

# **COVE APPLE CLUB**

JANUARY 8, 2014



# TONIGHT'S TOPICS

- Apple In The News
- iPhone Turns 7
- Point 'n' Shoot: Part I
- 1Password Security Audit (*time permitting*)



# AAPL 2013 STOCK PERFORMANCE

- AAPL ended the year UP!
- ...but not by much: 2.02%
- It was a wild ride: price ranged from \$390.53 to 575.14 – a range of 47%
- If you stayed the course and reinvested all your dividends, you did a little better: up 4.6%
- And all your 2013 dividends are in the money now



# AAPL 2013 BY THE NUMBERS

Date	Milestone	Share Price	% +/- 2013
1/2/13	Open	\$549.03	2.02%
2/14/13	3rd DRIP	\$466.59	16.73%
5/16/13	4th DRIP	\$434.58	22.45%
8/16/13	5th DRIP	\$497.91	11.14%
11/15/13	6th DRIP	\$527.79	5.81%
4/19/13	2013 Low	\$390.53	30.31%
12/31/13	YE Close	\$560.36	N/A



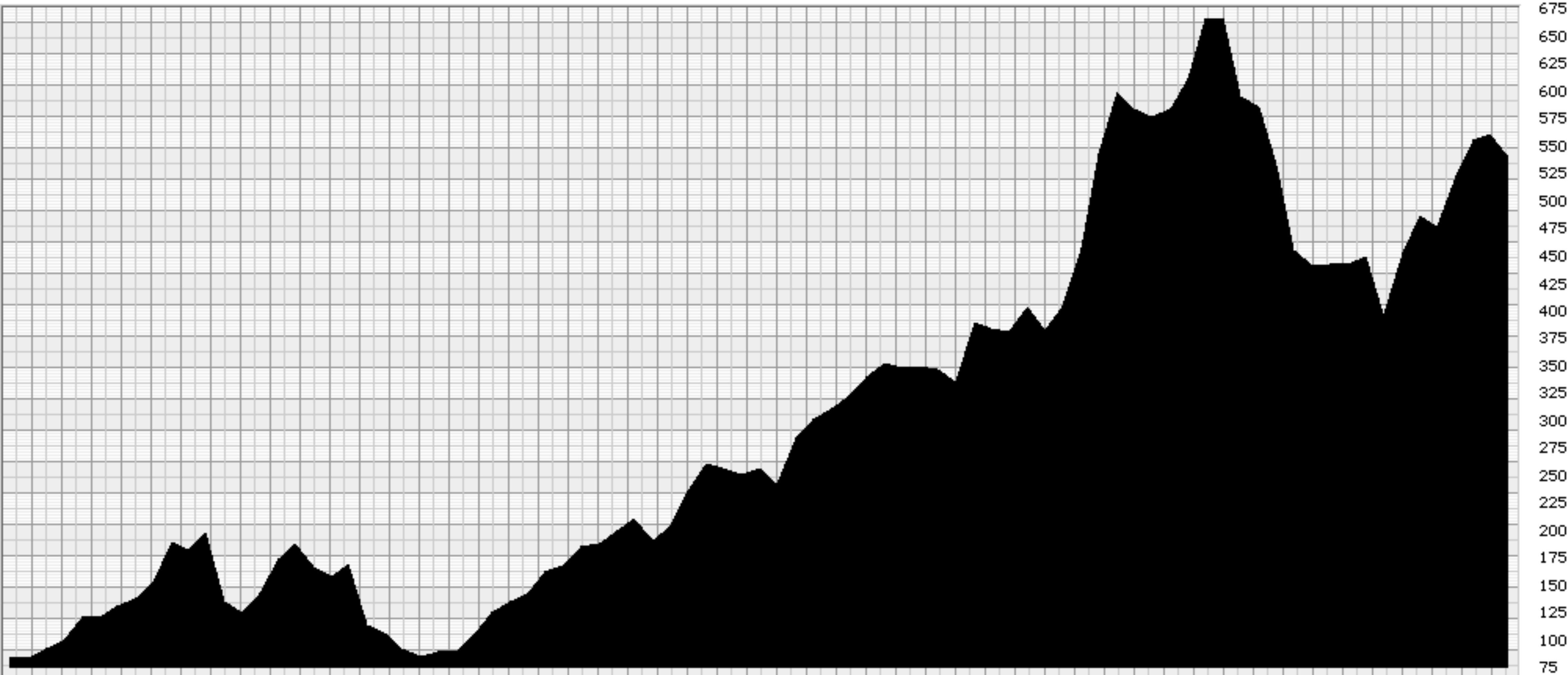
## MAJOR INDICIES: 2013

Index	2013 Open	2013 Close	% +/- 2013
DJIA	13,104.30	16,576.66	26.50%
S&P 500	1,426.19	1,848.36	29.60%
NASDAQ	3,108.49	4,176.59	34.36%
Russell 2000	873.83	1,163.64	33.17%



