can't tell you how often I've had that question
put to me. People frequently ask me what I do for
a living. If I don't know them, more often than not
I'll simply say that "I'm a graphic designer" and be on my way. Some days, however, I feel
particularly brazen, and I'll speak proudly of my occupation.

"I'm the Editor in Chief of MacSense.   It's an electronic publication available on the
Internet."

And then their beaming faces will suddenly become blank. Jaws dropping slightly, one of
them will muster "So...MacSense. Mac-Sense. Mac. Sense. That's, like, about Macintoshes,
right?"

Silence falls over the crowd. Confused, bemused, they look at each other. Invariably, one of
them will mutter "Why Macintosh?"

And a loaded question it is. Immediately, I'm put on the defensive. I become the computer
showroom salesperson I once was, vainly trying to justify my existence amid quotations of
marketshare, assertions of operating system dominance and the famous "PCs have a lot
more and a lot better games" line.

Oftentimes there is no winning over these folks. It's best to retreat; agreeing to disagree.
Live to fight another day. But I cling tightly to my beliefs—and I wage the war in my own
way.

n a cold January morning but 23 months ago, MacSense was born. And though it wasn't
much to look at—a two page, black and white paper publication with little content—it
embodied a fiery spirit.

MacSense has always been a testament to my commitment, support and belief in the
Macintosh platform.   When I set out to purchase a new computer almost five years ago, the
decision was easy. I looked for the coolest, easiest to use and most integrated system I could
find. And unlike many people, my decision was not based upon an analysis of what computer
my friends had, and if I could copy their software. I chose Macintosh because I recognized a
winner.

And five years later, I'd choose the same thing.

Windows and DOS users can spout off all the statistics they want. While it is undeniable that Microsoft has closed the gap between the Mac OS and Windows with the new Windows 95, the seamless integration is simply not yet there. Dip switches still must be configured. Printer drivers still must be installed in an archaic fashion. And Windows 95's new desktop floppy icon appears whether or not there's a disk in the drive—and it can't even tell you the disk's name.

My sister recently went off to university. Upon arriving, it became quite apparent that she'd need a computer. And given the explosion of electronic communications, she soon developed a need for email. While her friends advised her to get at least a 486DX and preferably a Pentium, and told her she could get an email account with the university, she sought my counsel. I recommended a Performa 5200CD.

I saw to it a Performa was on her desk within two days. She unpacked it, plugged all necessary cables in their appropriate locations and then pressed the keyboard's reset key to turn it on. In twenty minutes she had created an account for herself on eWorld and sent her first email message to a friend in Australia. Another 20 minutes later she was playing Myst. And then she wowed her friends by booting up the Marathon 2 Demo.

"Hey, Lisa…is that DOOM II? It looks way cool!"

"No, actually, it's Marathon. And it's only for the Macintosh."

My sister now allows her friends to use her email account to send their own mail. Many of them just cannot be bothered with the hassle of getting a modem for their PC, configuring it, logging into the school's computer system with a command-line interface and taking advantage of their "complementary" email account.

Perhaps this is just the type of story Apple wants people to hear. But this is not the endless churning of a marketing machine. It's the truth.

he denizens of the DOS and Windows world can suit themselves. If they can be convinced that Windows 95 is the best choice for their future, I wish them well.

I, however, will continue to run against the grain. I'll continue to root for the underdog, holding fast to my beliefs. I'll continue to be vigilant, guarding my camp against distorted information and poor imitations.

And the next time someone asks me "Why Macintosh?," I'll simply smile and say…

"Just 'cause," my friend. "Just cause."