

The Monthly Newsletter of the Sun City Summerlin Computer Club

www.scscc.club

September, 2019

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## **Issue Contributors**

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# President's Message

*by Jeff Wilkinson* Website Analytics

Data gathered from website logs can provide a vast amount of data about how users interact with a website. Examples include the entry points of each user, which give an indication of how the website was found, to the exit pages, which give an indication of the effectiveness of your website. Using this valuable data allows optimization of a website to achieve its stated goal.

Google Analytics, which is part of any Gmail account, offers many insights into website visitor behavior. By inserting a small bit of code on a website, you can begin to gather basic data. The data can be further refined by setting various goals, such as subscribing to a newsletter or viewing an announcement page.

With Google Analytics you can view behavior patterns of your visitors and use the information to fine tune your website. While the expected progression or path through a website may be perfectly clear to the web designer, observing the data can reveal entirely different behavior. A website has a specific purpose when created and it just makes sense to be able to measure the progress towards that goal. An ecommerce website has specific goals and wants clear intuitive paths through the website to those goals. With analytic data, pages can be fine-tuned to help guide the user and make a purchase decision easier.

Analytics allow collection of data over time based on a myriad of parameters. For instance, you can tell which page visitors to a website entered the site and which page they exited, how long they stayed on each page and what page they went to next. If visitors landed on a page and immediately exited your website that could indicate an issue with that page, but if they landed on a page and immediately went to another page within you site to complete a call to action that would be important data to have. You could then experiment with different words and phrases and measure their effectiveness in guiding users to a desired web page.

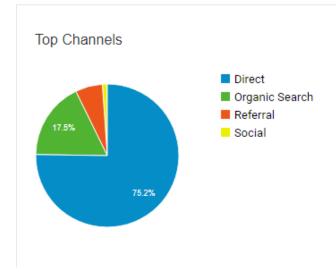
If you have ever purchased items online, you have certainly noticed how some sites make it extremely simple to purchase while other are not so easy. Amazon.com is a good example of a finely tuned website that makes shopping and completing a purchase very easy. This is the result of constant attention to the feedback provided by analytic data and modifying pages to make a purchase as easy as possible.

I recently was researching a Samsung Blue Ray player I own, and searched on the part number in both Google shopping and eBay. The next day I began receiving email marketing material for various products with portions of the part number I was searching for! How did they know? - analytics.

United Parcel Service has developed their own in-house analytical software to use the data gathered from multiple inputs to refine routing and delivery times. Analytic data is an important aspect of the parcel delivery business and a factor in profitable yet competitive pricing.

Gathering and interpreting analytic data can be a daunting task with overwhelming amounts of data that can easily be misunderstood, or it can be an extremely useful tool in examining the effectiveness of a website. Taken in small steps the insights revealed are very valuable.

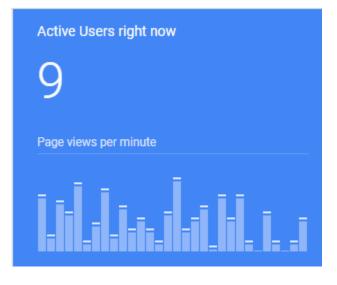
Here are some examples of information that Google Analytics can capture and display.



#### **Google Analytics Website Entry Report:**

75.2% of site visitors used the URL to access the page directly, but 17.5% had to search to find your page!

#### **Google Analytics Active Users Report:**



This shows a snapshot in time where there were 9 users on the site. The graph below shows users over time

Until next month ...

Jeff Wilkinson, President (702) 527-4056 pres.scscc@gmail.com

# **Submissions Welcome**

We are always looking for new information to share with our club members. If you have computer or technical information you would like to share with members of the club, send your articles to editor **Tom Burt** at <u>tomburt89134@cox.net</u>. Thank you to everyone for your contributions.