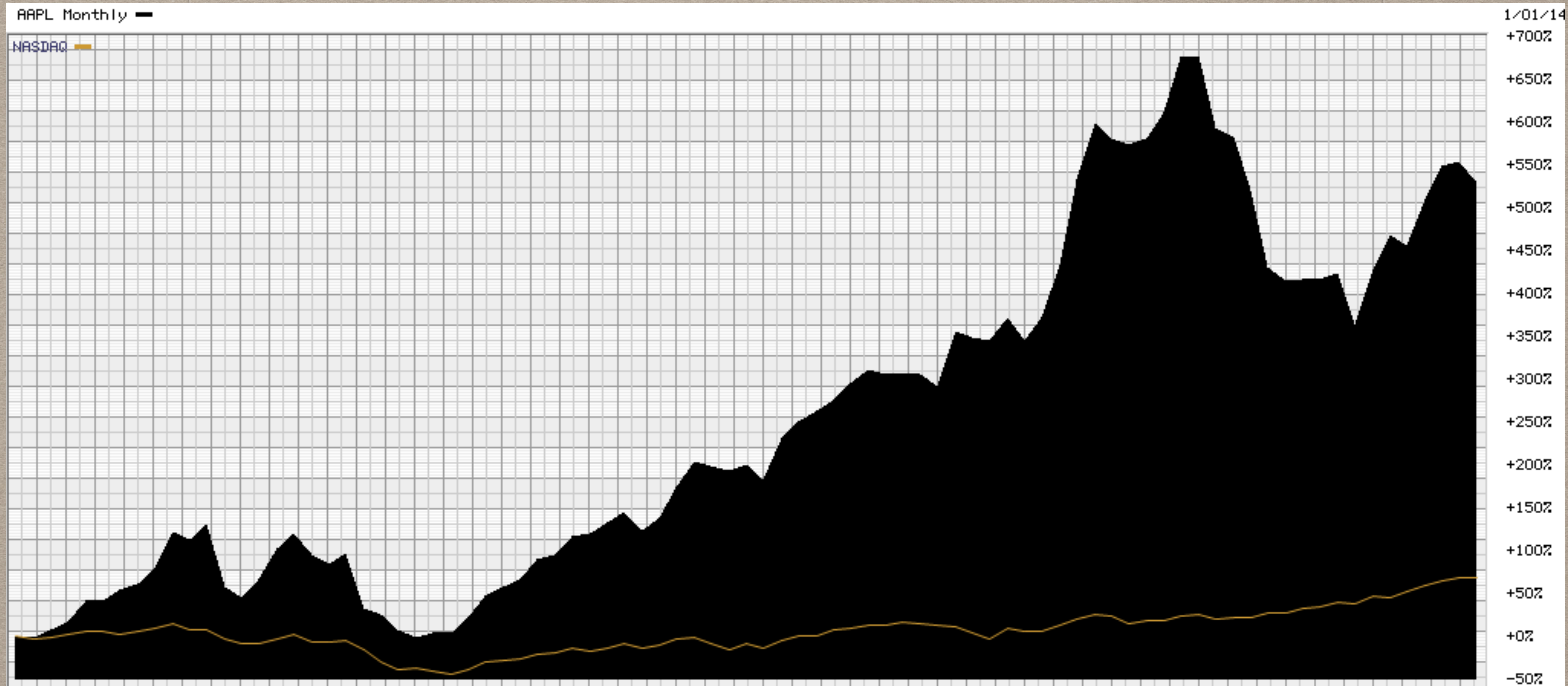
AAPL Monthly —

1/01/14



**AAPL SINCE IPHONE INTRO**





**AAPL VS. NASDAQ  
SINCE IPHONE INTRO**



# **APPLE EARNINGS CALL 1/27/14, 5PM ET**

- Full quarter of iPhone 5S/5C sales
- Half-quarter of iPad mini RD sales (dropped 11/12)
- 2/3-quarter of iPad Air sales (dropped 11/01)
- No China Mobile sales yet



# In early 2007, smartphones looked like this:



Palm Treo



Motorola Moto Q



RIM Blackberry 8830



Smartphones were established consumer products selling in the hundreds of millions, and people thought they were pretty cool, but were often frustrating with serious shortcomings and design flaws.



