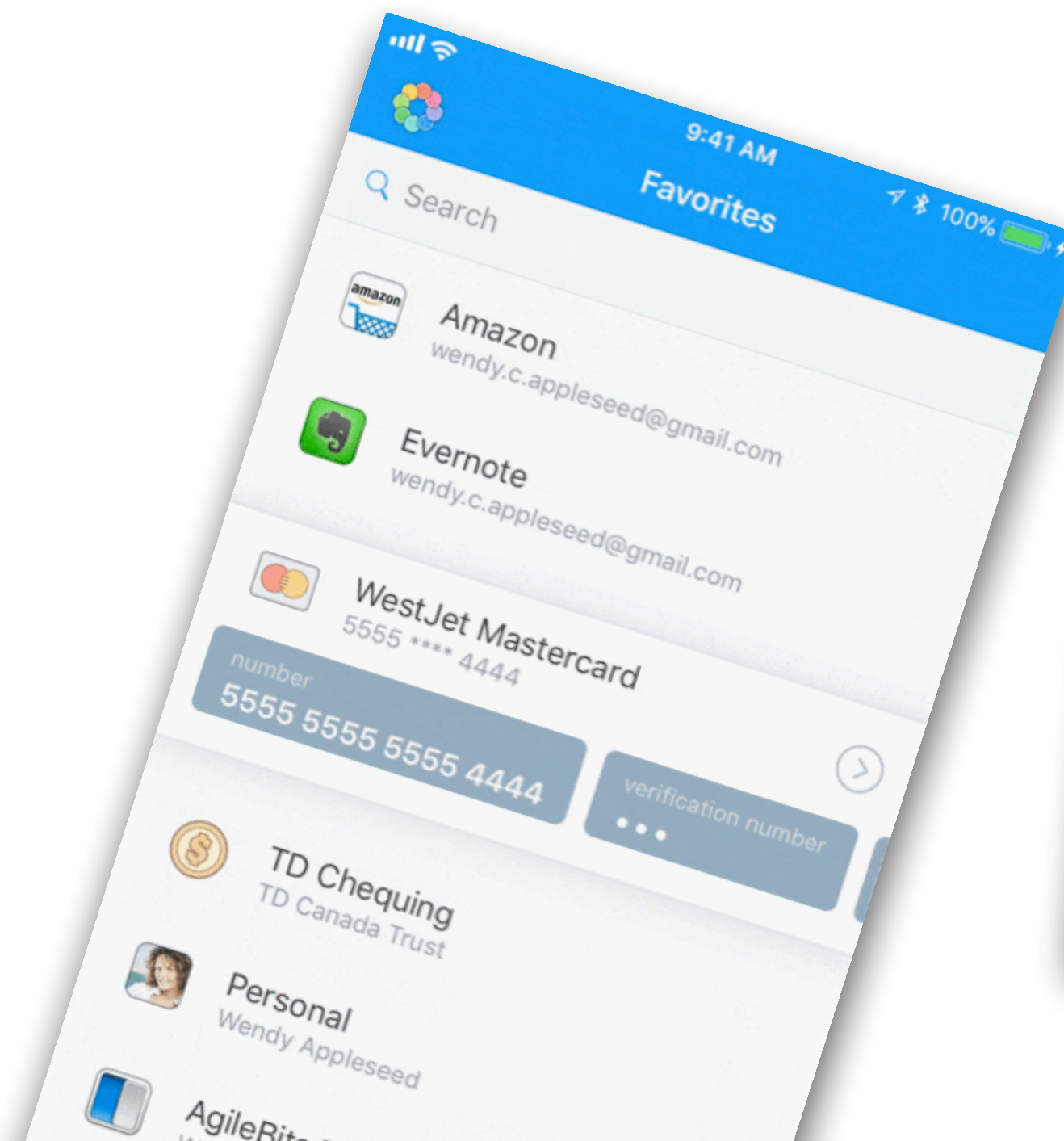


Cove Apple Club

November 8, 2017



Ask The Expert!

Pages for Mac



Tonight's Topics

- AAPL 4Q17 Earnings & Tidbits
- Cove Apple Club Holiday Party — Last Chance for Tickets!
- iPhone X Scratch & Sniff!
- Ask The Expert: Pages for Mac — **turn in your questions now!**
- 1Password 7 for iOS Tips & Tricks
- Mission: Mothership! December 11 - The Apple Store, Mall at Millenia



AAPL 4Q17 Earnings

AAPL 4Q17 Results

- New all-time 4Q record for revenue and EPS: revenue & EPS both up 24%; Street consensus was 18-20%
- Revenue \$52.6-billion, net income \$10.7-billion
- Returned \$11-billion in the quarter to the company's owners (us!) in dividends
- iPhone X not for sale during Q4, iPhone 8 only for sale for 4 days

AAPL 4Q17 Results

- iPad sales up 11%, Mac up 10%
- Services up 24%, now a \$40-billion/year business
- Apple's "Miscellaneous" revenue is on a \$12-billion/year run rate
- Apple Watch, Apple TV, Beats, AirPods, accessories, AppleCare, etc.
- All of Facebook revenue in the quarter is \$10.3-billion
- Apple's iPhone business is 16x the size of Facebook
- Apple's non-iPhone business is > Google + Facebook
- Apple's market cap closed above \$900-billion **today**; headed to \$1-trillion (\$1,000,000,000,000)

