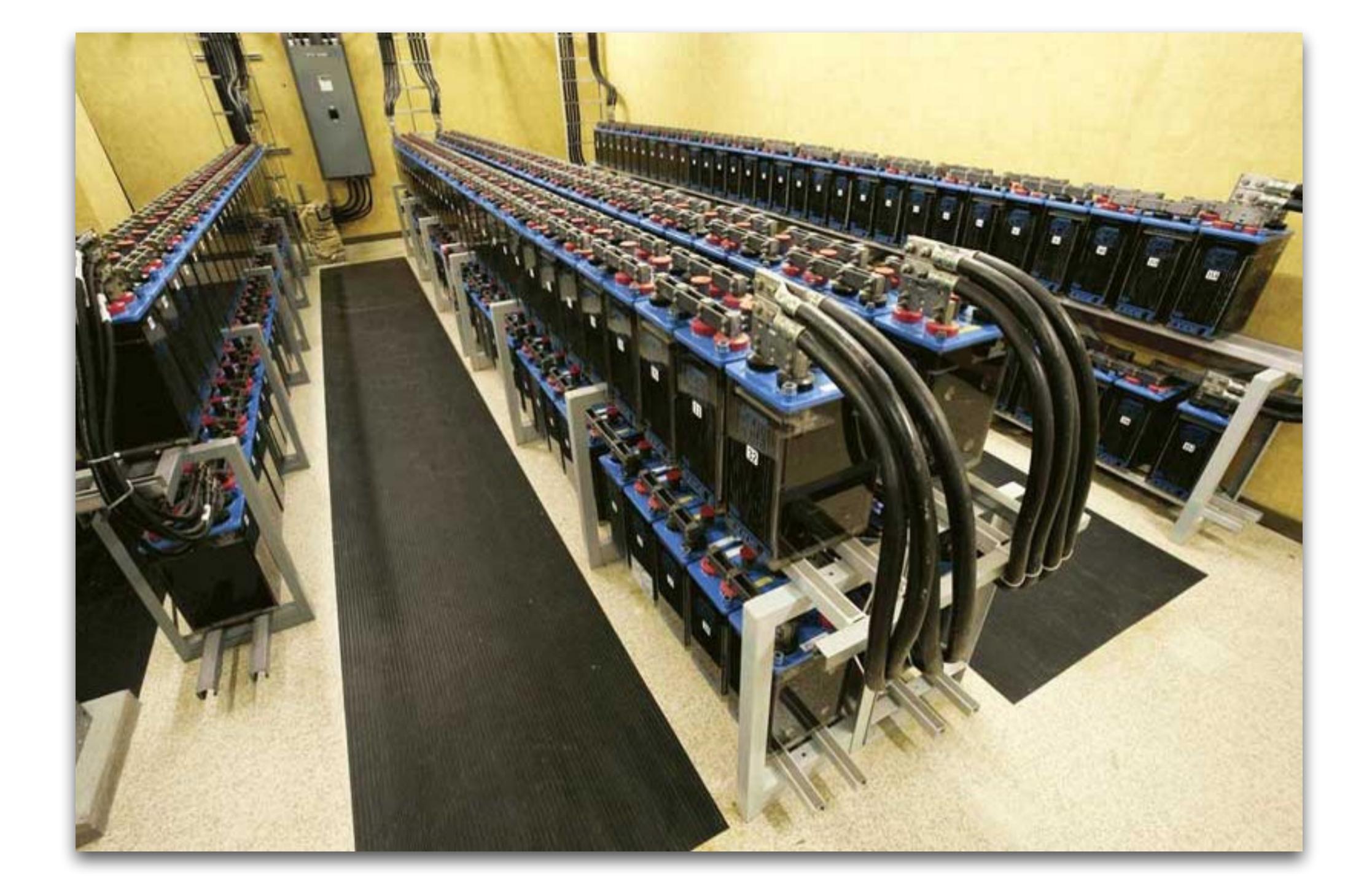
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  - An automatic transfer switch to cut from line to standby power



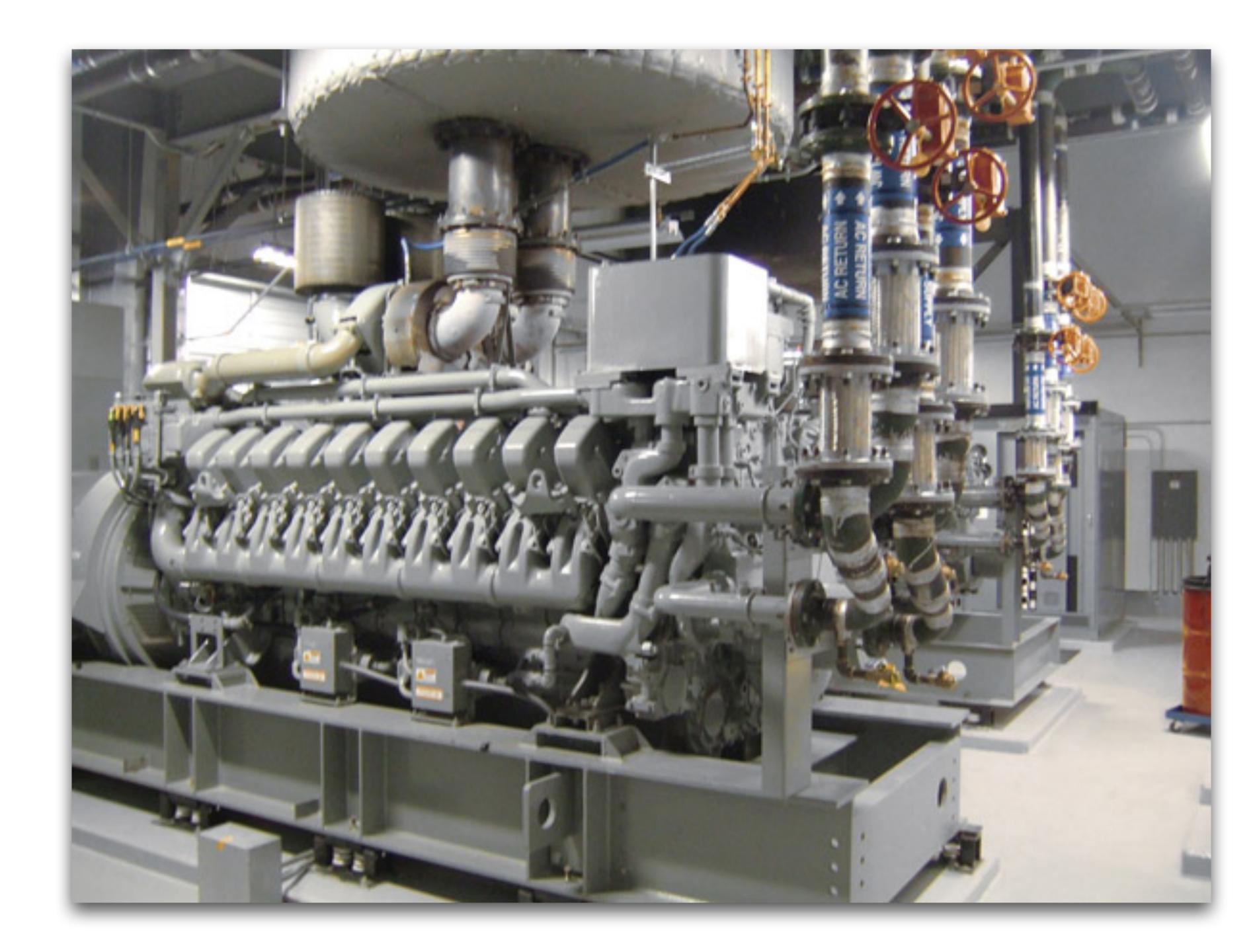








7,000kW
MAN Diesel 20cylinder turbo
Diesel
generators in a
hospital



3 x 4,000kW
Cat 16-cylinder
turbo Diesel
generators in a
small data
center





A Caterpillar 20kW packaged diesel generator and automatic transfer switch protecting a small hospital building in the Florida Keys. This is a standby generator, not a UPS.



Inexpensive



- Inexpensive
- Plug-and-play



- Inexpensive
- Plug-and-play
- Last for years and years



- Inexpensive
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- Last for years and years
- Easily replaceable, sealed batteries



- Inexpensive
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- Easily replaceable, sealed batteries
- Pay for themselves the first time they do their job







 Filters & rectifiers smooth and monitor incoming line voltage; protect against spikes and brownouts



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- Battery circuit uses inverters, rectifiers & IGBTs to provide "simulated sine wave" AC power for minutes



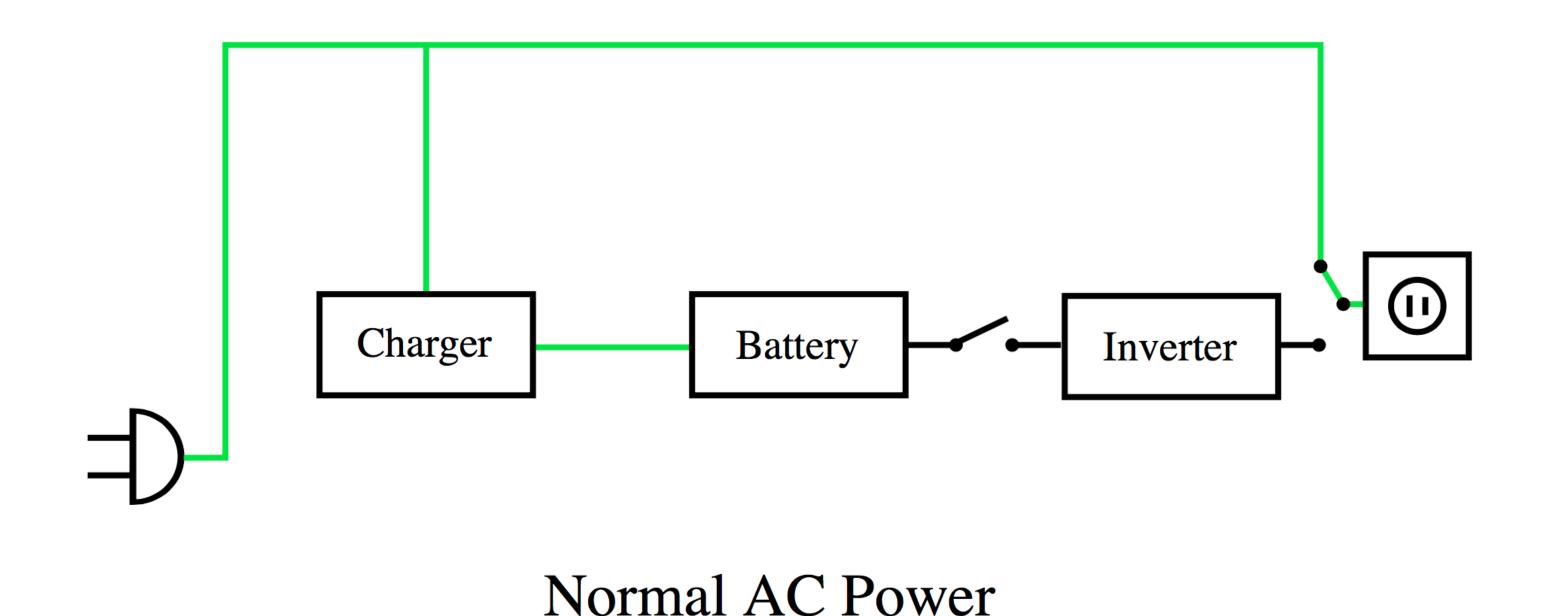
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- UPS can command some systems to shut down automatically

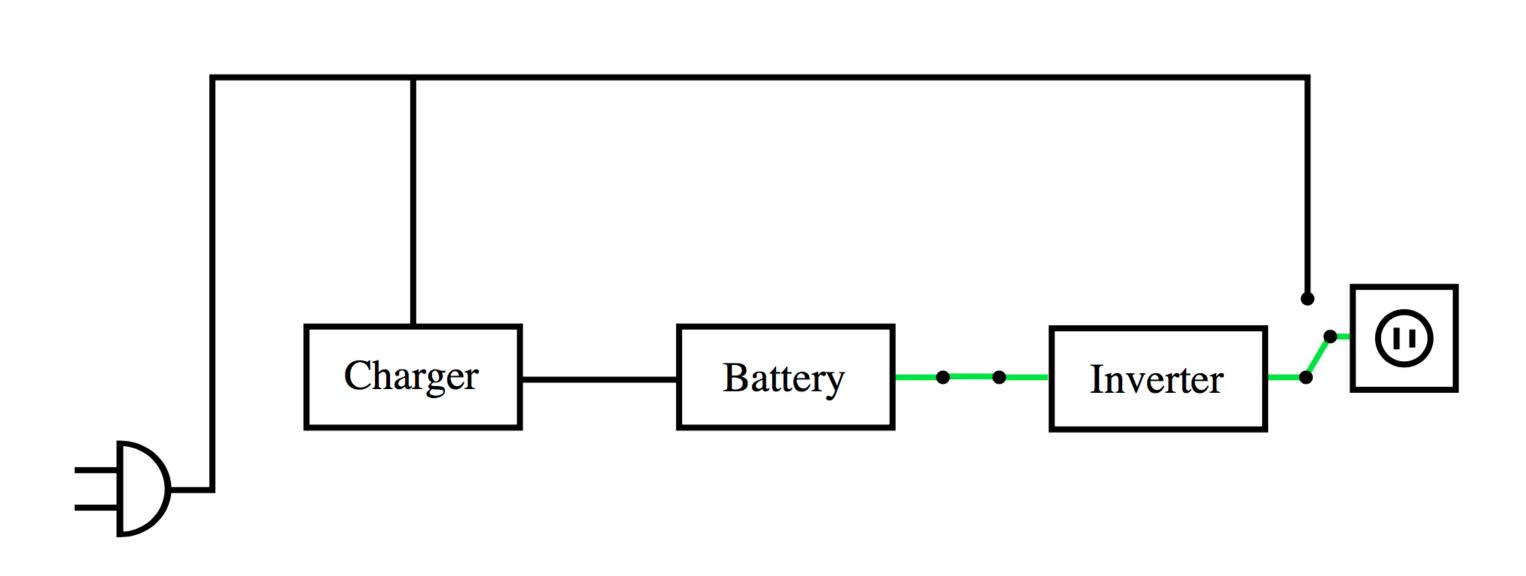


Offline / Standby UPS:

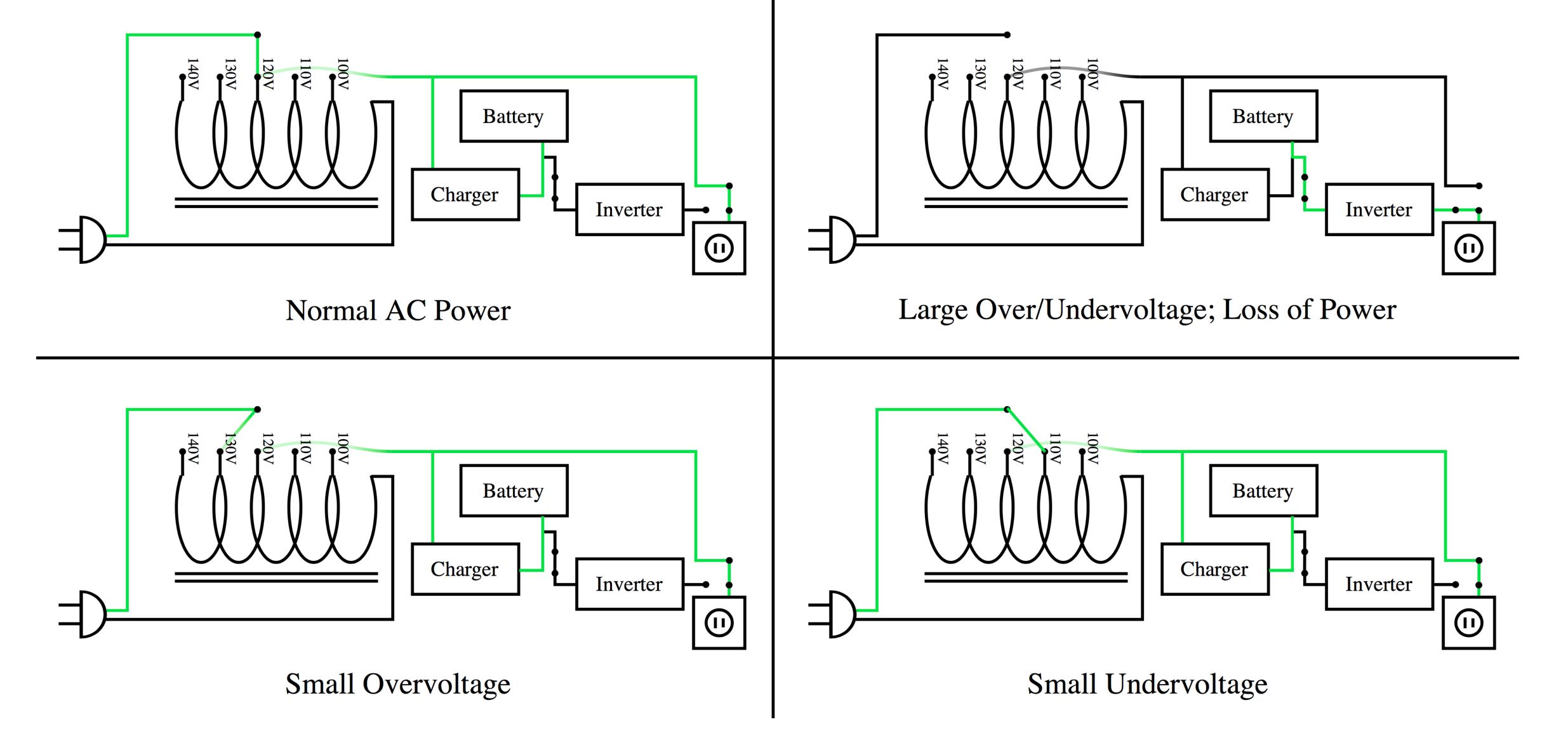
Equipment connected to line; battery charging

When line drops out, battery/ inverter circuit takes over





Over/Undervoltage; Loss of Power



Line-Interactive UPS:

Adds circuits and autotransformers to smooth out brownouts. Most mid-prices home UPS use this system.

### Choosing a UPS

 Most UPS manufacturer websites have an interactive product selector

#### 05.What size UPS should I choose?

First, you should determine the power requirements of your equipment as follows: Insure that the equipment plugged into the battery power-supplied outlets does not exceed the UPS unit's rated capacity (1500VA/1000W for PR1500E, 2200VA/1600W for PR2200E). If rated unit capacities are exceeded, an overload condition may occur and cause the UPS unit to shut down or the circuit breaker to trip.

If the power requirements of your equipment are listed in units other than Volt-Amps (VA), convert Watts (W) or Amps (A) into VA by doing the calculations below. Note: The below equation only calculates the maximum amount of VA that the equipment can use, not what is typically used by the equipment at any one time. Users should expect usage requirements to be approximately 60% of below value.

Second, estimate the power requirements as follows:

- Watts (W) x 2.0 = \_\_\_\_\_ VA or \_\_\_\_ Amps (A) x 230 = \_\_\_\_ VA
- Add the totals up for all pieces of equipment and multiply this total by 0.6 to calculate
  actual requirements. There are many factors that can affect the amount of power that your
  computer system will require. The total load that you will be placing on the battery-powered
  outlets should not exceed 80% of the unit's capacity.

