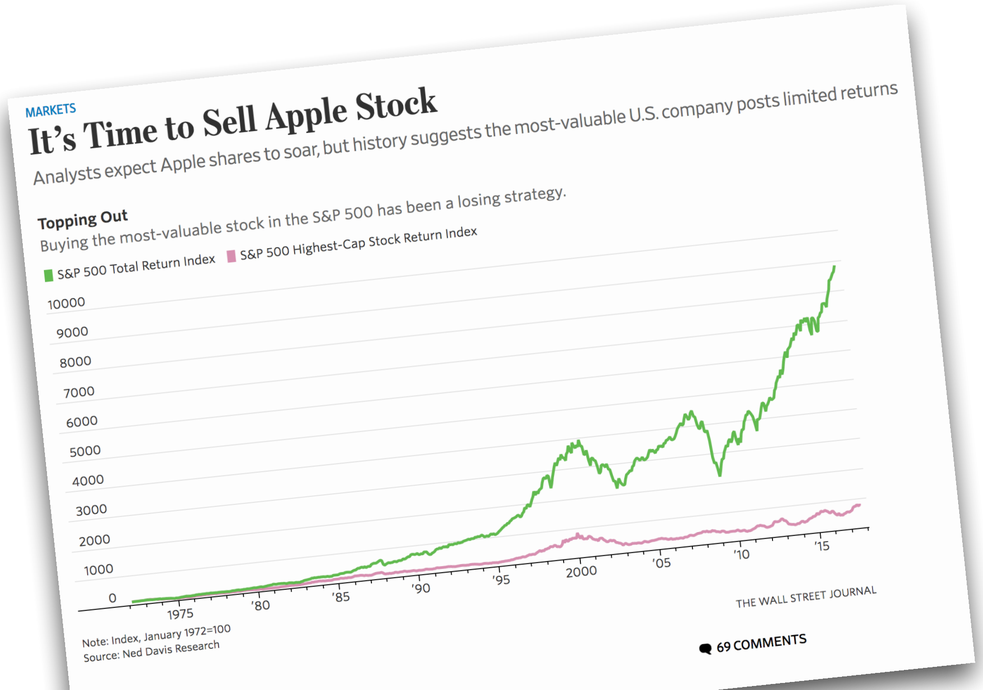
Cove Apple Club

July 25, 2018



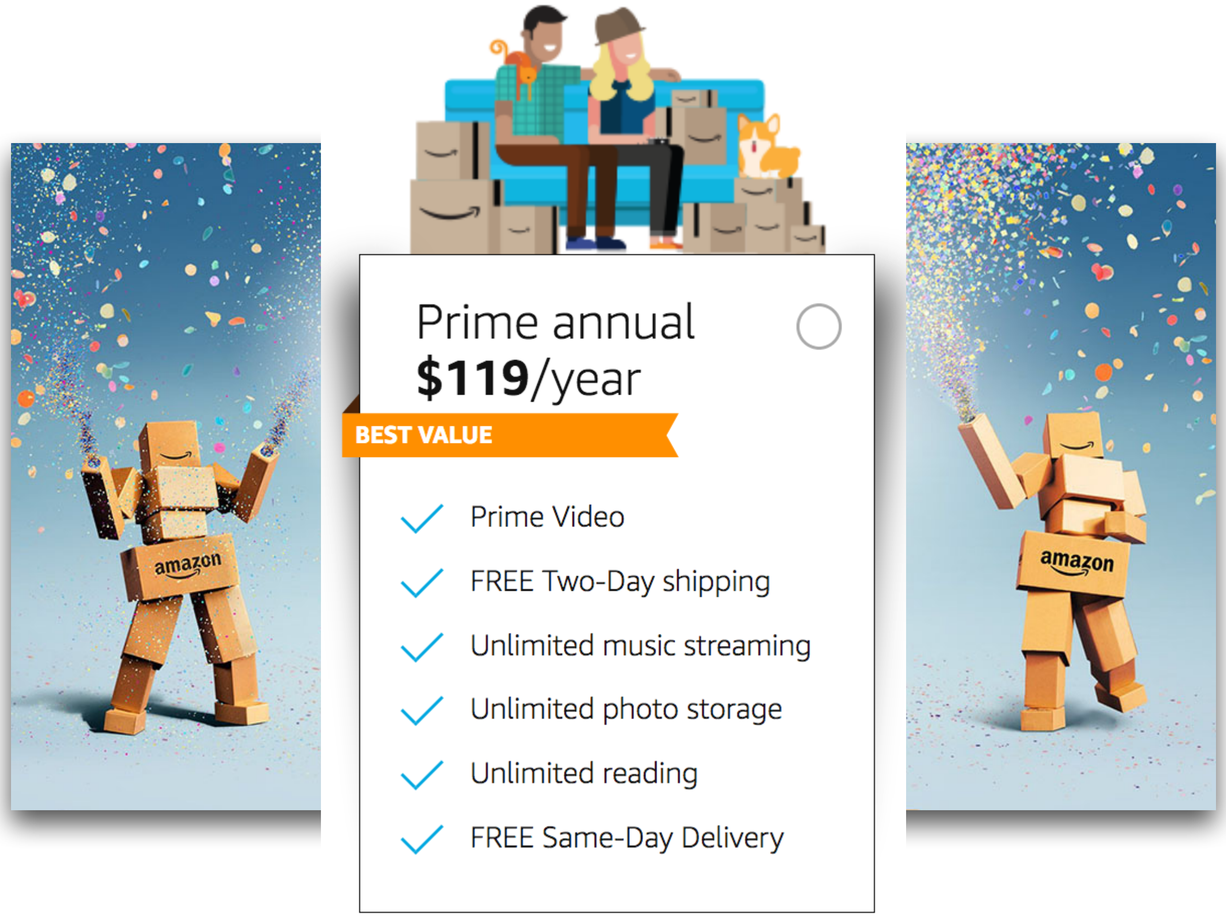
Tonight's Topics

- Prime Day! Whoohoooo!
- It's Time to Sell Apple Stock!!!
- Apple's Favorite App
- Show Mode Charging Dock
- $50 Amazon Gift Card Drawing

HAPPY
prime day
MORE DEALS
THAN BLACK FRIDAY
amazon
