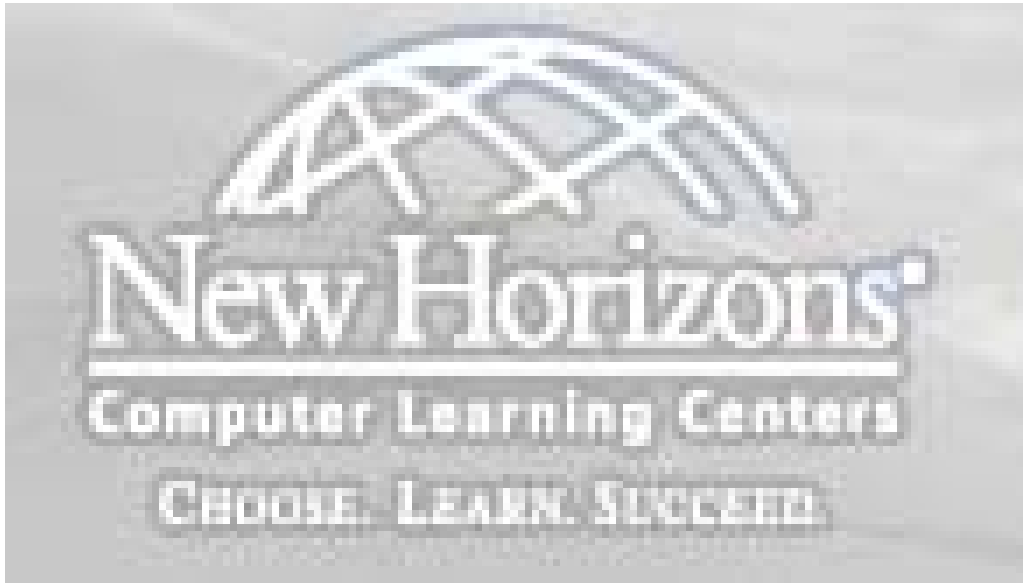


Bits & Bytes

A Publication of the Kern PC Users Group



New Horizons and Randy McCracken present

Little Known Tricks for Win 98 to XP



Board Members

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Pierce27@earthlink.net

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Bill Peacock 328-0180
bpeacock@pacbell.net

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rddstewy@aol.com

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Tony Rizos 872-5622
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wlowell@bc.cc.ca.us

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Caroline Corser 871-9201
Cmcorser@pacbell.net

Director:
Stuart Ree 589-6172
rsrcomp@pacbell.net

Director:
Dr. Leonard Liss 663-8834
lissmd@earthlink.net

Newsletter Editor:
David Chalmers
dcchal@pacbell.net

Education/SIG Coord
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Kipug Webmaster
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The following rates are for one insertion in the **KIPUG** newsletter. All copy must be received camera-ready, no later than the 15th day of any given month for publication in the following month's newsletter.

Camera-ready copy should be submitted to Bits & Bytes, c/o Dave Chalmers, P.O. Box 2780, Bakersfield, CA 93303

KIPUG members who have computer related items for sale or trade or who have information they would like to share with other members may do so **FREE** of charge as space permits. Ads larger than business card size are subject to 50% of normal advertising fees. Non-members are subject to the normal advertising fees.

Business Card \$ 5.00
Quarter Page \$ 15.00
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Full Page \$ 60.00

ADVERTISERS

KIPUG will mail your direct computer user targeted mail advertisement (fully prepared for mailing, including postage) to our entire membership at a reasonable fee. For more information, please contact Rhonda Pierce, President, at pierce27@earthlink.net.

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The Prez Sez

Happy Easter Eveyone! What a wonderful time spring is, I love springtime. Everything starts blooming and looking green and baby chicks start running around with their mom in our back pasture. I go into baby watch with our horses ready to foal (one down, two to go).

Did all of you have a good time at Channel 23 TV last month. Everyone I talked to so far had a wonderful time. We learned how they do the weather and even got our 15 seconds of fame on TV that night on the news. Sam Thompson had a blue KIPUG shirt on and even got to do the weather on the news, put it only showed his head and arms like he was a ghost. I was pretty funny. Those of you who didn't come really missed a good time!

We have New Horizon speaking on Windows and the things you might not know, I believe calling it And You Thought You Knew Windows. It ought to be a good program, don't miss it. See you there. Rhonda [:-)

Genealogy Corner

Bits and Bytes

2003 Number 1

Jim Opperman

Again, please email mentor-jim@atsecure.net if you have any questions and also let us know if you found any special family information or had difficulty with any of these sites.

Check out these genealogy hot links:

Happy exploring!

