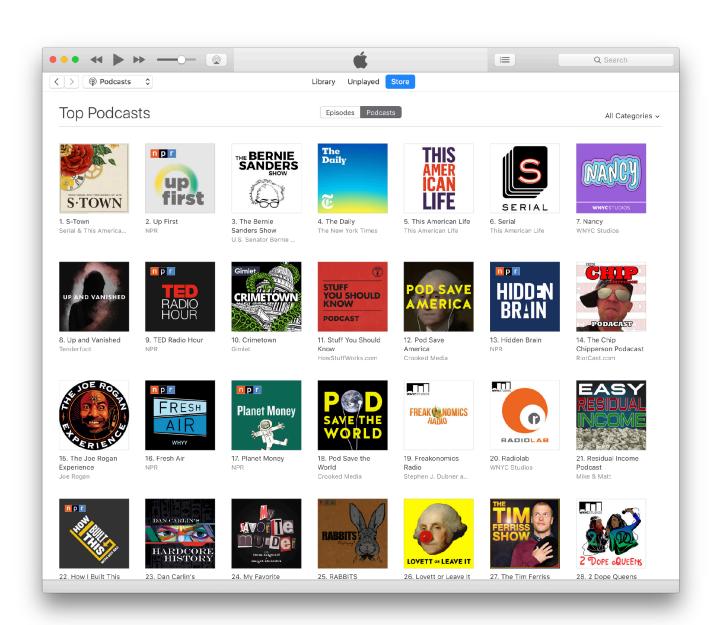


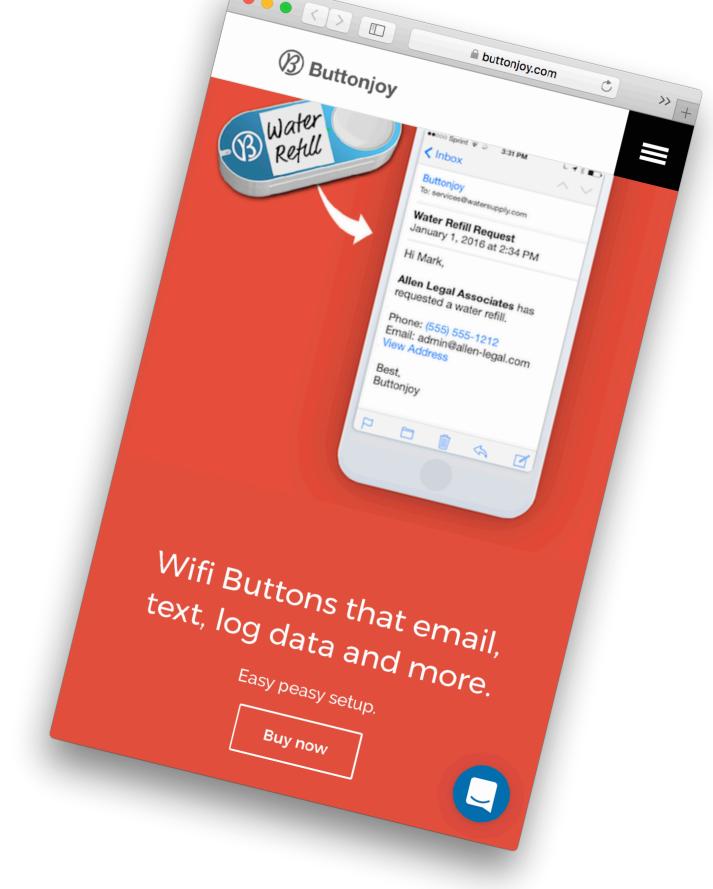


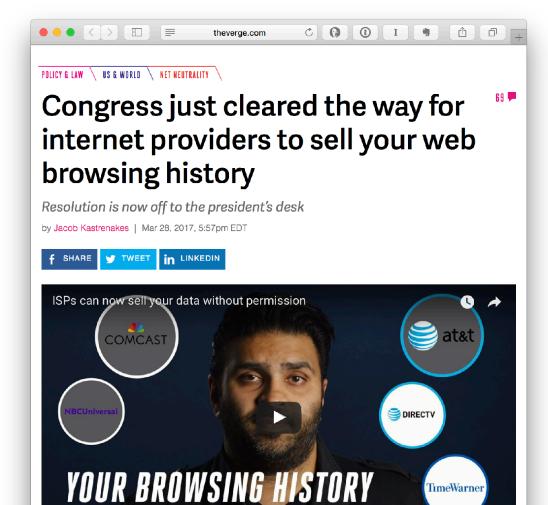
# Cove Apple Club

April 12, 2017









# Tonight's Topics

- Administrivia & Miscellanea
- Amazon Dash Buttons & IoT
- Podcasts

# Support the Cove Apple Club





MEETINGS **EMAIL LIST** ARCHIVES

#### SHARE. LEARN. LAUGH!

Join over 200 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! The Cove Apple Club has been meeting every month for over a decade, and the fun just keeps getting better and better!

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 email list for all the latest updates.

Come join us and learn how to DO MORE and HAVE FUN with your Apple gear!



Everyone is welcome at our club meetings. We warmly welcome curious or frustrated PC, Windows and Android users, as well as anyone interested in anything Apple-related. There's a little something for everyone at each and every Cove Apple Club meeting, so don't miss out!



#### **MEETINGS**





#### **EMAIL LIST**



MEETINGS

EMAIL LIST

SHOP

ARCHIVES

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#### **MEETINGS**





#### **EMAIL LIST**





ME MEETINGS EMAIL LIST SHOP ARCHIVES

#### SUPPORT THE COVE APPLE CLUB WHEN YOU SHOP AT AMAZON.COM

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.

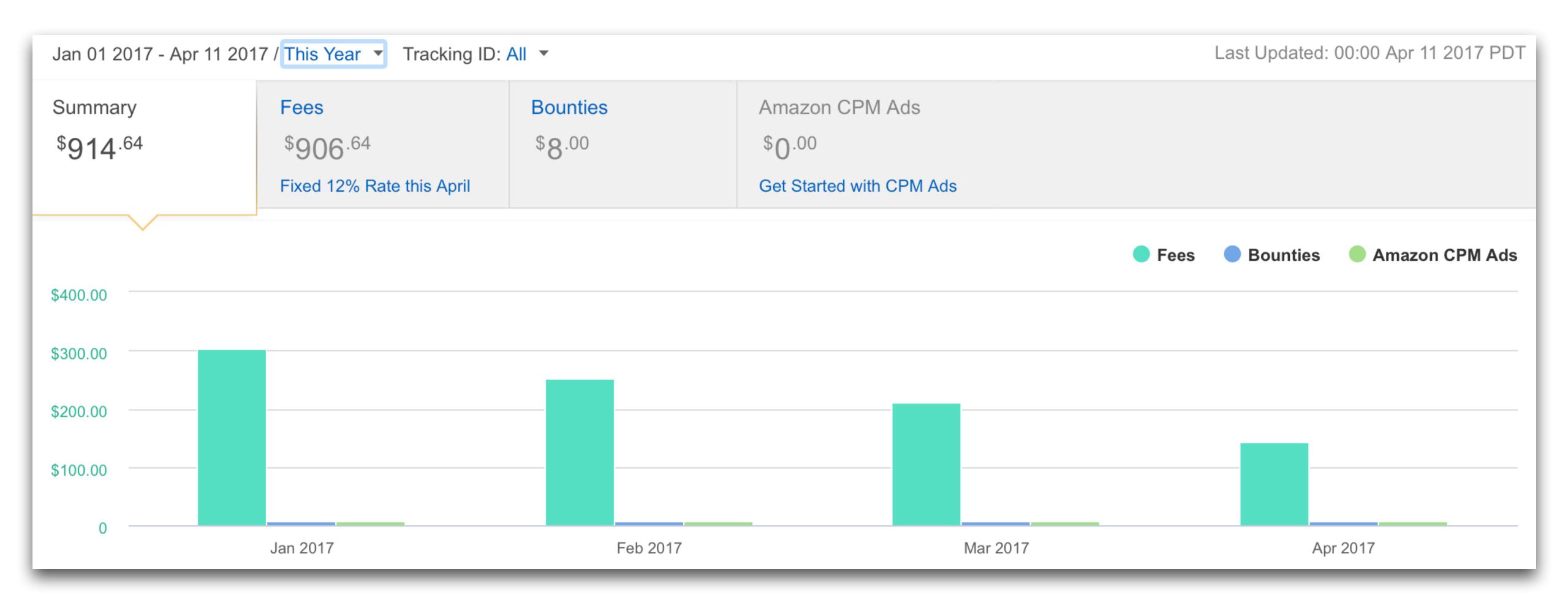
So be sure to click the Amazon logo below when you need to shop for Mac products online...and "give back" to the Cove Apple Club -- without costing you an extra cent! Thanks!

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

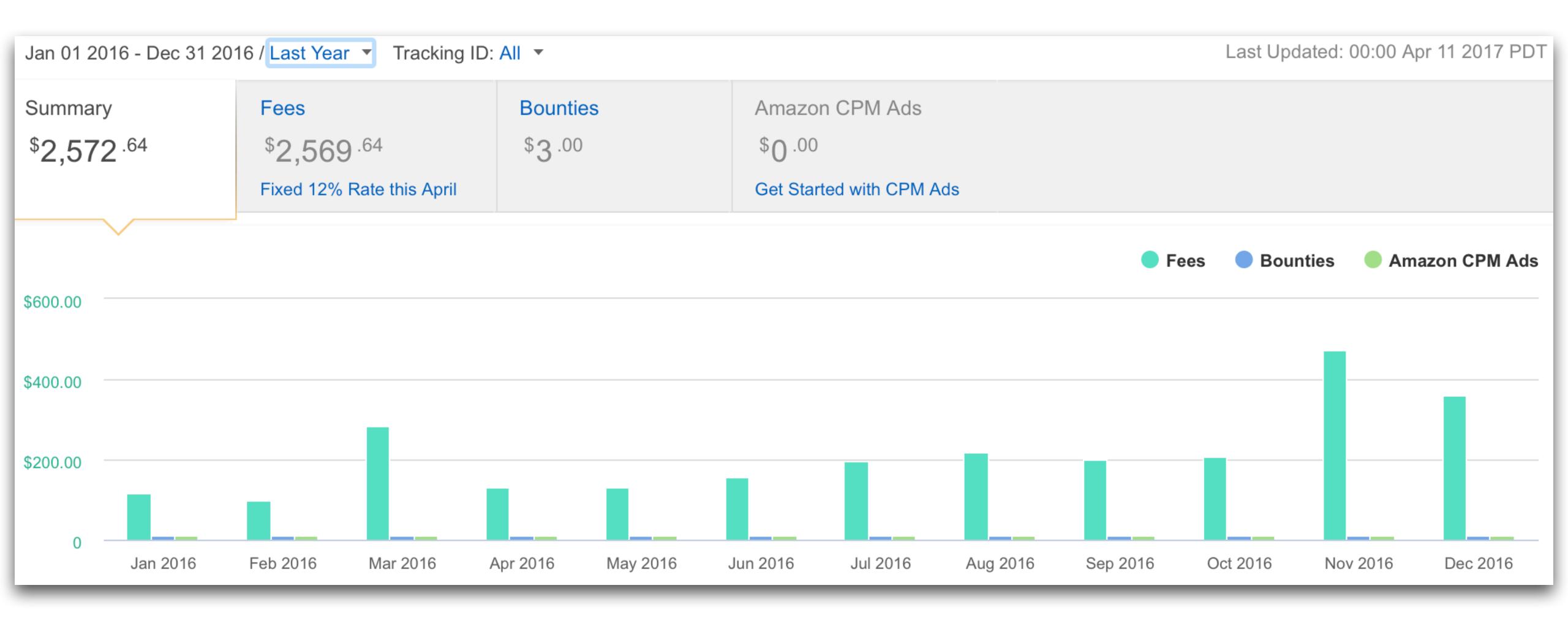
- 1. <u>Just click here</u> you'll be sent to the Amazon.com homepage.
  - 1. Once you arrive at the Amazon homepage, **BOOKMARK** that page:
    - 1. In Safari on Mac, type Cmd-D
    - 2. In Safari on iOS, tap the Share widget, then tap Add to Favorites or Add Bookmark.
- 2. Drag this link: **Amazon** 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.



