

# Cove Apple Club

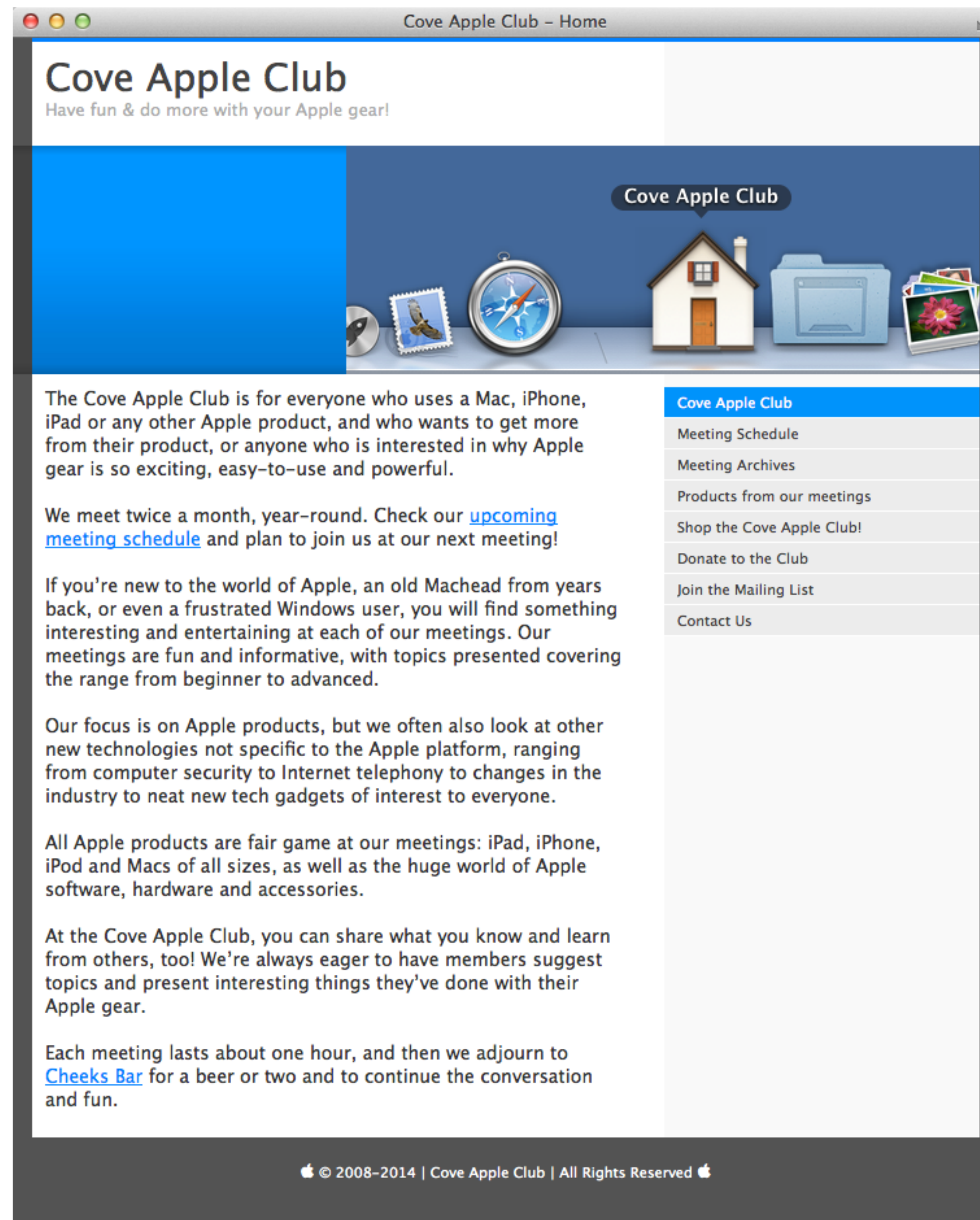
May 28, 2014





# Tonight's Topics

- Apple In The News
- Christmas in June Next Week!
- iPad on Safari
- Address Labels with Contacts
- Document Sharing with iWork for iCloud



**COVEAPPLECLUB.COM**



# Cove Apple Club

Have fun & do more with your Apple gear!

## Cove Apple Club



The Cove Apple Club is for everyone who uses a Mac, iPhone, iPad or any other Apple product, and who wants to get more from their product, or anyone who is interested in why Apple gear is so exciting, easy-to-use and powerful.

We meet twice a month, year-round. Check our [upcoming meeting schedule](#) and plan to join us at our next meeting!

If you're new to the world of Apple, an old Machead from years back, or even a frustrated Windows user, you will find something interesting and entertaining at each of our meetings. Our

### Cove Apple Club

Meeting Schedule

Meeting Archives

Products from our meetings

[Shop the Cove Apple Club!](#)

Donate to the Club

Join the Mailing List

Contact Us



Cove Apple Club – Shop!

Cove Apple Club

Have fun & do more with your Apple gear!

Cove Apple Club

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 save up all year for a big Holiday Party for all members of the club! We update club members on the earnings every month.

So be sure to click the Amazon logo below when you need to shop for Mac products online...and "give back" to the Cove Apple Club -- without costing you an extra cent! Thanks!

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Just drag this link to your Bookmarks bar: [Amazon](#)

Need a Web site? Want your own email domain?

The Cove Apple Club **uses** and recommends [1&1 Internet](#). Unlimited hosting plans and personal email domains from \$0.99/month with 24/7 live telephone support.