# **SCSCC Board of Directors Actions**

# The Computer Club Board of Directors took the following actions on Wednesday August 13, 2019

George Lobue made a motion that the minutes of the June 12, 2019 Board Meeting be approved as submitted. The motion was seconded by Chuck Hagen and unanimously approved by the Board.

George Lobue made a motion that the meeting adjourn at 10:22AM. Chuck Wolff seconded the motion and it was unanimously approved by the Board.

# **General Membership Meeting**

Our next General Meeting will be at 2 PM on Thursday, September 5<sup>th</sup>, 2019 in Desert Vista Room 5.

Our speaker will be Jim Barbee of the Nevada Gaming Commission.

For Club information: go to <u>www.scscc.club</u>, contact Jeff Wilkinson, President at (702) 527-4056 or email him at <u>pres.scscc@gmail.com</u>.

# Welcome New Members

The following new members joined the Computer Club between June 27<sup>th</sup> and July 27<sup>th</sup>.

## **Patrick Martin**

# September 2019 Calendars

To view this month's classroom and lab calendars, click the following hyperlink:

http://www.scscc.club/Calendars/scscc\_calendar\_2019-09Sep.pdf

## **Special Interest Groups**

**Special Interest Groups (SIGs)** provide a forum for general discussion on a specific computer related subject. Admission to all SIGs is on a first-come, first-seated basis and is subject to the maximum allowed by fire code regulations. All of the following meetings are held in the Classroom. <W>, <M> or <H> indicate whether a SIG would be of interest to a Windows, Macintosh or Hand-held Device user.

#### Genealogy Q&A <W/M>

4<sup>th</sup> Saturday, 9 a.m. to noon in the Lab Karen Ristic (702-749-6489)

Genealogy is one of America's most popular and rewarding hobbies. With billions of records now available online, researching your family tree has never been easier—if you know where to look and which key words you'll need to use to create an accurate family tree from start to finish.

#### Internet Investing <W/M/H>

*3rd Thursday, 9:00 a.m. in even months* Next meeting: October 17<sup>th</sup> Tom Burt (702-341-7095)

The Internet Investing SIG provides a forum for members interested in using Internet resources for researching and managing investments to meet, discuss, and learn more about the topic. The SIG's target audience is members with intermediate computer skills and investment experience, but all members are welcome.

## Hardware / Software Repair Lab <W/M >

Every Tuesday, 1:00 p.m. to 4:00 p.m. Chuck Wolff (702-233-6634) and Chuck Hagen (702-418-2614)

The Repair Lab provides **CLUB MEMBERS ONLY** with no-cost assistance for those having upgrades and / or hardware and software problems with their computers. Bring in only your PC tower, your Mac or your laptop and your problems. Our TECH team will give you our best effort. *Be sure to mark your cables so you can re-connect when you aet home*.

#### iPad/iPod/iPhone <H>

4th Wednesday, 9 a.m. Zane Clark (702-562-3684)

This SIG is your forum for learning about and discussing the Apple iPhone, iPad tablet and iPod devices as well as Macintosh PCs. It's for Apple users of all experience levels.

# Kaffee Klatches

Kaffee Klatches provide a forum for general discussion on all computer-related subjects. Admission to all Kaffee Klatches is on a first-come, first-seated basis and is subject to the maximum allowed by fire code regulations. The following meetings are held in the Classroom. <W> or <M> or <H> indicate whether a SIG would be of interest to a Windows, Macintosh or Hand-held Device (iOS or Android) user.

#### Windows 10 SIG / Q&A <W>

*First and Third Saturdays, 9:30 a.m.* Bill Wilkinson (702-233-4977)

If you are a novice or near-beginner computer user, or if you just want some refresher information together with a refreshing cup of coffee, then jump-start or recharge your computing knowledge by attending these Win 10 SIG / Q&A sessions. At each session, attendees will explore several topics of interest to beginners and near-beginners. The topics are always announced a couple of days in advance via e-mail to SCSCC members who have subscribed to the club's SCSCCNews mailing list. Each topic is presented in a step-by-step manner and is supported by "how to" notes that can be easily and conveniently downloaded from the <u>SCSCCBKK.org</u> web page. Following each "up front" presentation of one or more topics (approximately 60 minutes in duration), an informal open-ended Question and Answer period takes place for those who wish to participate, listen, reflect, or inquire.