#### Protect an 27" iMac with 5k Retina Display

#### CP425SLG Standby Series **Capacity:** 425 VA / 255 W MSRP **\$49.95 Topology:** Standby **™** Where To Buy **Waveform:** Simulated Sine Wave **Output:** 120 VAC ± 5% Add to Wishlist Plug type & cord: NEMA 5-15P, 5 ft. cord Outlet types: 8 × NEMA 5-15R **Email Communication ports: USB Data line protection:** Telephone Management software: PowerPanel® Personal Edition 425VA **ENERGY STAR**® qualified: Yes Warranty: 3 year **Connected Equipment Guarantee: \$75,000**

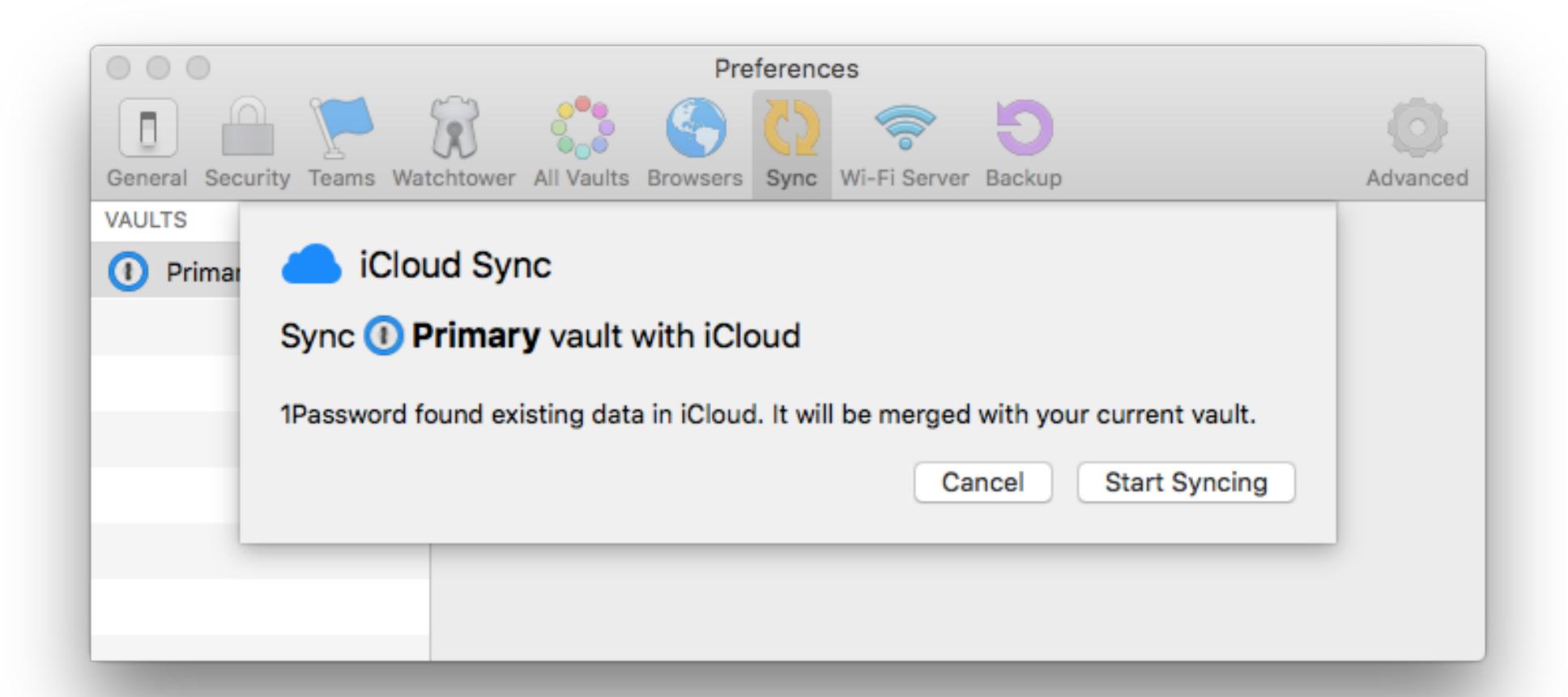
#### Demo!

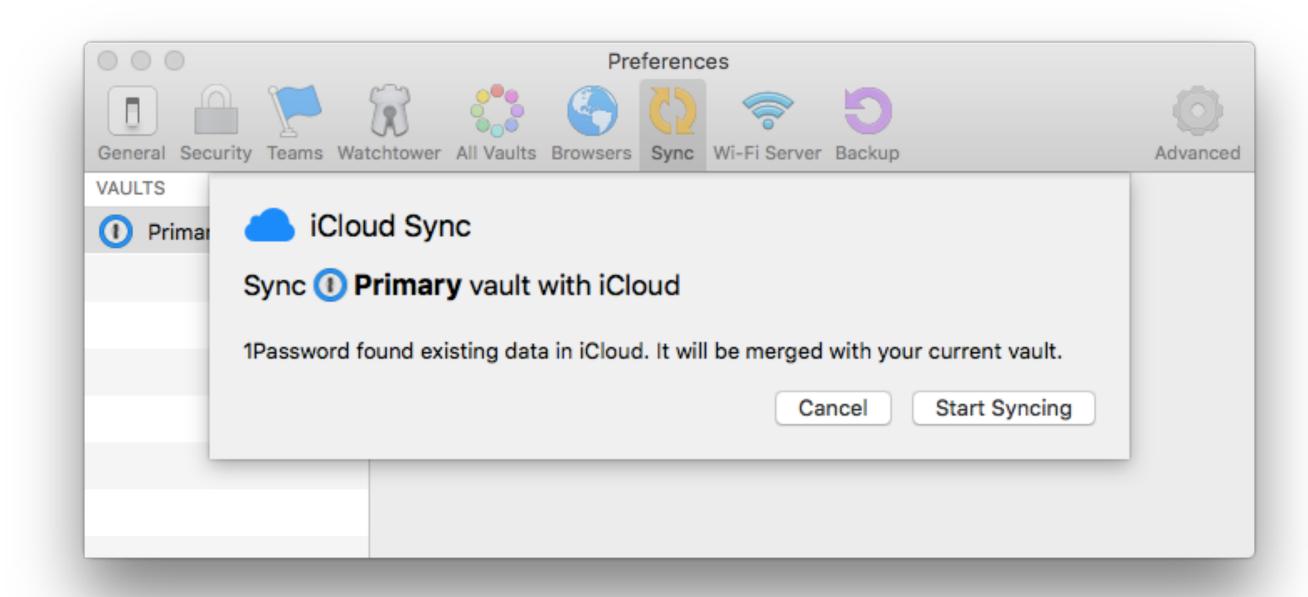


#### Warning!

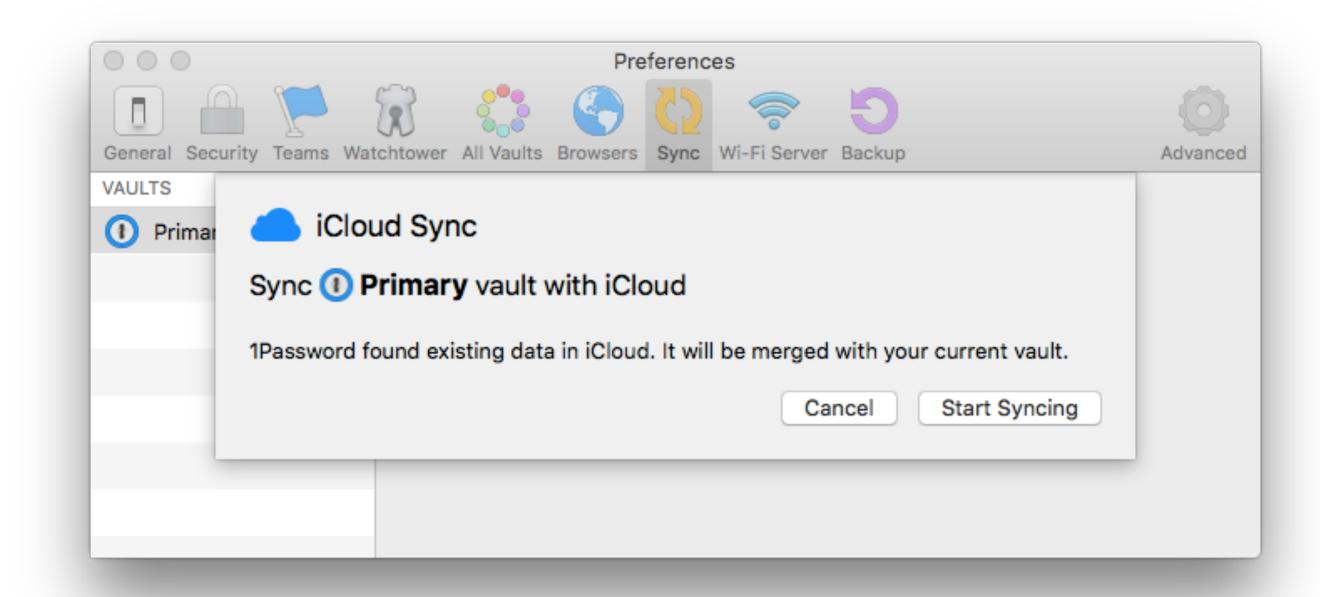
Your computer is now running on UPS backup battery power. Save your documents and shut down soon.



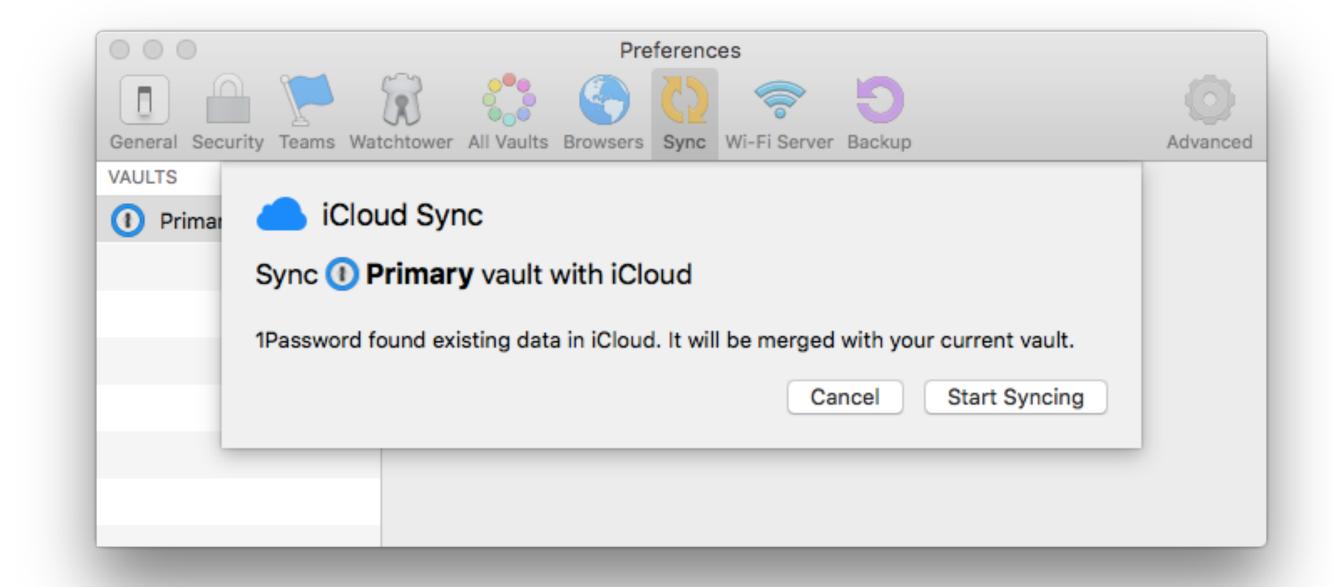




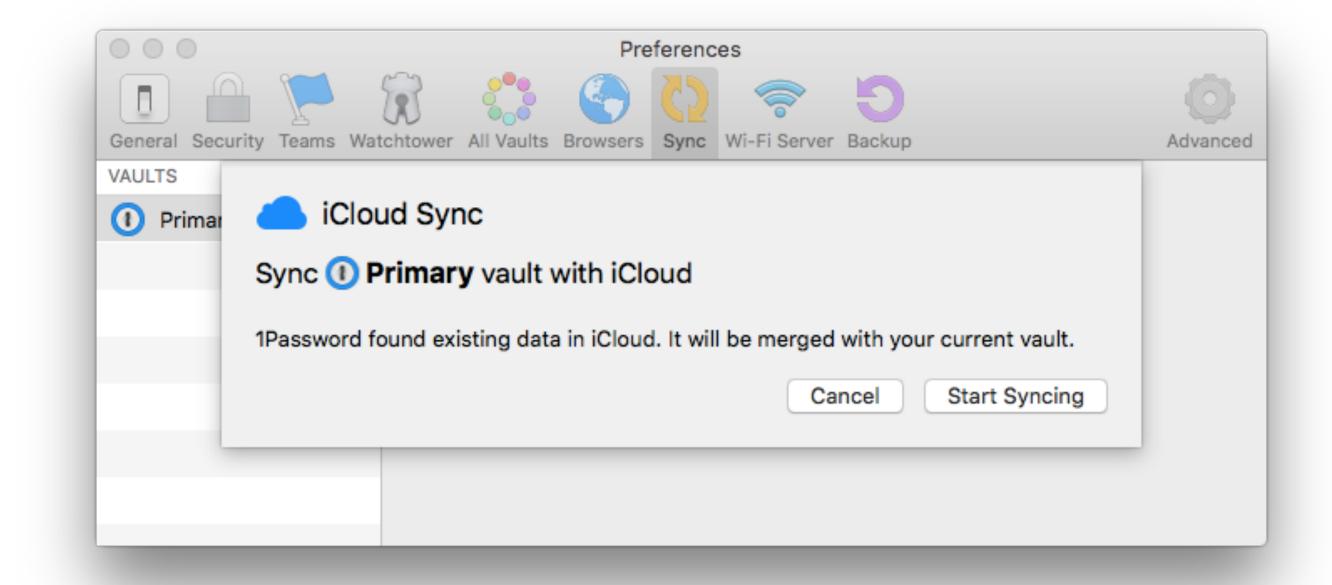
• It's time

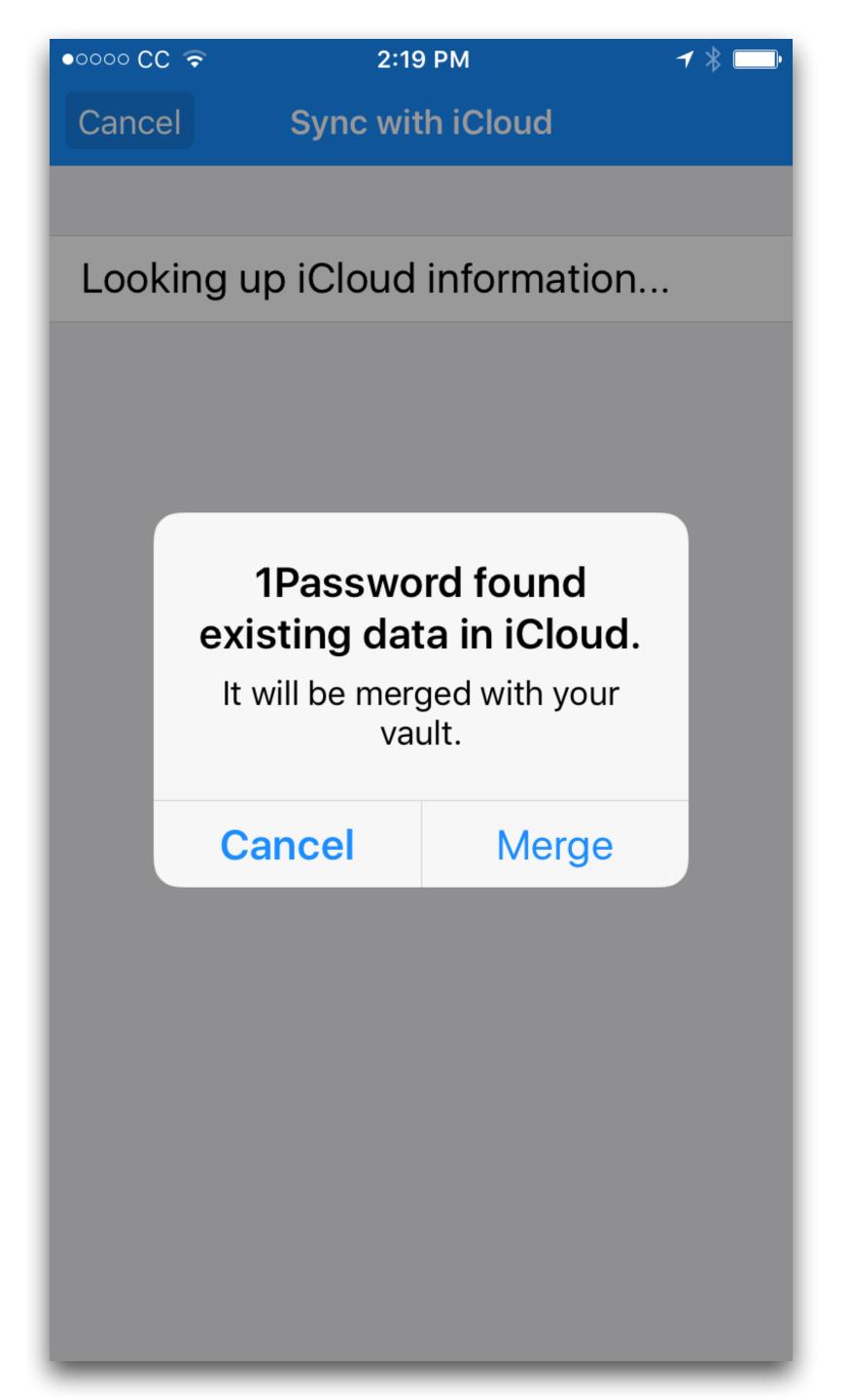


- It's time
- You don't HAVE to do this. In fact, if everything is working fine for you now, DON'T do it! If it ain't broke, don't fix it!