1&1 MY WEBSITE

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# Since Our Last Meeting

## Earnings Report Totals

[Glossary](#)

**May 13, 2014 to May 27, 2014**


	Items Shipped	Revenue	Advertising Fees
Total Amazon.com Items Shipped	20	\$416.45	\$24.54
Total Third Party Items Shipped 	20	\$877.18	\$44.32
<b>Total Items Shipped</b>	<b>40</b>	<b>\$1,293.63</b>	<b>\$68.86</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>40</b>	<b>\$1,293.63</b>	<b>\$68.86</b>

# 2014 Year-to-Date

## Earnings Report Totals

[Gloss](#)

January 1, 2014 to May 27, 2014

	Items Shipped	Revenue	Advertising Fees
Total Amazon.com Items Shipped	415	\$8,618.59	\$431.50
Total Third Party Items Shipped 	265	\$5,572.87	\$324.93
<b>Total Items Shipped</b>	<b>680</b>	<b>\$14,191.46</b>	<b>\$756.43</b>
<b>Total Items Returned</b>	<b>-2</b>	<b>-\$33.98</b>	<b>-\$1.36</b>
<b>Total Refunds</b>	<b>0</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>TOTAL ADVERTISING FEES</b>	<b>678</b>	<b>\$14,157.48</b>	<b>\$755.07</b>



# AAPL Stock Split Next Week!

- Only the fourth time Apple has split the stock since going public in 1980, and the first time since the start of the iPhone era
- Prior three splits were all **2:1** (6/16/87, 6/21/2000, 2/28/05)
- This split is ***seven-for-one***
- Record date for this split is **Monday**, June 2, 2014: shareholders of record as of this date will receive the split shares
- Split date is **Friday**, June 6: shareholders will receive their new shares
- Ex date is June 9 - AAPL begins trading at the new split-adjusted price

# AAPL Stock Lately

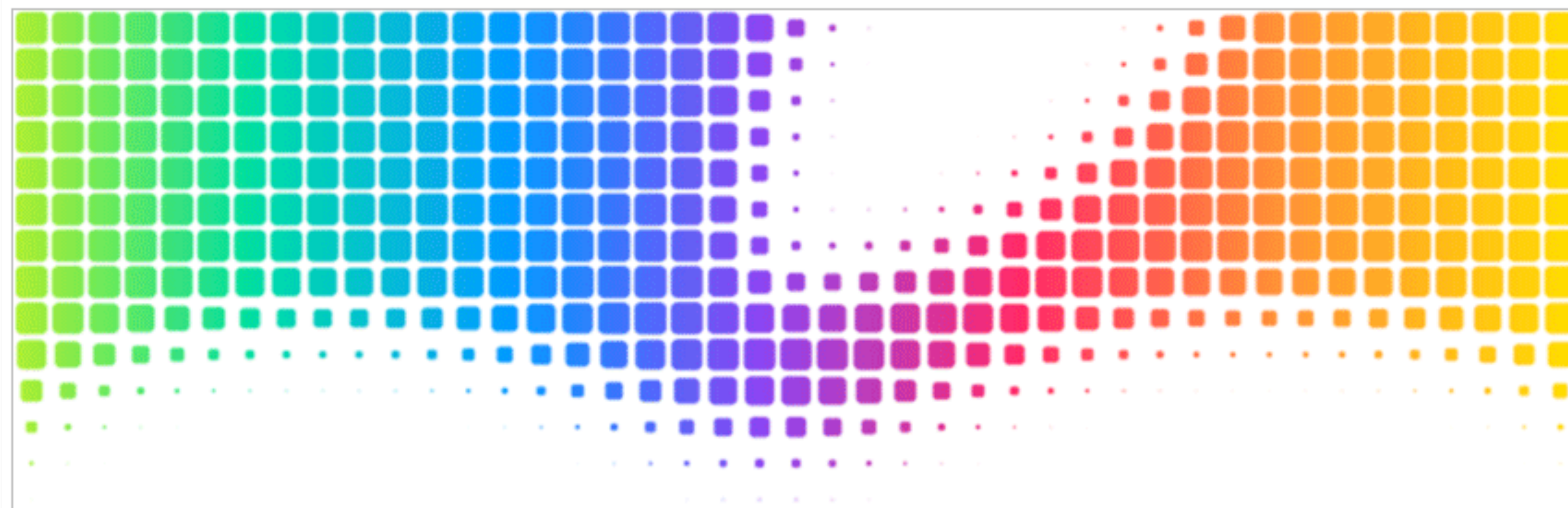
- Closed at \$624.01 today
- Up 61% from 52-week low of \$388!
- AAPL is up 11.3% YTD, 40.2% in one year, and 409% in 5 years
- By comparison, S&P 500 is up 3.32% YTD, 15.7% in one year, and 115.3% in 5 years





# AAPL Milestones Since 1997

Event	AAPL Price Then	AAPL Price Now	% Gain
Steve Jobs Returns 2/15/97	\$16.63	\$624	3652.25%
iPod Introduced 10/23/2001	\$19.12	\$624	3163.60%
iPhone Introduced 1/9/2007	\$86.45	\$624	621.80%
Post-Recession Low 11/20/2008	\$80.49	\$624	675.25%
iPad Introduced 1/27/2010	\$206.85	\$624	201.67%
Tim Cook CEO 8/24/2011	\$376.18	\$624	65.88%
Steve Jobs Dies 10/4/2011	\$378.25	\$624	64.97%
2012 Year-End Close	\$405.00	\$624	54.07%
2013 Year-End Close	\$561.02	\$624	11.23%
7-for-1 Split Announced 4/23/14	\$524.75	\$624	18.91%



WWDC14

Watch the keynote live. Starting at 10am PDT on June 2.

Apple Special Event. June 2, 2014.

Watch streaming video from this special event and learn more about our exciting announcements.

Live streaming video requires Safari 4 or later on OS X v10.6 or later; Safari on iOS 4.2 or later. Streaming via Apple TV requires second- or third-generation Apple TV with software 5.0.2 or later.