#### Kaffee Klatch <W/M/H>

*Every Tuesday, 8:30 a.m.* Sandy Mintz (702-838-2525)

This Kaffee Klatch is an open, free-form discussion group for all users, from beginning to advanced. KK discussions are not restricted to any one subject, computer platform or computer-knowledge level but should be computer or technology related. We will try to answer your questions, help you keep your systems updated and provide some useful "tips and tricks." Since our SCSCC is built on "neighbor helping neighbor," if you have a tip or information, we encourage you to bring it in and share. The fellowship is great, the coffee is good, and the education received from the KK attendees is priceless. Stop by on Tuesday morning and have a cup of coffee with us.

# September 2019 Hands-On Classes

No hands-on (Lab) classes are scheduled in September.

# September 2019 Free Seminars, Q&As and Workshops

For Computer Club seminars, there is no requirement for advanced registration unless explicitly stated. Seating is first-come, first-seated.



## "All Things Apple" Q&A

9 AM on First and Third Wednesdays Presenter: Zane Clark Location: SCSCC Classroom

Bring your Apple iPhone, iPad, Watch or Macbook to get one on one help with your questions about how to use any Apple device and popular iOS or MacOS apps.



## Android Q&A

Wednesday, September 11<sup>th</sup> at 1 PM Presenter: Susan Heifetz Location: SCSCC Classroom

Bring your Android phone and Susan will answer your questions about how to use the phone and popular Android apps.



## **Apple Watch Workshop**

1 PM on Thursday, September 12<sup>th</sup>, 2019 Presenter: Zane Clark Location: SCSCC Classroom

Zane will host a discussion group about the many useful features of the Apple Watch.

## **Beginning Photoshop Elements 2019**



Wednesday, September 25<sup>th</sup> at 1 PM Presenter: Mary Miles Location: Classroom

This will be an in-depth beginning seminar on Adobe Photoshop Elements (with the focus on layers) - the class you have been asking for.

Skip the fancy classes at UNLV or CSN where you come home just as confused as when you started. Instead learn:

- Why would you want to use Elements?
- How does Elements compare to the big daddy Photoshop?
- And the question everyone asks what is layers?? and how do I use it?



## **Home Networking Basics - 2019**

Thursday, September 26<sup>th</sup> 9:30 AM – 11:30 AM Presenter: Tom Burt Location: SCSCC Classroom

Many households now have two (or more) PCs, plus other devices such as tablets, cell phones and networked printers. How do you take advantage of

the power of home networking to get the most out of your multiple systems?

This 2-hour seminar will focus on the basics of setting up a mixed wired and wireless home network. We will survey the latest in both wired and wireless networking equipment and software, including WiFi Direct devices. We'll demonstrate how to set up your wireless network equipment to create a mixed wired and wireless home LAN and how to secure it from undesired outside access.

We'll also spend time on how to share files, printers and your cable or DSL Internet connection between two or more PCs, Macs, laptops, tablets or cell phones. We'll also demonstrate connecting to a network printer. And we'll keep ample time open to answer your networking questions. This seminar will primarily focus on Windows 7, 8 and 10. However, much of the information will also apply to Macintosh networks.

This seminar's target audience is users who are comfortable with their computers and want to move up to taking better advantage of having multiple computers or devices. **However, all members are welcome.** 

Presentation notes will be available about September 20<sup>th</sup> at: <u>http://www.scscc.club/smnr/Home\_Networking\_Basics\_2019.pdf</u>.