## 2017 YTD



## 



#### SCHEDULE SE (Form 1040)

#### **Self-Employment Tax**

► Information about Schedule SE and its separate instructions is at www.irs.gov/schedulese.

► Attach to Form 1040 or Form 1040NR.

OMB No. 1545-0074

2016

Attachment
Sequence No. 17

Internal Revenue Service (99)

Name of person with self-employment income (as shown on Form 1040 or Form 1040NR)

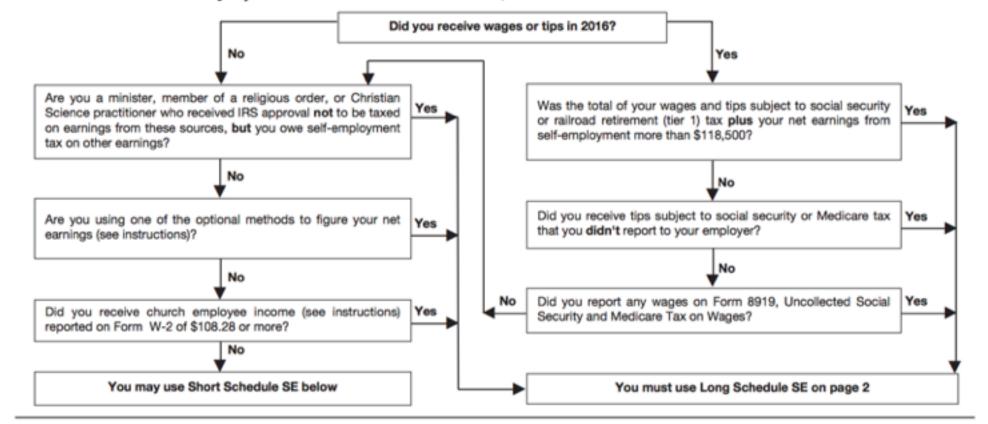
Michael T Sullivan

Social security number of person with self-employment income

Before you begin: To determine if you must file Schedule SE, see the instructions.

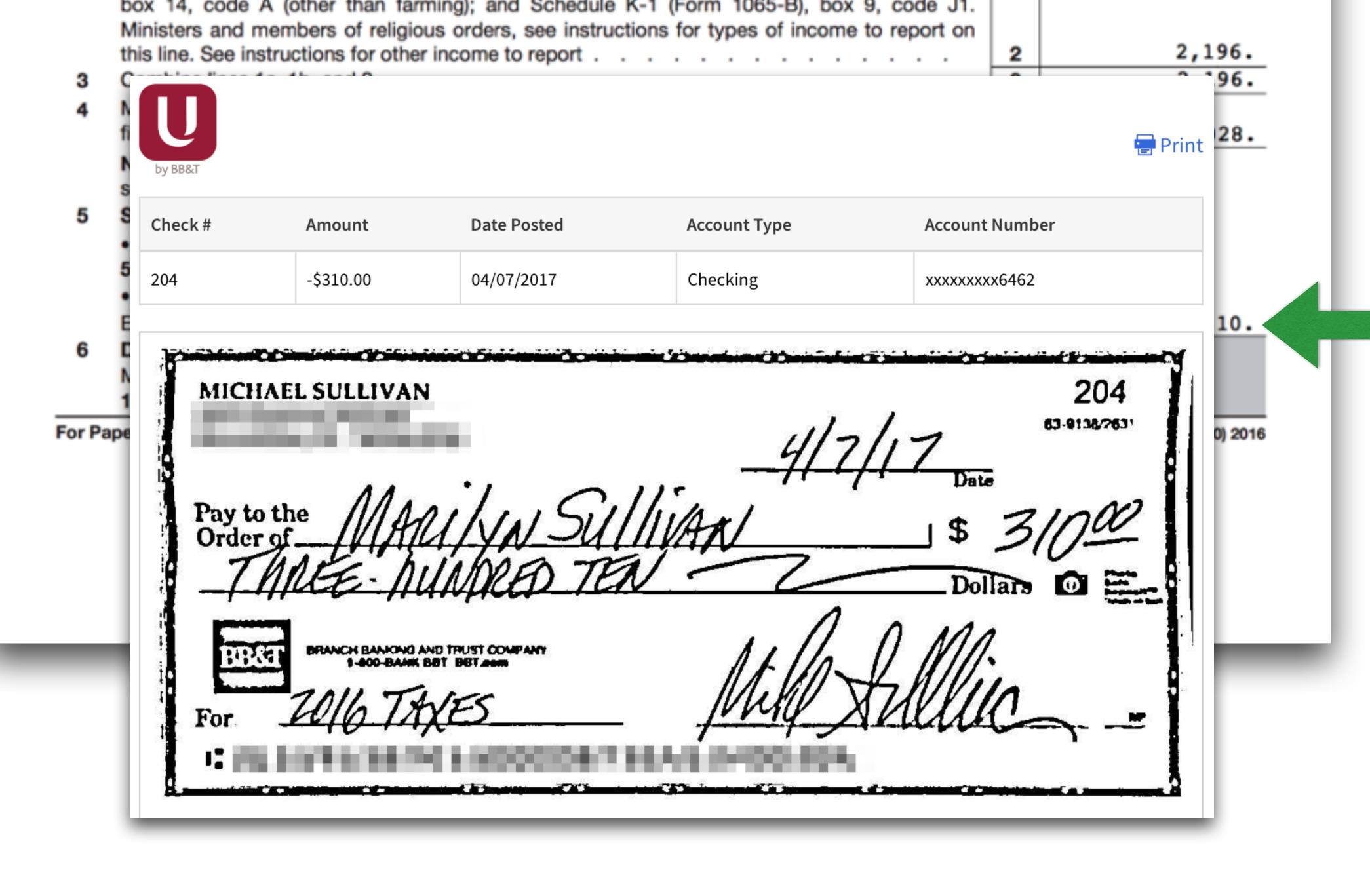
#### May I Use Short Schedule SE or Must I Use Long Schedule SE?

Note. Use this flowchart only if you must file Schedule SE. If unsure, see Who Must File Schedule SE in the instructions.



Section A-Short Schedule SE. Caution. Read above to see if you can use Short Schedule SE.

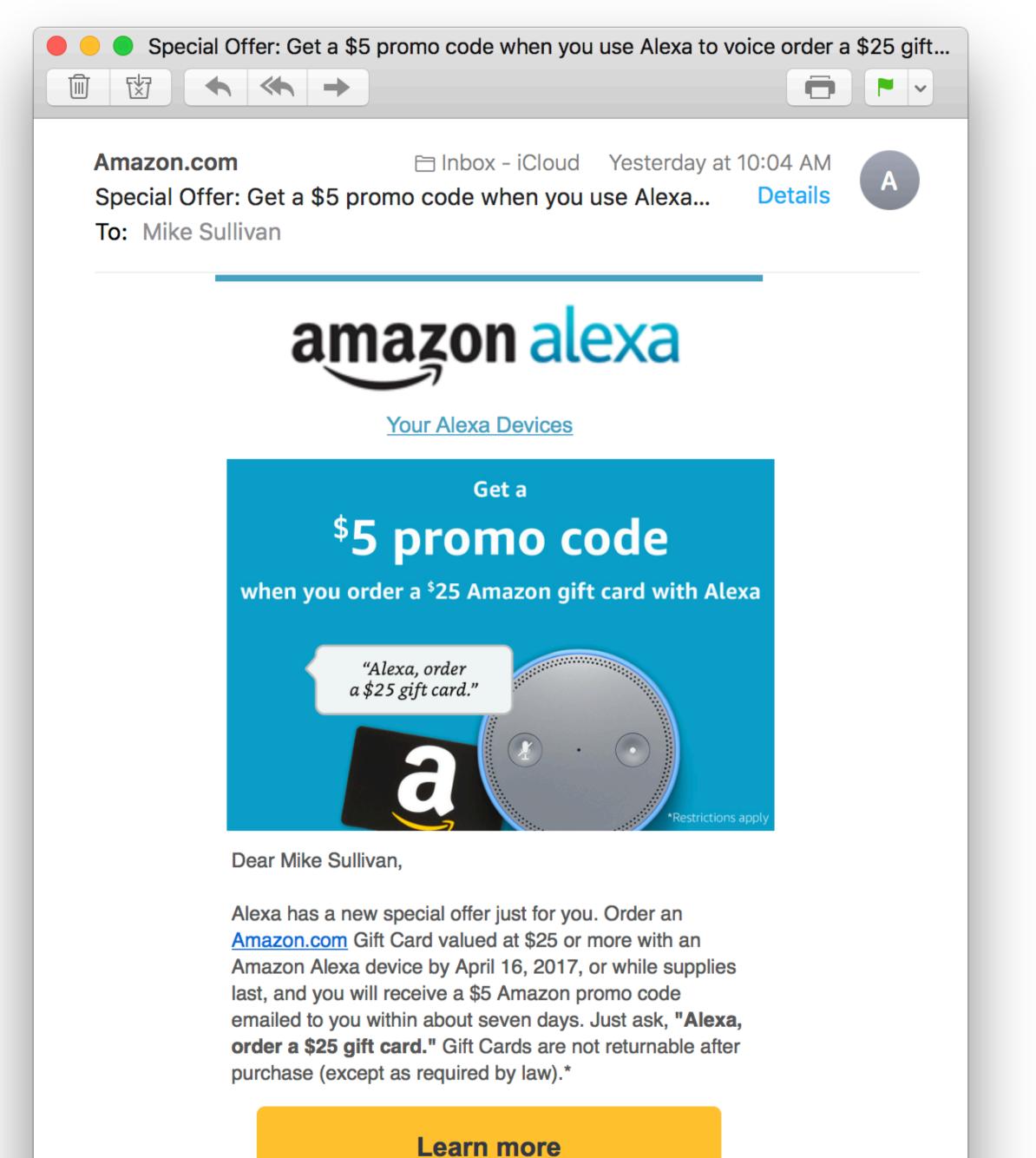
1a	Net farm profit or (loss) from Schedule F, line 34, and farm partnerships, Schedule K-1 (Form 1065), box 14, code A	1a	
b	If you received social security retirement or disability benefits, enter the amount of Conservation Reserve Program payments included on Schedule F, line 4b, or listed on Schedule K-1 (Form 1065), box 20, code Z	1b	(
2	Net profit or (loss) from Schedule C, line 31; Schedule C-EZ, line 3; Schedule K-1 (Form 1065), box 14, code A (other than farming); and Schedule K-1 (Form 1065-B), box 9, code J1. Ministers and members of religious orders, see instructions for types of income to report on this line. See instructions for other income to report	2	2,196.
3	Combine lines 1a, 1b, and 2	3	2,196.
4	Multiply line 3 by 92.35% (0.9235). If less than \$400, you don't owe self-employment tax; <b>don't</b> file this schedule unless you have an amount on line 1b	4	2,028.
	Note. If line 4 is less than \$400 due to Conservation Reserve Program payments on line 1b, see instructions.		
5	Self-employment tax. If the amount on line 4 is:		
	<ul> <li>\$118,500 or less, multiply line 4 by 15.3% (0.153). Enter the result here and on Form 1040, line</li> <li>57, or Form 1040NR, line 55</li> </ul>		
	<ul> <li>More than \$118,500, multiply line 4 by 2.9% (0.029). Then, add \$14,694 to the result.</li> </ul>		
	Enter the total here and on Form 1040, line 57, or Form 1040NR, line 55	5	310.
6	Deduction for one-half of self-employment tax.		
	Multiply line 5 by 50% (0.50). Enter the result here and on <b>Form</b> 1040, line 27, or Form 1040NR, line 27		
or Paperwork Reduction Act Notice, see your tax return instructions. BAA REVONZENT Intuit cg.ch.sp Schedule SE			Schedule SE (Form 1040) 2016