# WWDC Keynote on Monday!

Whoooooo! Christmas in June!



# WWDC Keynote on Monday!

- Watch live starting at 1pm ET on Monday
- On Apple TV - Apple Special Events Channel
- On Mac, iOS or PC at [apple.com](http://apple.com)



# What's Coming

- The only people who know aren't talking
- But these could be on the agenda:
  - Siri on Mac, iOS 8 Preview, home automation software & widgets, new iMacs, iBeacon 2.0, iWork for Mac update, new Apple TV, unified App Store for Mac, Mac mini refresh, MacBook Pro refresh, iWatch, etc.







Apple Buys Beats



# Apple Buys Beats for \$3B

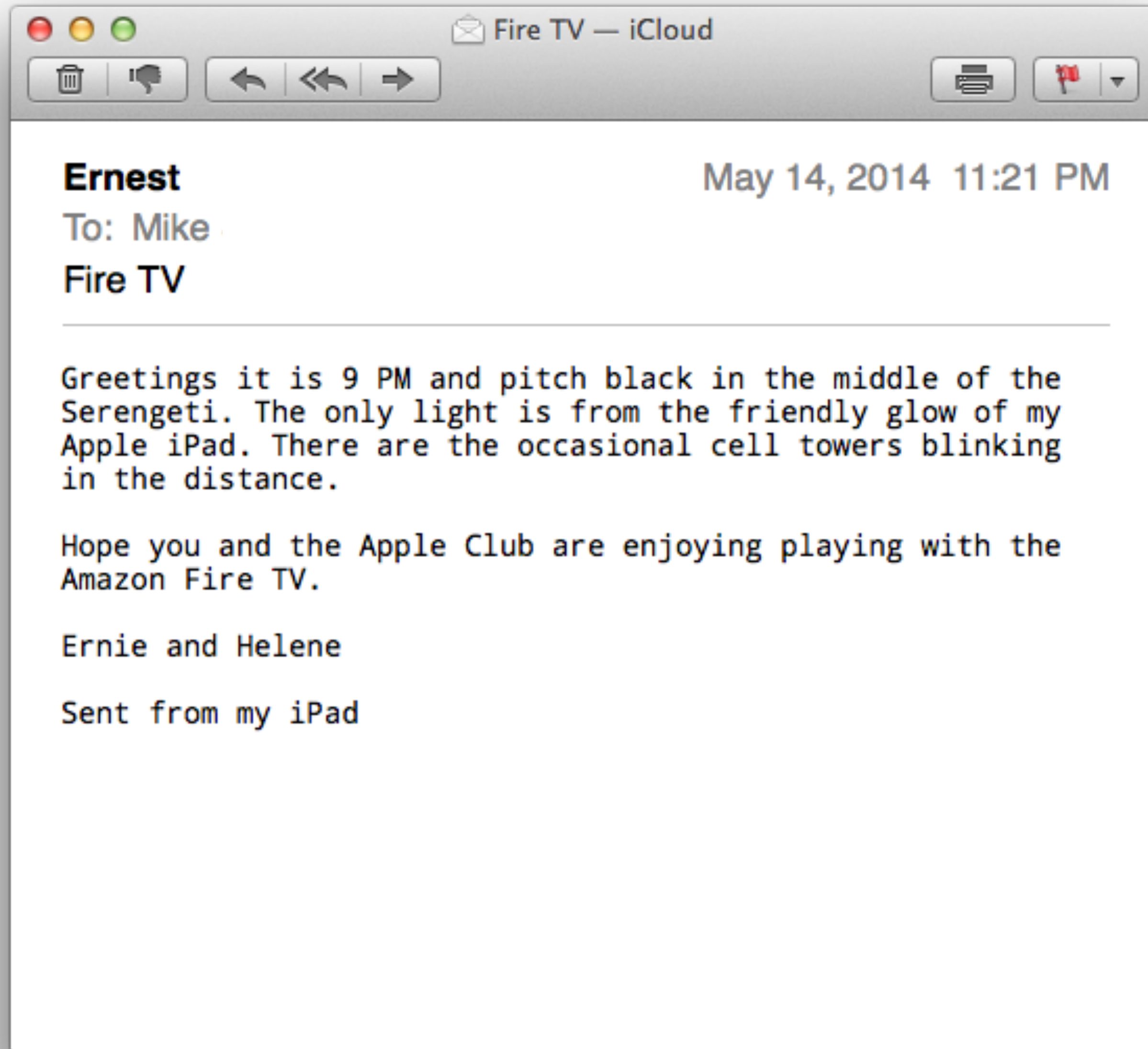
- Apple's 27th acquisition in 18 months, largest-ever in 35 years
- Beats designs consumer-grade headphones that are marketed and sold at professional-grade prices
- Also has a large and growing music streaming service, and key industry connections
- Apple "acq-hires" Beats founders & music industry legends Dr. Dre (Andre Young) and Jimmy Iovine





# iPad on Safari





**Ernest**

May 14, 2014 11:21 PM

To: Mike

**Fire TV**

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Greetings it is 9 PM and pitch black in the middle of the Serengeti. The only light is from the friendly glow of my Apple iPad. There are the occasional cell towers blinking in the distance.

Hope you and the Apple Club are enjoying playing with the Amazon Fire TV.