# Let's Talk (Genealogy) AND Lab Monitors

4<sup>th</sup> Saturday (September 28<sup>th</sup>), 9:00 am to 12:00 pm Presenters/Monitors: Karen and Ray Ristic Location: SCSCC Computer Lab

Genealogists ask a lot of questions. That's what research is all about! Google can provide you many websites with genealogy questions to ask of those you are researching for family information. Many websites are particularly of value especially when you have little or no data about your ancestors.

So ... do you have a question or two about your genealogy or have you hit a brick wall in your family history research? Come for a visit to the Computer Lab and we'll talk about it. Also, what about the software, Family Tree Maker? Did you know the computers in the Computer Lab have Family Tree Maker on all of them?

The team of Karen Ristic and Ray Ristic have been doing family history research for over 40 years, teaching classes, members and officers of genealogy societies, and have published two of their own family history books. They will continue to be in the Computer Lab, primarily to Monitor the Computer Lab, on the 4<sup>th</sup> Saturday of the month from 9:00 am to 12:00 pm, but also to be available in the Computer Lab (multitasking?) on those days at those times (along with others who may drop by) to "*Let's Talk*" to provide direction and/or answers to your own genealogy questions.



# Tom's Tech-Notes

# The Internet Is My Cookbook

Searching for Recipes (Updated from April, 2014)

## Tom Burt, SCSCC Vice-President

An oft-spoken motto around Casa de Burt is "Fight Boring Food". Most nights we stay home and cook, as this gives better portion and ingredient control. We enjoy ethnic food – especially Indian and Thai, though our repertoire includes all cuisines. Another challenge is coming up with recipes that work well for two. Often, we plan for a second meal as a way to get double duty from the original preparation.

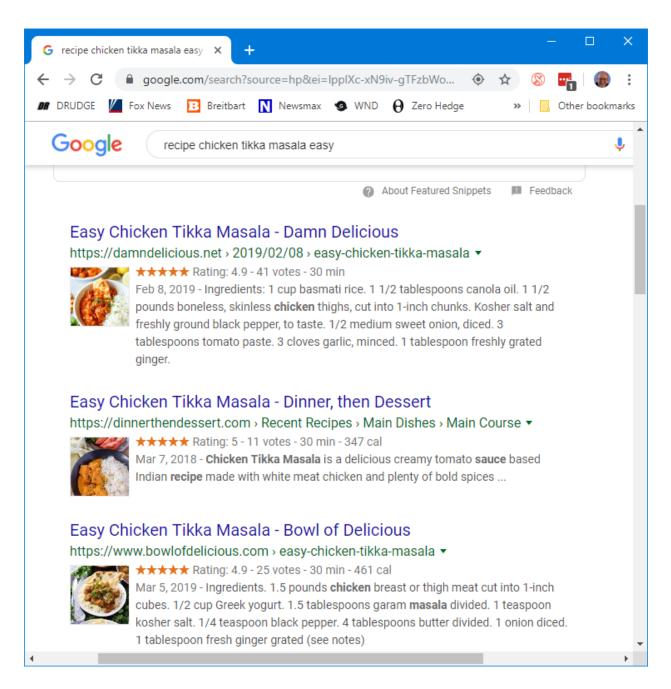
As part of the menu planning process, we sit down mid-week, after the supermarket flyers have arrived, along with an inventory of what's in the freezer and refrigerator. We then figure out the dinner plan for the following week. Each dinner typically includes a protein, a starch and a vegetable or salad and some fruit. Once we have a general plan, the challenge is to decide how a given meal will be cooked. The goal is to have lots of variety while keeping cost and effort low.

For example, we might decide to have chicken one evening. Will it be boneless-skinless breasts or thighs or a whole roast chicken or do we boil a chicken to make soup or we do cut up the chicken and do it oven fried or perhaps a pan fricassee? Another night it might be beef - steak, pot roast, braised brisket, fajitas, carne asada, roast prime rib, sweet and sour? And so on. The choice of prep for the protein in turn drives the choice of starch – rice, potatoes, egg noodles, pasta, bread and so on – as well as the choice of veggies or salad.