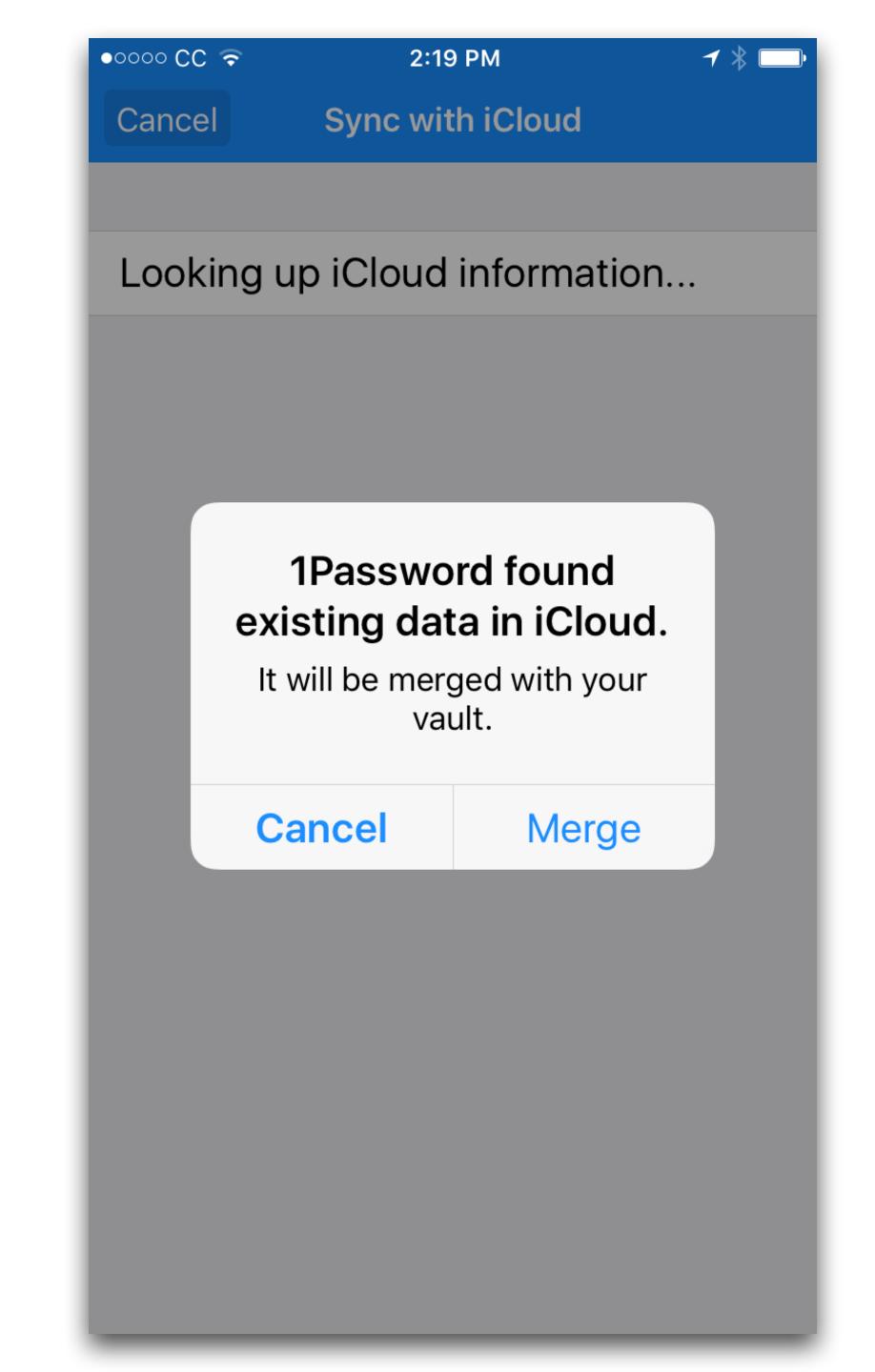


- It's time
- You don't HAVE to do this. In fact, if everything is working fine for you now, DON'T do it! If it ain't broke, don't fix it!
- But, it is easy and painless to switch if you do it right, and does add benefits down the road

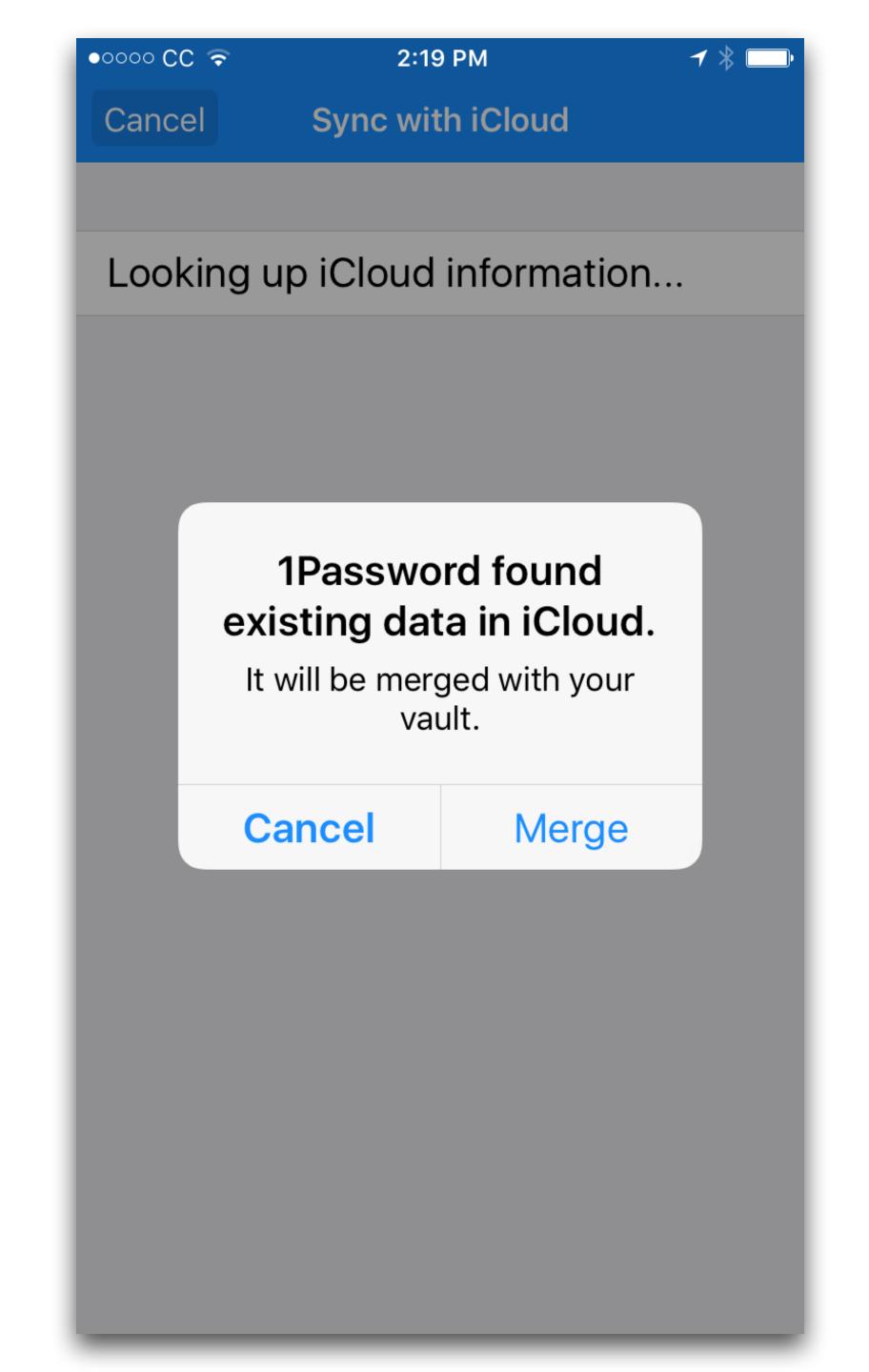




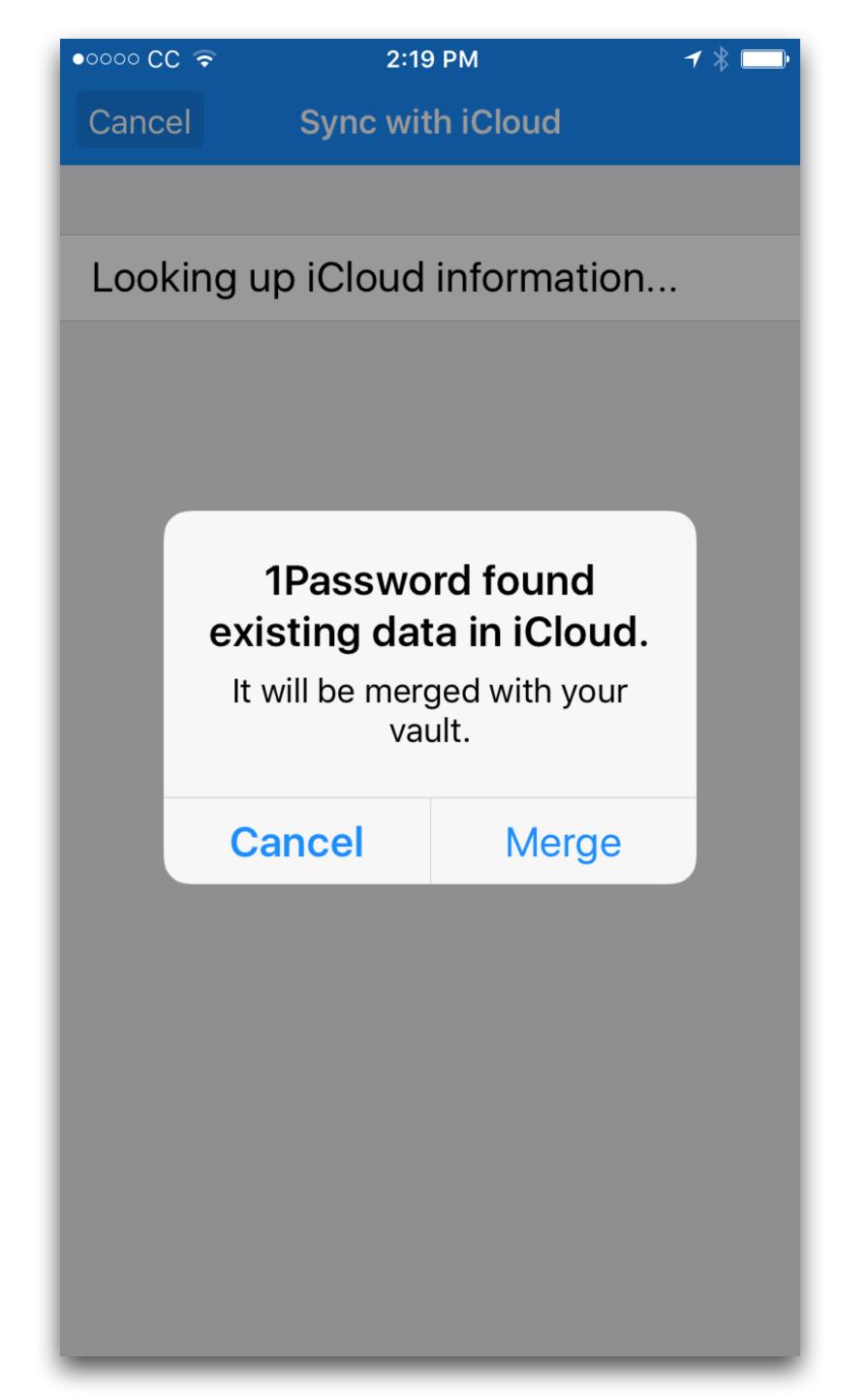
 Apple has matured and polished iCloud sync for apps in El Capitan and iOS 9

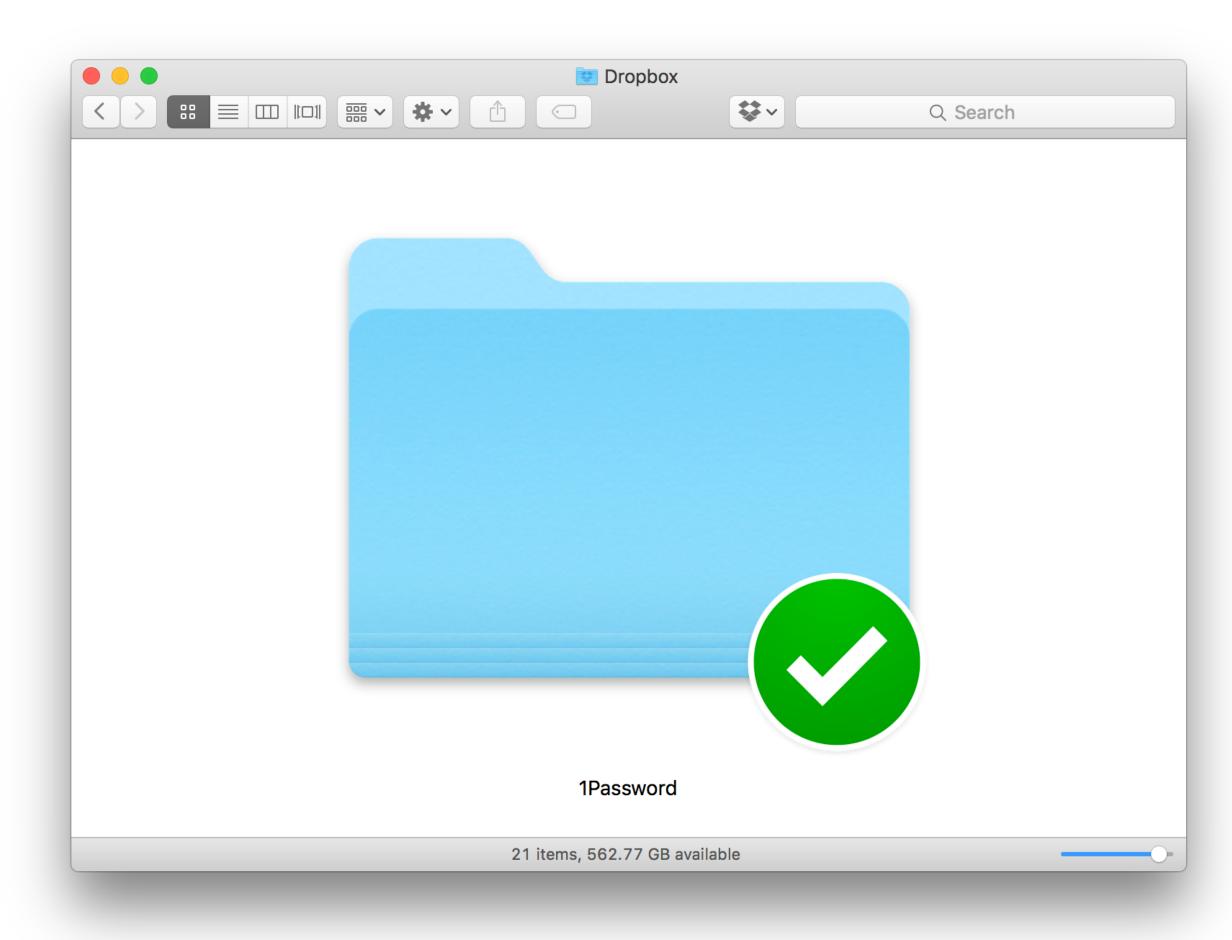


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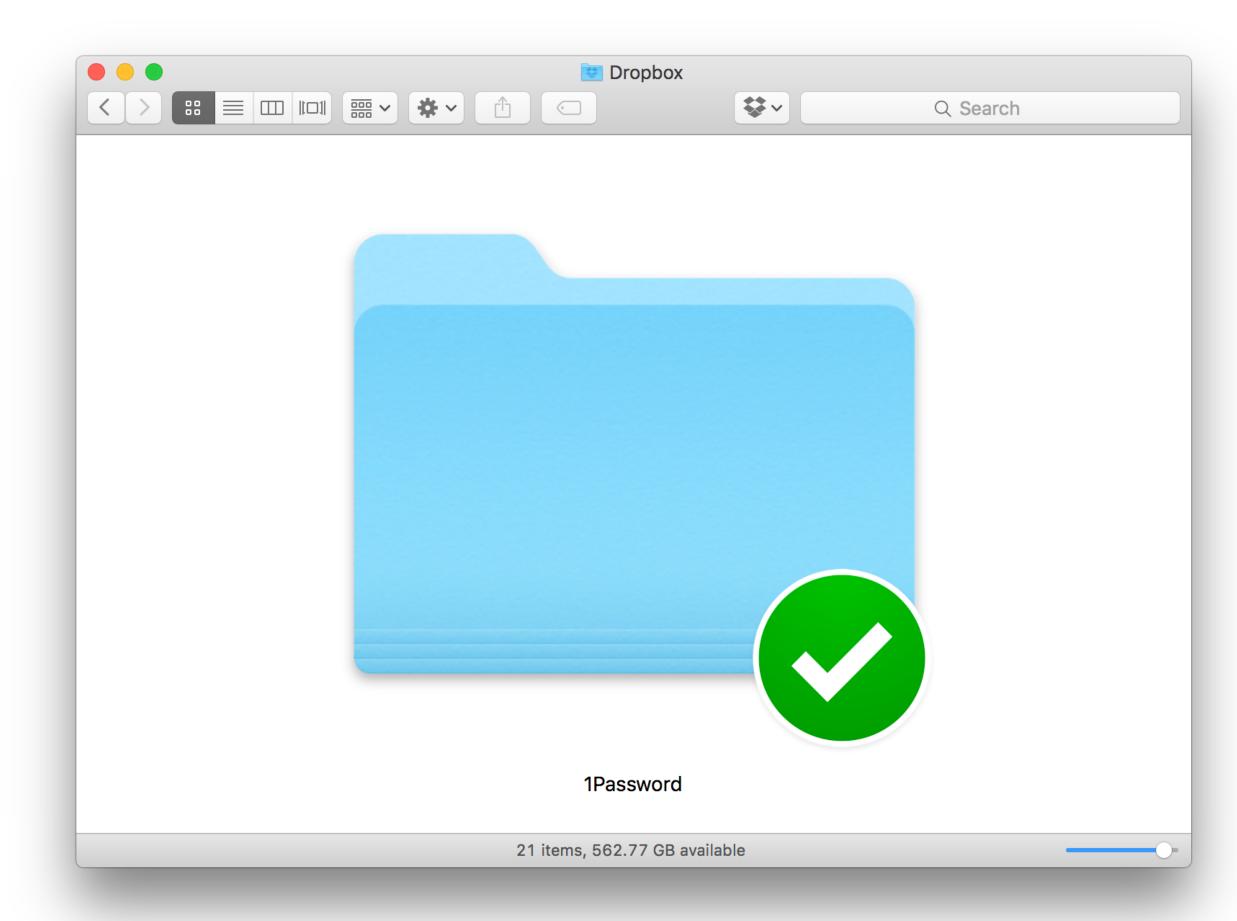


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- 1Password developer AgileBits now recommends iCloud sync for all new Mac & iOS users

