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Betreff: What a Users' Group Ought To Be
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An: tcook@apple.com

Dear Tim,

I have been loyal to Apple all my life. My parents raised me on Mac and for the better half of my life, I have been a (MacBook) Pro user. This used to be something special. It meant that I was the creative kid. Now that everybody is creative how can the Mac be the computer *for the rest of us?*

I'm in the middle of graphic design grad school at Yale to become more Pro. Freelance wasn't working, so I thought another degree would help. But in the end, we are all Pros, and we all graduate with the same degree. I just feel so fungible. Meanwhile, Zoomers are raking it in with NFTs made in Midjourney. Tim, there is too much access to tools. The manuals are on YouTube and AI is knocking on the door. It's terrible. Can you promise me that I won't go obsolete before my laptop?

You know it didn't use to be like this. We had MUGs, there was the AUGC and you had evangelists that were listening to our needs. Maybe you remember. I got excited for a moment when I found out that right here at Yale we had the Yale Macintosh User Group. But like many other groups, this one doesn't exist anymore. [Apple.com/usergroups](https://apple.com/usergroups) looks completely forgotten. Are we, the users, not a concern of yours anymore?

Maybe you prefer us as individuals rather than organized in groups. Sorry, I'm still a little riled up. I just got back from voting—for the student union that we are trying to form. Anyways, what I'm trying to say is: We are a group of users with special interests. And for us to survive, we need to act and be seen as a group. At this point, I'm not really sure who *we* are, but I'll leave that up to you.

I think it comes down to what Ed Seidel—vice president of Yale MUG at that time—wrote in 1984 in his open letter to the group: "The mission of our group, then, is to explore the possibilities of the Macintosh. This process can be frustrating or impossible for the single user, but as a group, our efforts can be fruitful and enjoyable."

If you have anything planned that makes us special again, could I get a beta invite?

Faithfully,
Paul