Often, especially for a preparation we haven't done for a while, I like to fire up my favorite web search engine and get an idea of how a particular dish is prepared. Usually I'll look over a dozen or so recipes to get a sense of what ingredients are fundamental to the dish, cooking time and temperature and any special techniques. Most dishes also involve a sauce or gravy. Once I know what it will take to make the dish, I note any unusual ingredients (e.g. fresh ginger, cilantro, coconut milk, scallions, tortillas) on the shopping list.

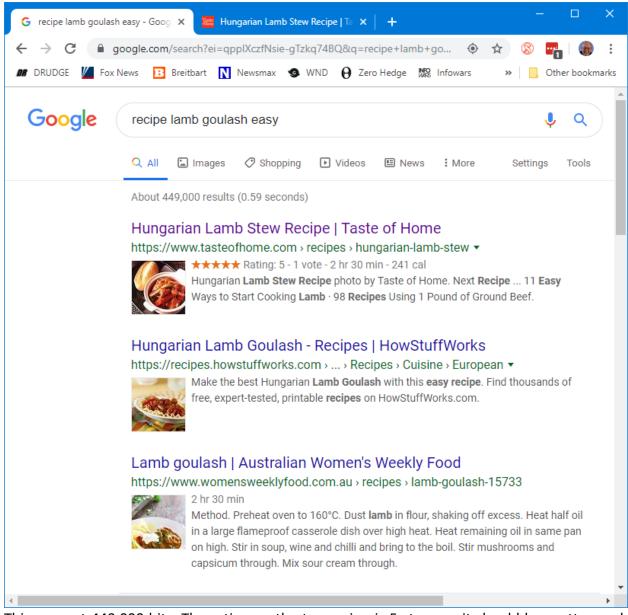
Now that I've got you salivating, let's look at a couple of real-world examples.

All recipe searches should start with **RECIPE** followed by your protein (or perhaps veggie), followed by the preparation. For example: **RECIPE CHICKEN TIKKA MASALA EASY**. Adding the qualifier EASY to your search homes in on recipes that don't have a lot of complex ingredients or preparation. Chicken Tikka Masala is actually a dish made popular in Britain, using Indian spices, chicken, tomato sauce and plain yoghurt. My search on Google turned up 3,260,000 hits – a few too many to read. But the top 10 or so provide all the essential information.



Many of the resulting recipes have star ratings that help you home in on ones that produce the best results. Clicking on a link takes you to the website where the details of the recipe – ingredients and preparation steps are detailed. Many of the recipes also have calculators to let you adjust the ingredients to the number of portions you want to make. Many also have lots of photos or even videos to help less experienced would-be chefs to understand the preparation.

#### Let's try another search: RECIPE LAMB GOULASH EASY



This one got 449,000 hits. The rating on the top recipe is 5 stars, so it should be pretty good. Goulash is a Hungarian spicy meat stew made with meat, onions, tomatoes, bell peppers, garlic, and *lots* of paprika. It's a single pot meal that's served in a bowl, so very easy on prep. There are many variations of the meat and veggies.

The recipe possibilities on the Internet are endless and no matter what you're looking for, the web will serve up a recipe for you. If feeling adventurous, try searching for:

## **RECIPE DUCK A-L'ORANGE** or **RECIPE AVGOLEMONO SOUP**

Let your imagination be your guide and, in the words of noted French chef Jacques Pépin, "Happy Cooking!".



# Kretchmar's Korner By David Kretchmar, Computer Technician How to Clean Your Dirty Laptop

After being used regularly for months or years, our laptops accumulate dust, grime, skin oils, sneezes, and who knows what else. Your laptop is most likely due for a cleaning, and I'm going



to pass along some suggestions here's how to do it effectively without harming this delicate piece of equipment.

You know your laptop is filthy. You can see the dirt and grime on your keyboard. You might also be able to see grime accumulated on your trackpad. So, it's time for a cleaning.