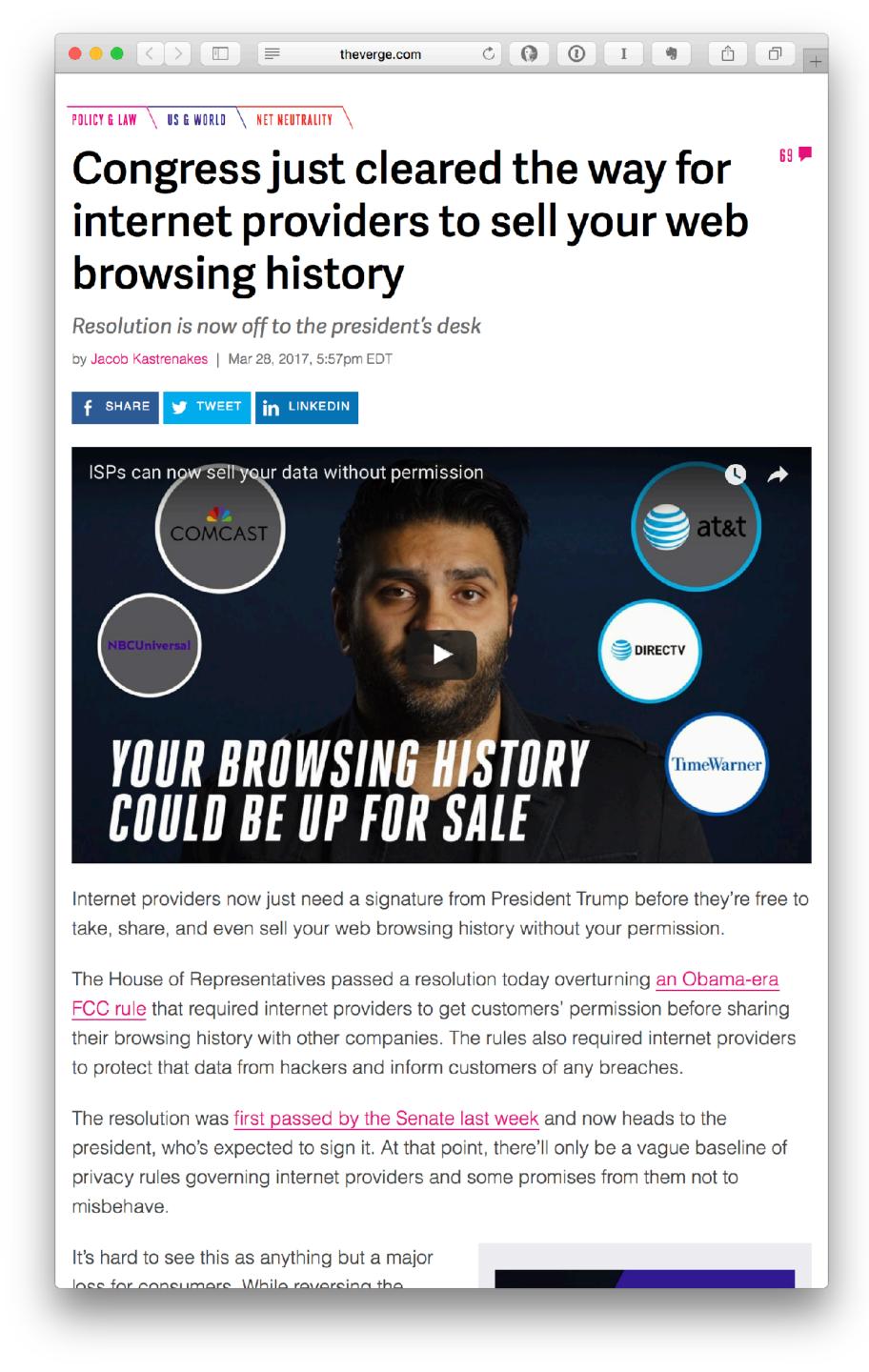
# Amazon is selling \$25 bills for \$20.

Just order a \$25 Amazon gift card with Alexa on your Tap, Echo or Dot.

offer expires April 16

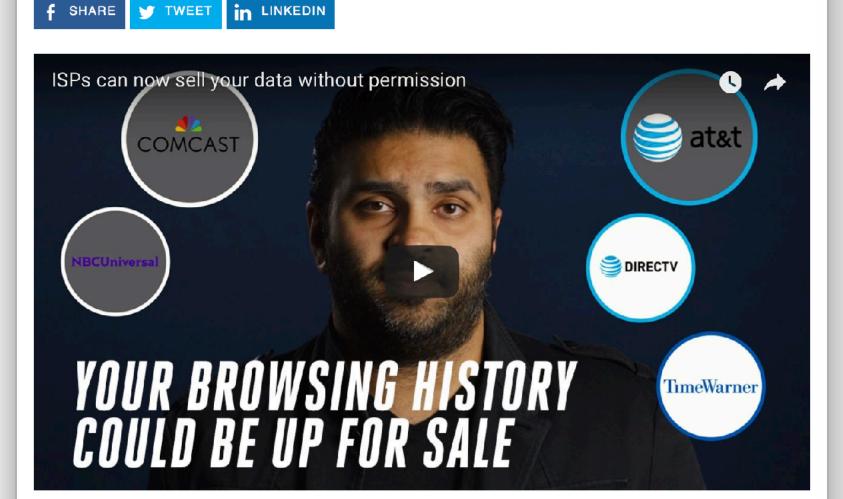


Tonight's civics lesson.





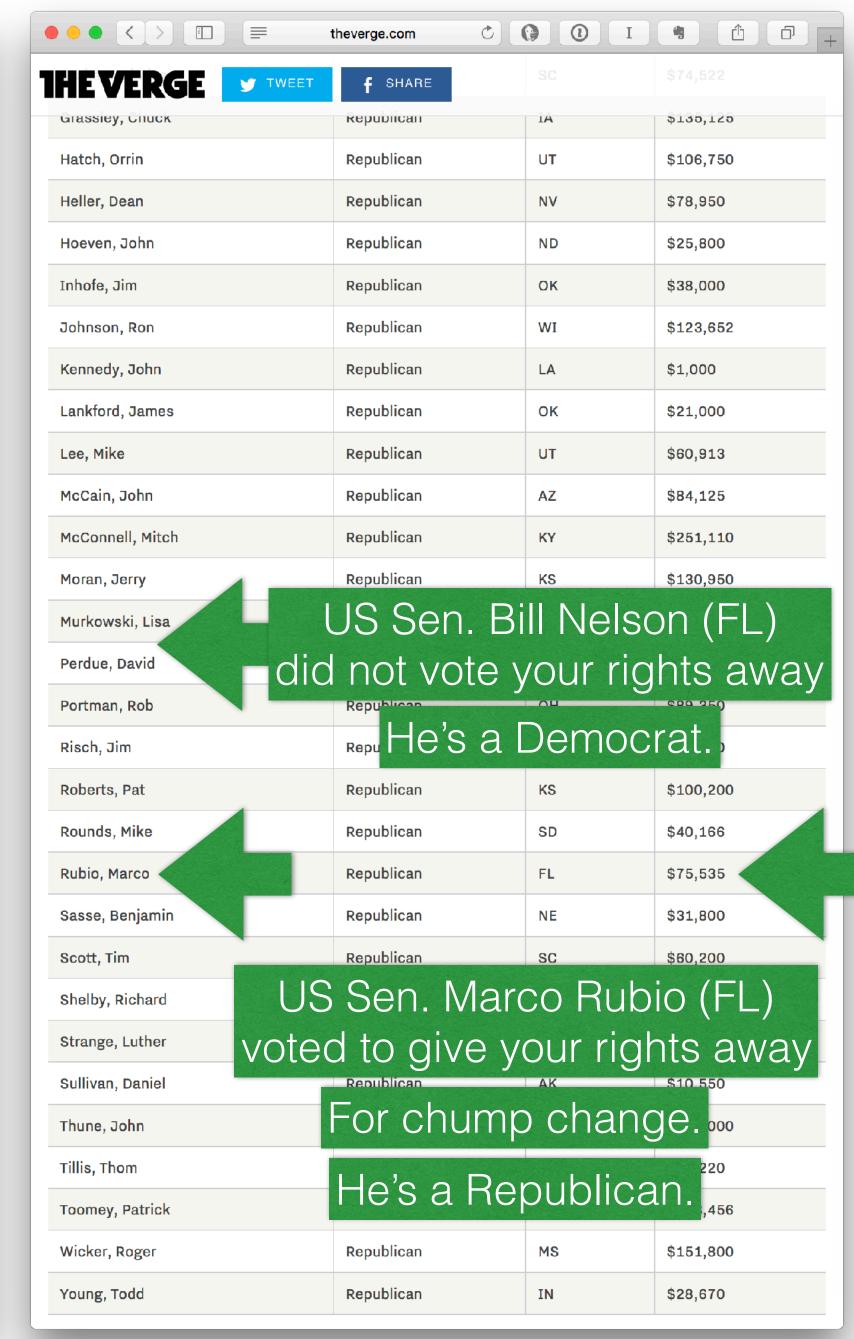
by T.C. Sottek | Mar 29, 2017, 8:20am EDT