A Year Ago Today

	November 8, 2016	November 9, 2017	% Change
DJ 30 Industrials	\$18589.69	\$23563.36	26.75%
S&P 500	\$2163.26	\$2594.38	19.93%
GOOG	\$805.59	\$1039.85	29.08%
MSFT	\$60.17	\$84.56	40.54%
FB	\$123.18	\$179.56	45.77%
HPQ	\$15.57	\$21.42	37.57%
AMZN	\$771.88	\$1132.88	46.77%
AAPL	\$110.88	\$176.24	58.95%

source: Dow Jones, NASDAQ
Live data from Yahoo! Finance

Ten Years Ago Today

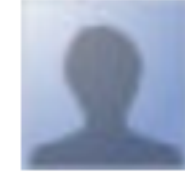
	November 8, 2017	November 9, 2017	% Change
DJ 30 Industrials	\$12987.55	\$23563.36	81.43%
S&P 500	\$1439.18	\$2594.38	80.27%
GOOG	N/A	\$1039.85	N/A
MSFT	\$33.38	\$84.56	153.33%
FB	N/A	\$179.56	N/A
HPQ	\$21.59	\$21.42	-0.79%
AMZN	\$94.11	\$1132.88	1103.78%
AAPL	\$26.84	\$176.24	556.67%

source: Dow Jones, NASDAQ
Live data from Yahoo! Finance

Never a Bad Time to Join the Party

If You Had Bought AAPL When...	Date	AAPL Price Then	AAPL Price Now	% Gain
Steve Jobs Returns to Apple	2/15/1997	\$0.58	\$176.24	30286.21%
Original iMac Introduced	8/15/1998	\$1.44	\$176.24	12138.89%
iPod Introduced	10/23/2001	\$1.26	\$176.24	13887.30%
iPhone Introduced	1/9/2007	\$12.15	\$176.24	1350.53%
Cove Apple Club Founded	1/21/2007	\$12.45	\$176.24	1315.58%
M&M's Schwab Broker Told Us to Sell All Our Apple Stock Just After We Retired	11/6/2008	\$14.16	\$176.24	1144.63%
Post-Recession Low	11/20/2008	\$11.50	\$176.24	1432.52%
iPad Introduced	1/27/2010	\$29.55	\$176.24	496.41%
Tim Cook Named CEO	8/24/2011	\$53.74	\$176.24	227.95%
Steve Jobs Dies	10/4/2011	\$54.04	\$176.24	226.13%
2012 Year-End Close	12/31/2012	\$57.86	\$176.24	204.60%
2013 Year-End Close	12/31/2013	\$80.15	\$176.24	119.89%
7-for-1 Stock Split Announced	4/23/2014	\$74.96	\$176.24	135.11%
Apple Watch, Apple Pay, iPhone 6	9/9/2014	\$97.99	\$176.24	79.86%
2014 Year-End Close	12/30/2014	\$110.21	\$176.24	59.91%
2015 China Shock Intra-Day Low	8/24/2015	\$92.00	\$176.24	91.57%
iPad Pro, New Apple TV, iPhone 6S/Plus	9/9/2015	\$110.15	\$176.24	60.00%
2015 Year-End Close	12/31/2015	\$105.26	\$176.24	67.43%
2016 Year-End Close	12/30/2016	\$115.82	\$176.24	52.17%
iPhone X Announced	9/12/2017	\$160.86	\$176.24	9.56%
AAPL CAGR Since 1997		35.08%		

Well-capitalized Seattle start-up seeks Unix developers



Jeff Bezos

8/22/94

Well-capitalized start-up seeks extremely talented C/C++/Unix developers to help pioneer commerce on the Internet. You must have experience designing and building large and complex (yet maintainable) systems, and you should be able to do so in about one-third the time that most competent people think possible. You should have a BS, MS, or PhD in Computer Science or the equivalent. Top-notch communication skills are essential. Familiarity with web servers and HTML would be helpful but is not necessary.

Expect talented, motivated, intense, and interesting co-workers. Must be willing to relocate to the Seattle area (we will help cover moving costs).

Your compensation will include meaningful equity ownership.

Send resume and cover letter to Jeff Bezos:

mail: be...@netcom.com

fax: 206/828-0951

US mail: Cadabra, Inc.

10704 N.E. 28th St.

Bellevue, WA 98004

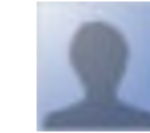
We are an equal opportunity employer.

"It's easier to invent the future than to predict it." -- Alan Kay

Amazon: How Time Flies

- Amazon is now the world's largest online retailer and cloud computing provider
 - Also: grocer, logistics company, seed funder, media streamer, TV & movie producer & distributor, brick-and-mortar retailer, startup incubator, voice AI disruptor, etc.
- Directly employs over 410,000 people in 180+ facilities in 38 countries
- Amazon opens a new \$1-billion+ Fulfillment Center every 3 weeks, on average
- Jeff Bezos is the world's 3rd-richest person
- Amazon stock recently crossed the \$1,100/share mark, up 50% YTD, up 348% 5-YTD
- AMZN market cap is over \$500-billion

