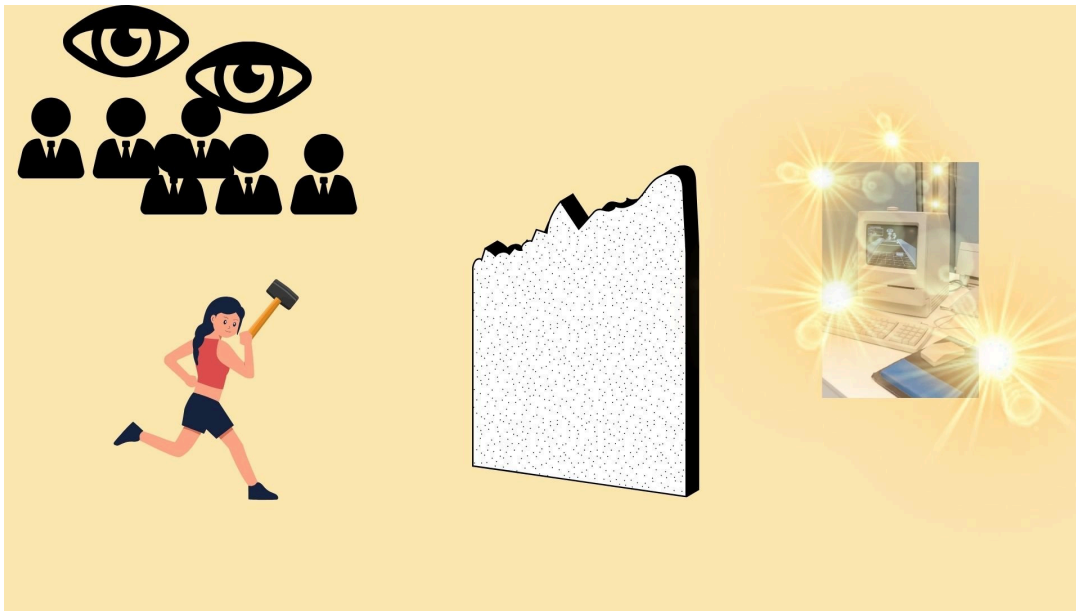


**Barbara Bouldin is an author  
of workplace romance novels  
set in Silicon Valley circa 1985**

I wanted to begin this newsletter with a bit of colorful Silicon Valley history. So here is Apple's introduction of the Mac. It was at the 1984 Super Bowl, where Apple debuted a dramatic and memorable commercial. Set in a stark, dystopian landscape a harsh, uniformed "Big Brother" type addressed a gray, lifeless crowd. The scene evoked images of George Orwell's *1984*, representing control, repression, and conformity.

A youthful woman dressed in bright athletic clothes appears, ran across the stage, and threw a mallet at a large white screen which shattered. The Apple logo appeared in a surge of bright light.

Followed by a voiceover: *"On January 24th, Apple Computer will introduce Macintosh. And you'll see why 1984 won't be like '1984'."*



The commercial never aired again. But it will not be forgotten. It changed advertising forever. By adding storytelling and emotions to what had been pure technical specifications, advertising in the computer industry was dramatically altered. And the industry culture itself was changed because it became focused on the consumer instead of technical features.

So began the Mac's journey, pushing the personal computer as a symbol of individualism and innovation out of the pure tech world into the popular one.

In the spirit of providing free and fun enjoyment, I have an offer where you can select a book from 285 choices.

# Summer Time for Reading

**Click the link to get a free  
book of your choice**



<https://books.bookfunnel.com/hjflorisreads/b30bbw5kqg>

As for myself, I've just completed an on-line conference, which was a first for me. I liked the idea of going to an 8:00 AM presentation in my pajamas and saving the cost of hotel and travel. But I did miss the physical interaction with other attendees. The presentations were zoomed one after another from 8:00 AM until 8:00PM. I thought my brain would explode from all the great information I received.

I want to end this newsletter with a commemoration of Juneteenth — a day to celebrate freedom, progress, and community.

Happy Reading,

Barbara

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