

# Lindauer Mac Consulting

*“I keep your Mac intact.”*

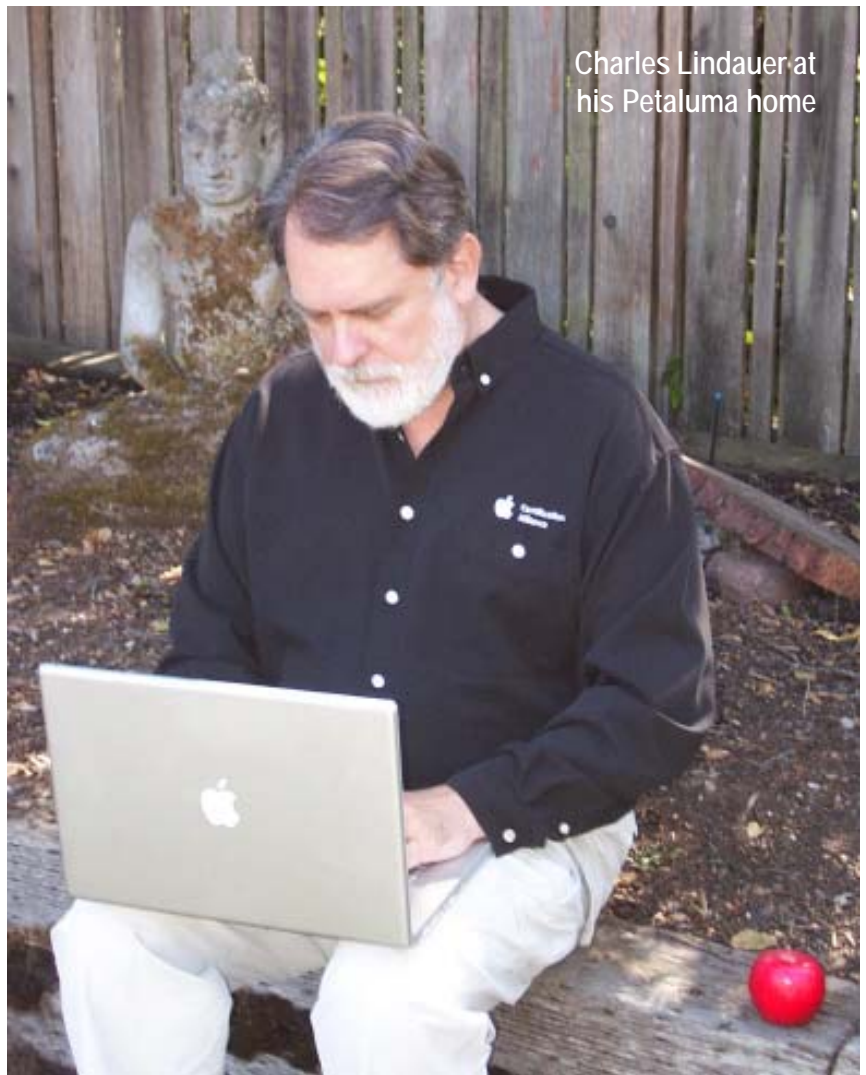
*By Jim Brumm*

In the world of computers we all seem to be either PC people, or Macintosh people. At first blush, it seems that people tend to stay with whichever they used first and grew comfortable with. PCs had such an overwhelming numbers advantage early on that they quickly grew to nearly dominate the market. But “Mac” users, ever loyal, persisted, and Mac technology improved and evolved in ways that offered significant advantages over PCs, including heightened security, creative applications, and ease of use.

But since Macs aren’t as common, neither are Mac technicians. This can make it more difficult to find someone who can help you when you have a problem. And today, knowing a good, trustworthy computer repair expert is as important as having a trustworthy doctor or automobile mechanic.

Enter Charles Lindauer. Based in Petaluma, Charles, to Mac users, is what Tiger Woods is to golf: simply the best. He didn’t start out to be an expert on Macintosh technology, but his life’s meandering path led him to where he is today: one of the Bay Area’s leading Mac consultants.