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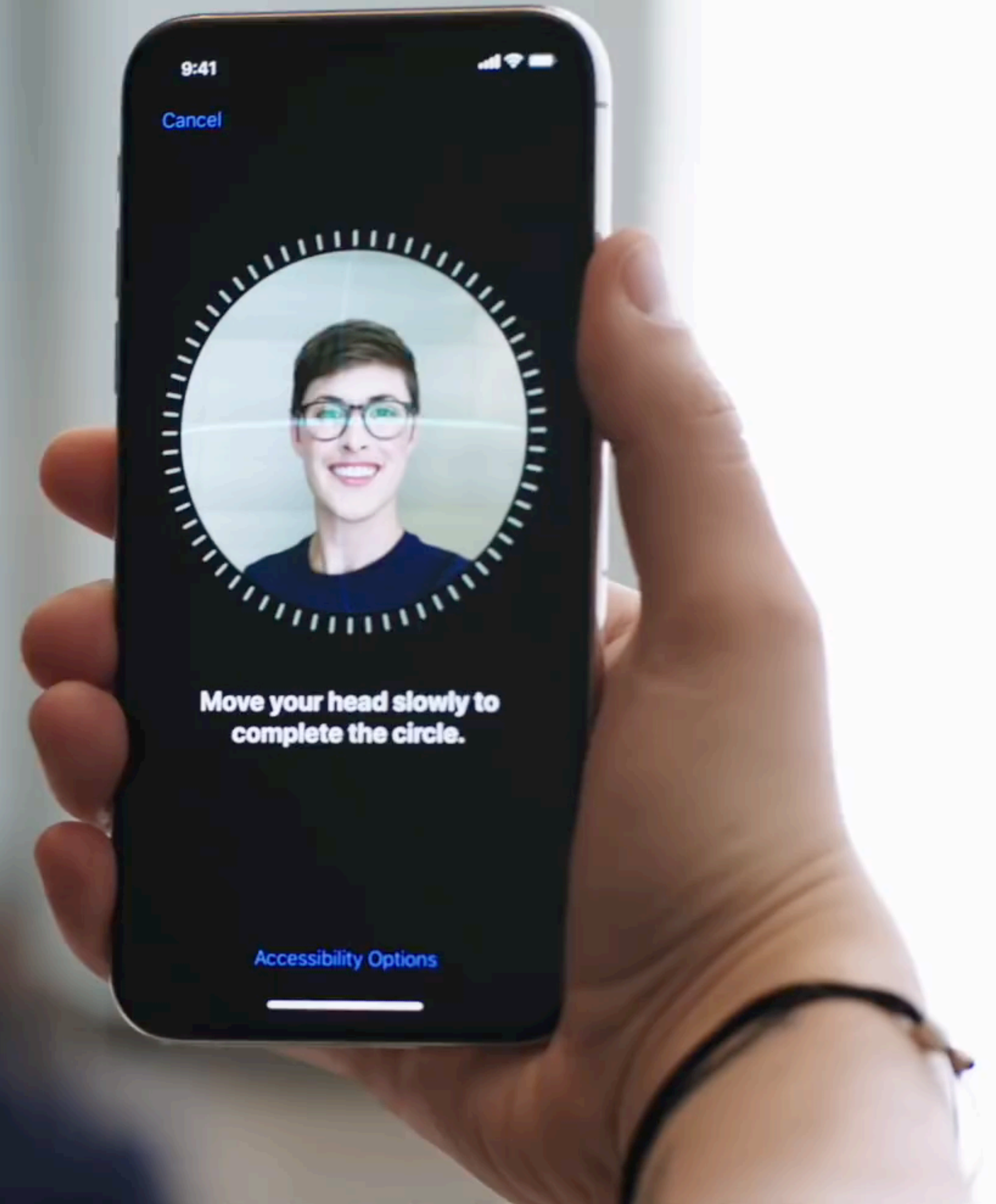
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iPhone X

Say hello to the future.





9:41

[Cancel](#)



**Move your head slowly to
complete the circle.**

[Accessibility Options](#)

iPhone X

Say hello to the future.



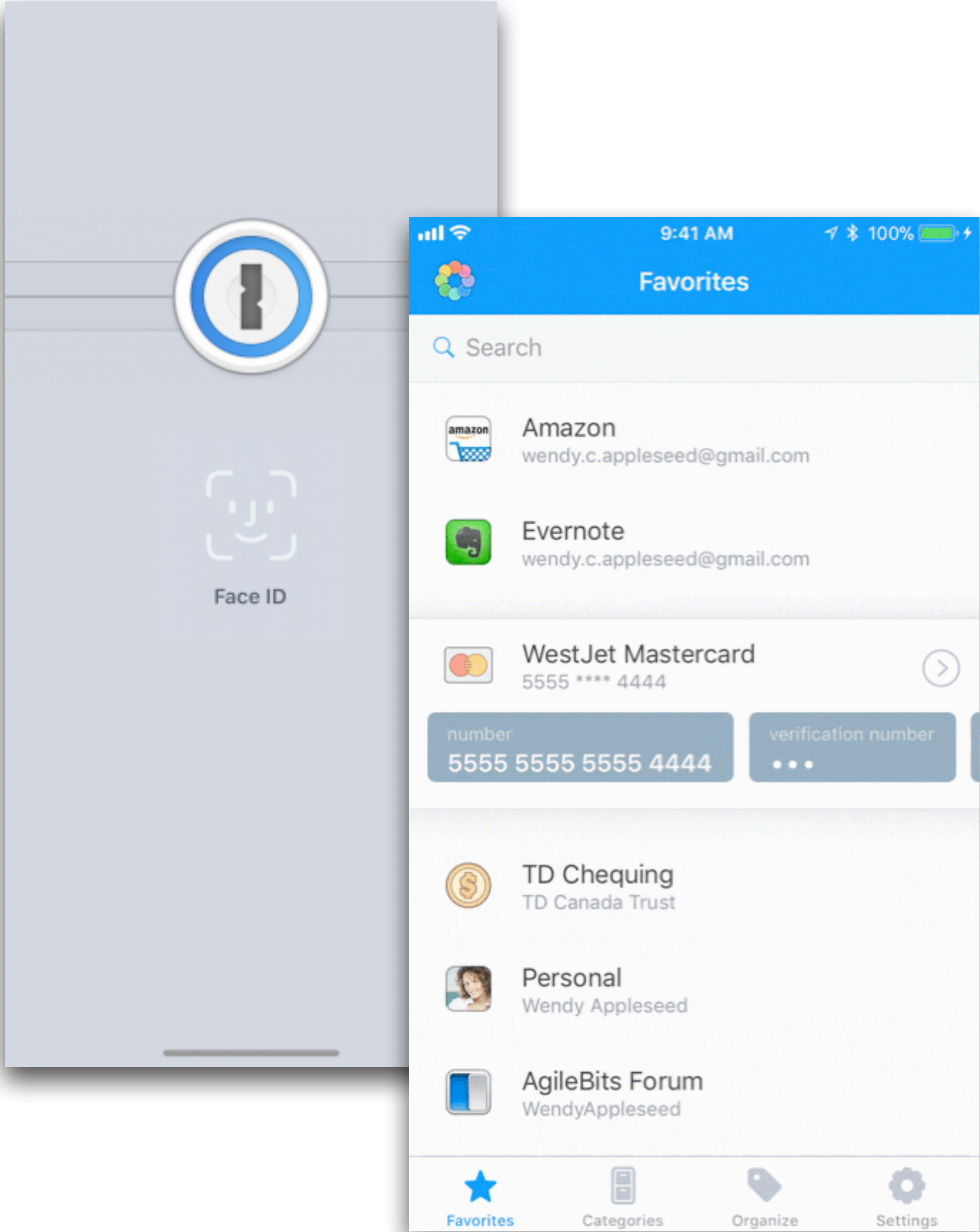
Ask The Expert!