amazon

Prime Day 2018

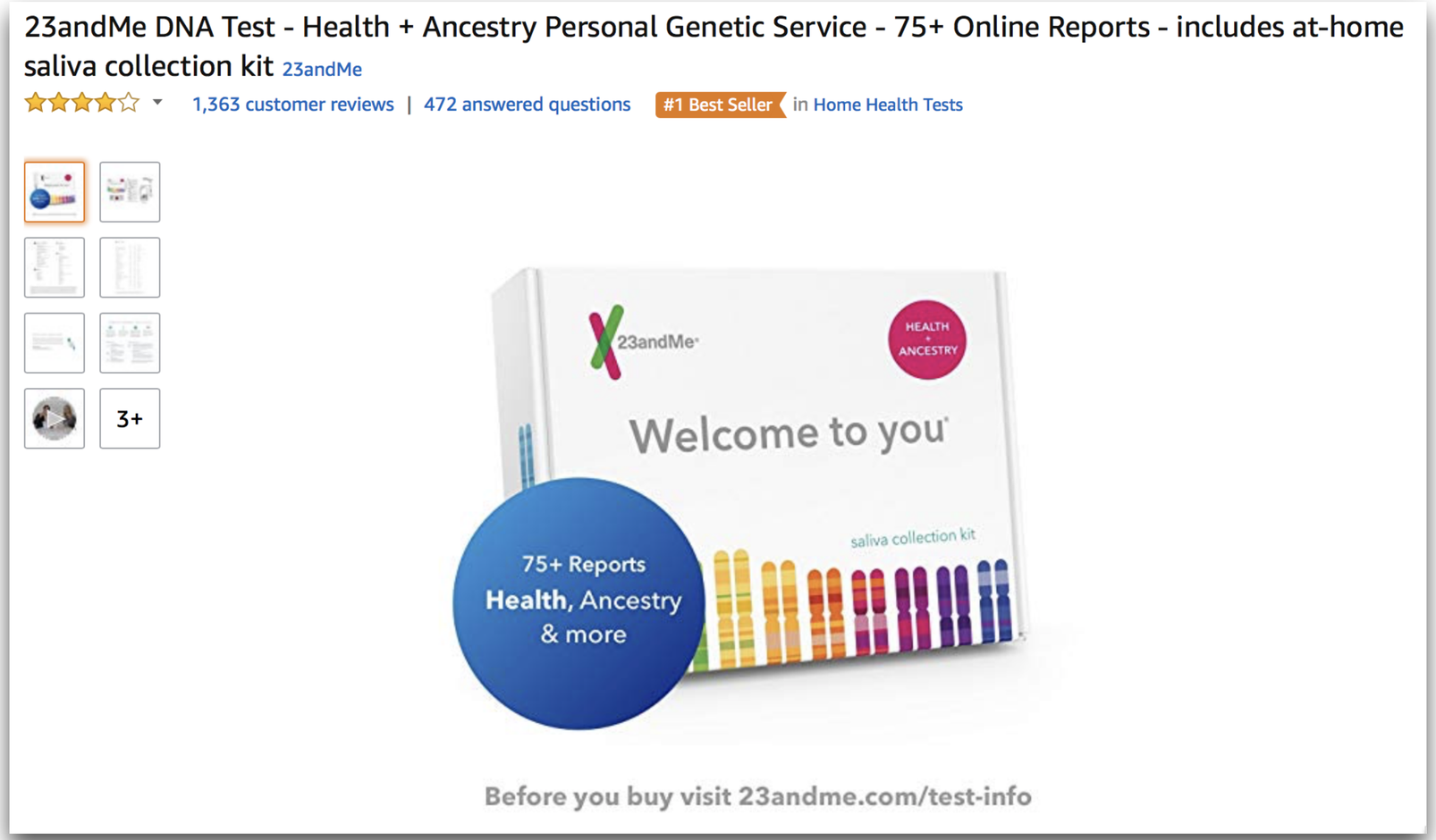
- 36 hours of Prime deals: 3pm ET July 16 to 3am ET July 17, in 17 countries
- “Millions” of Echo and Fire TV devices sold
- “More than 5 million” sales in Toys, Beauty, PCs & accessories, Apparel, Kitchen
- A week of savings at Whole Foods Market for Prime members