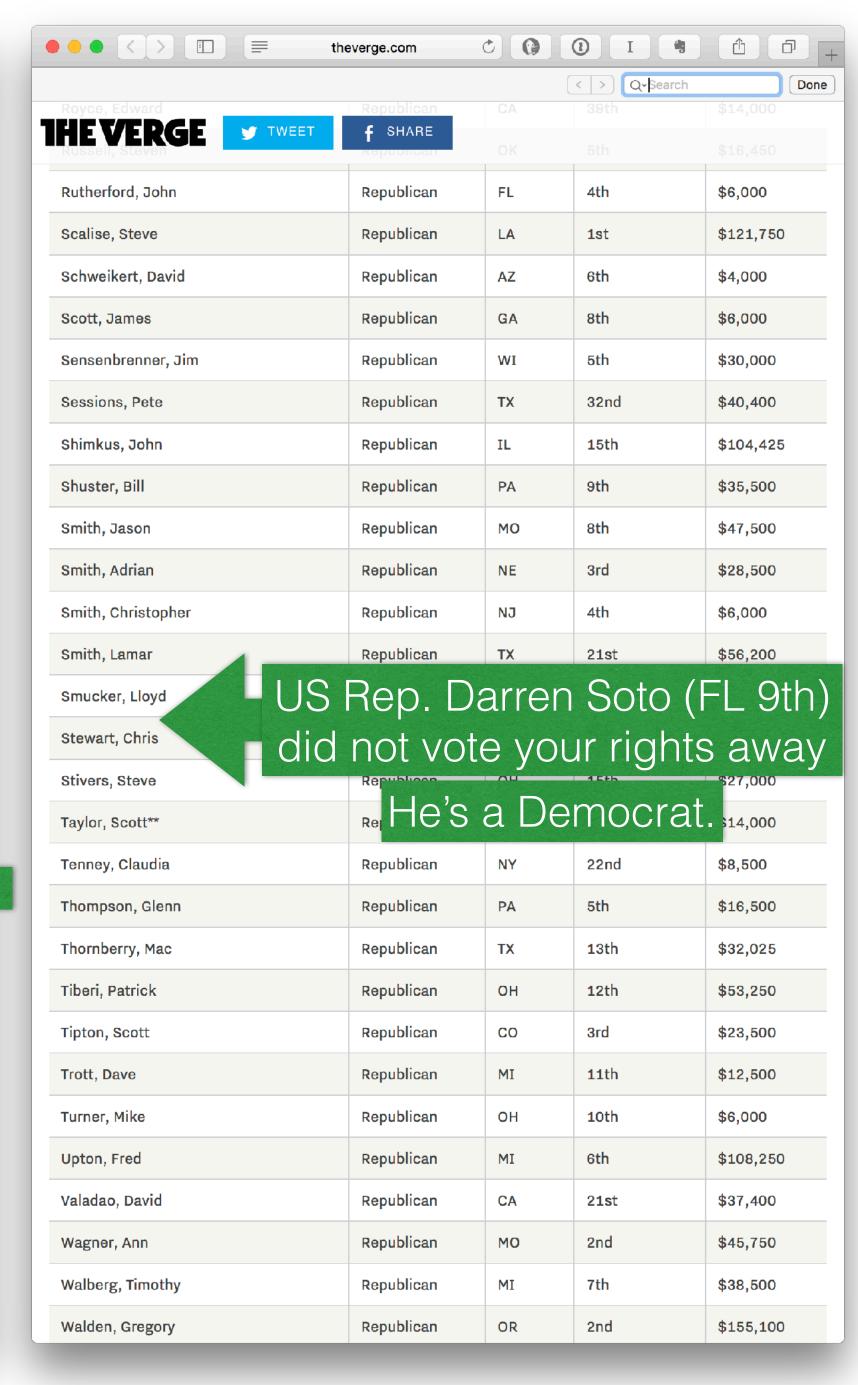


Republicans in Congress just voted to reverse a landmark FCC privacy rule that opens the door for ISPs to sell customer data. Lawmakers provided no credible reason for this being in the interest of Americans, except for vague platitudes about "consumer choice" and "free markets," as if consumers at the mercy of their local internet monopoly are craving to have their web history quietly sold to marketers and any other third party willing to pay.

The only people who seem to want this are the people who are going to make lots of money from it. (Hint: they work for companies like Comcast, Verizon, and AT&T.) Incidentally, these people and their companies routinely give lots of money to members of Congress.

So here is a list of the lawmakers who voted to betray you, and how much money they received from the telecom industry in their most recent election cycle.

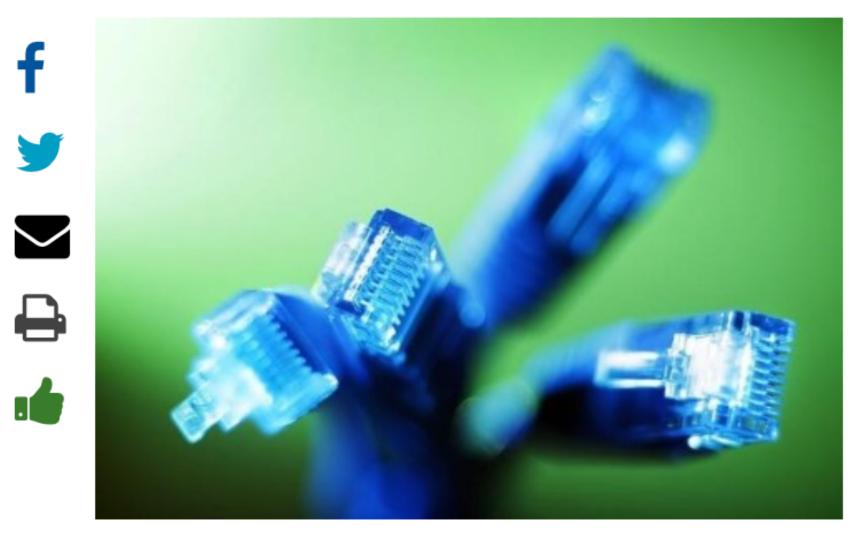






## White House says Trump to sign broadband privacy repeal

March 29, 2017, 02:54:00 PM EDT By Reuters



Reuters

By David ShepardsonWASHINGTON,
March 29 (Reuters) - President
Donald Trump

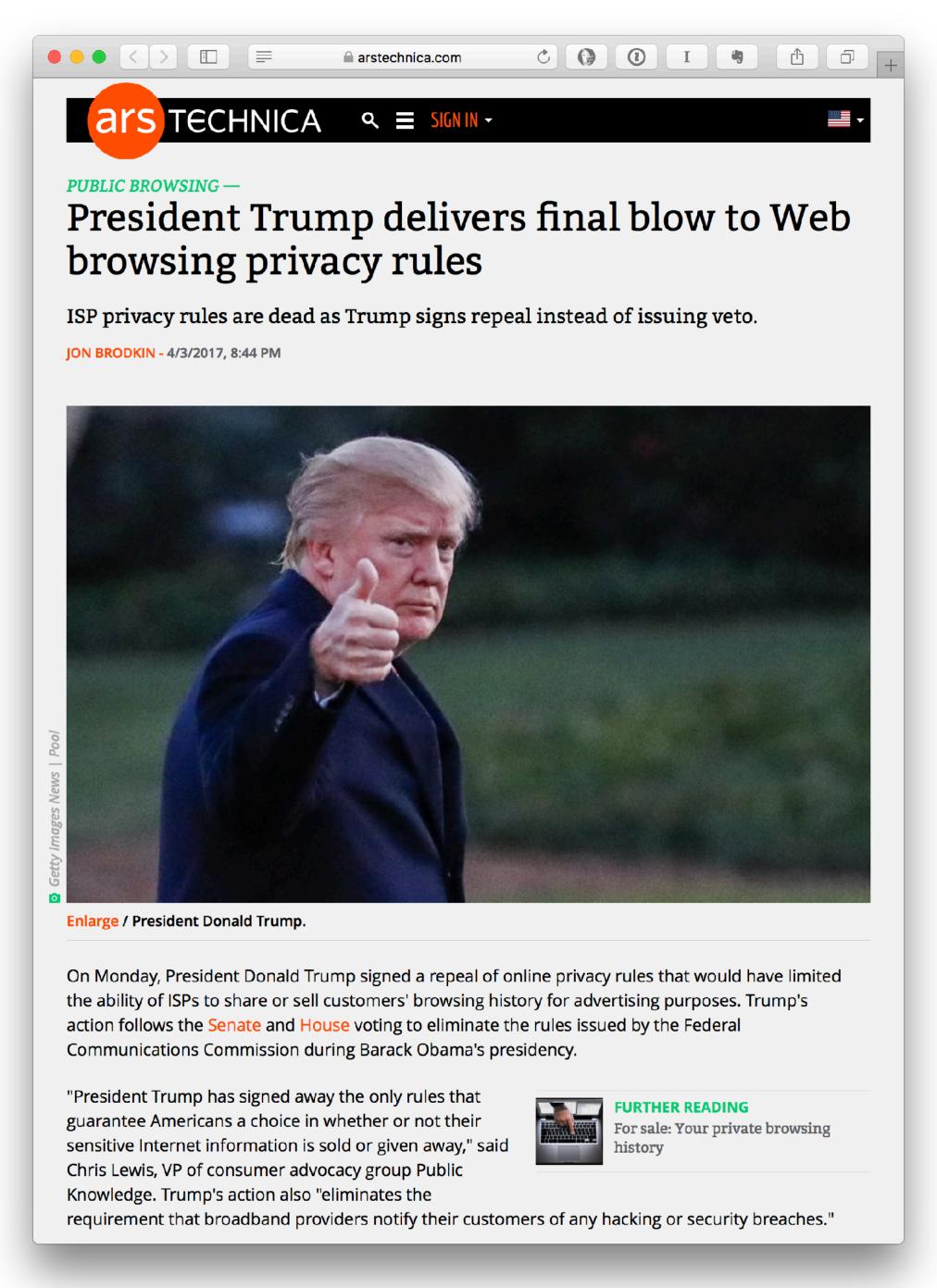
plans to sign a repeal of Obamaera broadband privacy rules as a bigger fight looms over rules governing the openness of the internet, the White House said on Wednesday.

Republicans in Congress on Tuesday narrowly passed the

repeal of the privacy rules with no Democratic support and over the strong objections of privacy advocates. [nL2N1H51GZ]

The fight over privacy sets the stage for an even larger battle later this year over Republican plans to overturn the net neutrality provisions adopted by the administration of former President Barack Obama in 2015.

White House spokesman Sean Spicer said he did not know when Trump would sign the bill.



# "I will work for you!"



source: https://www.donaldjtrump.com/l/i-will-work-for-you/

#### Democracy dies in darkness.

Motto of The Washington Post

Tonight's civics lesson.

#### Amazon Dash Button

Amazon Dash Button makes ordering easy. With a simple click, Prime Members can order their favorite products.

SIMPLE

Easy to set up and use

SMART

Just press the button to get your essentials



FREE

After the first press

Buy Dash Button for \$4.99, and receive a credit for \$4.99 after your first press to place an order

## Amazon Dash Buttons

#### Dash Buttons

- Tiny, cheap (to buy, not to make)
   wireless internet-connected vending machines for a single product
- Sell for \$4.99 with a \$4.99 credit after first use
- Available in physical form for hundreds/thousands of top-selling items at Amazon
- Only available to Prime members



## A Genius-Level Diabolical Plot



## A Genius-Level Diabolical Plot





### Get It — Press It — Get It

- "Screenless" eCommerce
- Part of Amazon's huge and rapidly-growing "DRS" - Dash Replenishment System
- Debuted in 2015, now rolled out to 40 countries and tens of millions of buttons



## What Happens When You Push It

- Button switches on the battery
- CPU & Wi-Fi chip boots up, powers up the Wi-Fi radio
- Connects to your home Wi-Fi using stored recipe
- Securely connects to Amazon's cloud
- Identifies itself to Amazon
- Tells Amazon what kind of push it received: push, double-push or long push
- Amazon's infrastructure looks up the button ID & associates it with your account and the product being ordered
- Amazon places the order for you, sends you an alert and an email confirmation
- Dash button sends Amazon some telemetry on it's condition, software version, radio signal strength, battery level, etc.
- Dash button stays awake to check to see if there are any messages from Amazon's mothership: software update, new OS, etc.
- Dash button signs off from Amazon and goes back to deep sleep