Pages for Mac





1Password 7 for iOS

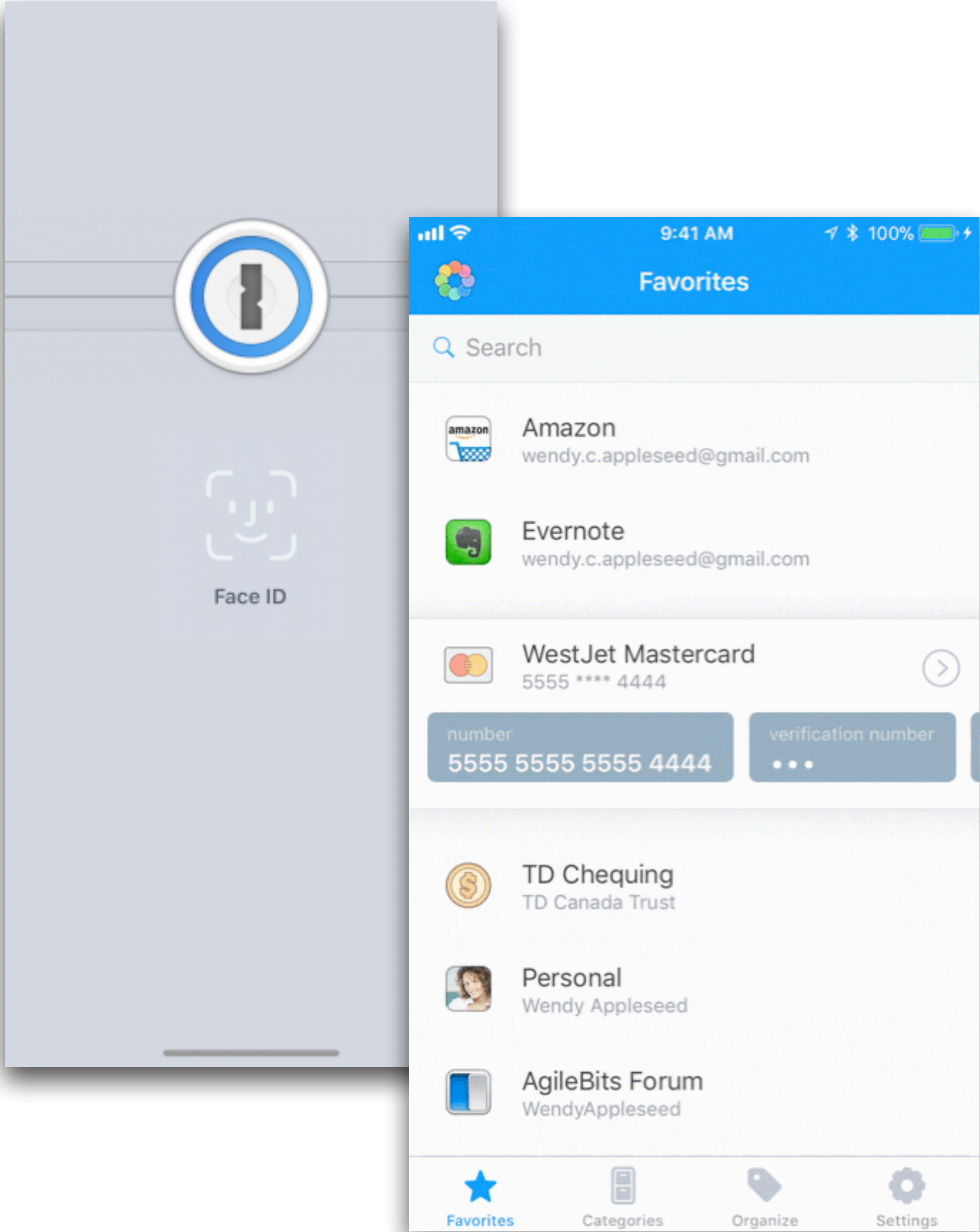




- Dropped last Friday with iPhone X launch
- Enables Face ID to unlock app!
- Quick Copy feature for copy-and-paste into dedicated apps
- Quick Copy for Favorites
- New Keyboard Shortcuts for use with external keyboards
- Speed improvements, new icon, etc.



