Let's Think Different together!

Dear Tim,

your message, celebrating Apple's 50th anniversary, truly spoke to us. We — the long-time users, developers, and advocates within Apple User Groups — are the people who see things different. For us, Apple has always been more than a computer company. For decades, Apple has been an ecosystem, where technology, creativity, and community reinforce each other. User Groups have always been an essential part of that story.

From the early Apple-II-communities to the Macintosh User Groups, local groups have played a key role: they made technology understandable, shared knowledge, and actively shaped the platform through their own projects. Many companies, product ideas, and media formats have grown out of these communities — each leaving a lasting mark on Apple's reputation as a user-centered brand.

Today, technology is far more complex. Between macOS, iOS, iPadOS, watchOS, visionOS, services, the app-ecosystem, and Apple Intelligence, millions of people move within Apple's world — each with unique needs and levels of experience. In that diversity lies a huge opportunity: to recognize User Groups as strategic partners. We're not a nostalgic relic — we're modern communities.

We can help evolve Apple's ecosystem:

- User Groups lower barriers—especially for those who haven't yet found their way to an Apple Store. We explain complex features, share best practices, and translate new technologies into everyday use cases.
- User Groups answer many questions before they ever reach official support or the Genius Bar. Experience-based knowledge circulates faster, solutions are documented, and problems are often solved directly through community exchange.
- User Groups are breeding grounds for innovation. Within our circles, ideas emerge for new apps, workflows, accessories, training programs, and media projects. People, who collaborate regularly, identify gaps in the ecosystem, develop prototypes and inspire others to contribute.
- User Groups maintain an ongoing dialogue and bring together real-world experiences, workarounds, and user needs – often long before these trends show up in analytics or reports. We are a feedback-channel that can enrich product development and strategic decisions alike.
- User Groups make Apple's partnership tangible – through local education projects, workshops, and volunteer initiatives.

Tim, we'd like to encourage you to treat the support of User Groups not as a matter of chance or informal structures, but as a pillar of a sustainable strategy.

We have many ideas for how such a strategy could be put into practice, and we'd love to discuss them with you and your team.

We firmly believe: in a world, where technology increasingly shapes our everyday lives, work, and culture, people need spaces, where they can understand, question, and create with that technology together. Apple User Groups are such spaces. And Apple has the power to turn a network of dedicated islands into a strong, globally connected community.

Let's Think Different together!

MacPomm, Apple-Anwendergruppe im Norden

Mac-Treff München – Apple User Group Munich

Apple User Anwendergruppe Elmshorn

Mac User Group – Hannover

Apfeltalk.de

MACTreff Düsseldorf

Macintosh Users Switzerland