Ernie and Helene

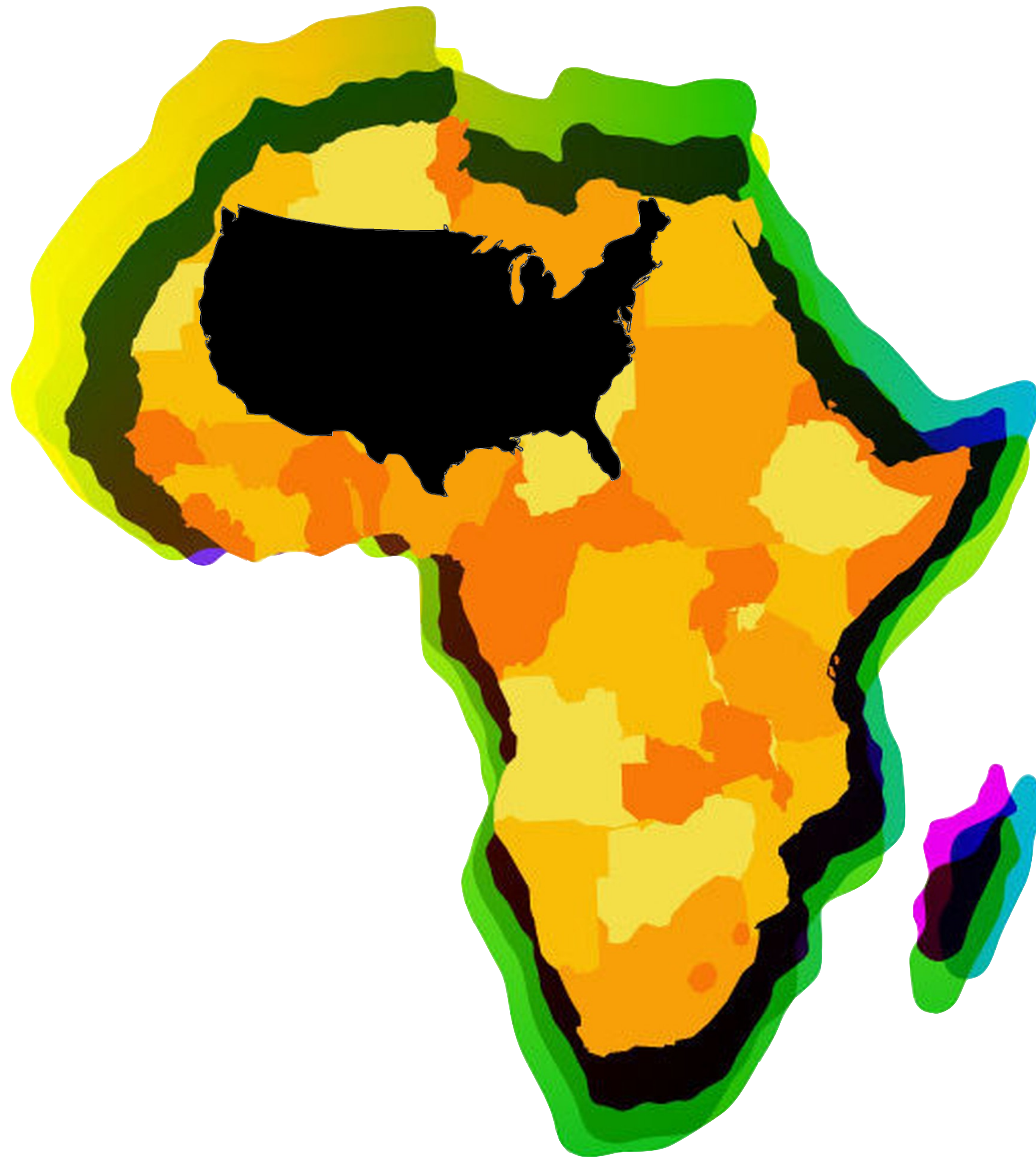
Sent from my iPad



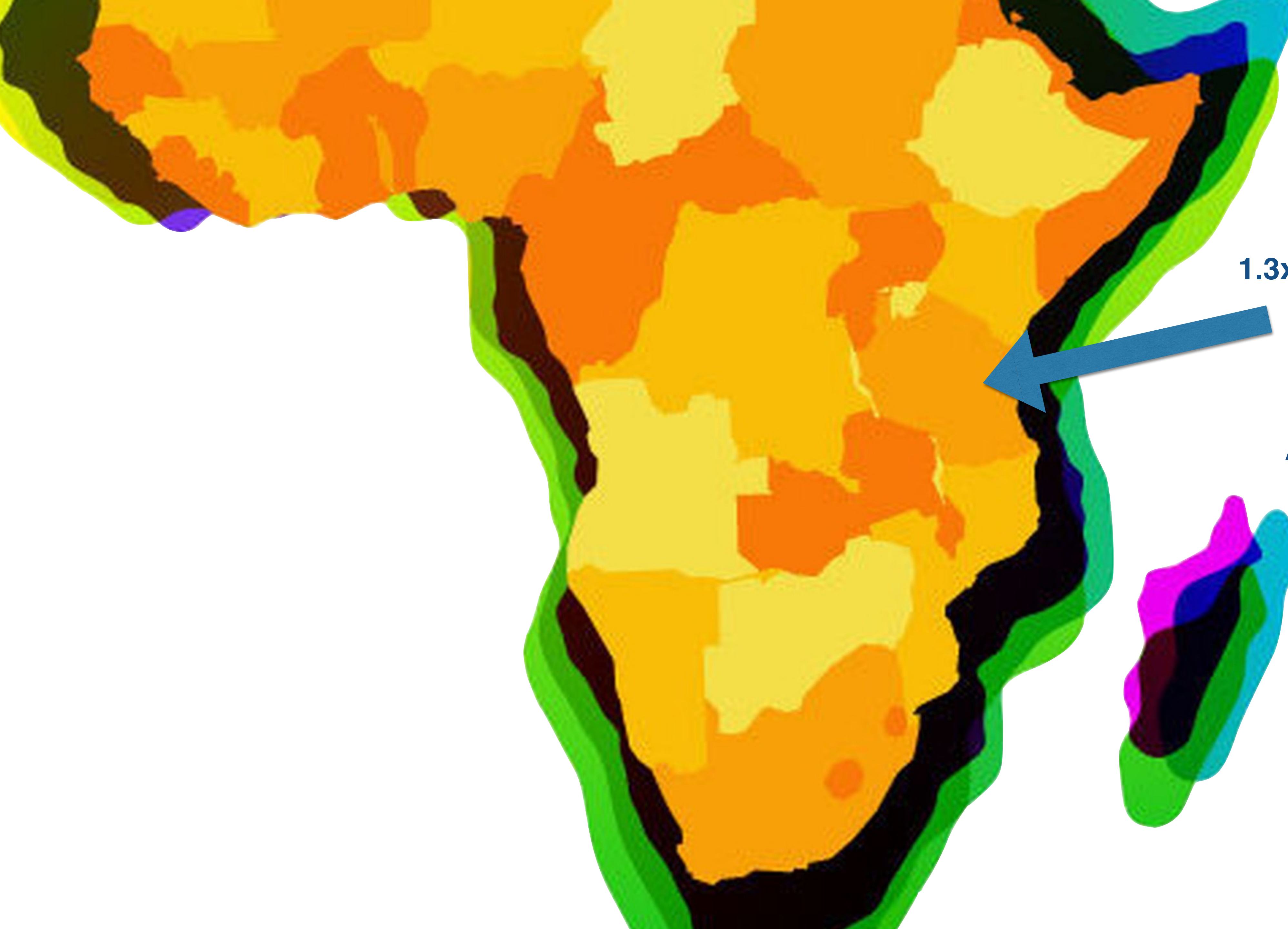
# Africa

11.5-million sq.mi.

3.2x the size of the  
50 US states







## **Tanzania**

**1.3x the size of Texas  
368,000-sq.mi.**

**...but only the  
13th largest  
African nation!**



# Address Labels with Contacts on Mac



# Pages App Has No Label Formats!

- Of the dozens of beautiful templates supplied in Pages for Mac, Apple does ***not*** include any templates for printing address labels!
- But lots of templates ***are*** included for business cards, flyers, postcards, stationery, luggage tags, etc.
- *So what's the dealio?*
  - Did Apple ***forget?***
  - Is it a conspiracy by Apple to get people to ***stop mailing Christmas cards?***



# Uh, no...

- Apple includes an excellent way to print mailing labels with every Mac!
- Naturally, Apple designed it to be easy, efficient and obvious
- ...and that's why most people don't know it's possible...
- ...because it's done with the ***Contacts*** app!

# Contacts

- The built-in, system-wide, fully integrated address book app for Mac & iOS
- Used by all Apple apps requiring names, addresses, locations, phone numbers, etc.
- Does a ton of stuff you never knew about...like printing address labels!