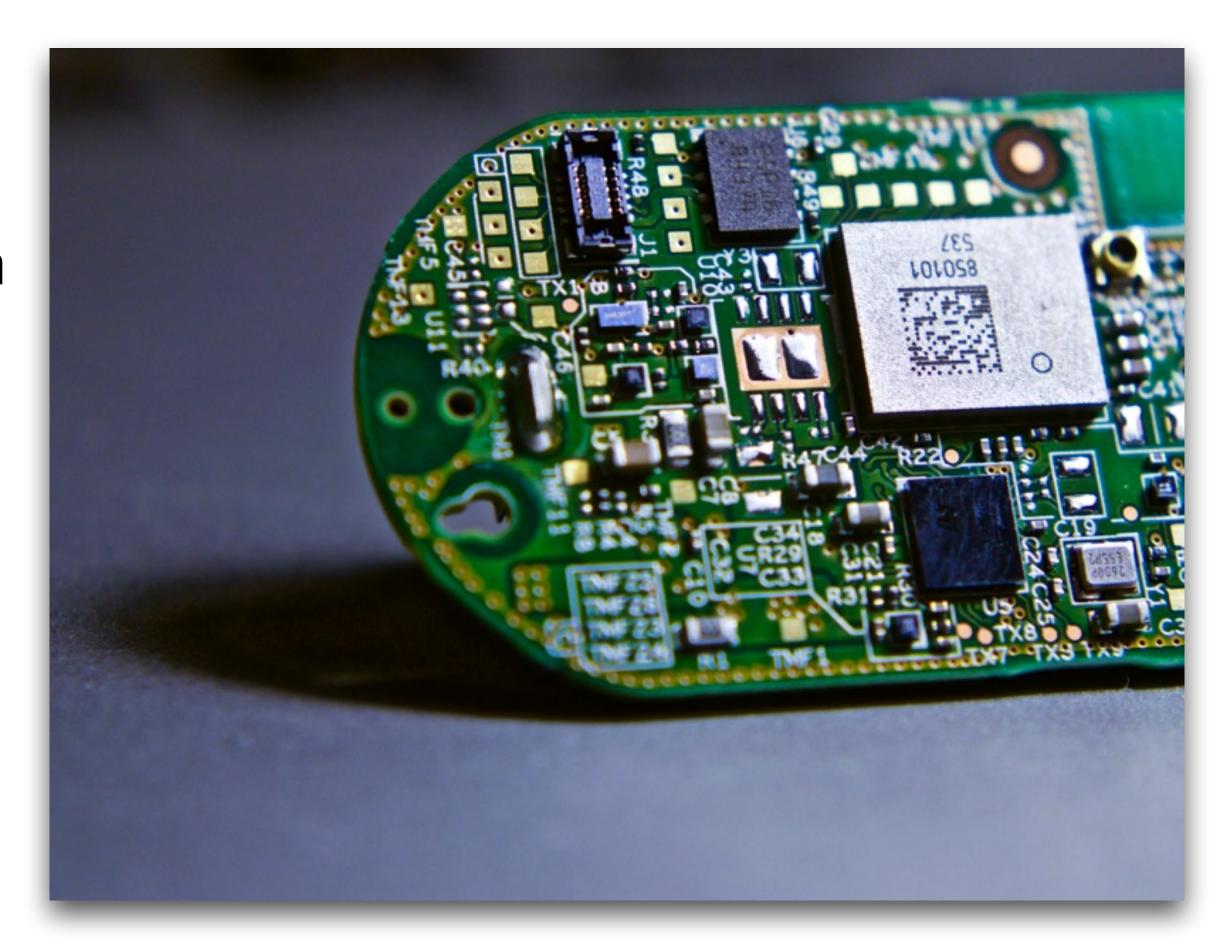


My first Dash button: for 33-Gal, 48-count Hefty trash bags

# Free for us. Expensive for them.

- Broadcom WICED IoT module with 802.11g/n Wi-Fi transceiver
- 32-bit STM
   microcontroller CPU
   running at 120Mhz
- 16Mb of serial flash memory for program and data storage

- 1 long-life Energizer
   AA Lithium battery
- SPSTM dome button
- RGB LED
- InvenSense microphone
- · In all, about \$25 of electronics and packaging



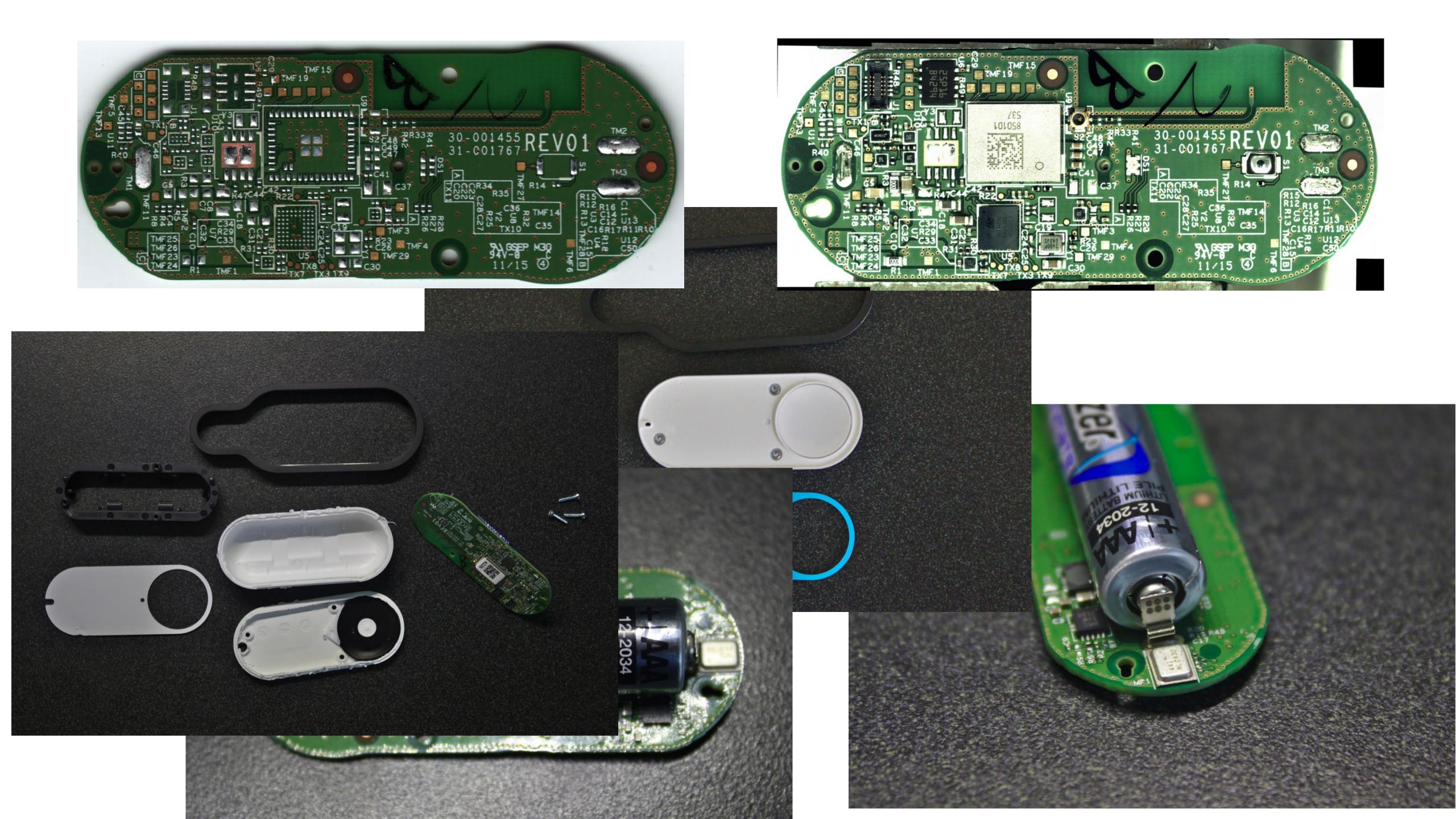
## Amazon Does a Lot of Expensive Things

**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.



## Get a Dash button for your product:

- Vendor pays Amazon \$250,000 up-front in setup costs
- Vendor pays \$15 for each button sold to customers
- Vendor pays 15% of selling price to Amazon for advertising and systems support
- Vendor pays 100% of Prime shipping for every sale

- Vendor must maintain 99.9% in-stock level for all DRS products or pay big penalties
- Products must have high velocity sales volume
- ...and yet, brands are climbing over each other to join the DRS program



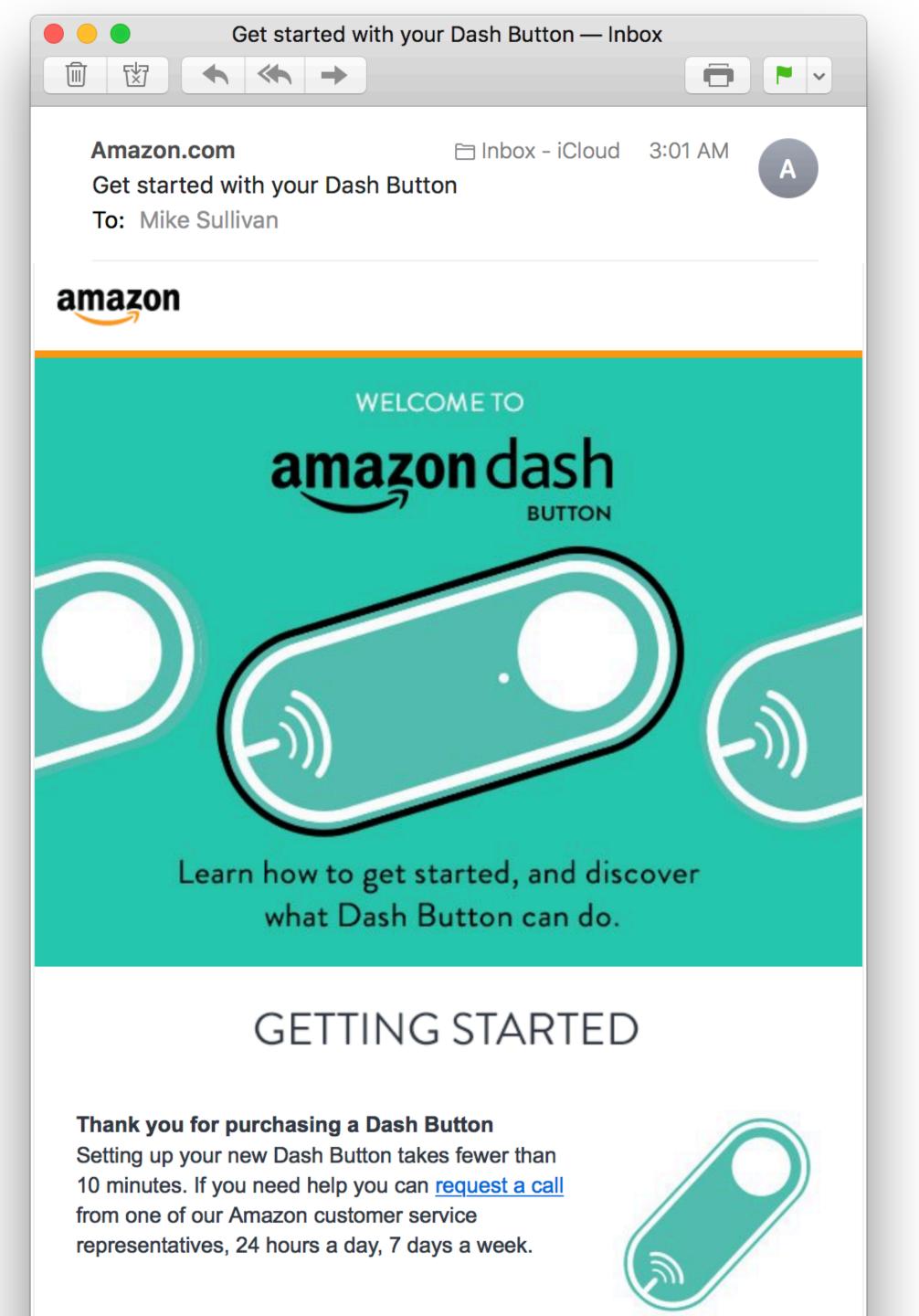
#### How Does It Work?