Demo!



Support the Cove Apple Club



COVE APPLE CLUB

Now in our **SECOND DECADE** of fun!

[HOME](#)[MEETINGS](#)[EMAIL LIST](#)[SHOP](#)[ARCHIVES](#)

SHARE. LEARN. LAUGH!

Join **over 200 Cypress Cove residents and members** in the Cove Apple Club, and you'll learn more and get a lot more fun and productivity out of all your Apple gear! The Cove Apple Club has been meeting **every month for over a decade**, and the fun just keeps getting better and better!

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 meetings are fun and informative, with topics presented covering the range from beginner to advanced.

Our focus is on Apple products, but we often also look at other new technologies not specific to the Apple platform, ranging from computer security to Internet telephony to changes in the industry to neat new tech gadgets of interest to everyone.

All Apple products are fair game at our meetings: iPad, iPhone, iPod, Apple TV, Apple Watch and Macs of all sizes, as well as the huge world of Apple software, hardware and accessories.

Find out more about the club, our meeting schedule and how you can get in on the fun. Click the links below for details, and be sure to join our [email list](#) for all the latest updates.

Come join us and learn how to DO MORE and HAVE FUN with your Apple gear!



NOT JUST FOR NERDS!

Everyone is welcome at our club meetings. We warmly welcome curious or frustrated PC, Windows and Android users, as well as anyone interested in anything Apple-related. There's a little something for everyone at each and every Cove Apple Club meeting, so don't miss out!

JOIN US!

[Click here for meeting dates and info.](#)

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SUPPORT THE COVE APPLE CLUB WHEN YOU SHOP AT AMAZON.COM

The next time you need some new Apple or other tech gear (or anything else from the 20,000,000 items in stock!), start your online shopping session with our link to Amazon.com. 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!

TWO EASY WAYS TO USE THE AMAZON SHOPPING LINK

1. [Just click here](#) — you'll be sent to the Amazon.com homepage.
2. Just click the Amazon banner ad below.



Your Associates account has come up for review in connection with our ongoing monitoring of the Amazon Associates Program. During our review, we have determined that you are not in compliance with the Operating Agreement that governs your participation in the Associates Program and your Associates Program account has been closed. You will not receive further payment of advertising fees.

You are not in compliance because you are encouraging customers to bookmark your Amazon links, as opposed to clicking through your website to reach Amazon. This is not the intent of the Associates Program. Section 7 of the Operating Agreement states that a “Qualifying Purchase” occurs when a customer clicks through a Special Link on your site to the Amazon Site. Purchases resulting from clicks through bookmarked links do not fit this criteria.

You can find the complete terms of the Operating Agreement, including the Participation Requirements and Linking Requirements, via this link:
<https://affiliate-program.amazon.com/gp/associates/agreement>.

We ask that you immediately remove all Amazon Content from your site(s). Any

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Last 30 Days

Oct 09 2017 - Nov 07 2017 / [Last 30 Days](#)

Tracking ID: [All](#)

Last Updated: Nov 07 2017 +00:00

Summary

\$201.96

Fees

\$198.96

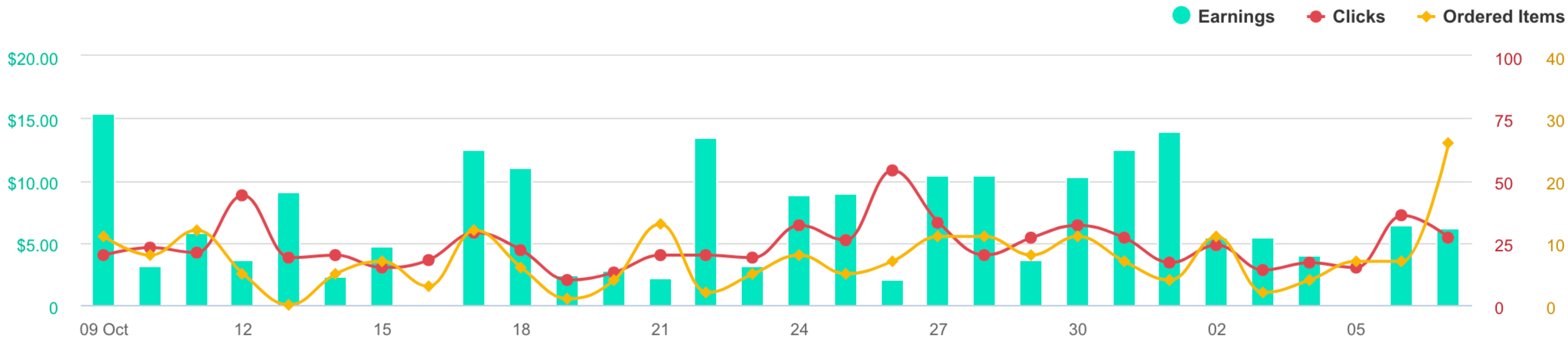
Bounties

\$3.00

Amazon CPM Ads

\$0.00

[Get Started with CPM Ads](#)



Clicks

714

Ordered Items

223

Shipped Items

194

Returned Items

4

Conversion

31.23%

Shipped Items
Revenue

\$3,929.12

Total Earnings

\$198.96

2017 YTD

Jan 01 2017 - Nov 07 2017 / [This Year](#) Tracking ID: [All](#)