# ...and then this happened:



iPhone



# IPHONE IN 2007

- Only on Cingular
- No 3G/4G
- No front camera
- No FaceTime, Messages
- No apps
- No App Store
- No cut-and-paste
- No iCloud
- No compass
- No GPS
- No camera flash
- No Siri
- 4Gb \$499 / 8Gb \$599









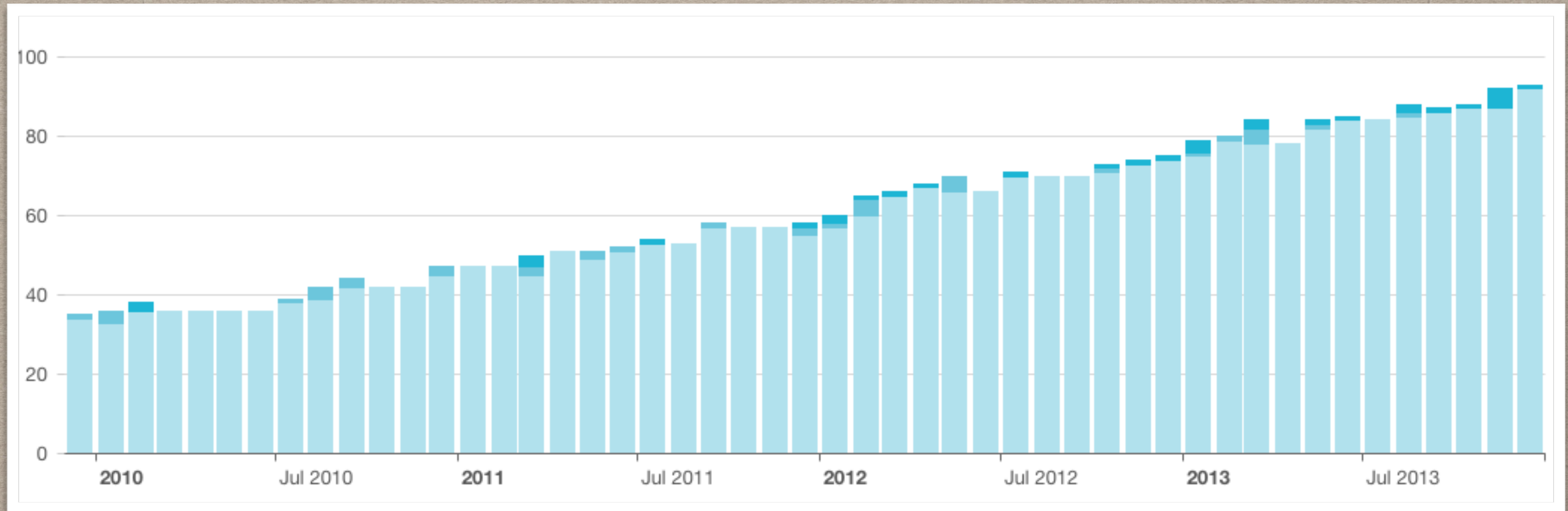


# **COVE APPLE CLUB**

THE YEAR IN REVIEW



# MAILING LIST GROWTH 2010-2013



**UP 22% IN 2013, 165% SINCE 2010**

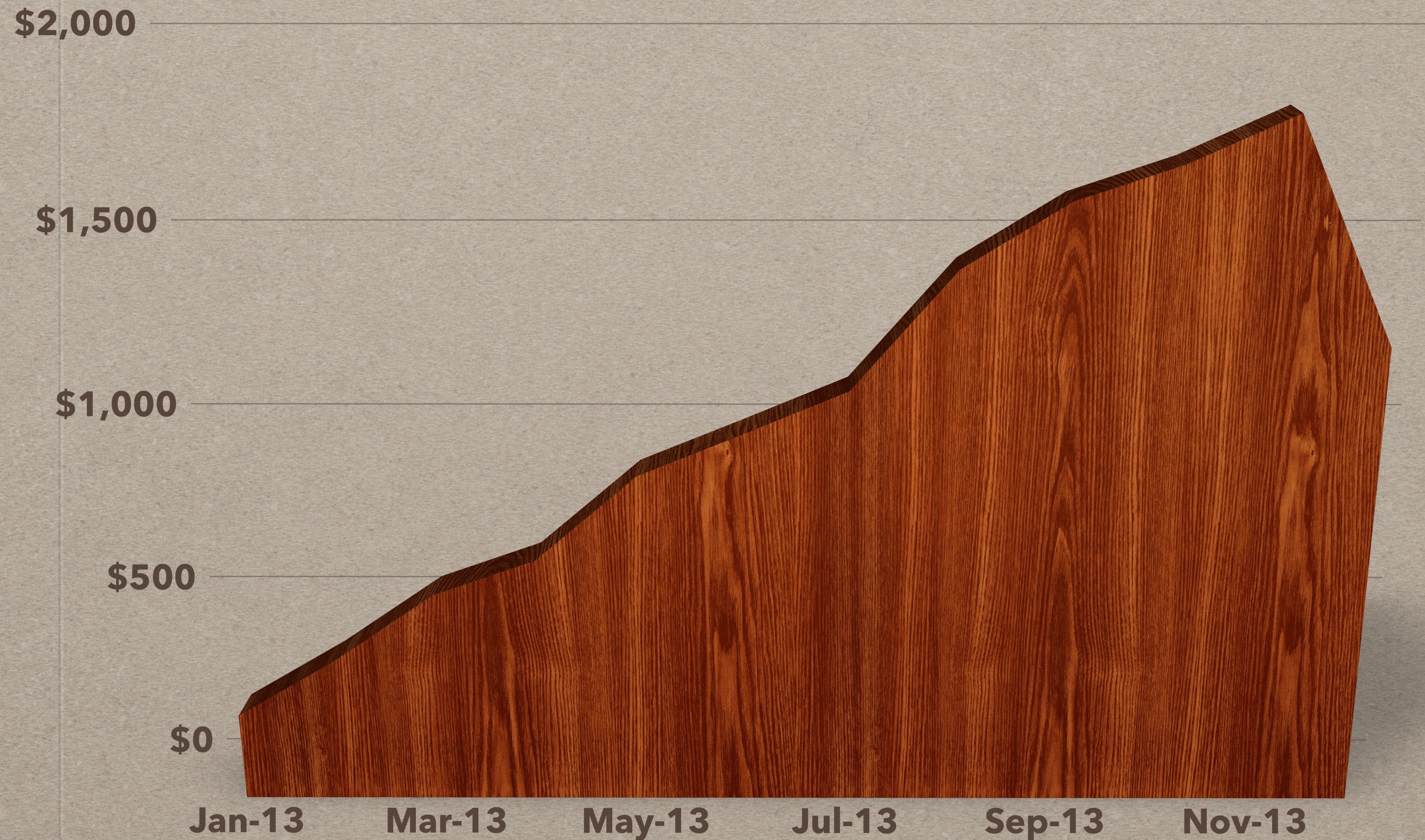


# AMAZON COMMISSIONS PER WEEK 2011-2013





# CLUB BANK BALANCE SINCE AMAZON ASSOCIATES





# AMZN SINCE START OF COVE APPLE CLUB RELATIONSHIP



**UP 89% SINCE 09/01/11**  
**\$211.62 → \$400.11**



# **POINT 'N' SHOOT: PART I**

DAN PRIEBE