Get Birth, Marriage, Death dates here:

BMDs free: [http://
freebmd.rootsweb.com](http://freebmd.rootsweb.com)

Churches. UK: [http://
www.churchnet.org.uk/ukchurches/](http://www.churchnet.org.uk/ukchurches/)

U.S. National Archives: Immigration
Records:

[http://www.nara.gov/genealogy/
immigration/immigrat.html](http://www.nara.gov/genealogy/immigration/immigrat.html)

Mailing List Archives:

[http://searches.rootsweb.com/cgi-bin/
listsearch.pl](http://searches.rootsweb.com/cgi-bin/listsearch.pl) (Letter "l", not Number
1)

Hanover, sailed to New Zealand:

[http://www2.symet.net/whitehouse/
nzbound/hanover.htm](http://www2.symet.net/whitehouse/nzbound/hanover.htm)

Our Webmaster Speaks

Matt Anzaldo several months ago gave a very interesting talk at a KIPUG meeting regarding drop shipping on EBay and the need to obtain market research before selling a product on EBay or through an e-commerce website. One invaluable key to market analysis is a program by Hammertap Auction Intelligence called Deep Analysis. You may download a 30-day free trial copy from HammerTap's website at <http://www.hammertap.com/deepanalysis/>.

One of my friends lent me a copy of his program as I have been using EBay for the last few months selling stamps, first day covers and occasionally some used compact discs from my dad's and my CD collections. It will be nice one day to not have extra compact discs piled up on top of the stereo cabinet or speakers.

Deep Analysis has some really neat features. You may search by several criteria. Choose an eBay category, seller, or search term and this software will give you the desired information.

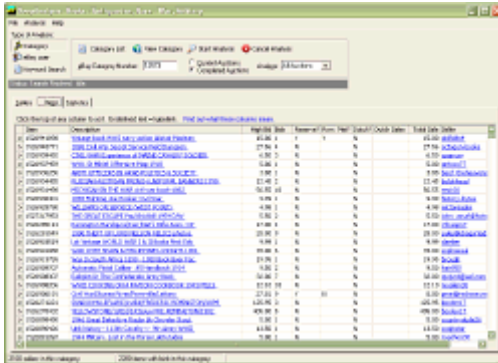
For instance, recently I typed in my username for EBay, topicalsonstamps,

and did an analysis for my current auctions and for all my auctions for the past 30 days. (You may also choose to look for auctions for various days up to 30 days.) You can also check only current auctions or past auctions separately. I have 66 feedbacks, all positive, since I started listing items last August.

Feed back	Auc tion	Auction w/Sale	Auction w/Sale %	Items in- cluding Dutch	Sold
66	38	21	55%	38	21

There are also columns for Value Offered, High Bids, Total Sales, Average Sales, Average Bids and 30 day history (or the days chosen). The high bid does not count the total sales figure, however, as shipping and handling are not calculated in the final price. However, I know that all my compact discs have a \$2.50 shipping/handling fee which I can mentally add on to the gross price.

The most informative part of the program for your own sales analysis is in the items tab pictured below featured on their website.



Once you have this information you can click the items tab and click the high bids tab and find your most popular item with its sale price or by high bids. I had one item of my dad's for sale which had eight bids, a musical compact disc featuring Indian music. I also had a set of two ArtCraft Naval Review first day covers from 1957 featuring one stamp and another with a block of four for sale which had eight bids and another set of 3 49-star United States flag first day covers which had six bids. I know that when I go down south to another stamp show I will try to find another set of these first day covers as they are popular. On the other hand I know that I shouldn't list my Dental Health first day cover since it didn't have a bid and same for my two Malaria Eradication first day covers. If you click the statistics tab you will see a simple table with two columns

across with information pertaining to the following. I simply retyped this table for you of my most recent results.

No-reserve auctions with sale:	21 (55.26%)
Average number of bids per auction:	2.7
Average sale price:	5.63
Average high bid:	5.63
Total value of all high bids:	118.26
Total actual sales for search results:	118.26
Sellers	Topicalsonstamps
Number of sellers for these items:	1
Auction per seller:	38.0
Average seller feedback rating:	66.0
Average total sales per seller:	118.26

One evening one of my friends did a search on another seller he ran across on EBay and could analyze the results. Some sellers have specialties; others seem to sell a little of everything.

The real benefit of this program, though, is in research analysis. What has a demand on EBay? What will sell? Actually, conversely, I have

found out what not to sell on EBay. I have looked at quite few products I thought might be potential winners but obviously for Deep Analysis kept me away.

How is this achieved? Simply click the keyword tab and in the blank space in the middle of the screen type in your desired topic. At home I have a Freeplay radio, a crank radio that needs no batteries, featuring short-wave, FM and AM which I take outside with me when I garden. Are they a popular item on EBay? Having checked with the company that wholesales a particular model of the Freeplay Plus radio (an updated radio) for \$70 a piece I can begin my search. I can also choose the number of auctions I want it to analyze, anywhere from 100 auctions to 200, 500, up in different increments to 5000 auctions. I then click on the start analysis tab and wait and sometimes wait depending on how much data is retrieved. I found three sellers of Freeplay Plus radios. There were three sellers of this radio, the one I want, as it has a new feature, solar power. All three sellers were successful. Each had one for sale and one was for almost \$10.00 over the wholesale price if, indeed, they used the same source.