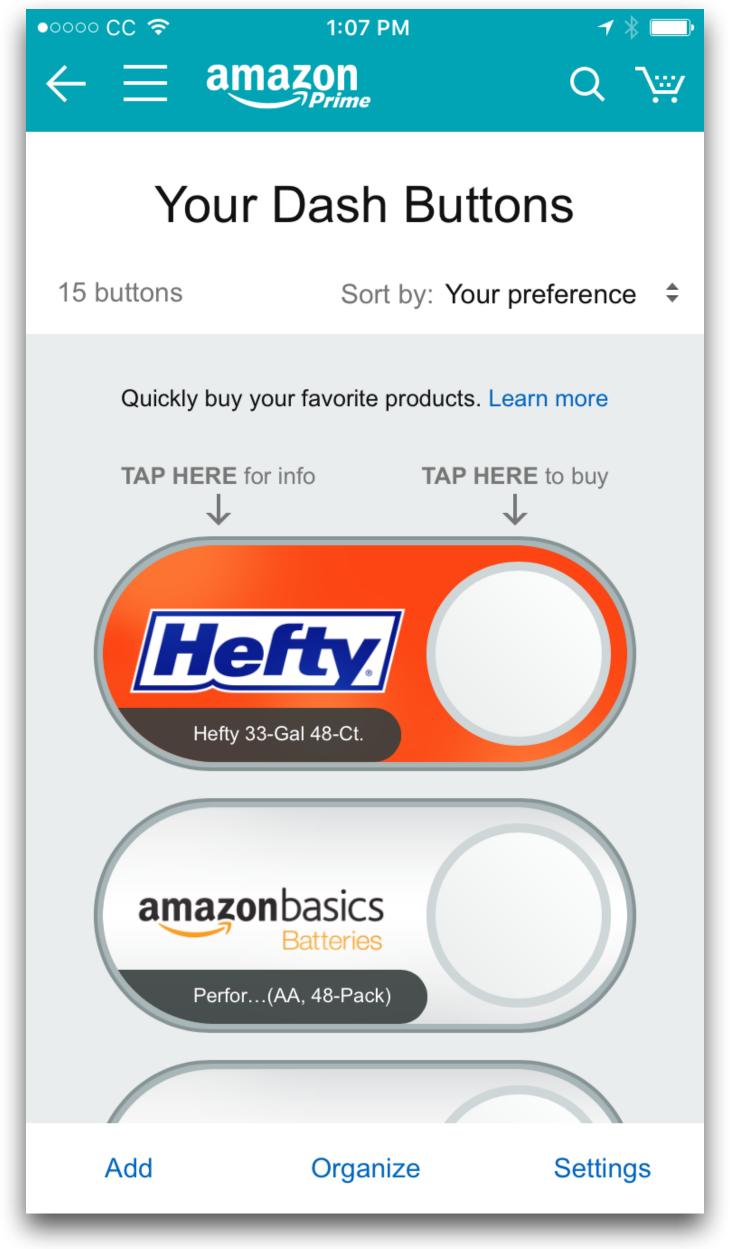
- One-time setup via Amazon shopping app:
  - You train your Dash button how to connect to your home Wi-Fi
  - You specify which product your Dash button will order
  - Then stick it or hang it somewhere, and press it whenever you need more of that item



#### Dash Turns 2

- Amazon introduced Dash Buttons on April 1, 2015 making many people think it was an April Fool's Day joke. It wasn't.
- This year, for Dash's 2nd Birthday, Amazon sold Dash Buttons for just \$1.99 each (limit 3), with free 2-day shipping via Prime, of course.
- So, unable to pass up a screaming deal for the sake of the advancement of knowledge in the Cove Apple Club, Yours Truly bought *three*.

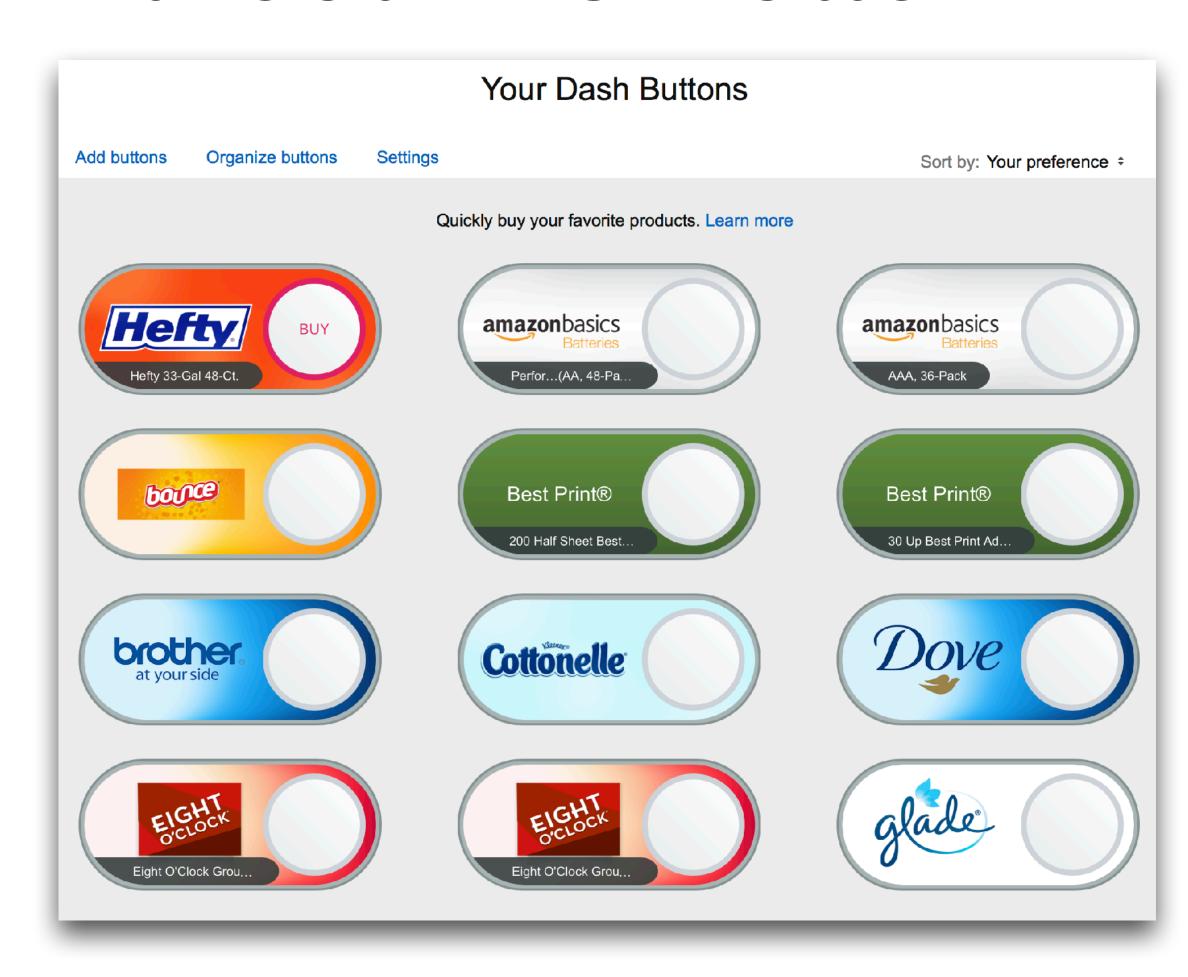




Demo!

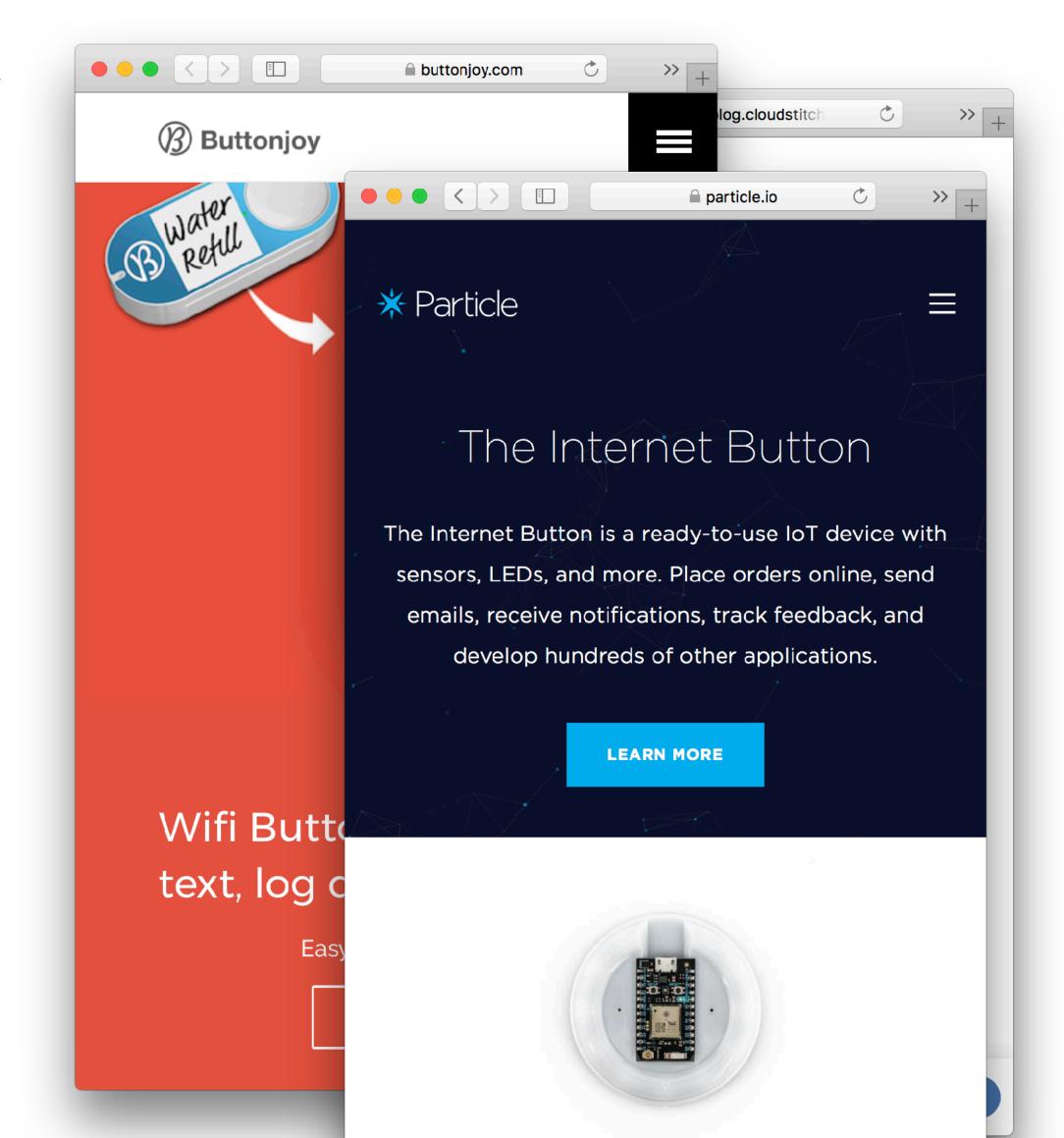
#### Amazon Dash Buttons without The Button

- "Virtual Dash Buttons" available for ANY product that ships with Prime
- Create them on the Amazon app or website
- On Amazon, go to Your Account →
   Your Dash Buttons