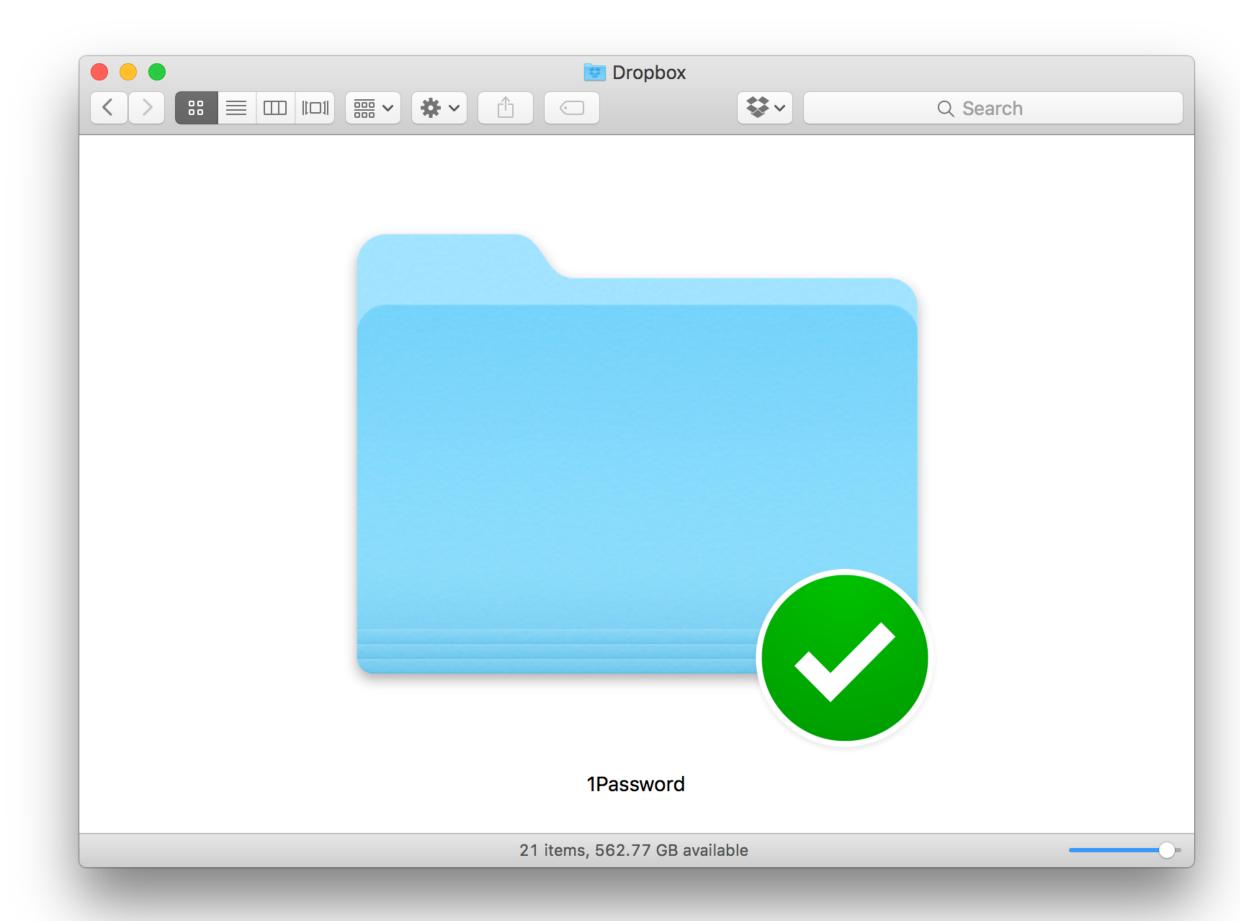




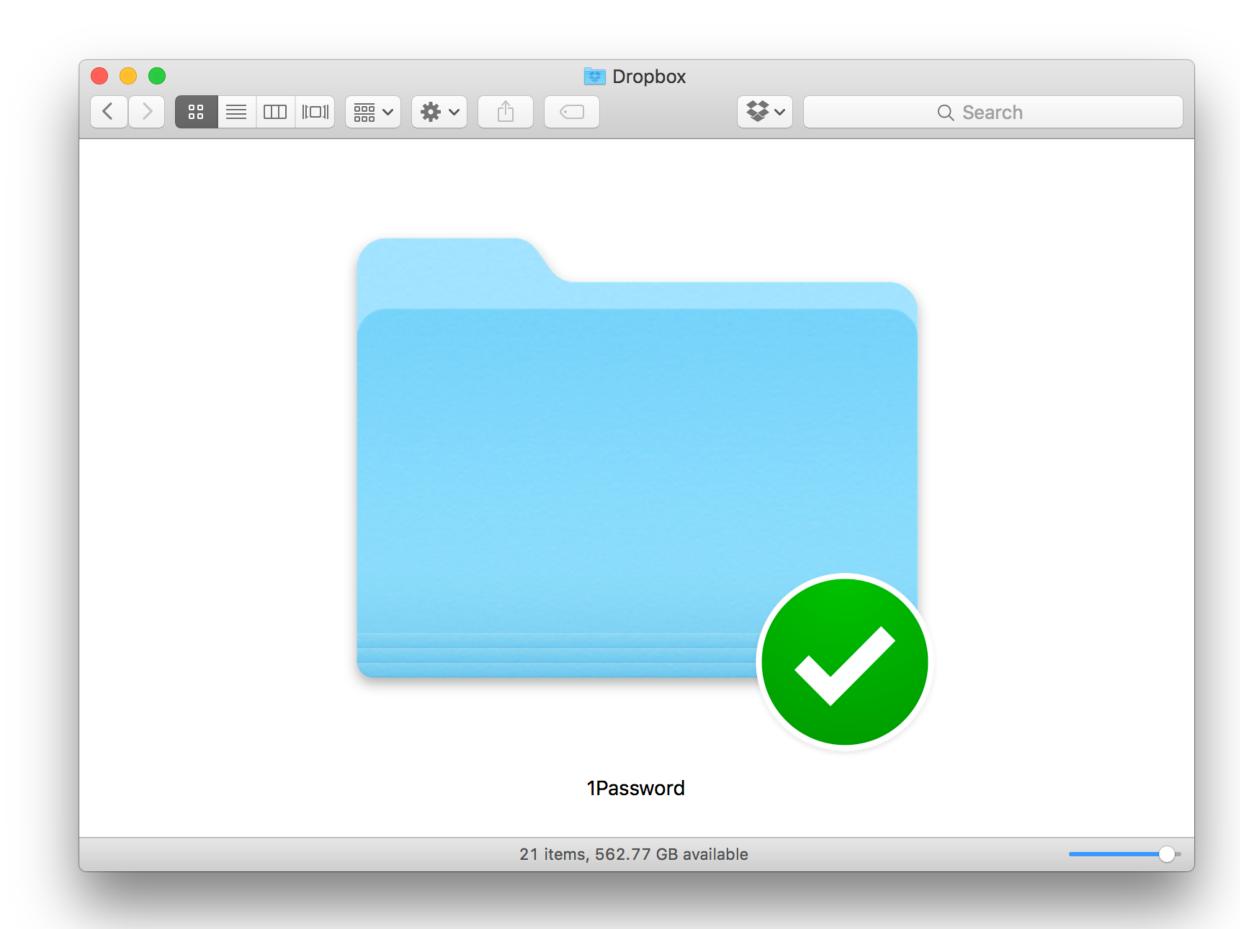
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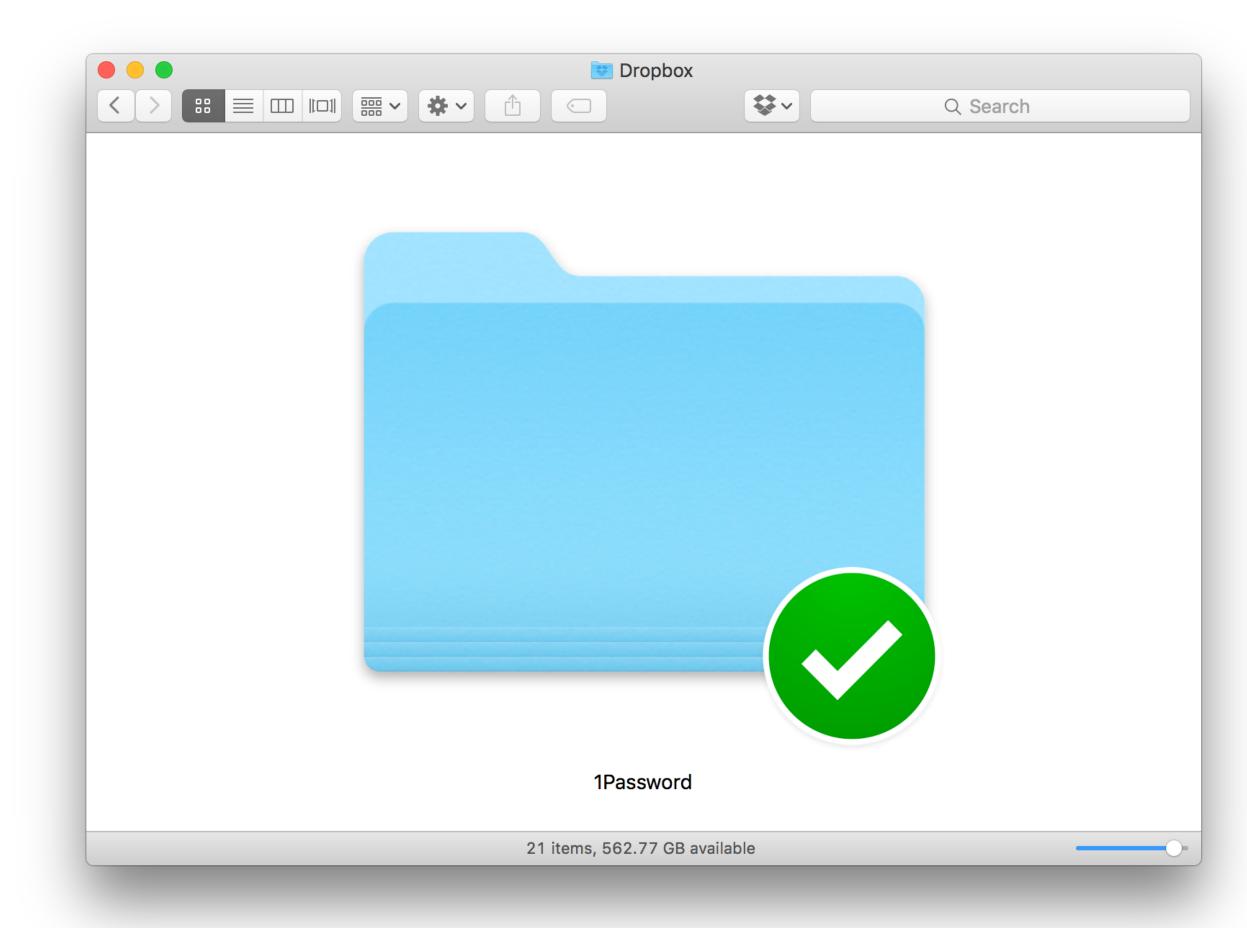
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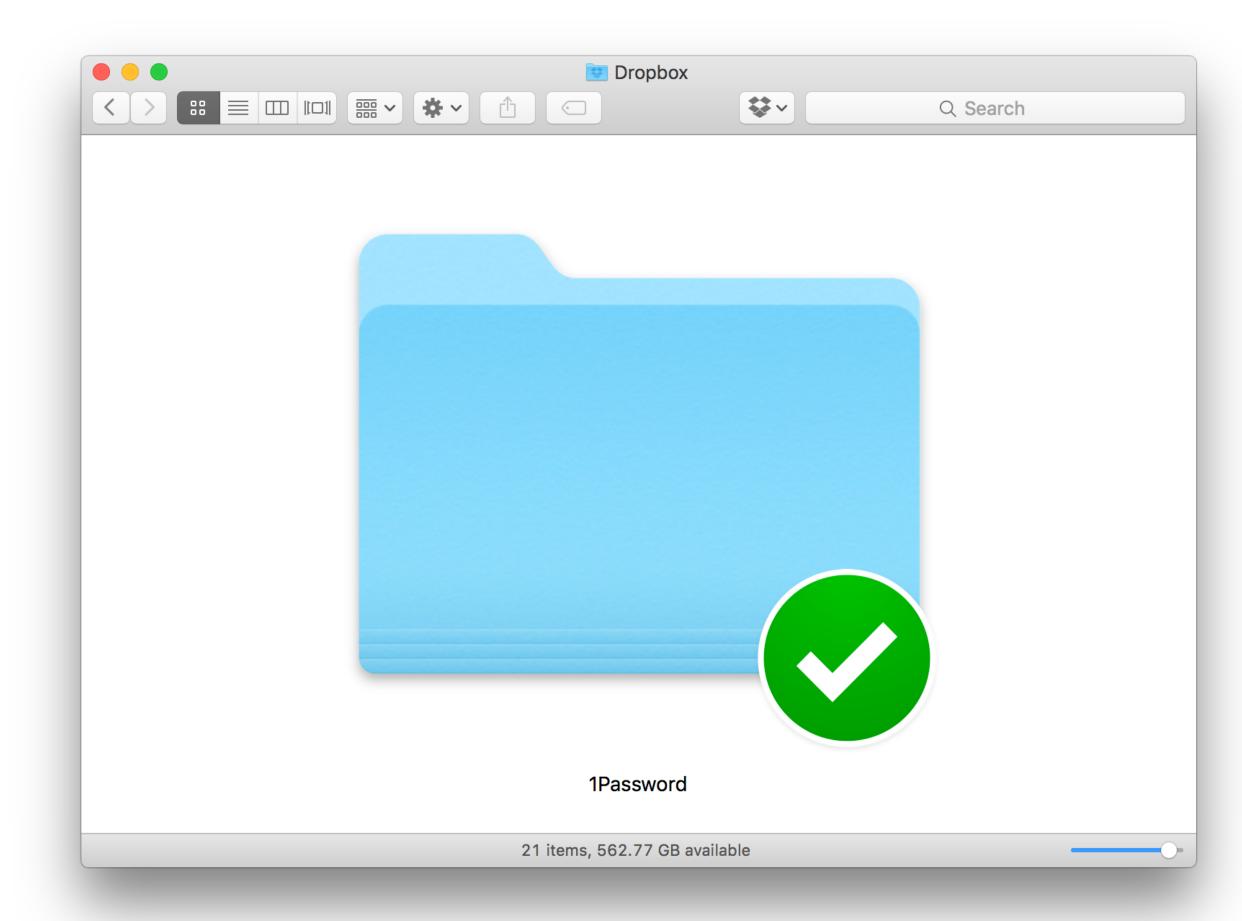
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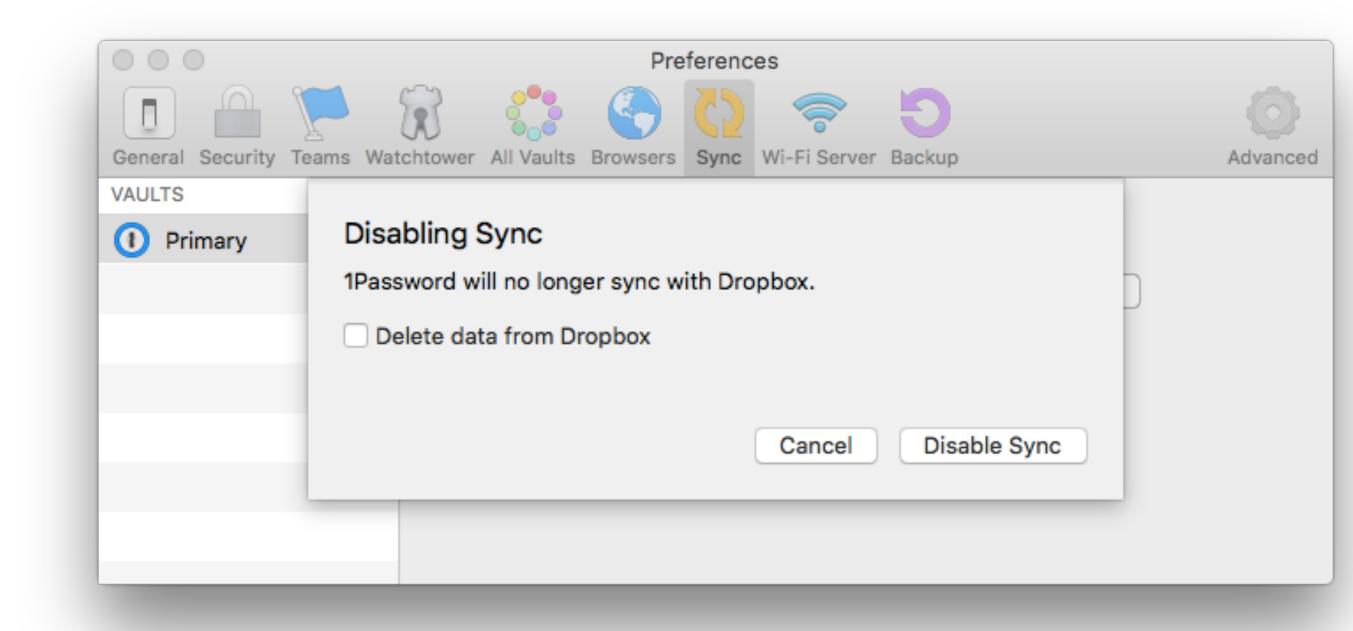


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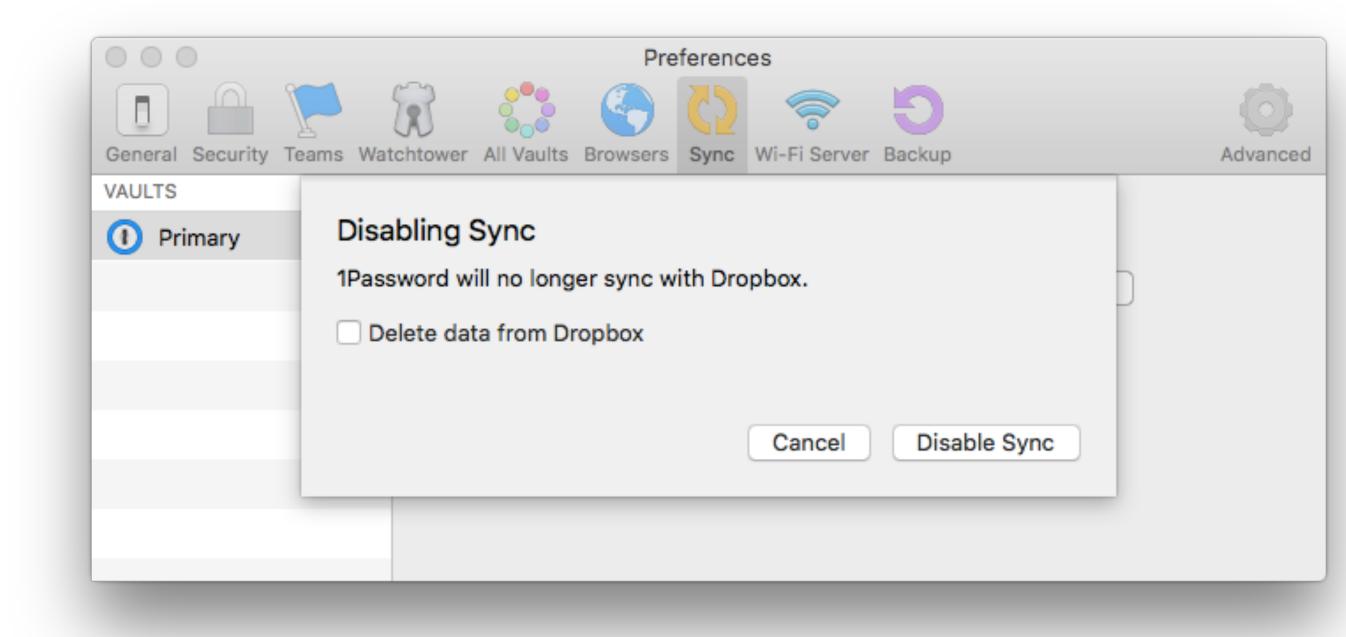


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  - Had to set up a new machine/device in a specific order