You may also do research using an EBay category number from EBay. Of course, you have to know if before you type it in. However, there is a tab called category list, which when you click it, takes you directly to EBay to obtain that number. I have never used that feature yet, as I am always searching by keyword.

One feature I didn't know about when I started to write this article but know now after reviewing the website is that there is an export feature so you can look at sales data from all your auctions in your category in a database such as Access.



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SPOTLIGHT ON . . .

Dave Chalmers, Newsletter Editor

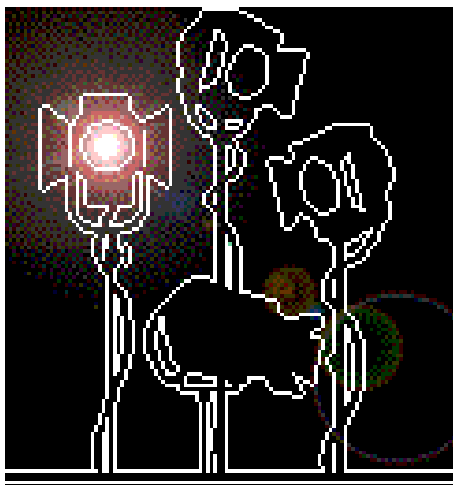
It's funny how a lifetime hobby can take on new dimensions when you change careers. That's what happened to Dave Chalmers after he left his career as a metallurgical engineer with a German mineral processing company.

Dave and his wife, Antonia, were living in the San Francisco area in the 80's. She was an M.D. with the U.S. Navy.

He had already built his own Heathkit microcomputer (one of the first on the market), which he had used as a word processor and data spreadsheet for his work in mineral processing. So Dave got a degree in computer science at Cal State Hayward and started doing programming in dBase for clients. He also worked in a Heathkit store and later did research and wrote articles for Infoworld Magazine.

When Antonia was transferred to San

Diego, Dave worked as a computer consultant for the Navy Seals in Colorado. They loved living there, but when she left the military in 1993, they looked for a place where Antonia could start a private practice. Bakersfield was their choice, and Dave set out to do computer consulting and, as he put it, "raising a teeny-bopper and a second child who was about to become one." He also joined KIPUG soon after moving here.



So here's where the hobby comes back into the picture. Dave had enjoyed photography and had kept it up as a part-time passion since he was in his twenties. It was only natural that he would start playing around with computer

graphics, digital processing, and digital photography. This has even carried over to restoring old photos. Dave has become a KIPUG expert on scanners and has given several interesting talks on their uses at our meetings.

The photography interest has followed Dave since his early single days and

throughout his married life. He has photos taken in Wyoming, Colorado, and California as well as in Canada, Germany, Switzerland, and Japan, to name just some of his photo ventures. Dave said that whenever Antonia has a medical conference with good photo possibilities, his camera goes with them.

Dave has been an active member of KIPUG since he first joined in 1994, and before taking over the job of Newsletter Editor, he was club secretary. We can see his fun with graphics in every issue. The biggest challenge of this job is not putting the paper together; it's getting people to submit articles. I know he would greatly appreciate any little bit of news you could send him—even a joke now and then. It's a thankless job, and we thank you for it, Dave.

You Think A Gallon Of Gas Is Expensive? Makes one think, and puts things in perspective.

Diet Snapple 16 oz \$1.29	\$10.32 per gallon
Lipton Ice Tea 16 oz \$1.19	\$9.52 per gallon
Gatorade 20 oz \$1.59	\$10.17 per gallon
Ocean Spray 16 oz \$1.25	\$10.00 per gallon
Brake Fluid 12 oz \$3.15	\$33.60 per gallon
Vick's Nyquil 6 oz \$8.35	\$178.13 per gallon
Pepto Bismol 4 oz \$3.85	\$123.20 per gallon
Whiteout 7 oz \$1.39 \$25.42 per gallon
Scope 1.5 oz \$0.99 \$! 84.48 per gallon

but this is the REAL KICKER.....

Evian water 9 oz for \$1.49

\$21.19 FOR WATER!	and the buyers don't even know the source.
-------------------------	--

But then again Evian spelled backwards is naive.
So, the next time you're at the pump, be glad your car doesn't run on water, Scope, or Whiteout, or God forbid, PEPTO BISMOL or NYQUIL!!!!

Just a little humor to help ease the pain of your next trip to the pump... Caroline Corser

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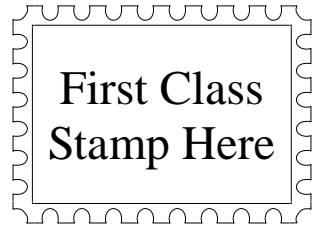
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We are on the web at
WWW.KIPUG.ORG

Your Address Here

Sarah Perelli-Minetti Webmaster

Meetings are held on the second Thursday of the month
at the Kern Superintendent of Schools Building.
17th and L streets Downtown
Meeting Time is 7 pm