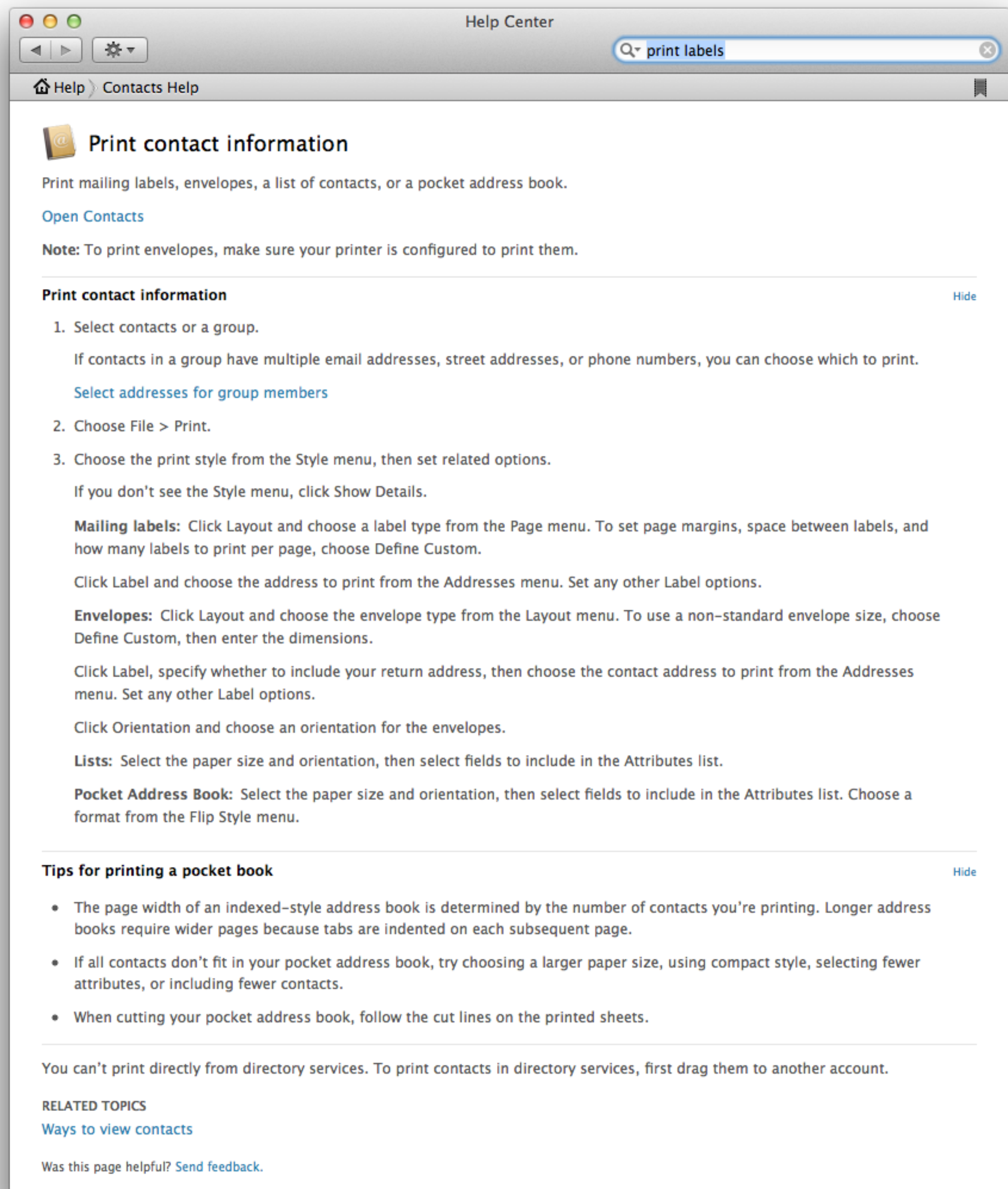






Demo!