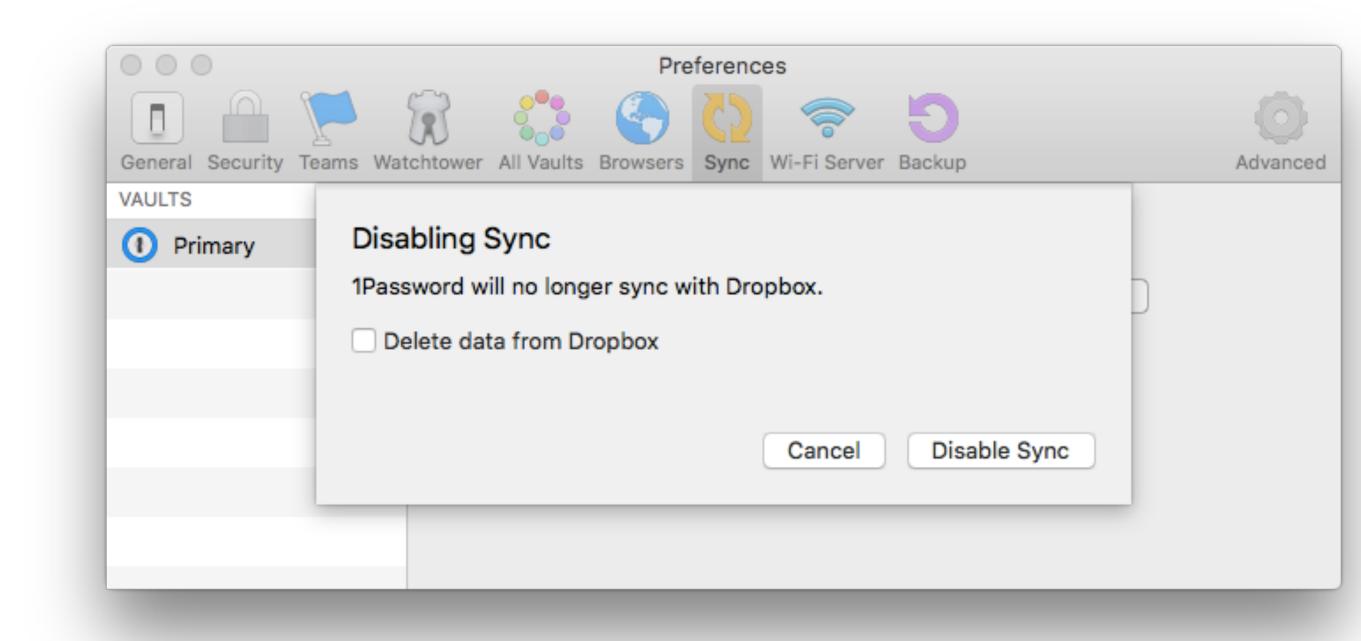




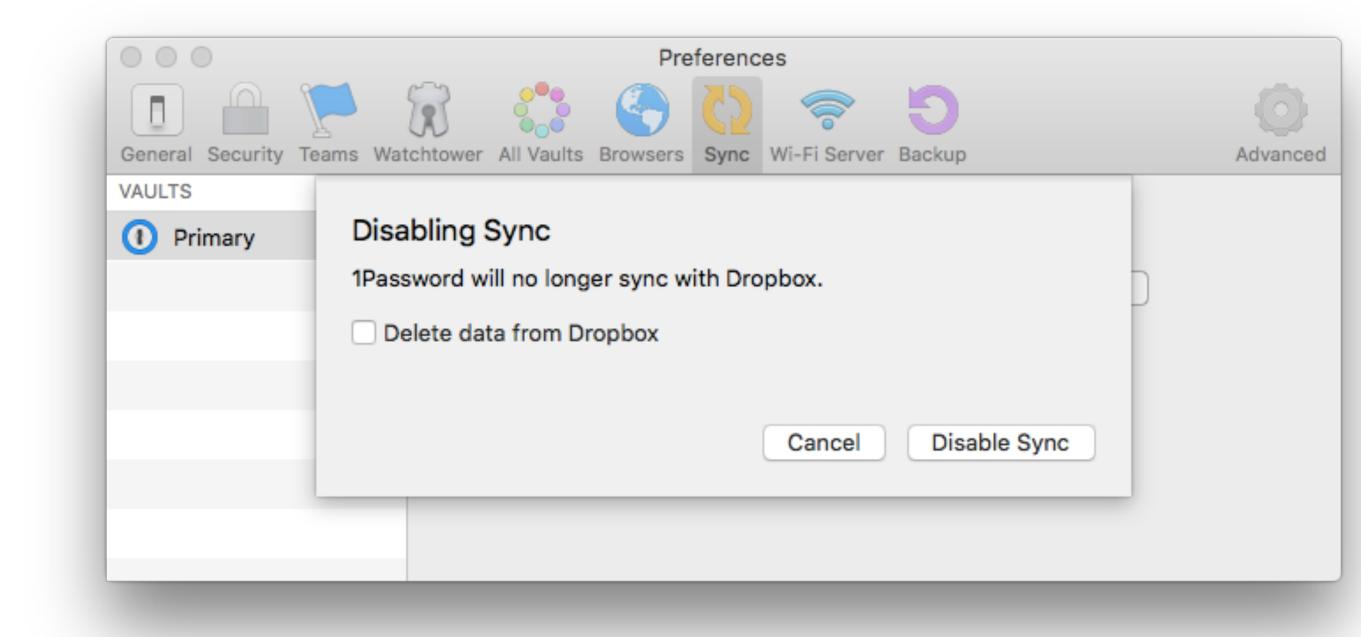
 Use iCloud Drive & built-in iCloud sync for 1Password



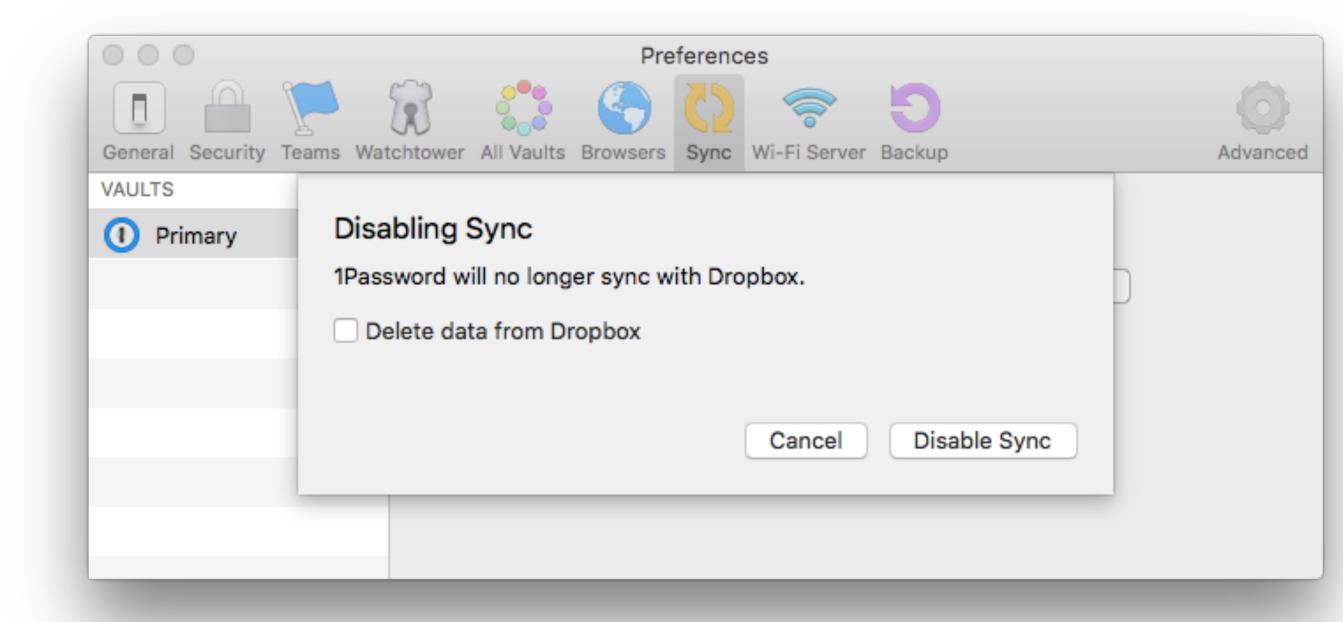
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- Setting up a new Mac or iOS device:



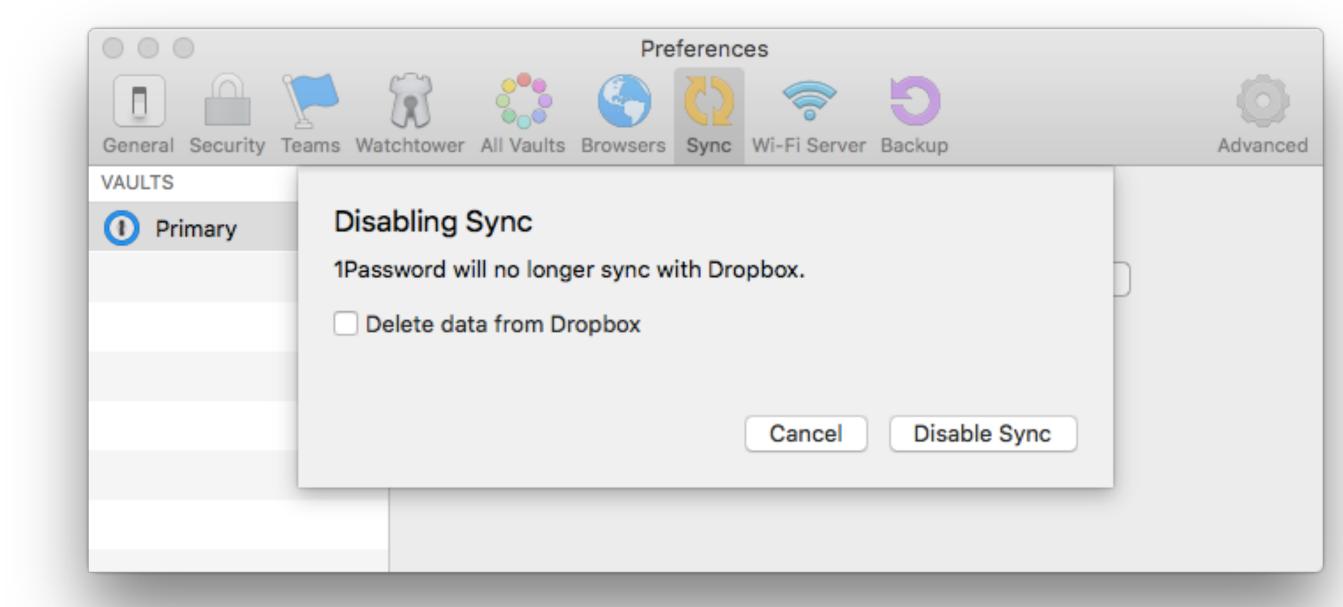
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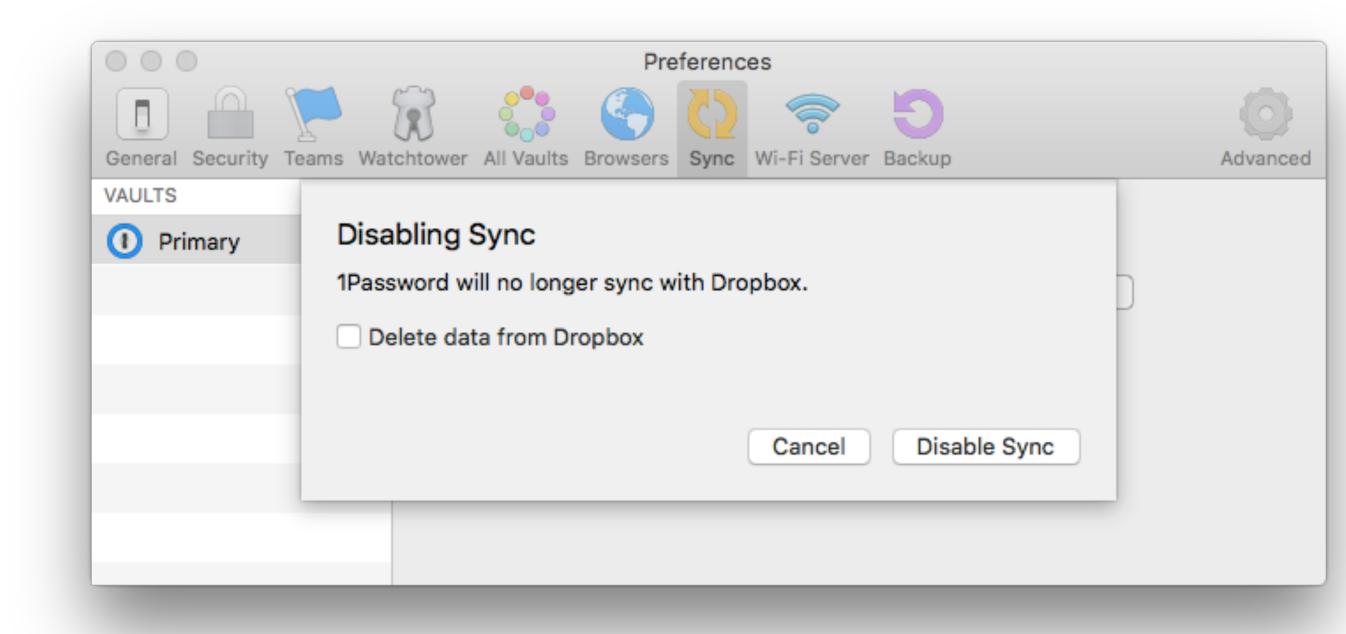
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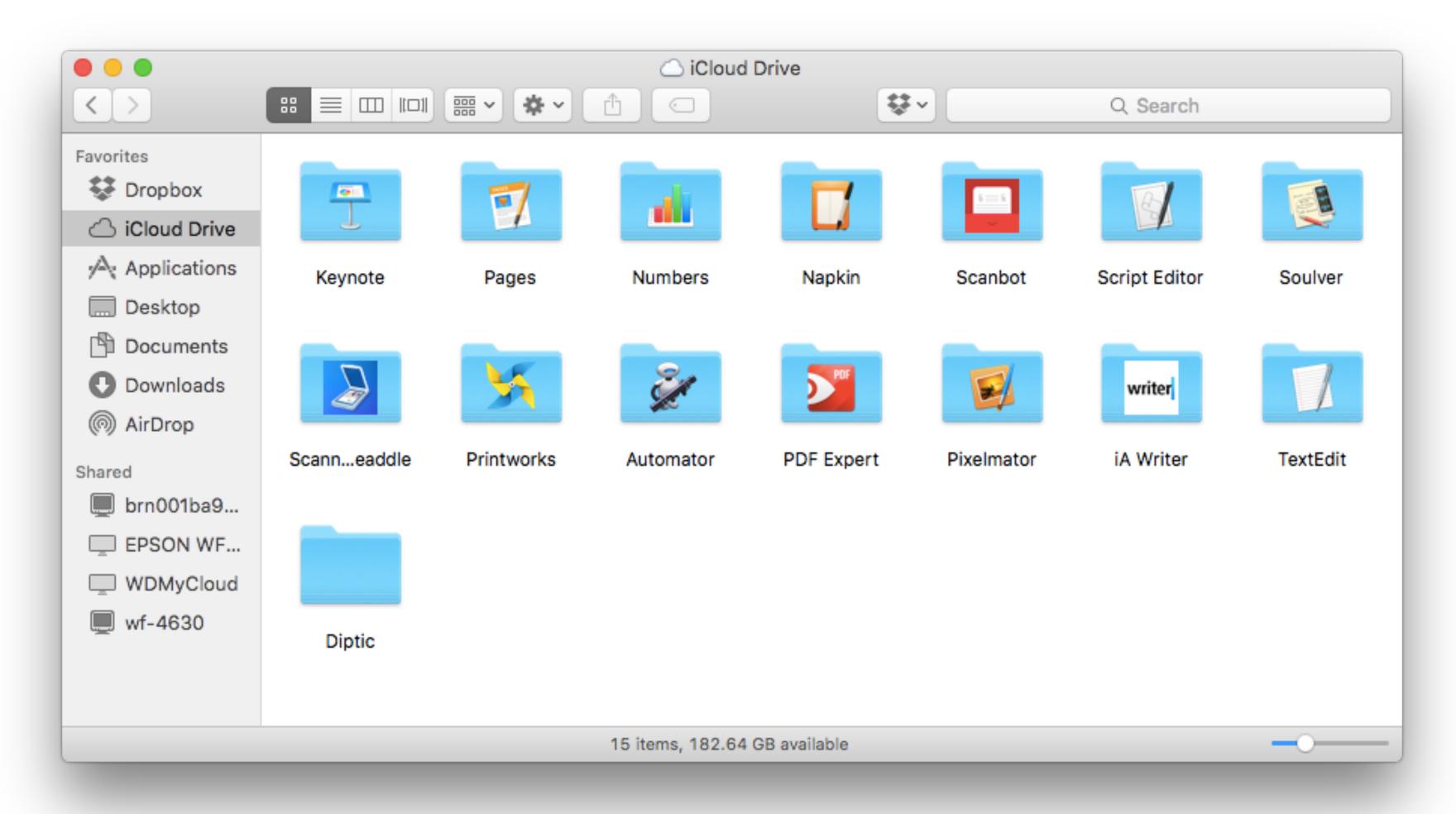
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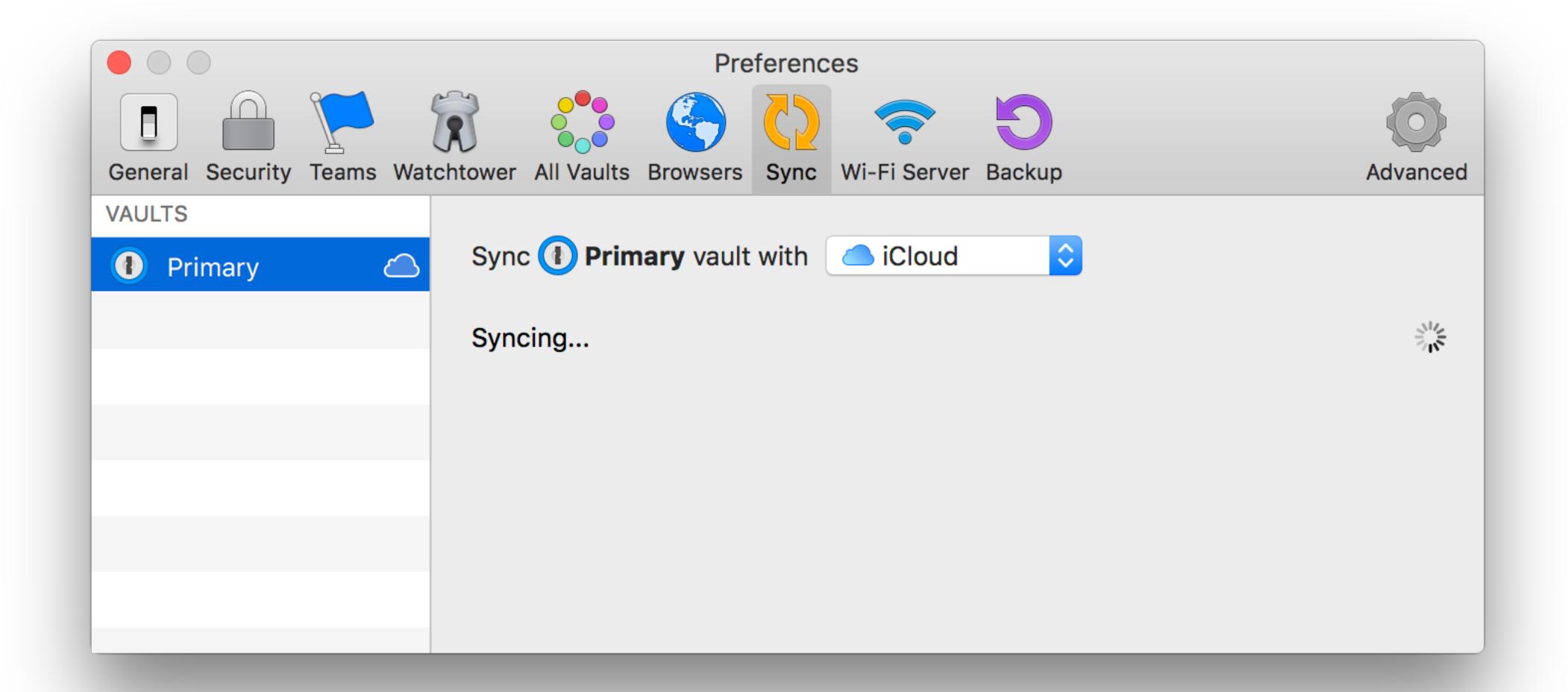
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  - "It just works"
- Just install 1Password and go!