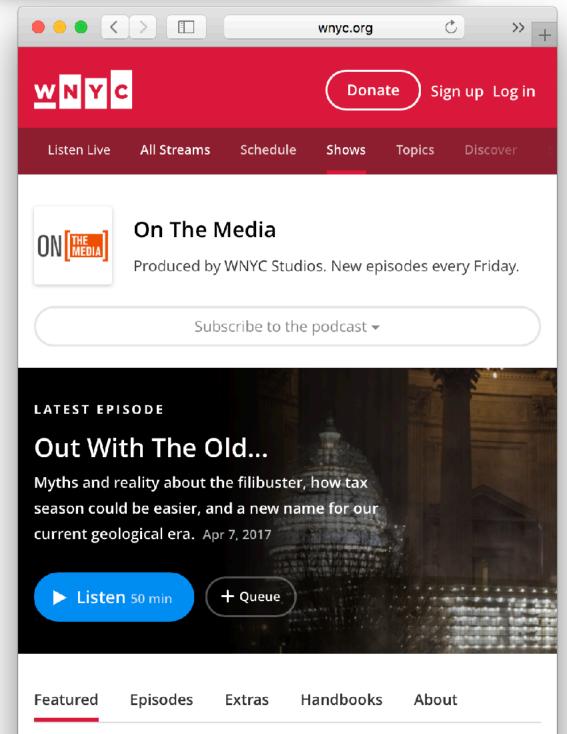


#### Amazon Dash Buttons without The Amazon

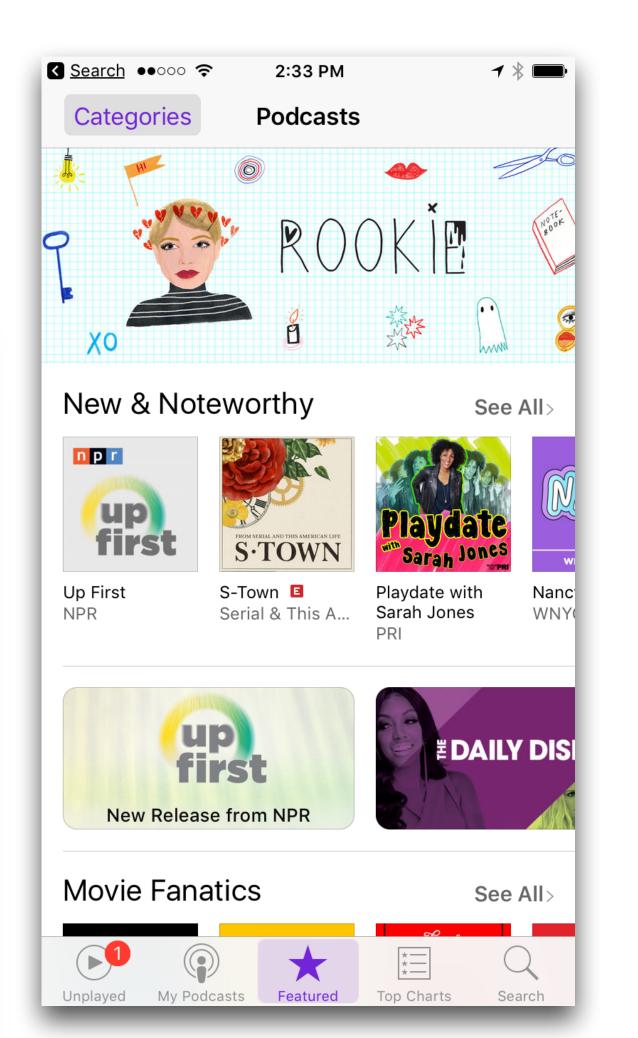
- ButtonJoy, Particle and many other start-ups / hackers have created DIY IoT buttons that can be purchased and configured to do almost anything:
  - Keep a log of poopy baby diapers
  - Open drapes, turn off lights
  - Alert you when the mail has been delivered
  - Alert you when your garage door has been left open

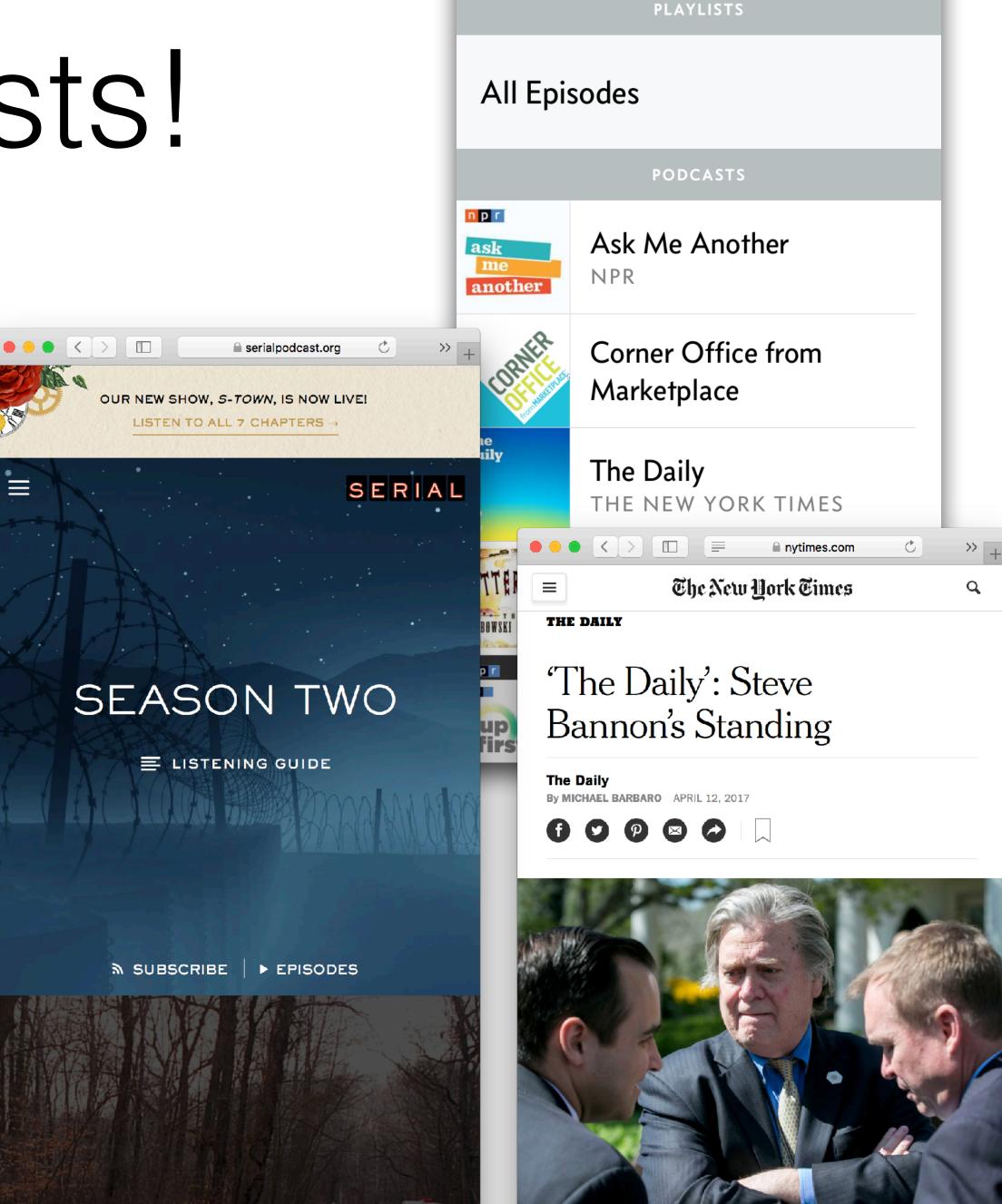






#### Podcasts!





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2:33 PM

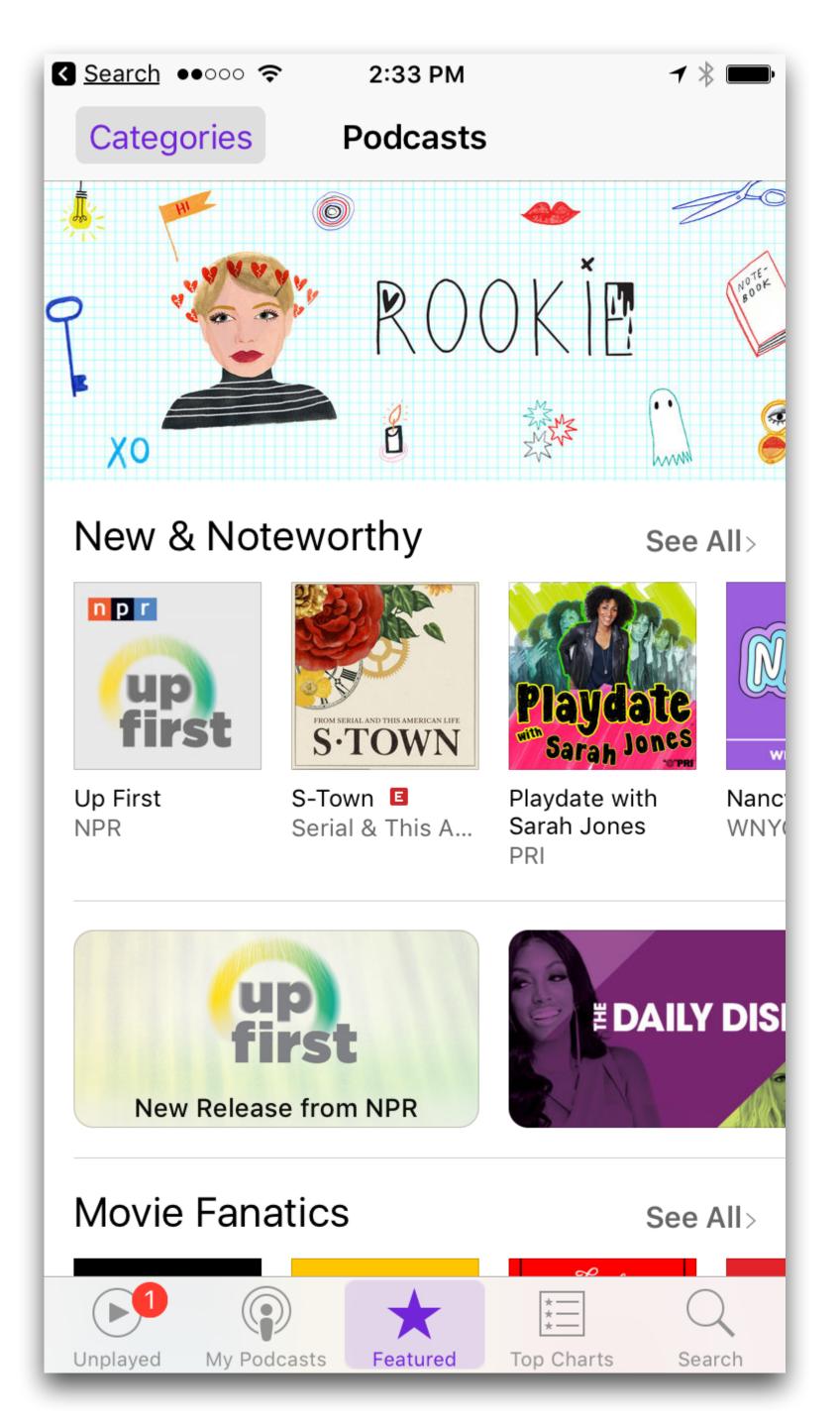
#### Podcasts!

#### podcast | 'päd,kast |

#### noun

a digital audio file made available on the Internet for downloading to a computer or mobile device, typically available as a series, new installments of which can be received by subscribers automatically.

verb (past and past participle **podcast**) [with object] make (a digital audio file) available as a podcast.