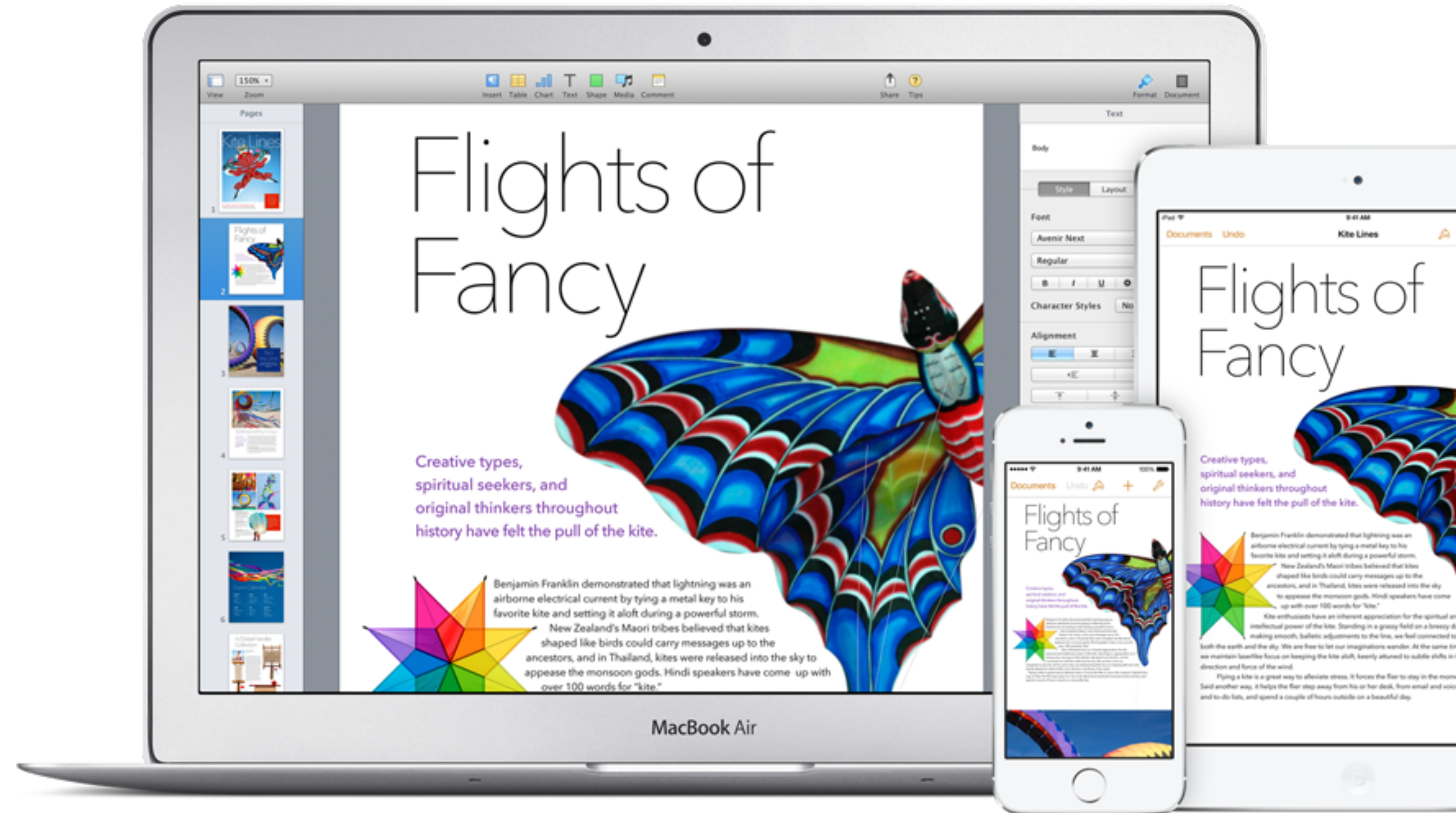
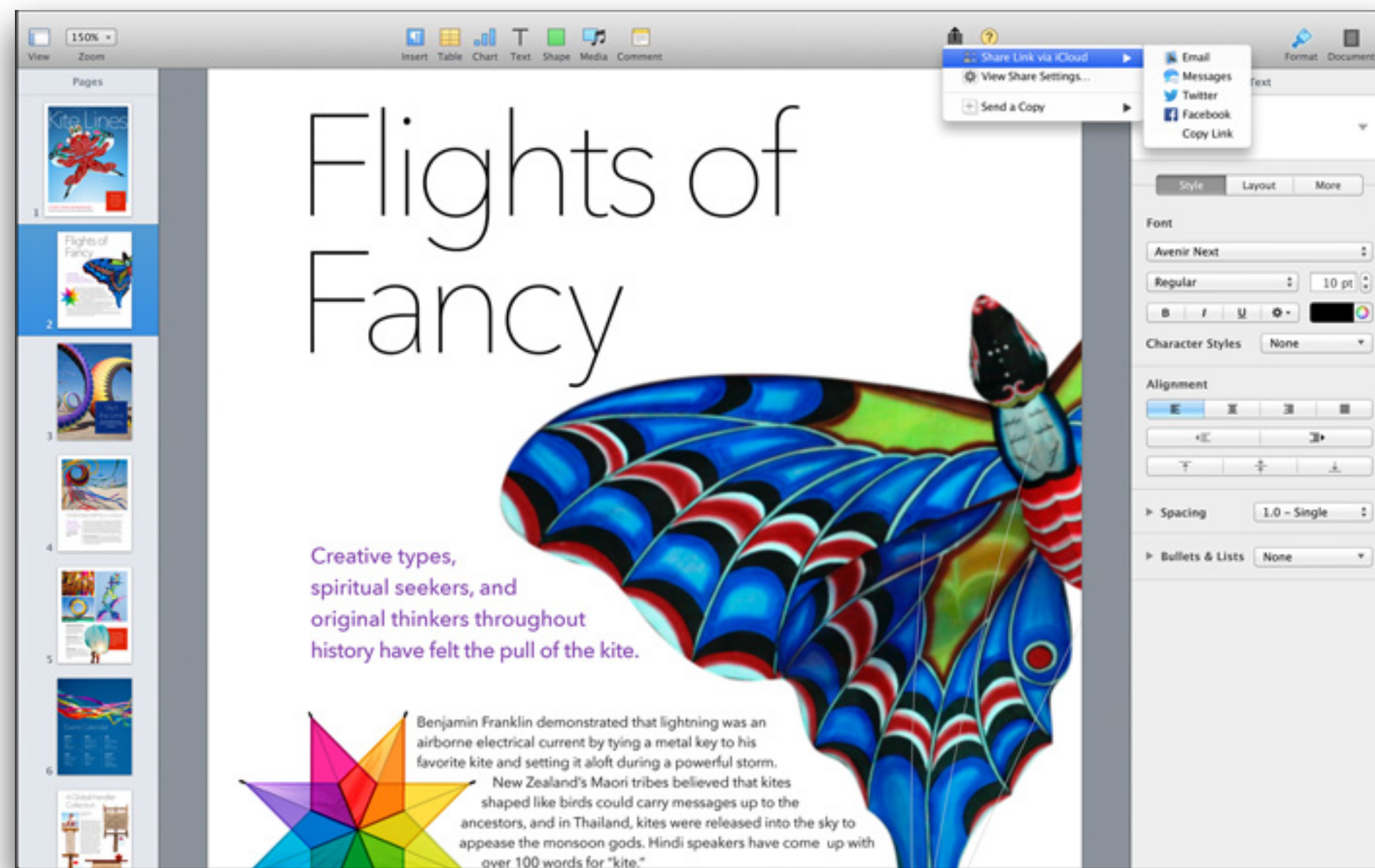