# 1PASSWORD 4: SECURITY AUDIT



# 1 PASSWORD SECURITY AUDIT

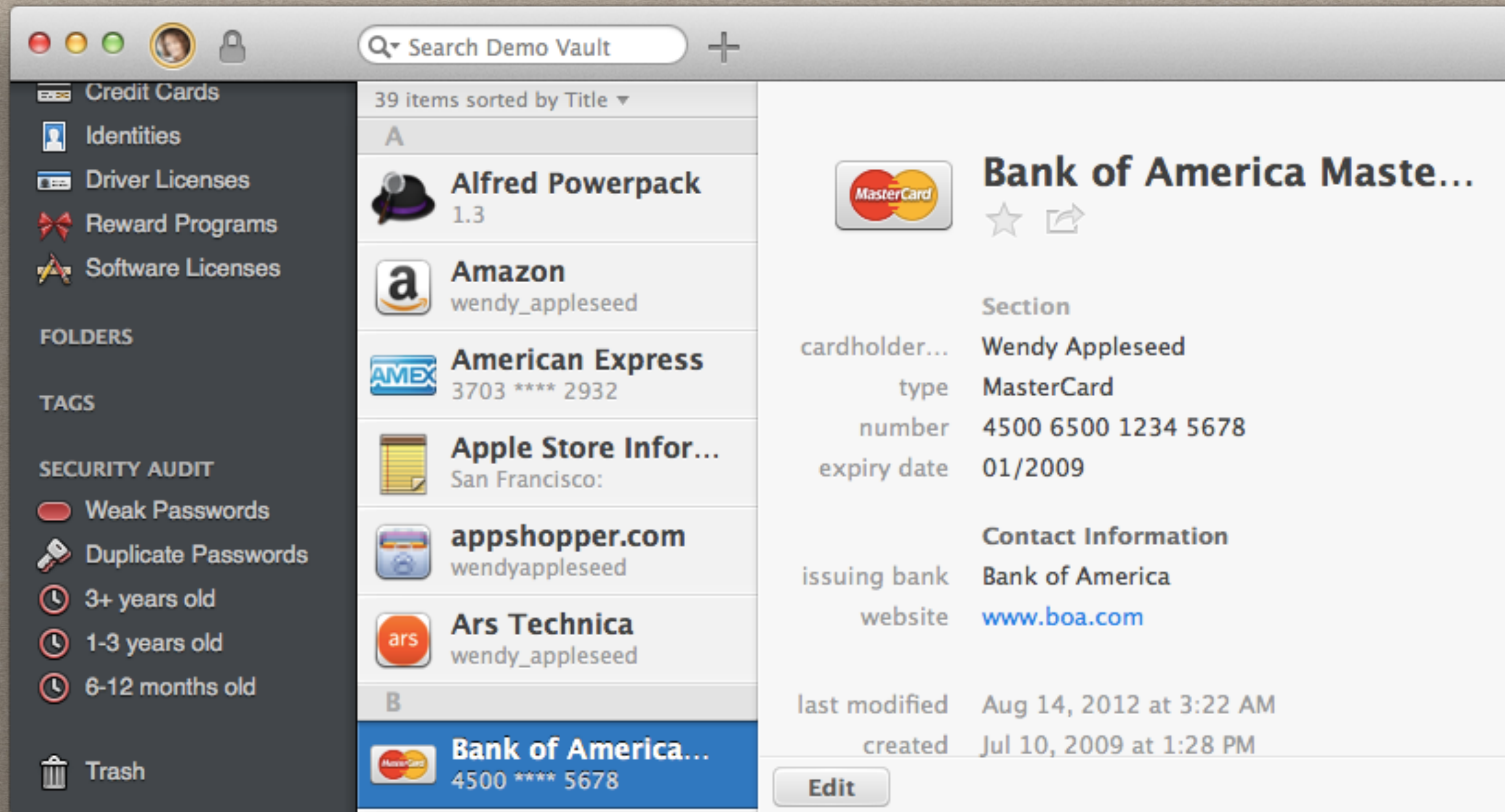
- New feature in 1Password 4 for Mac
- Sidebar item (hidden by default)
- Great way to guide yourself through an online security "tune-up"



# 1 PASSWORD SECURITY AUDIT

- Work a little at a time, hardening your passwords and making them unique
- First priority: email accounts, Dropbox, Apple ID
- Next: logins that have money, health or insurance behind them





DEMO



## Cove Apple Club

Have fun & do more with your Apple gear!



The next time you need some new Mac gear, start your online shopping session with the link to Amazon on this page. Your purchase will earn a little money for the Cove Apple Club, which we'll use to buy a new widescreen video projector for the club! We'll also update club members on the earnings every month.

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## Earnings Report Totals

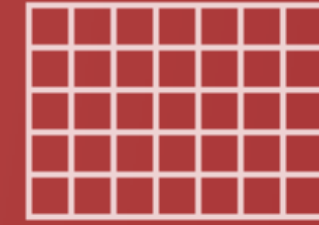
[Glossary](#)

**December 11, 2013 to January 7, 2014**

	Items Shipped	Revenue	Advertising Fees
Total Amazon.com Items Shipped	91	\$1,544.92	\$89.92
Total Third Party Items Shipped 	48	\$718.56	\$49.24
<b>Total Items Shipped</b>	<b>139</b>	<b>\$2,263.48</b>	<b>\$139.16</b>
<b>Total Items Returned</b>	<b>0</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Refunds</b>	<b>0</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>TOTAL ADVERTISING FEES</b>	<b>139</b>	<b>\$2,263.48</b>	<b>\$139.16</b>



**JAN**



**22**

Cove Apple Club  
7:00 PM - 8:15 PM