## The only thing I don't like about it

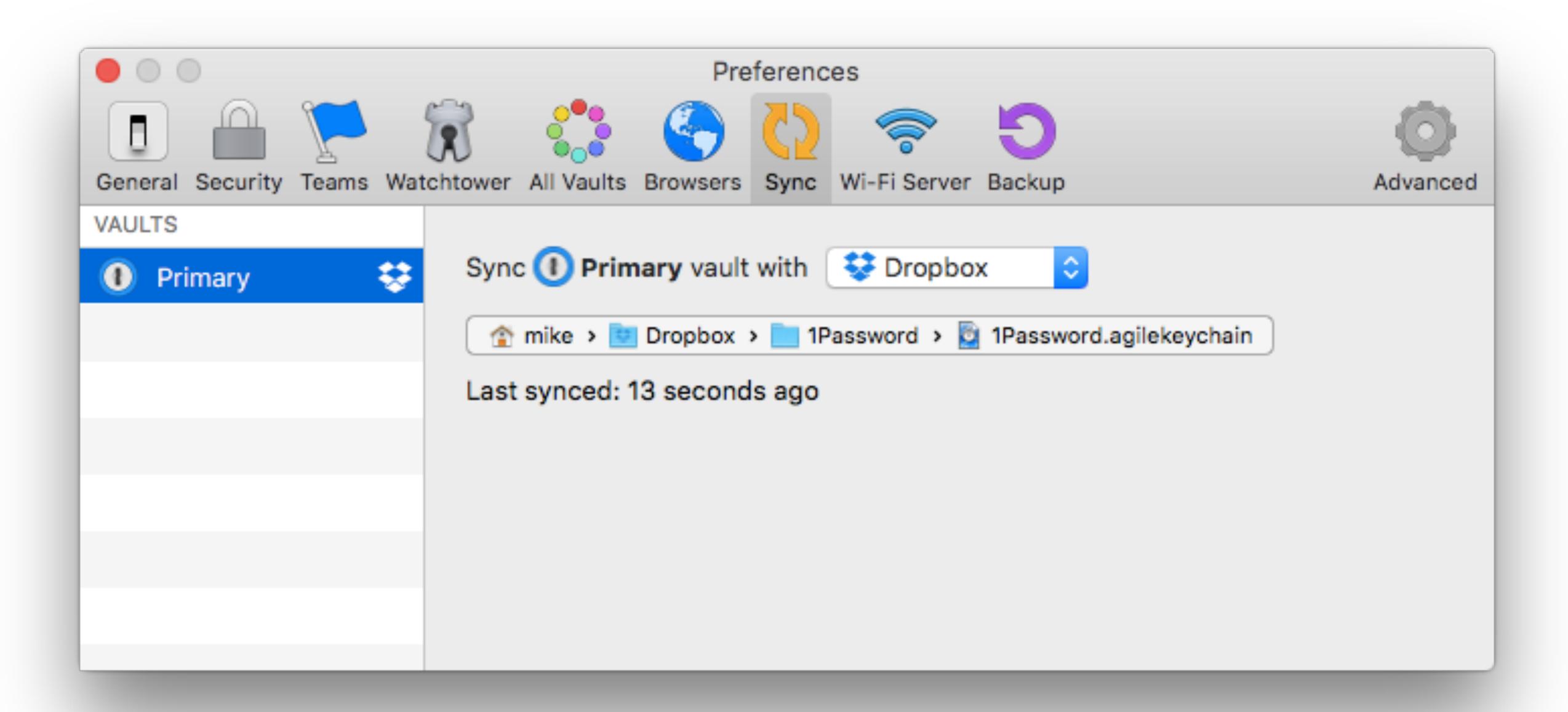


There is no visual confirmation / visibility of the 1Password folder in iCloud Drive. You have to "trust" it is there by using 1Password.

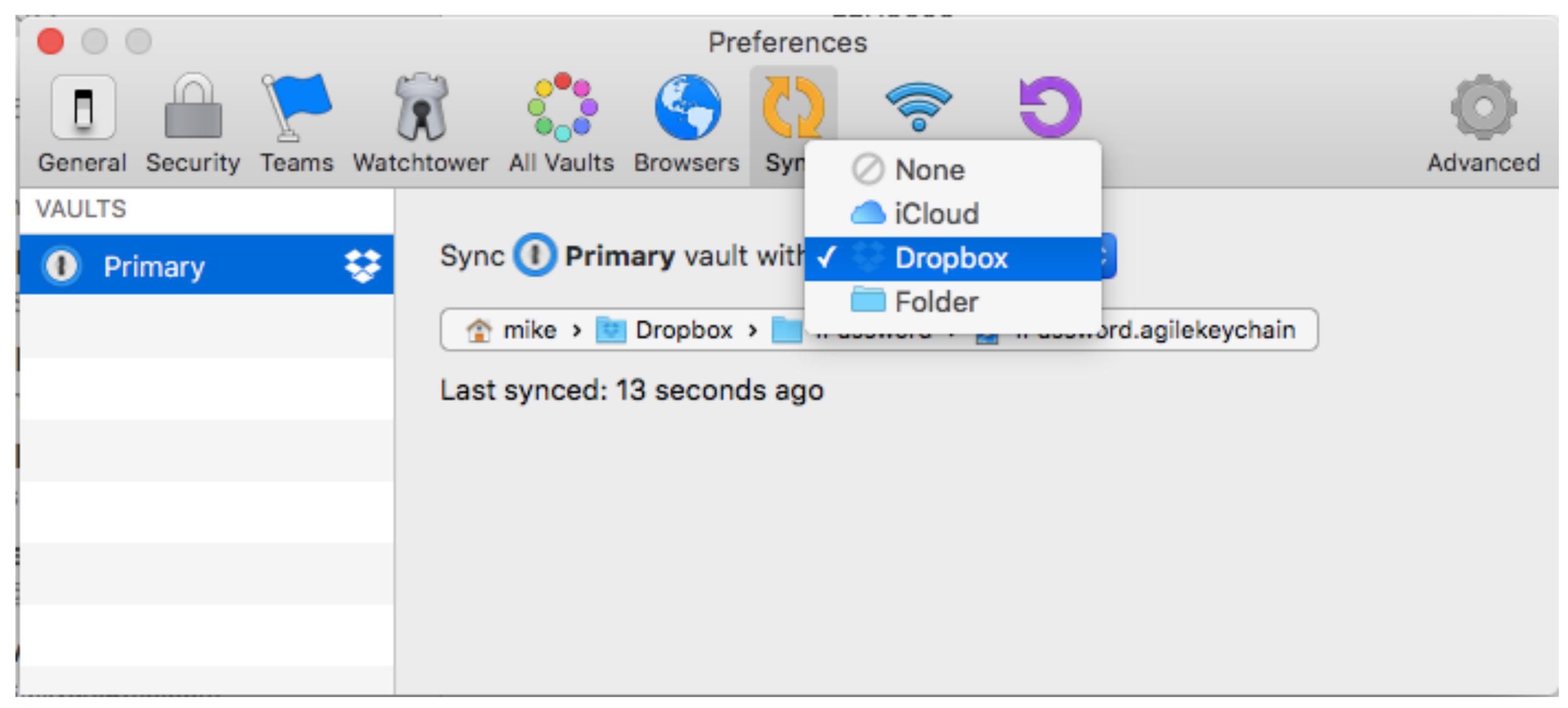


#### Walk-Through

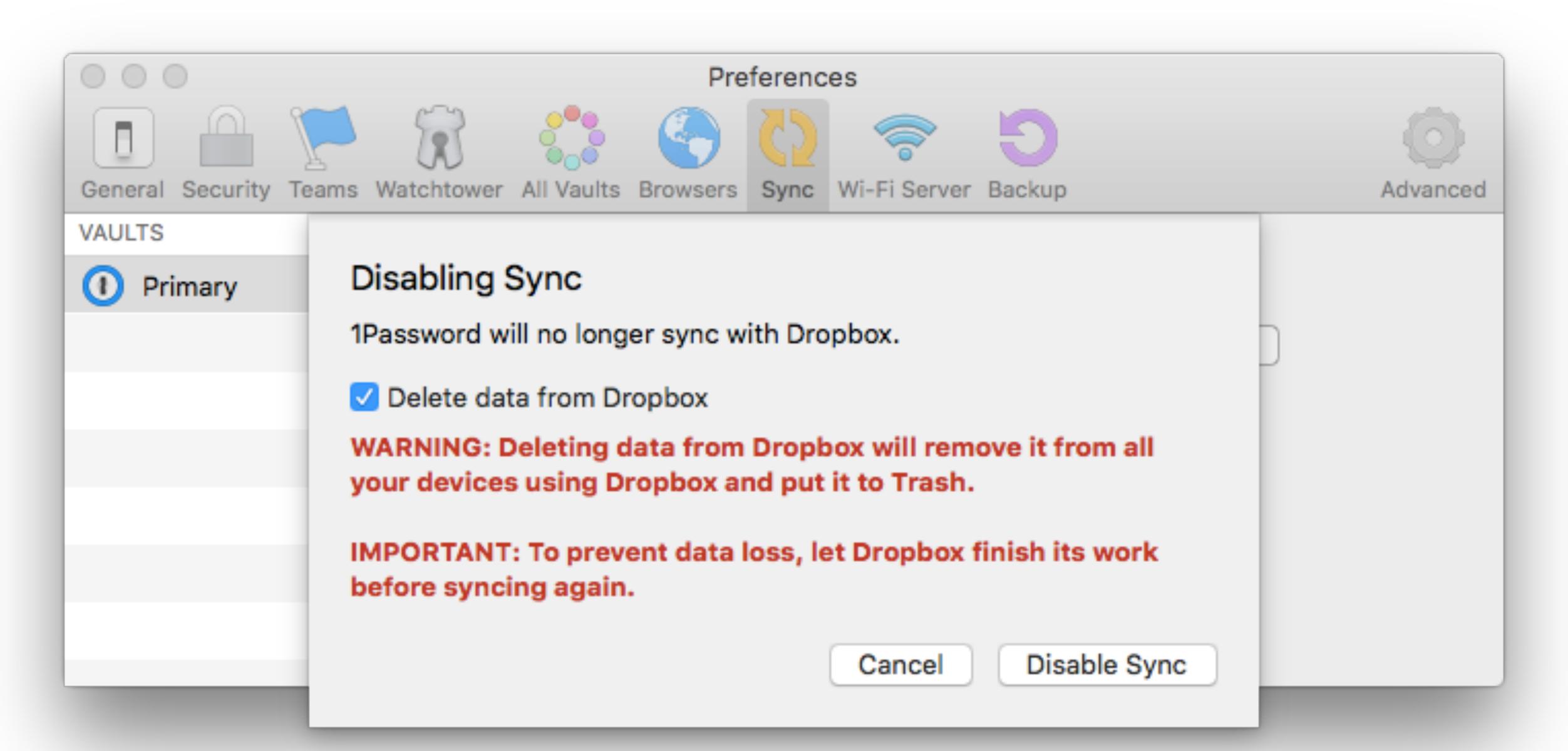
**DO** try this at home, **AFTER** you have made a **SAFETY COPY** of your 1Password Dropbox folder on your Mac desktop!



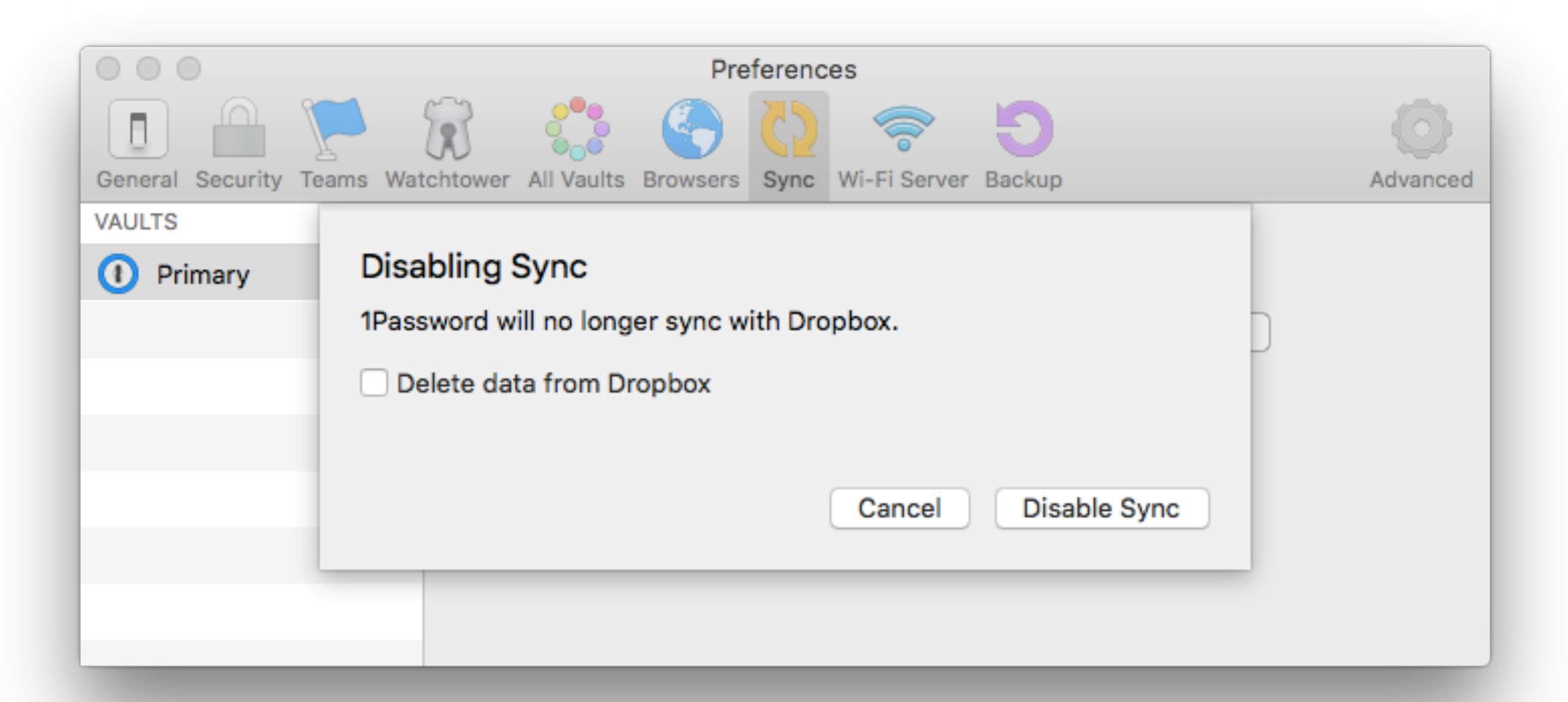
1Password → Preferences → Sync



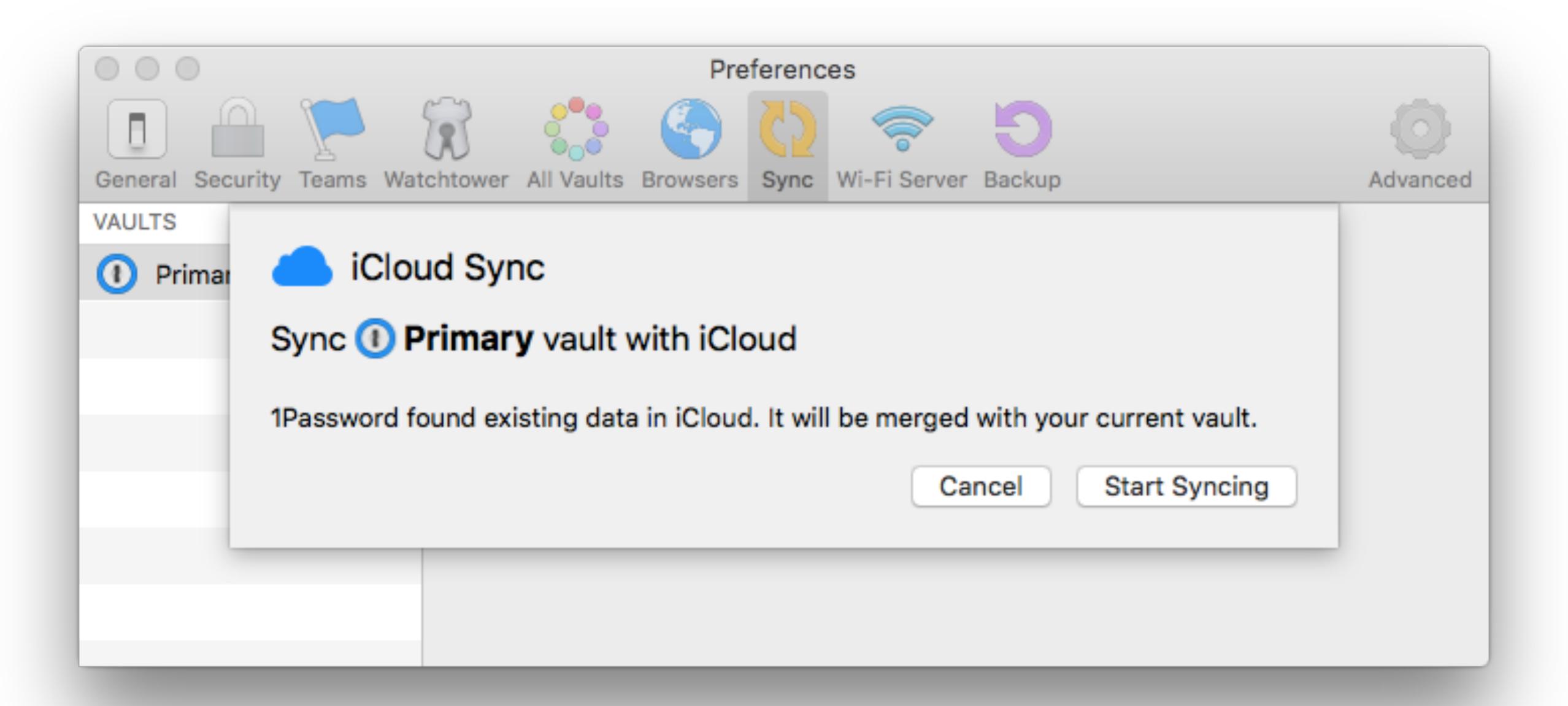
Dropbox is already set up. Choose iCloud from the drop-down menu.