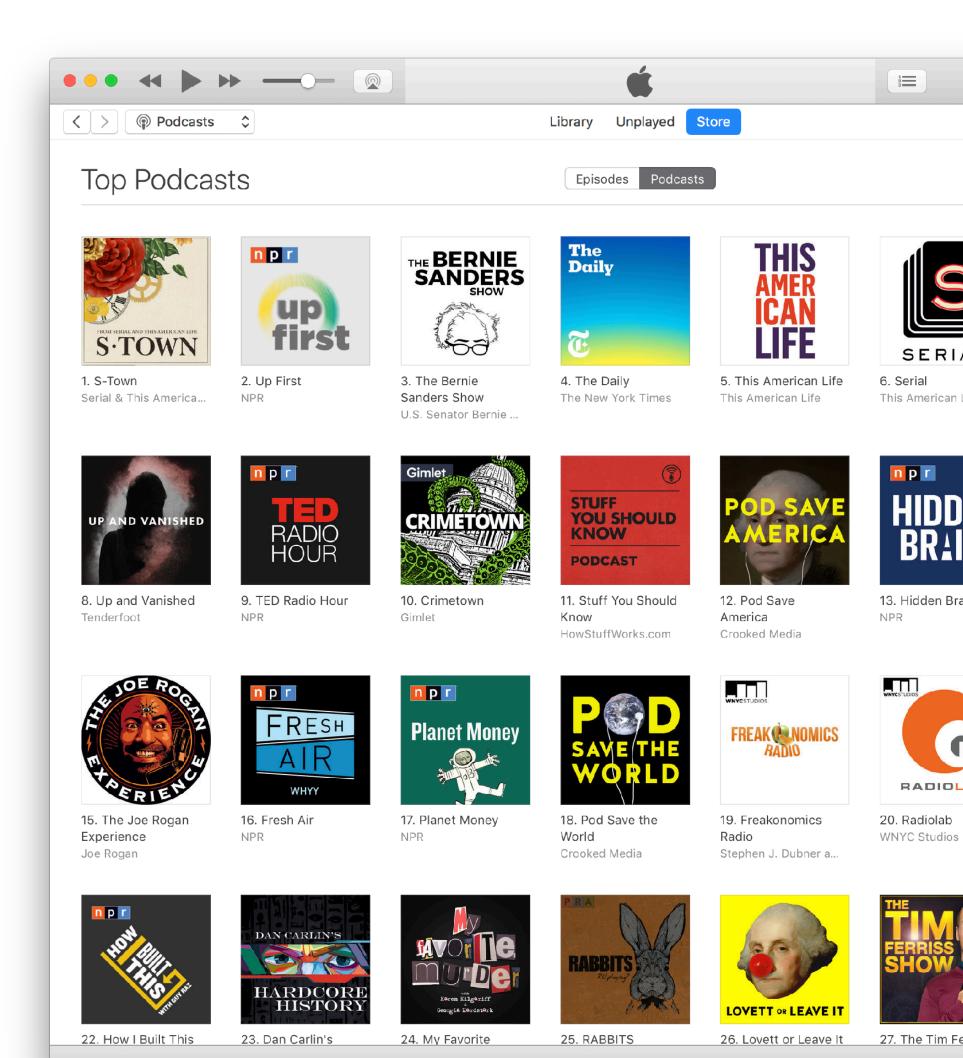
# History

- Invented in 2004, shortly after the mass ascendency of the iPod; Adam Curry & Dave Winer are credited as helping design and implement the first podcasting standards
- Open format & protocol for creating, distributing and listening on any audio-enabled device: laptop, desktop, iPad, iPod, iPhone, MP3 player, CD, etc.
- Apple added native support for podcasts in iTunes
   4.9 in June, 2005.
- Podcasting exploded



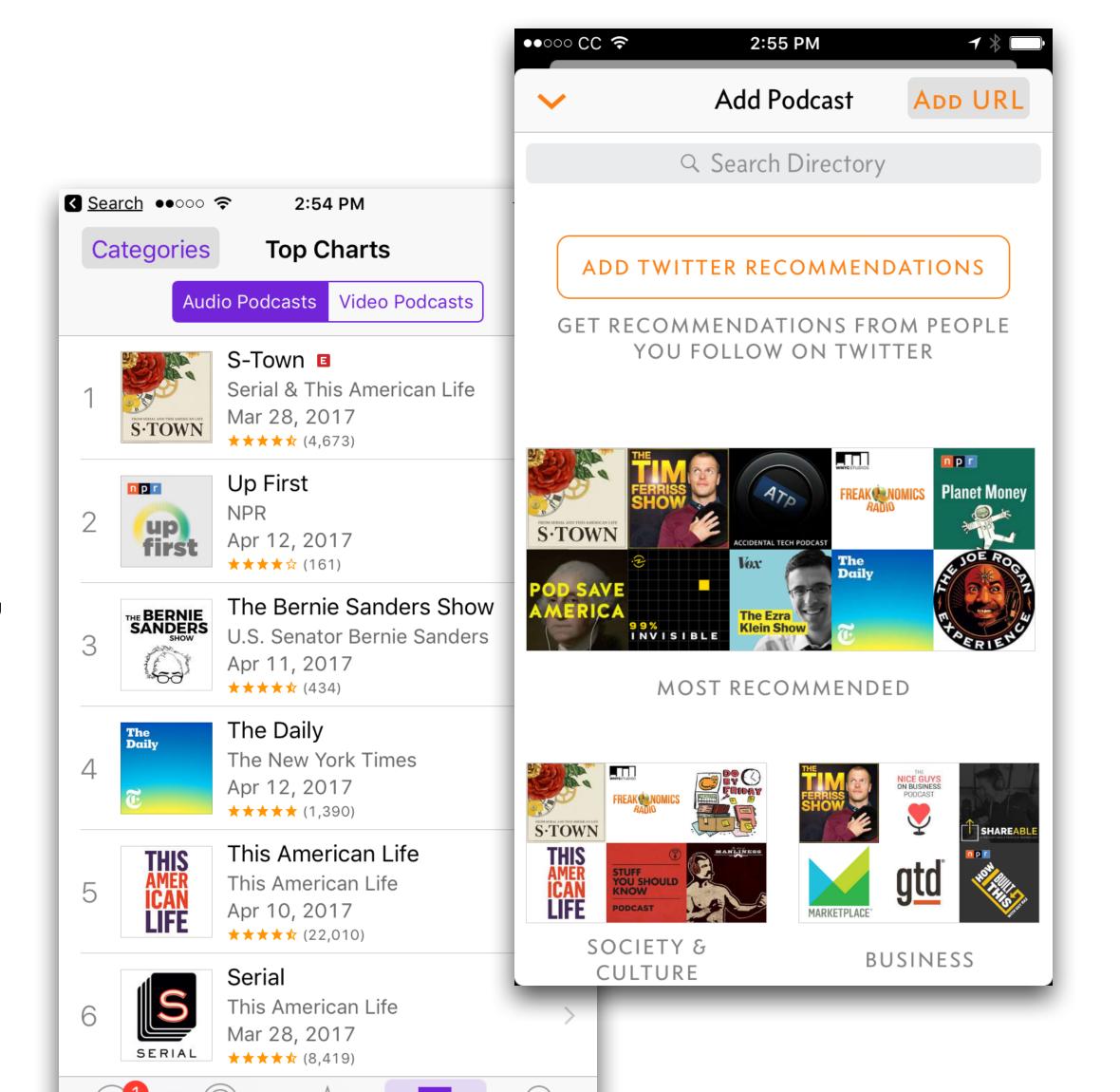
## Today

- Hundreds of thousands of podcasts in hundreds of languages covering every conceivable (and many inconceivable) areas of interest: politics, news, technology, culture, how-to, economics, hobbies, books, interviews, sports, etc., etc.
- All major newspapers, radio networks and larger radio stations produce their own podcasts
- Millions of weekly listeners; huge source of revenue for podcasters & public radio stations & networks



## How Do You Find Podcasts?

- Built-in discovery tools / directories in podcast apps
- Online podcast directories
- On the websites of podcast producers, radio stations, news outlets
- Word-of-mouth like tonight!



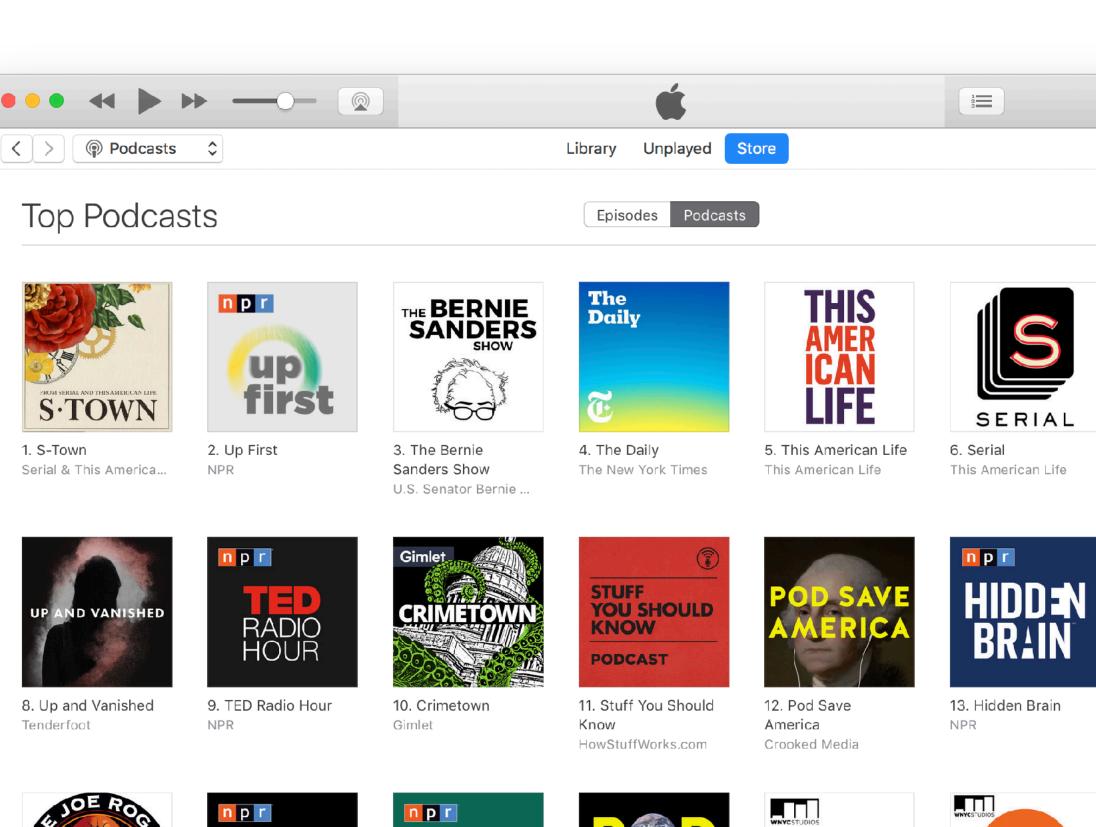
## How Do You Listen To Podcasts?

- It's best to "subscribe" to podcasts with your podcast app; then new episodes will automatically be downloaded and ready for listening whenever you are ready
- With the built-in podcast app on iPhone, iPad
- In the podcasts section of iTunes on your Mac
- With 3rd-party podcast apps:
  - Overcast, Castro, TuneIn Radio, Stitcher
- With your laptop or desktop, by visiting the publisher's website and clicking to listen
- On your Amazon Echo, Tap or Dot just say it, and Alexa will play it!





#### Demo!





15. The Joe Rogan Experience Joe Rogan



16. Fresh Air NPR



17. Planet Money



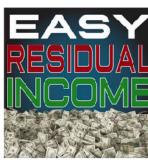
18. Pod Save the World Crooked Media



19. Freakonomics Radio Stephen J. Dubner a...



20. Radiolab WNYC Studios



Chipperson Podacast

Q Search

WNYCSTUDIOS

7. Nancy

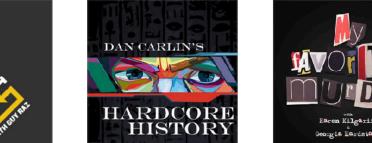
**WNYC Studios** 

14. The Chip

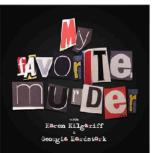
RiotCast.com

All Categories >

21. Residual Income Podcast Mike & Matt



22. How I Built This 23. Dan Carlin's



24. My Favorite



25. RABBITS



26. Lovett or Leave It 27. The Tim Ferriss





28. 2 Dope Queens

## Save The Date!

- Apple will livestream the Keynote presentation from this year's Worldwide Developer's Conference (WWDC), starting at 1pm on Monday, June 5
- That's all the excuse we need to schedule a three-hour block of daydrinking, pizza-eating, loafing and social nude schmoozing around the HDTVs.
- Details coming in your May Cove Apple
   Club newsletter!
   12:00 PM 3:00 PM

## Our Next Meeting

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

Let's adjourn to Cheeks!