Last Updated: Nov 07 2017 +00:00

Summary

\$2,732.69

Fees

\$2,712.69

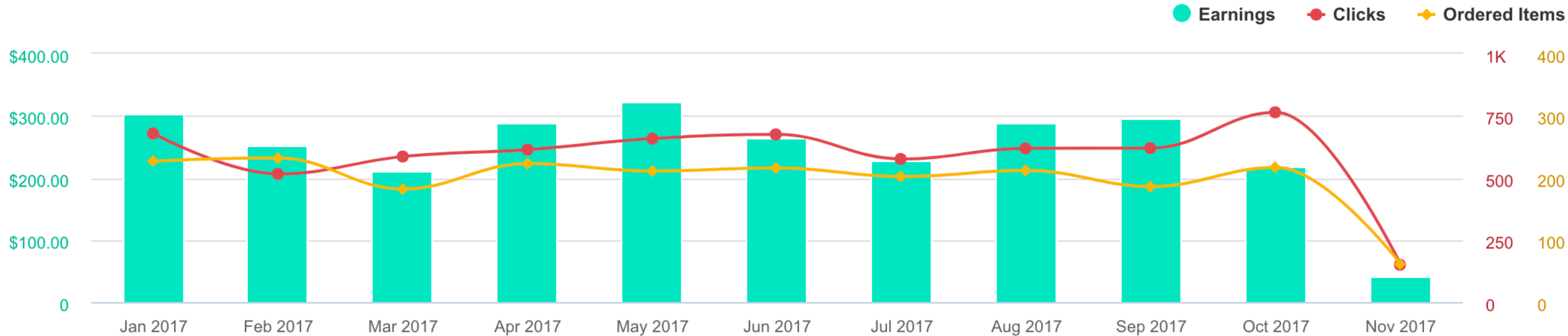
Bounties

\$20.00

Amazon CPM Ads

\$0.00

[Get Started with CPM Ads](#)



Clicks

6,457

Ordered Items

2,169

Shipped Items

2,018

Returned Items

47

Conversion

33.59%

Shipped Items
Revenue

\$47,893.04

Total Earnings

\$2,712.69

12/06/12

**9th Annual
Cove Apple Club
Holiday Party**

**Cypress Cove
Nudist Resort & Spa**

Cove Apple Club 2017 Holiday Party Budget

Item	Qty.	\$	Ext.	Notes
CASH ON HAND				
Current bank balance	1	\$2754.33	\$2,754.33	As of 10/24/17
Bank fees through December	3	-\$5.00	-\$15.00	October, November, December
Amazon Commissions - August	1	\$292.48	\$292.48	To be paid 10/30
Amazon Commissions - September	1	\$293.59	\$293.59	To be paid 11/30
1&1 Hosting Plan	1	-\$20.89	-\$20.89	
Cash on hand for party:			\$3,304.51	
INCOME				
Ticket Sales	75	\$15.00	\$1,125.00	
Guest Tickets @ \$35.00/ea.	4	\$35.00	\$140.00	
Total Income			\$1,265.00	
EXPENSE				
Secret Door Prizes 1	3	\$25.00	\$75.00	
Secret Door Prizes 2	2	\$37.60	\$75.20	
Secret Door Prizes 3	3	\$25.00	\$75.00	
Secret Door Prizes 4	1	\$170.13	\$170.13	
Cash to Richard for drink tickets	79	\$4.00	\$316.00	
Food budget per guest	79	\$18.00	\$1,422.00	
Server Gratuity	3	\$125.00	\$375.00	
Sales Tax on food & drink @ 7.00%	1	\$0.07	\$121.66	
Total Expense:			\$2,629.99	
Total Income:			\$1,265.00	
Party Gain / Loss:			-\$1,364.99	
Ending Bank Balance:			\$1,939.52	

What / When / How Much

- Wednesday, December 6th - 5:30pm
- **Mandatory schmoozing** cocktail hour before dining room seating opens
- Dinner served about 6:30
- Tickets on sale tonight, online, and at Mike & Marilyn's trailer-house until November 30
- Ticket price: \$15 each