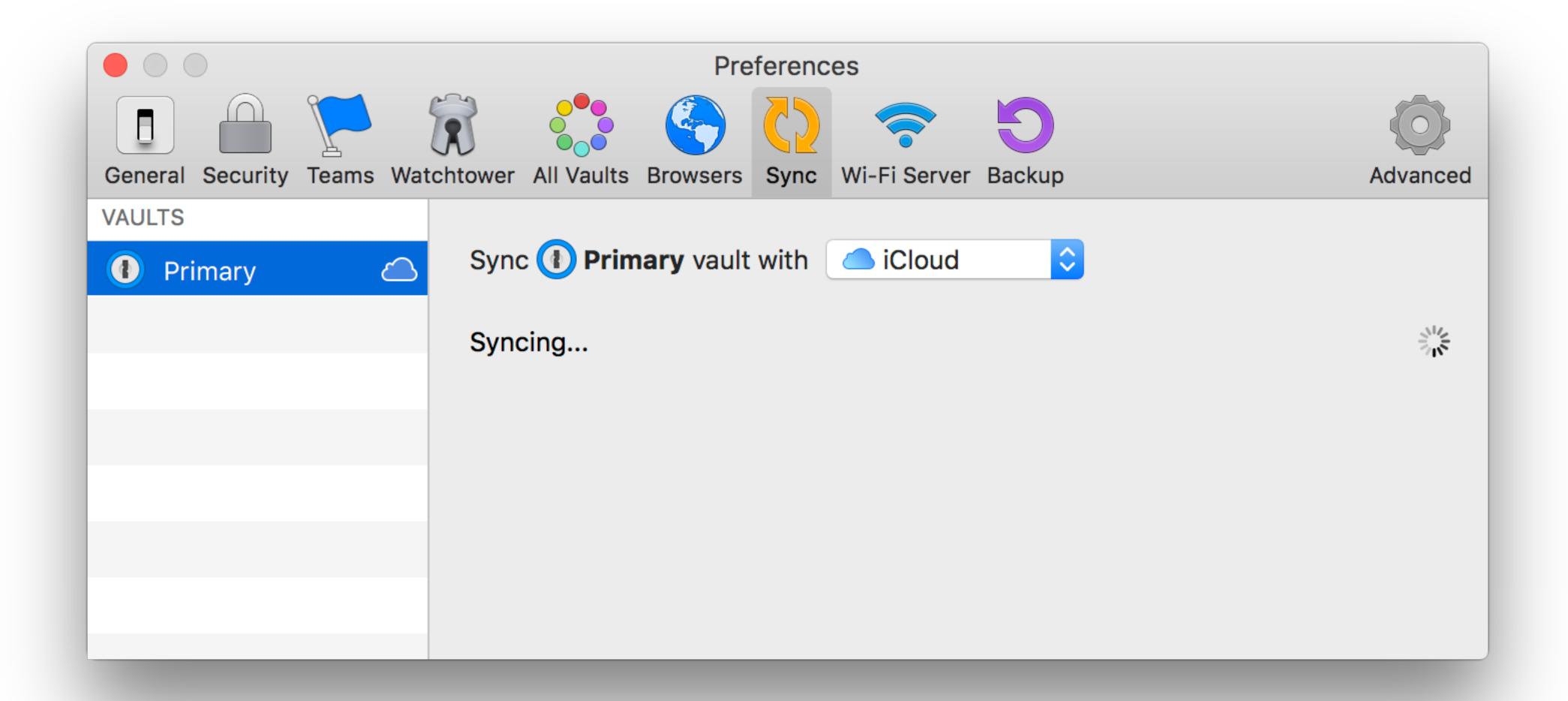
Observe the warning.



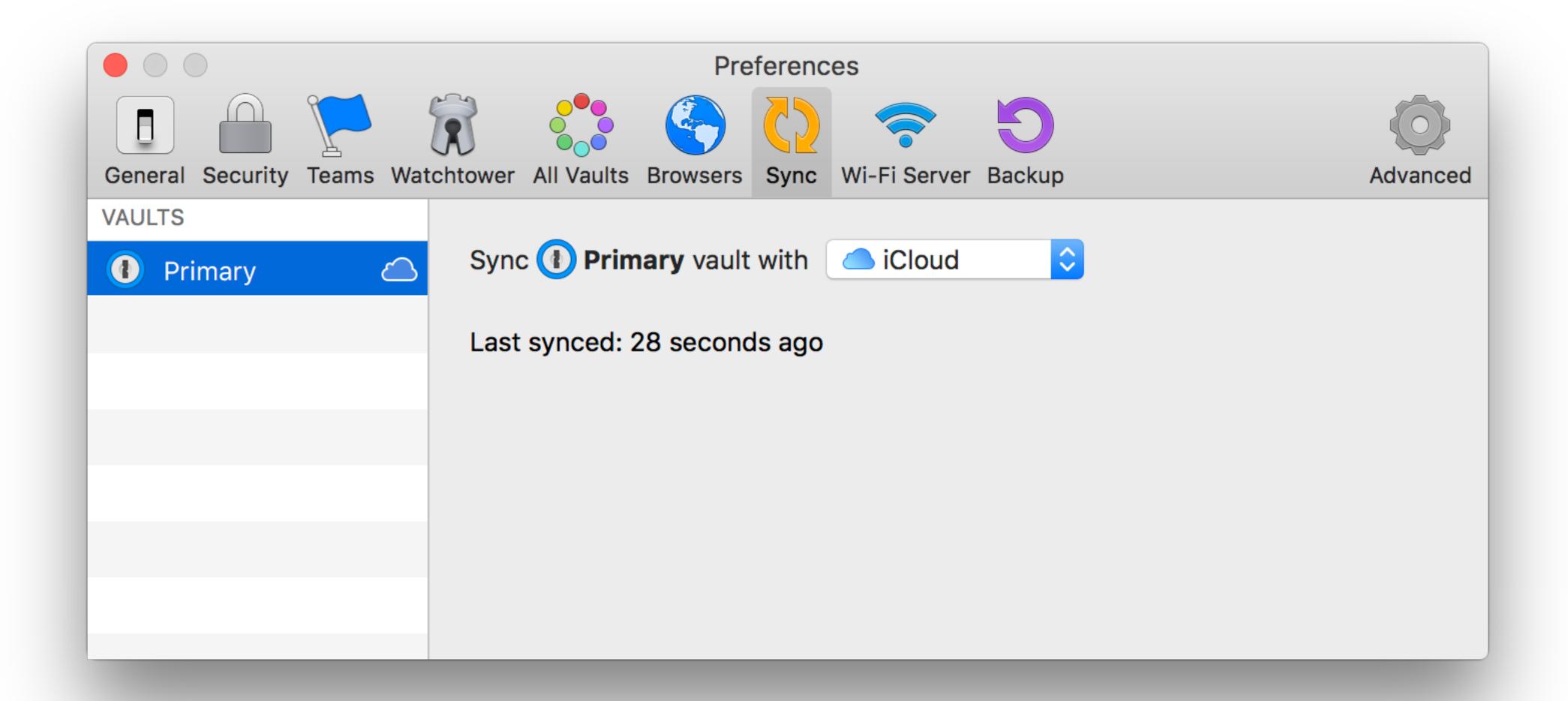
**UNCHECK** "Delete data from Dropbox" — just in case.



Confirm selection, then let 1Password do its thing.

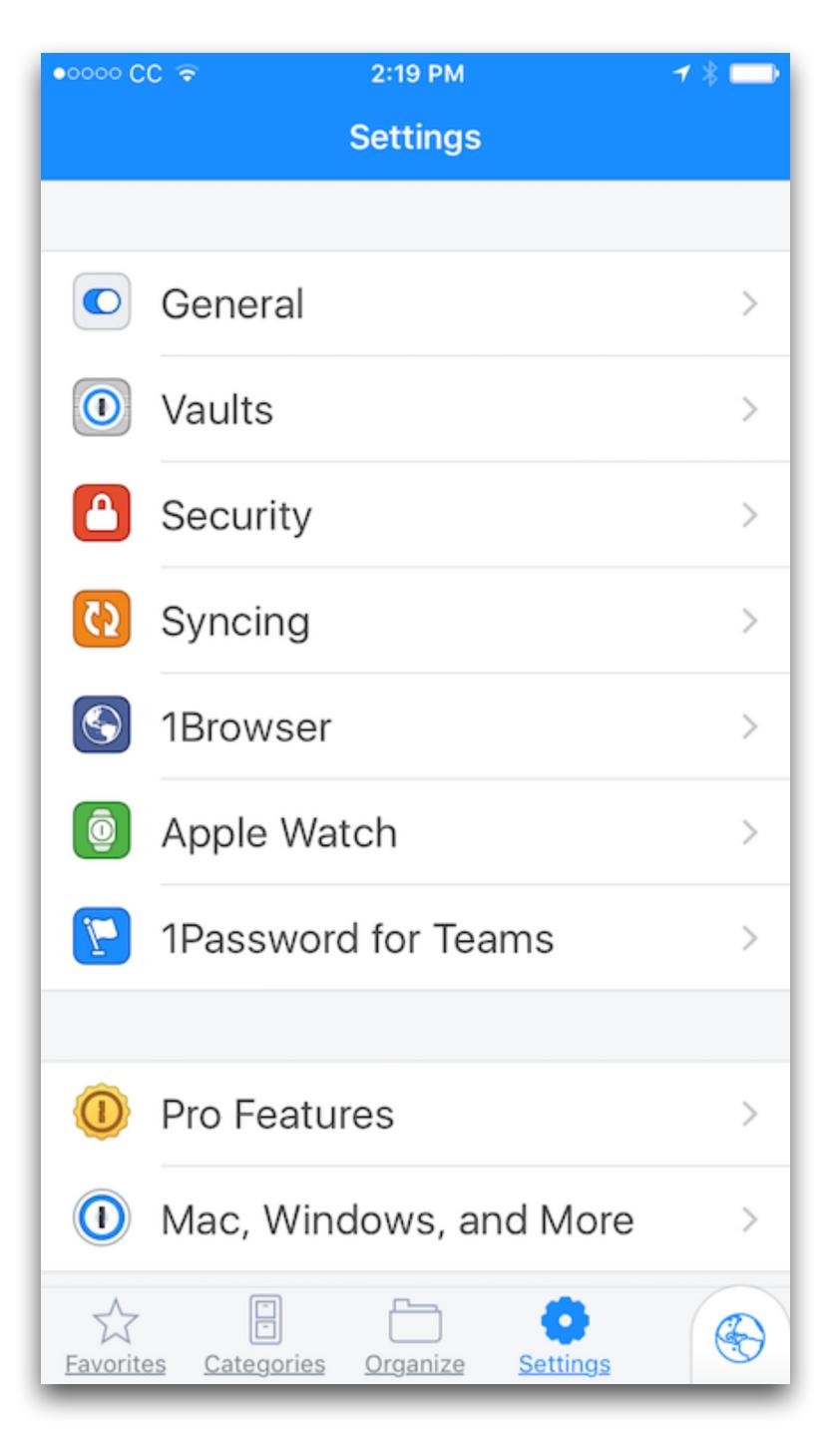


Might take several minutes or more, depending...

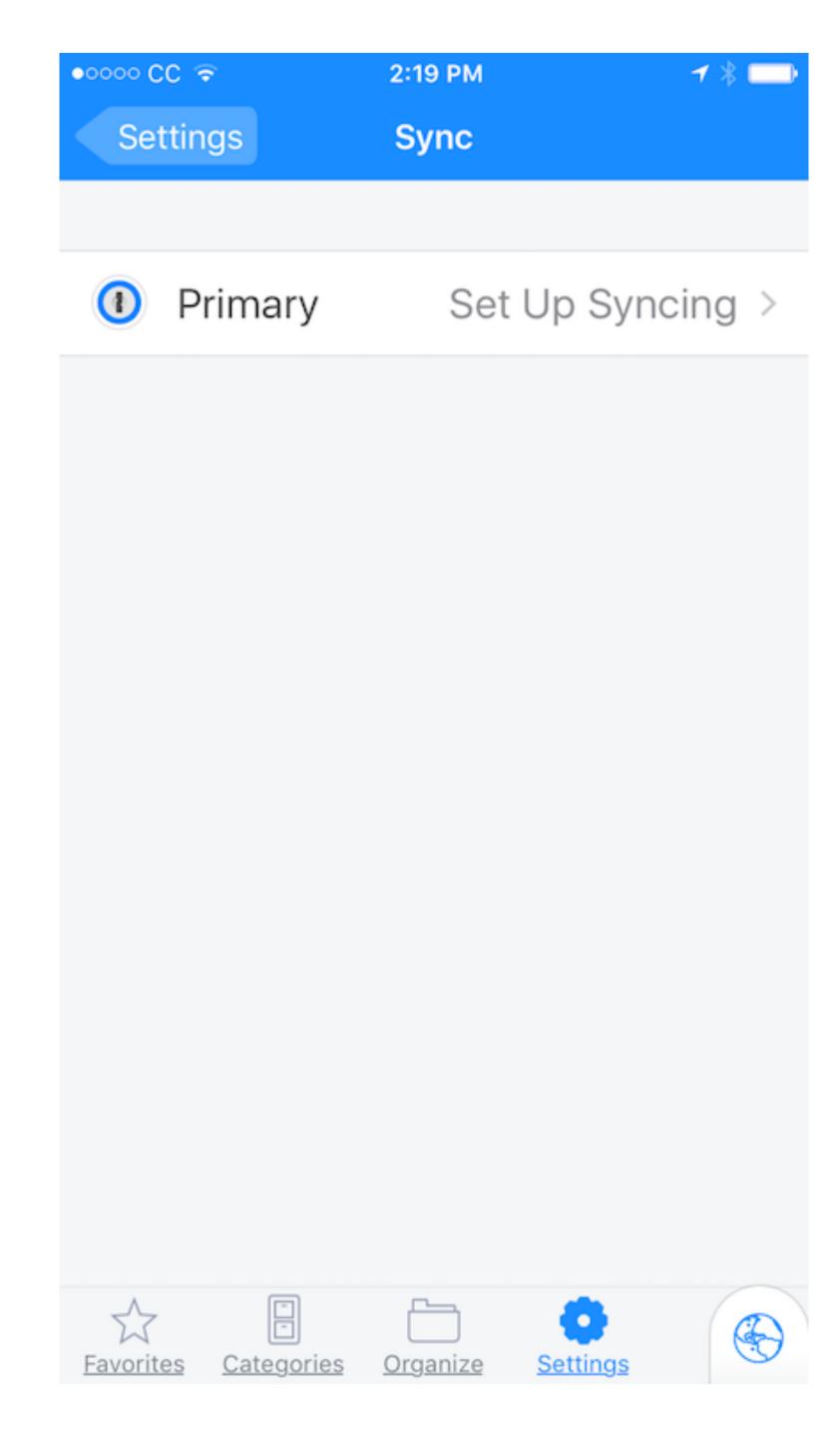


You're good to go!