Read all about it:

Contacts → Help →  
search for Print labels



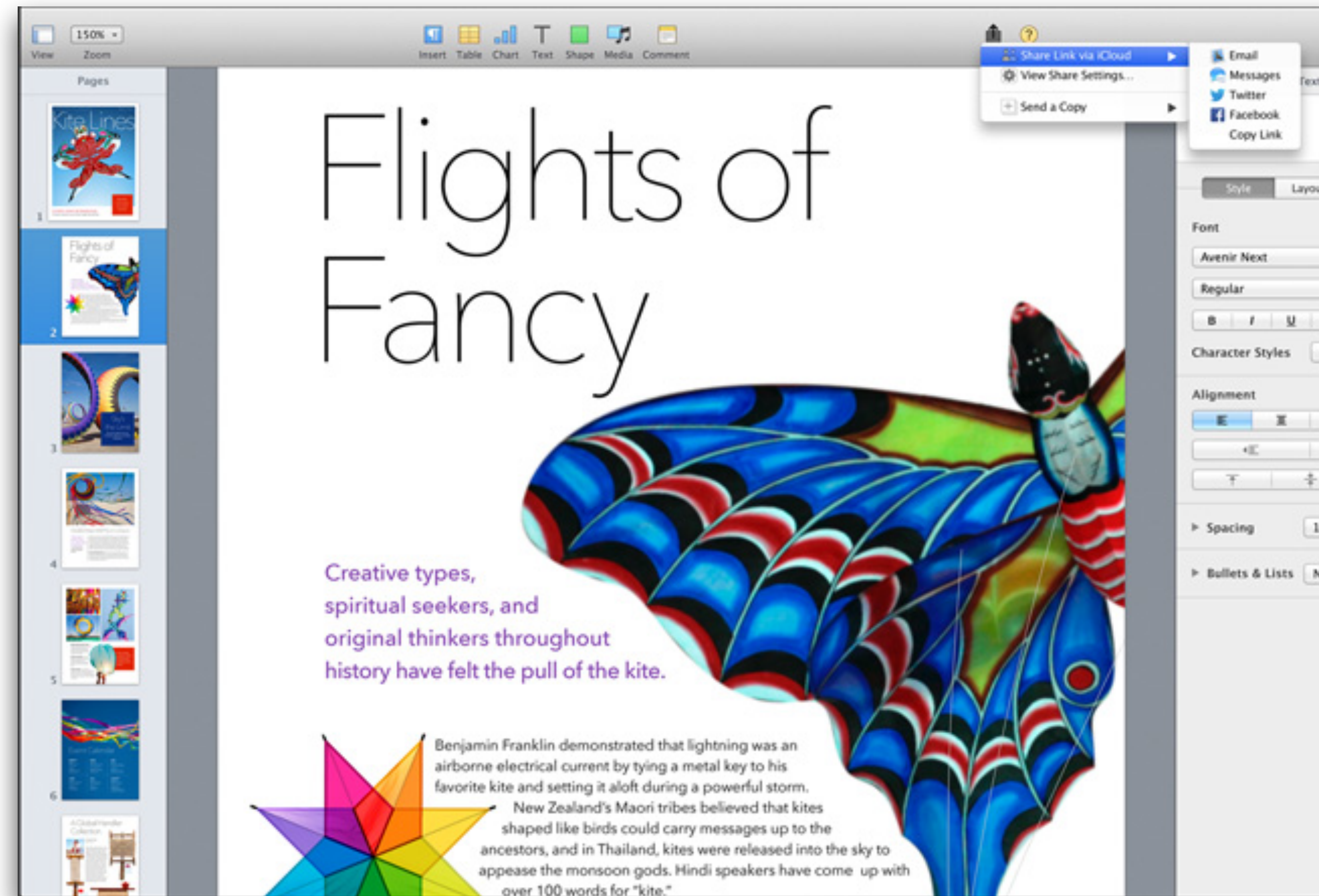


# Document Sharing with iWork for iCloud



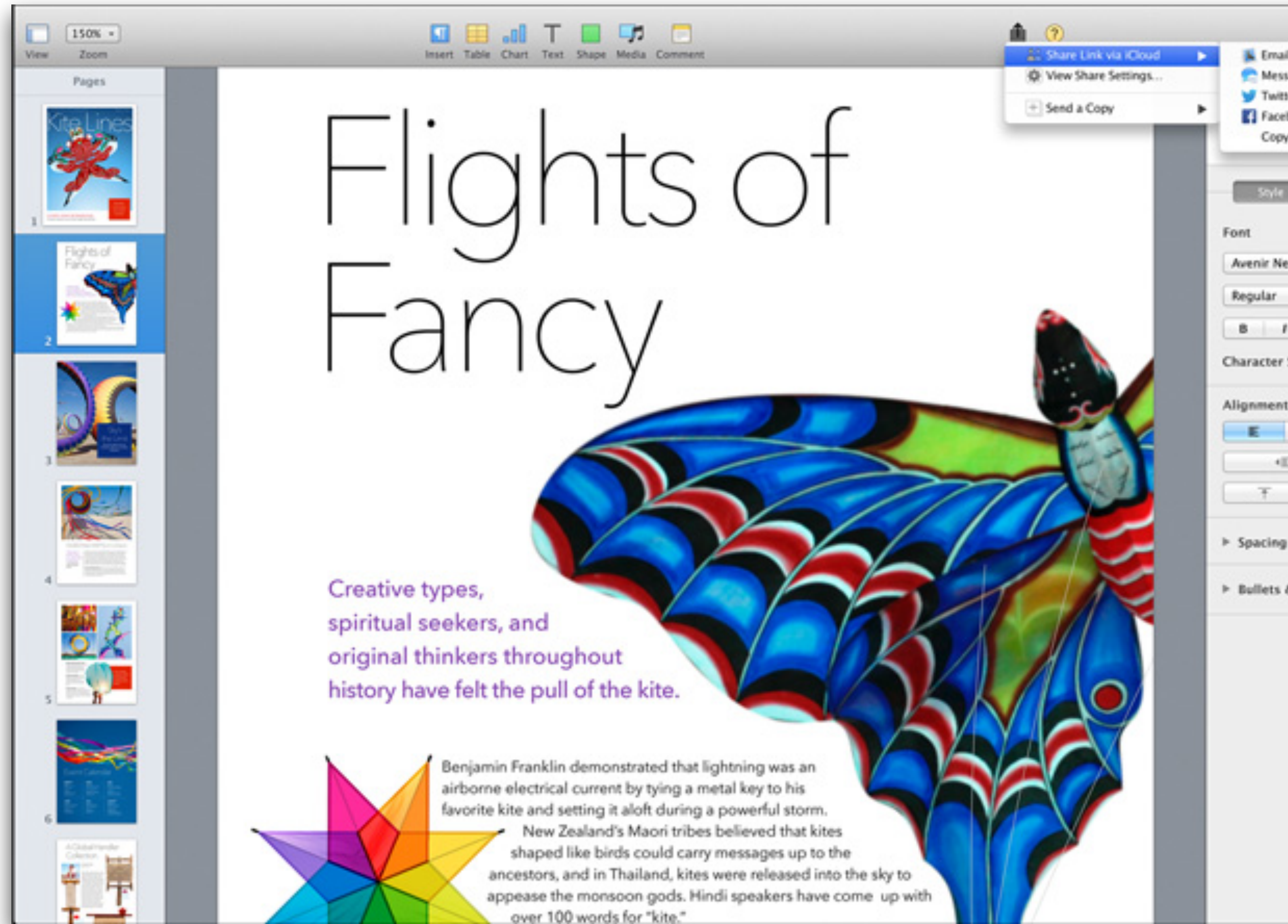
# Document Sharing with iWork for iCloud

- Dead-simple collaboration & document sharing with friends, colleagues or the whole world
- Works within Pages, Keynote and Numbers on Mac, or within iWork for iCloud
- All free from Apple: hosting, encryption, backup, replication

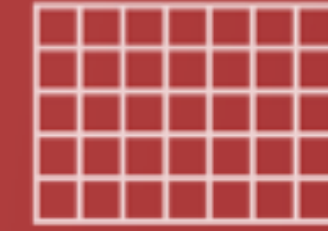




Demo!



**JUN**



**11**

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





Shall we adjourn  
to Cheeks?