This Year's Dealio



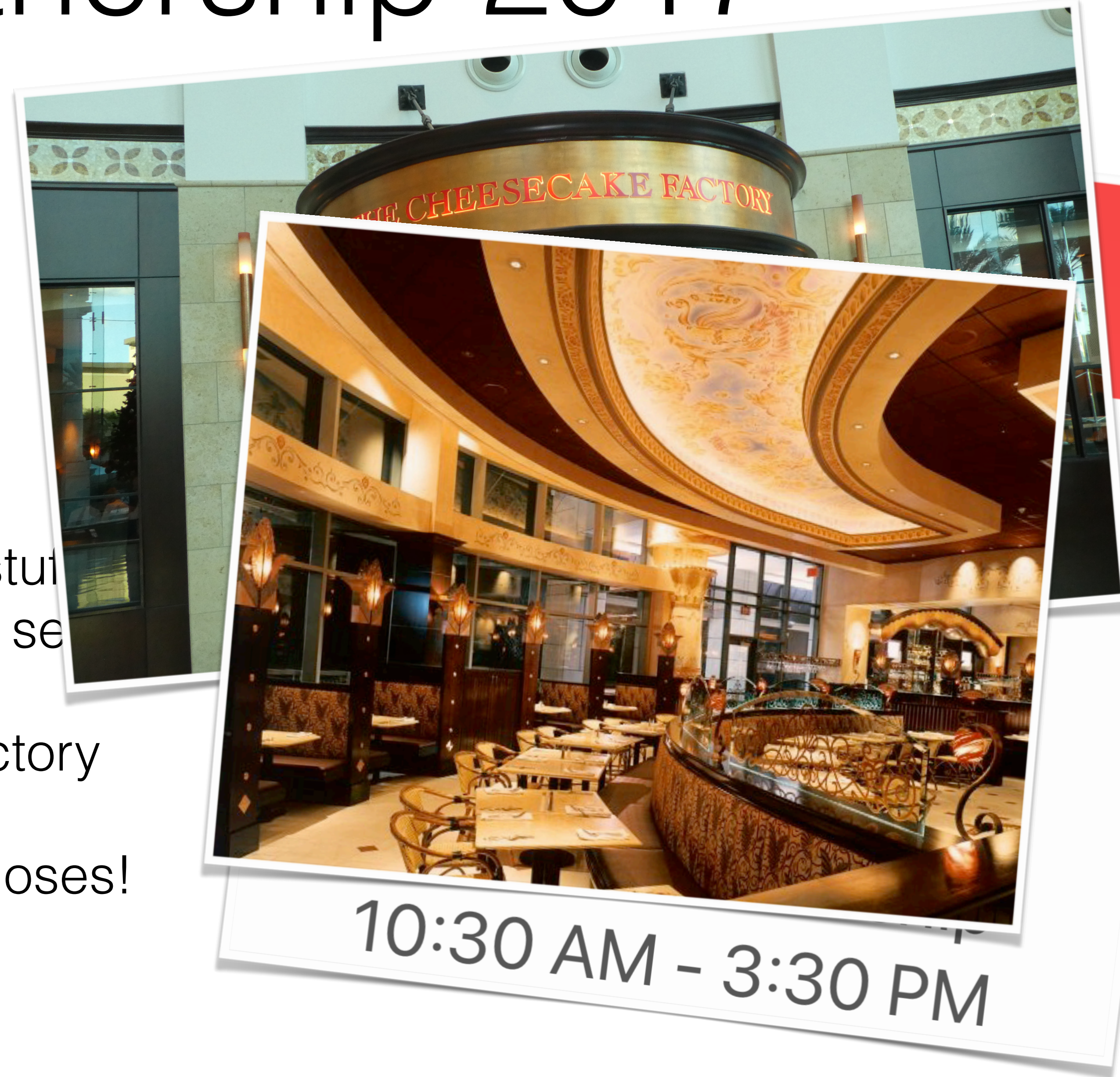
- Your paid ticket gets you in the door, dinner, and one drink ticket: beer, wine, well or soft
- Non-CAC members: \$35 per person
- Additional drinks on your own account
- Hors d'oeuvres (appetizers), hot and cold dinner buffet & dessert
- Door prizes and games
- Music & dancing!
- Clothing optional, of course!

Mission: Mothership



Mission: Mothership 2017

- Monday, December 11, 2017
- Depart the Cove at 10:30am
- Arrive Apple, Mall at Millenia
- Drool, paw, sniff, stare at all the cool stuff
your Apple stocking stuffers, “gifts for se
- Group lunch at 1pm: Cheesecake Factory
- RSVP to Mike so we have a count of noses!
 - **info@coveappleclub.com**



