

January 1995

Volume 2 Issue 1

by John Haley

Happy New Year! Well, the holiday season has come and gone. Ambrosia is starting a whole new year and we have a lot of changes to report. With the new year Ambrosia is trying a few new things. Our goal, as always, is to bring you quality shareware for the Macintosh the simplest way we know how. And that is where the change comes in, because tomorrow or next week there may be a better way to reach this goal, so Ambrosia has to remain a dynamic company, changing with the times. For a better idea of what these changes are, or where they may take us, you will have to read on.

This is the fourth issue of Ambrosia Software's customer oriented newsletter. Usually The Ambrosia Times is available the first day of every odd numbered month; but with the holidays and project Apeiron we were a little delayed this issue. Thank you for your patience.

Thanks to everyone who appreciated the previous issues so much. As the number of Ambrosia's happy shareware users grows, it becomes increasingly challenging to communicate with everyone effectively. And we have a lot to say; answers to common questions, hints on game strategy, company profiles and information about new software. So by addressing these issues in an open public forum, Ambrosia can get the most information out to the most people. Do not take this the wrong way. We are still happy to receive your letters, squish your bugs, and register your shareware on a personal level. The purpose of this newsletter is to provide information, help, and have a few laughs along the way.

he faces behind the company. Although Ambrosia depends upon a legion of support staff (artists, vendors, beta-testers, pizza delivery personnel), above are the key players. Hector D. Byrd is the office's spiritual leader. If he can stay on his perch and stare in to space all day, I can do the same with a computer screen. Next in line comes John Haley (me!). My responsibilities include processing orders, managing the distributor & developer databases and marketing. Right smack dab in the middle is Andrew Welch, our fearless leader. He is the founding father of Ambrosia and remains its key developer. Andrew also serves as the President of Ambrosia (I do not remember the election) and has been leading us in the right direction for the past few years. Next to Andrew on the right is Ambrosia's Technical Support Manager and official Voice of Ambrosia "Cajun" David Richard. If you have a conflict or concern, Cajun is your man. Not many shareware outfits have someone dedicated to technical support forty hours a week.

Navigating through this newsletter has been simplified with the use of pictures and icons. Click once on each icon to find out what it does. Also be sure to click on pictures & graphics for hidden surprises.

This newsletter will be released every odd numbered month. Currently this is one of many projects under way here at Ambrosia central. To produce this newsletter on a monthly basis would steal valuable time away from the development and testing of programs. Can't have that. Also, we wanted to allow time to get enough information of interest and format it properly. If you are interested in a free online subscription, please drop us a line with your E—Mail address.