Born in Reno, Charles moved to San Rafael with his mother at age nine. Growing up, he dreamed of being a naval officer but his eyesight prevented this. After graduating from high school in 1966, Charles attended Cal Poly in Pomona, California, to study civil engineering, but an accident made him stop his studies. Later, he attended the University of Hawaii to “study surfing,” he said, laughing. He drove a taxi in Honolulu to earn money during this period, “meeting movie stars and interesting people.” Charles tried his fortune as a folk singer; he delivered the *Marin Independent Journal* in the Stinson Beach area, then



Charles Lindauer at his Petaluma home

became a bicycle mechanic; he tried his hand as a professional photographer too, and worked as a warehouse manager for a tile company. He even did metal sculpture—actually selling a few pieces. He worked as a finish carpenter, builder, cabinet maker and millwright as well.

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Eventually, after visiting (and falling in love with) Bali, in 1989 he started an importing business, IndoPacific Trading Company, selling Balinese artwork in the states, a business which grew to be quite successful.

One day, in 1987, a friend sold Charles a Mac computer—a Mac 2, with a 20 megabyte hard drive. “The first afternoon I had it, I erased the hard drive,” said Charles, laughing. “I didn’t know *what* to do with it. Charles ended up buying a software package written specifically for importers. It provided invoicing, inventory tracking, currency conversion and more. He bought more computers—all Macs—to help run his business. Due to serious bugs in the software, “They would crash regularly,” said Charles. “I would spend two to three hours a day maintaining computers, reinstalling systems and troubleshooting. But I found lots of resources to help me and studied a lot and I got pretty good at it.” Charles didn’t realize it, but over time, through trial and error and self study, he had become quite an expert in Macintosh computers.

In 1995, Charles decided to shut down his import business and relax for a while. But his “time off” didn’t last long. “Suddenly people started calling me to work on their Macs,” he said.

“I don’t even know how they found me.” A couple with a small publishing company contracted Charles to maintain their Apple Computer network, then their

Web site. Later, Charles met a Mac consultant who was thinking about selling his business. Charles met with him for over a year. “This guy wanted to make sure his customers were taken care of,” said Charles. “He grew to trust me and then formally let his clients know that he was passing the torch to me.”

Charles, through his new business, Lindauer Mac Consulting, had a straightforward vision: “To bring value to the people I work with—more than they’re paying for, if possible. To keep their businesses running, to keep them productive and make their experience



Charles Lindauer can service any type of Apple computer, such as this iMac.

positive.” He paused and added, “I try to teach them something so they don’t have to call me every time; I like to leave them with something they can use to make their lives easier. One thing I can offer my clients is my great research skills. I can find not only the best price on software or equipment for a particular purpose, but I can help anticipate

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problems. I saved one client almost eight thousand dollars over the best price they could find.”

Charles only works on Macintosh computers, never PCs. “I don’t do Windows,” he said with a smile. Much of his work consists of installing extra memory and hard drives, though he has expertise in setting up computer networks, configuring systems for music, surveillance, games, graphic arts, and business programs. He is also well versed in HTML and Web site design and has designed and built many Web sites for his clients. “It’s important to me

to make a Web site accessible and I emphasize this to my clients,” he said. “It must work for people with vision problems or those that are hearing or physically impaired. I take these things into consideration and build sites for the wide range of browsers out there.”

Charles offers his clients another money-saving program: small monthly retainers for small businesses. “It makes it easier for everyone,” he said. “The company has relatively fixed costs, and they know I’m going to be on site on a regular basis to keep things running smoothly. They can relax, knowing their computers will be taken care of.”

In a world dominated by PCs, some may feel they can’t use a Mac even if they want to because of compatibility issues. But things have changed. Today, you can actually run Windows on a Macintosh with no compatibility problems whatsoever. And, according to Charles, the reliability of Macintosh hardware has improved enormously; Apple customer satisfaction is the highest in the industry.

Charles Lindauer knows what it means to depend on reliable computers to run a business, and he knows how important it is to have someone you can trust to help you navigate through glitches when they arise. His integrity, vision and skill have helped many business owners and individual Mac users through what might otherwise have been a

nightmare of computer problems. Charles believes in clear, honest communication, fair pricing, and giving his best to each situation, whether a large business with thirty networked computers, or a single Mac user at home. When it comes to Macintosh computers, Charles Lindauer offers the most important thing of all: peace of mind.

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