A shining newly cleaned laptop is a joy to use; the keys are clean, the screen is free of smudges and splatters. These cleaning

suggestions might also be useful if you buy used laptop, since the previous owner doesn't always leave them in pristine condition.

## **Your Supplies**

You don't need much to clean a computer; rubbing alcohol, a mild dish detergent, soft lint-free cloths (microfiber cloths are ideal), Q-tips, and canned air. Ninety percent or higher isopropyl



alined all. Ninety percent of higher isopropyr alcohol is what you want, since it won't damage the internal components. And if you have some particularly embedded dirt, a Mr. Clean Magic Eraser (or other melamine sponge) can also work wonders, though it should be an absolute last resort since it's abrasive and can leave permanent scratches.

Don't waste your money on specialty cleaners you see at big box electronics stores like Best Buy. They work just fine but no better than what you have at home.

## Start With the Inside

Starting with that dirt on the keyboard and screen might be tempting, but you should start with the internals. Canned air will blow dust and dirt everywhere, so if you started by cleaning the screen, you'll just end up having to clean it again after you've used canned air. Start by blowing out the dust, then move on to the outside.

**You shouldn't have to open your laptop to clean the inside**. Turn off the laptop, unplug the power cable and remove the battery, if it pops out (removable batteries are becoming a thing of the past). Give the canned air a quick burst away from the laptop to get rid of any condensation, and then start blowing air into any cracks and crevices: the keyboard, the vents and even the USB and other ports. Blow in short bursts, since longer sprays can cause moisture to accumulate inside your computer. You can also damage the fans by making them spin too fast.

You probably won't see a big change after doing this. The goal is to prevent dust buildup over time, which can cause your laptop to overheat and possibly spontaneously shut down. If you can see dust bunnies in the vents, you've let it go too long without a cleaning. If there is a dust bunny that you see is stuck behind the vent that you can't dislodge by blasting it with compressed air, consult your user manual on how to open the case. Be sure you remember which screws went where for the reassembly; snap a picture or two of your laptop before opening the case for a reference, and be super-organized with the screws as you remove them.

Smokers and pet owners should take special care to clean the inside often, since you're likely to experience much quicker buildup of dust, smoke, hair and other dirt.



## Wipe Down the Outside

Remember, when cleaning a laptop (or desktop) computer, you want to apply the cleaning product to the tool you're using to clean, never ever directly onto the computer. So, grab your microfiber cloth, pour a little alcohol onto it, wring it out so it isn't dripping wet, and wipe down the surface. Cotton swabs with alcohol are useful for the keyboard keys and the small spaces between them. (If there are marks that won't come off, you can try rubbing them with a Mr. Clean Magic Eraser or other cleaner very lightly, but again, they're mildly abrasive and this can alter the finish of the surface.)



It may take a few passes to get all that grime off, but once you do, you should notice a dramatic difference. If your laptop is particularly old, you may not be able to get rid of the shine on the keys; some of us may have worn down the top layer of plastic and even the letters on the keys. There's not much you can do about that.

You should be able to wipe fingerprints off your screen with a dry microfiber cloth. If

you need some more cleaning power, a slightly damp cloth that has been completely wrung out first, can help. Some manufacturers, including Dell and Lenovo, even say you can use a 50:50 mixture of isopropyl alcohol and water, if need be, to remove really tough dirt. Just avoid household cleaners with harsher chemicals like ammonia or Windex on the screen.

## Get Rid of Bad Smells

Let's say you have a particularly terrible case of gross laptop, and even after the above steps, your laptop still carries the essence of whatever it has been exposed to. I've seen many laptops



that smelled like smoke, and getting rid of that is a challenge or maybe impossible. Cleaning the surface can help, but a lot of those smells may also be inside the computer. For that, you can turn to a natural deodorizer: charcoal. Don't to go digging through your grill for briquettes – cooking charcoal is different from activated charcoal. Activated charcoal is made with much more (micro) surface area to be more absorbent.