Meeting Schedule



Meeting Schedule



Meeting Schedule



Meeting Schedule

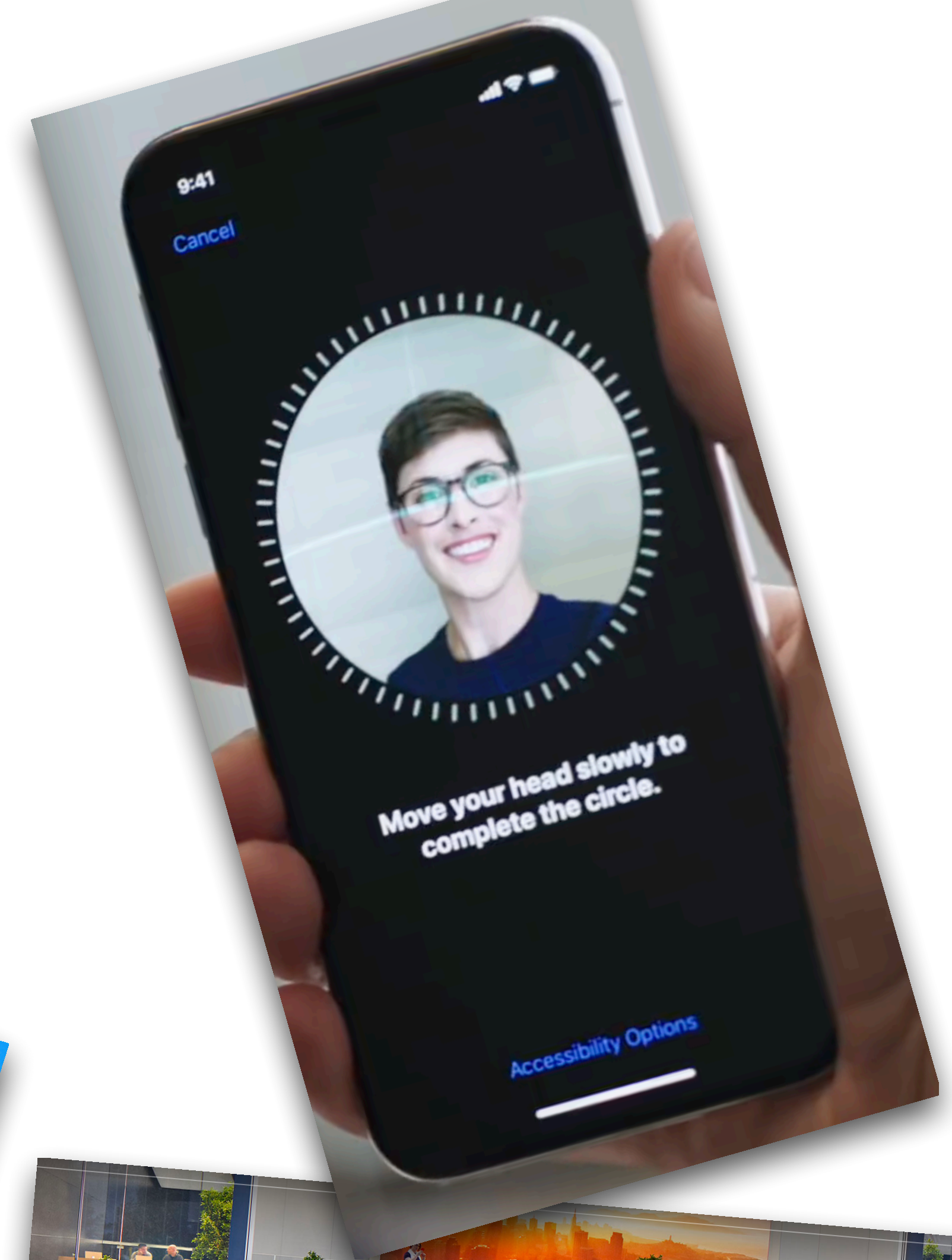


Meeting Schedule



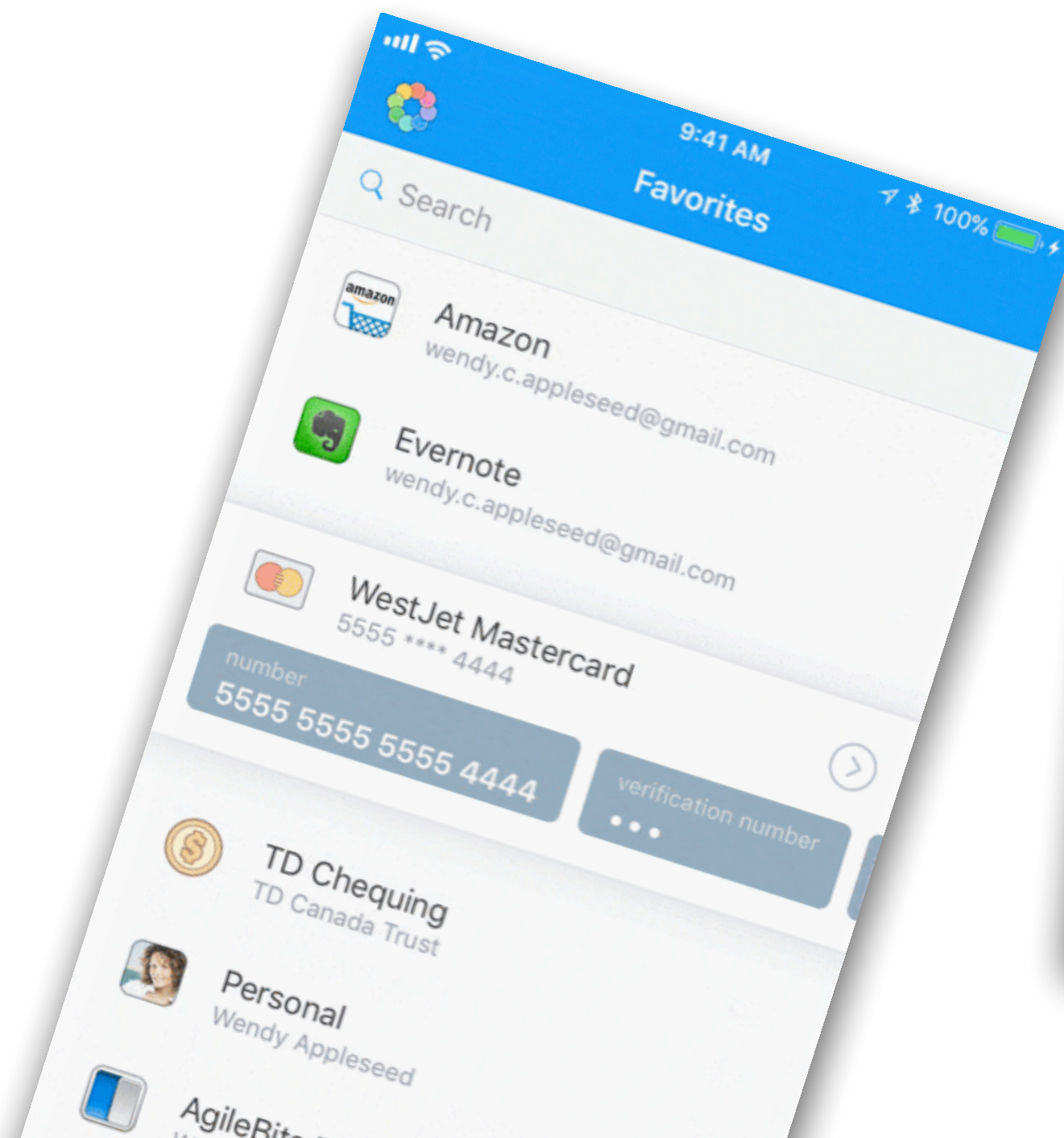
Meeting Schedule





Cove Apple Club

November 8, 2017



See you at
Cheeks!