US Best-Seller

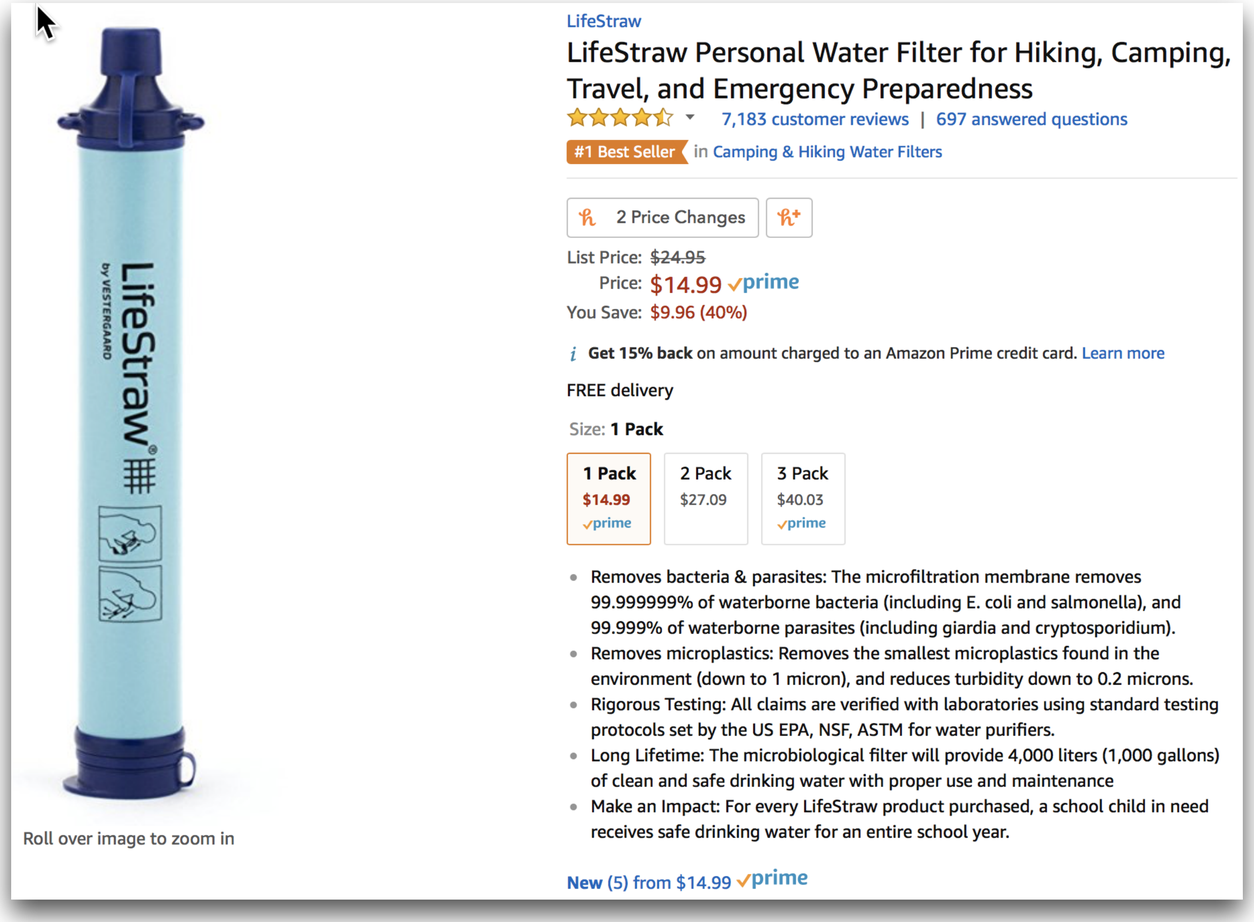
300,000 Instant Pot DUO 6-Quart 7-in-1 Multi-Use Programmable Pressure Cooker