Another common item will do - kitty litter. Because most kitty litter formulas have activated charcoal in them to neutralize litter box smells, it's a great odor eliminator.

Seal the laptop up in a bag or closable bin with a cup or so of the activated charcoal or litter and leave it for at least 24 to 48 hours. If you don't have a cat, people also had good luck with diaper pail deodorizers, which are neat little packets of charcoal you can throw away when you're done. The longer you leave the computer in the bin, the better.

# **APCUG Guest Article**

## **Research Before Online Shopping**

## Richard Durand, President, Wisconsin All-computer Users Club, WI June 2019 issue, WAUCtalk <u>https://www.wauc.us</u> rgdurand (at) yahoo.com

As the old saying goes, "When the going gets tough, the tough go shopping." Here in the 21st Century, we don't have to be as tough to be shopping because now a lot of shopping can be done online. In terms of placing orders, methods of payment, shipping, etc., I really don't have anything to contribute. But the browsing and research necessary to make a selection has been radically transformed and enhanced in a lot of unexpected ways.

Here are a few. One of the nice things about going to an old-time store was to be able to pick up and inspect an item. That was a plus for in-person shopping, though maybe not enough if the item was sealed and/or shrink wrapped. Something I discovered that I found to be much, much more useful and better was to do a search on a potential selection in the YouTube search box, and add this word, "unboxing." Then, click on one of the search results and watch a video on the selection. Oftentimes, the video will be done by a store salesman with not only product knowledge but practiced communication skills that he will use to describe things understandably. He'll hold up the contents one by one and identify them for you. It just might help.

Another useful online research technique is to look at the reviews for an item on Amazon. From what I've seen, Amazon allows just about anyone, not just the pros, but actual users and customers, to compose and upload a review of just about any item posted. The reviewer has to give a rating from one to five stars and then has space for further explanations. Many leave only very terse comments, if any, but there are a surprising number who offer long stories and multiple reasons for their ratings. These authors seem to have acquired a purpose in life of informing the rest of the world about their experiences with a product or a company's customer service. Personally, I've got better things to do, but I'll gladly take advantage of the reviews of others.

And the one final method of research, which is blatantly obvious, but still worth mentioning, is to just enter a product name or even just a general category, such as "scanner" or "RAM," into the box of a browser search engine, such as good old Google, and add this word, "reviews." There might be lots and lots of search results, some of which might prove to be very useful. One I like to see is something along the lines of "What to look for in a ? (whatever)." Or there might be a result along the lines of "Top ten headsets, or widgets, or whatever." Even if there is no worthwhile product to select, such searches might reveal some very important information,

such as what critical attributes to look for, what price range to expect, and what local establishments have this type of product available.

For me, positive or negative reports are less important than the information provided. Something that's praised to the skies might not be what I'm looking for, and something else that's condemned in a review might be just what I need. Numerical ratings are just opinions, at best, starting points, and are secondary. The internet empowers one to make up one's own mind about shopping and about a lot of other things, so one might as well use one's own mind. And if enough of us do our online shopping with these methods, I am convinced that the vendors will be motivated to improve in price, quality, and customer service. For them, it's getting more and more competitive. And for us, all of this can be done from one's own computer, tablet or smartphone.

Happy shopping!

# September Lab Monitor Schedule

September Monitors	Monitor Schedule
Mitch Swetsky	Wednesday
Bonnie Lum	9/4/2019
Jeff Southwell	Saturday
Linda McMullin	9/7/2019
Jan Edwards	Wednesday
Jim Edwards	9/11/2019
Jim Enlow	Saturday
Fred Cohen	9/14/2019
Blanche York	Wednesday
Carol Przybycien	9/18/2019
Mary Hedin	Saturday
John Zuzich	9/21/2019
Mitch Swetsky	Wednesday
Kathy Kirby	9/25/2019
Ray Ristic	Saturday
Karen Ristic	9/28/2019

Open Lab sessions are held twice per week: 9 am to noon on Wednesdays and Saturdays.