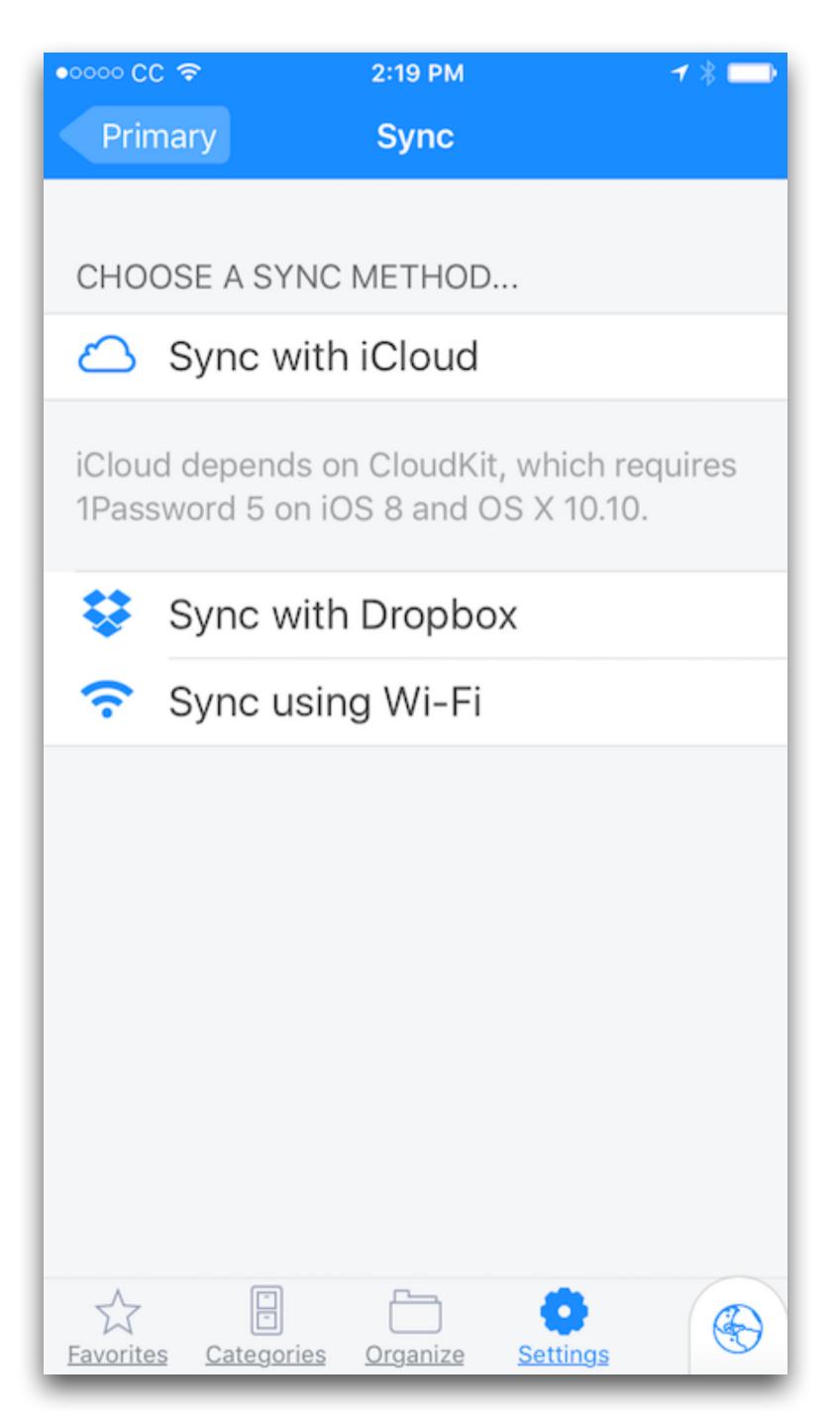
1Password → Settings



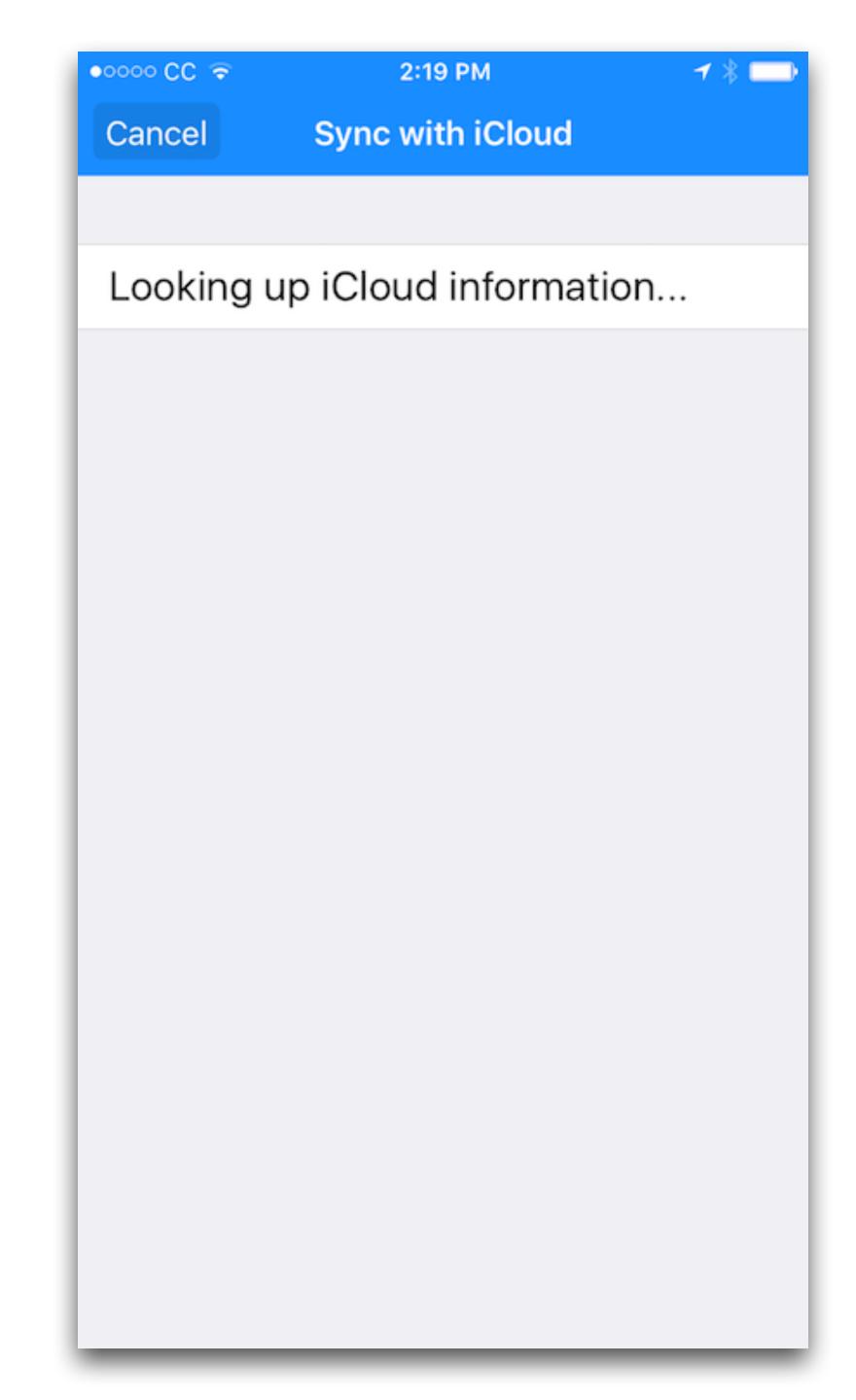
Tap to choose Sync method



Tap Sync with iCloud

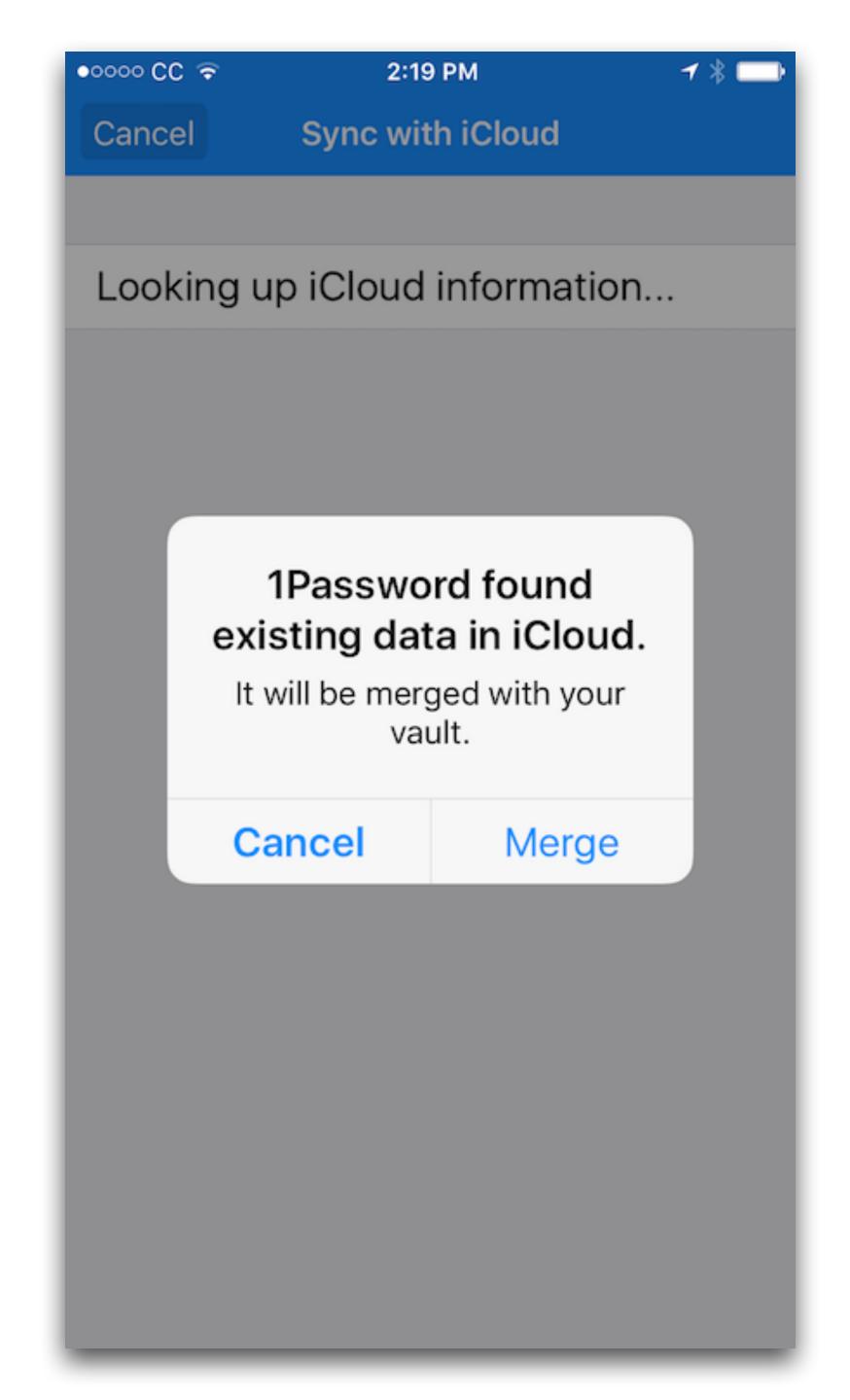


You should already be signed in to iCloud for your other iOS apps, so just standby and watch the screen for messages.

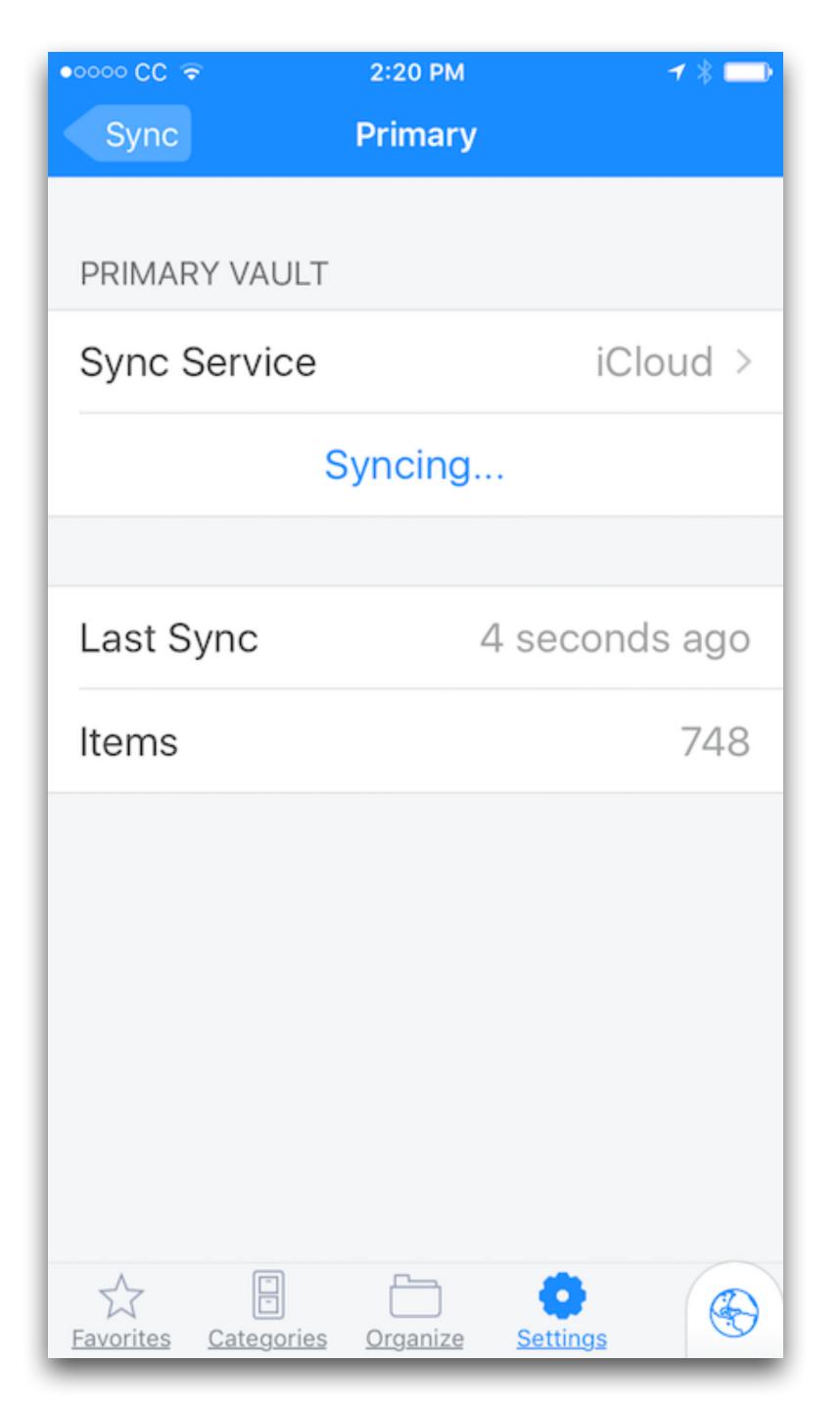


You'll get this if another device or Machas already switched to iCloud.

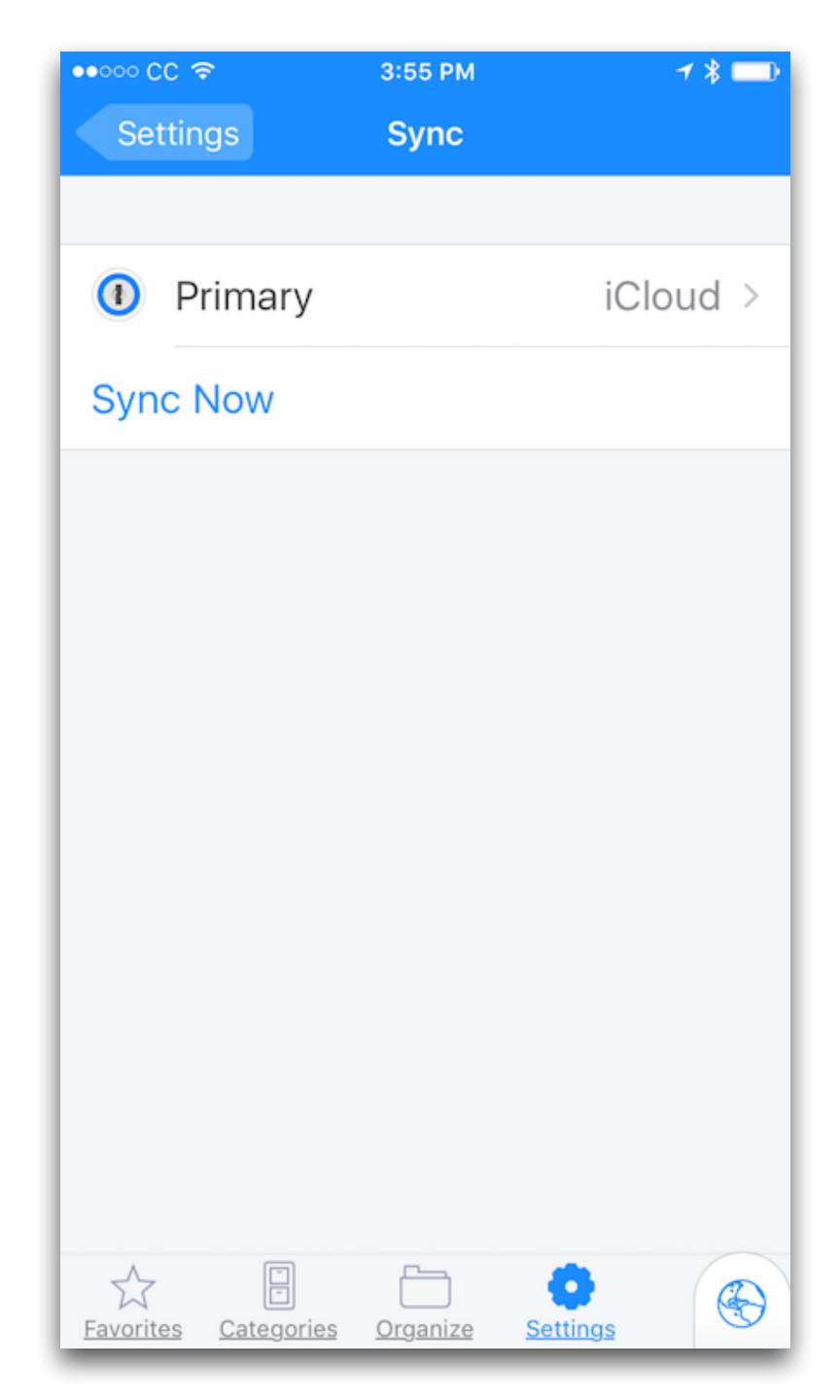
Tap Merge.



Watch and wait. Shouldn't take too long.

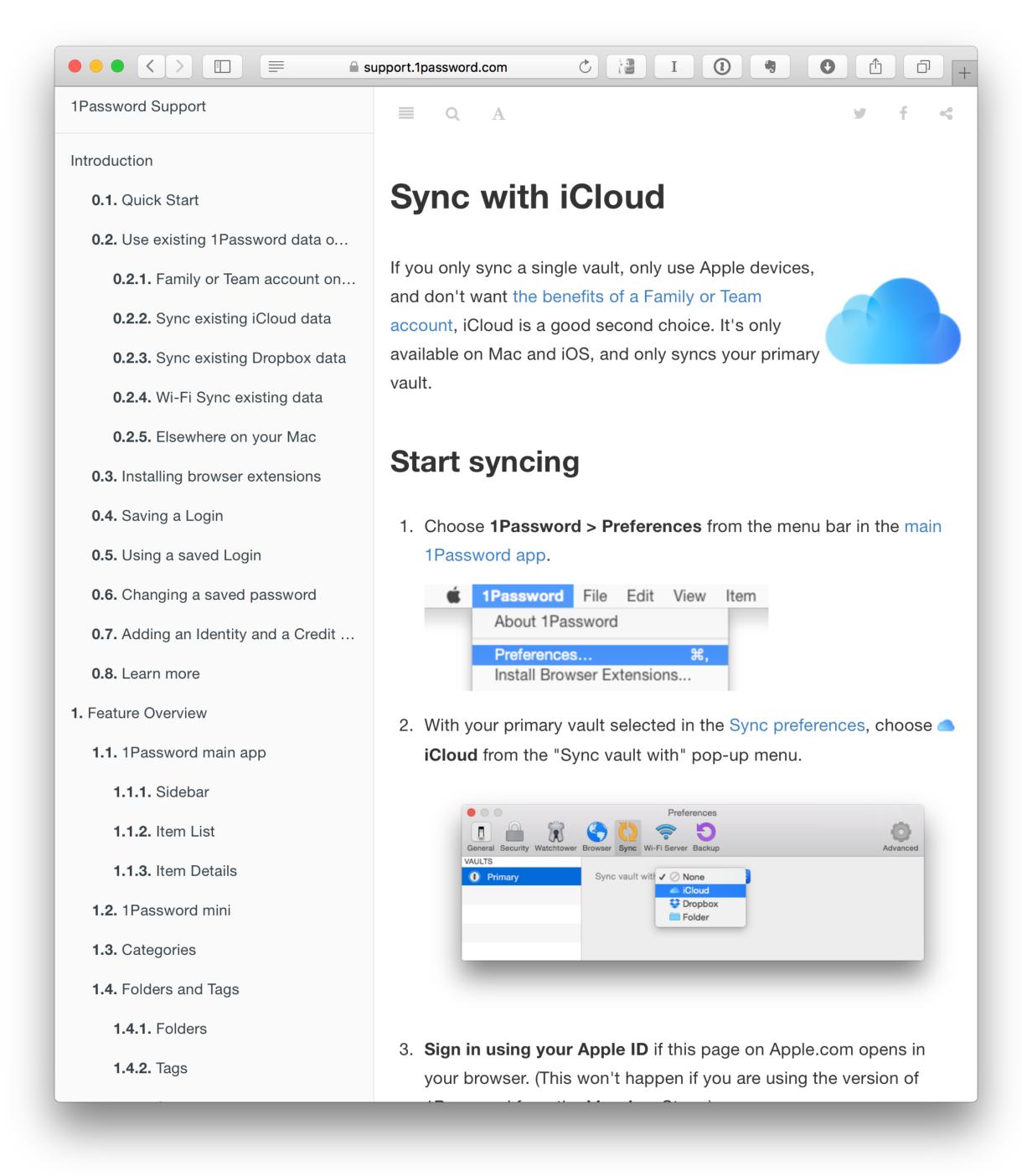


You're good to go!



#### More Info:

- support.1password.com
- Search for iCloud Sync



## April Office Hours

APR

Office Hours 1:00 PM - 3:00 PM

# CARLE HOLLS



Thursdays in week between our Monthly Meetings



- · Thursdays in week between our Monthly Meetings
  - e April 21st



#### College Hours

- Thursdays in week between our Monthly MEELLINGS
- e 1-3pm in Terrace Room



- Thursdays in week between our Monthly MEELLINGS
  - April 21st
- 1-3pm in Terrace Room Bring your gear, questions & notes



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## CARTON ACTOR

- Thursdays in week between our Monthly MEELLINGS
  - April 21st
- e 1-3pm in Terrace Room
- Bring your gear, questions & notes First-come, first-served via sign-in Sheek
- e Snacks & refreshements, too!



# Our Next Meeting

APR

Cove Apple Club 7:00 PM - 8:15 PM

# Let's Adjourn to Cheeks!