US Best-Seller



23andMe DNA Test

US Best-Seller



LifeStraw Personal Water Filter

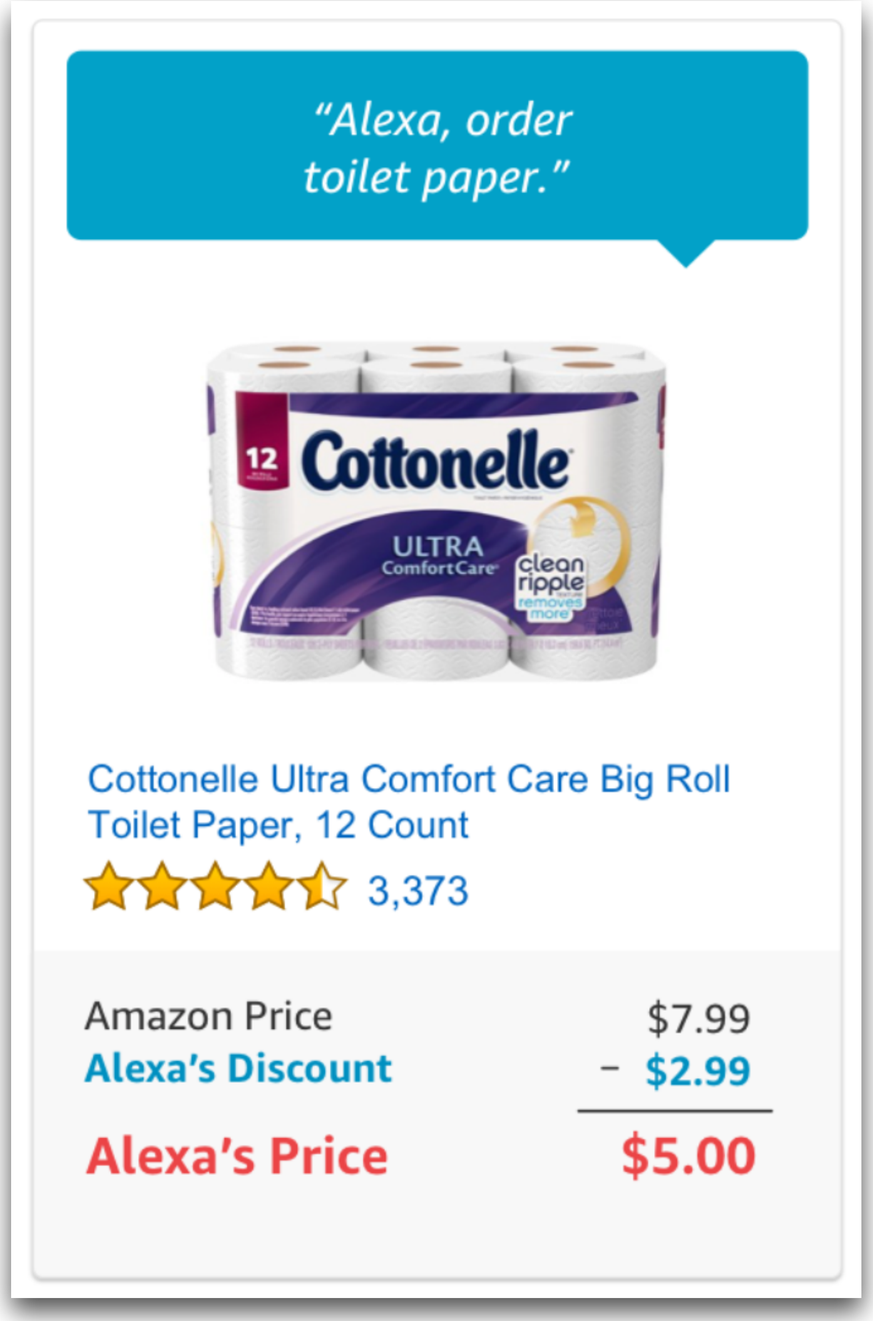
Prime Day 2018

- Amazon otherwise rather vague on Prime Day metrics, as is their custom
- Widespread service outages during initial hours of event, later said to “not be related to AWS or Amazon infrastructure” — huh?

Your Prime Day Stories?

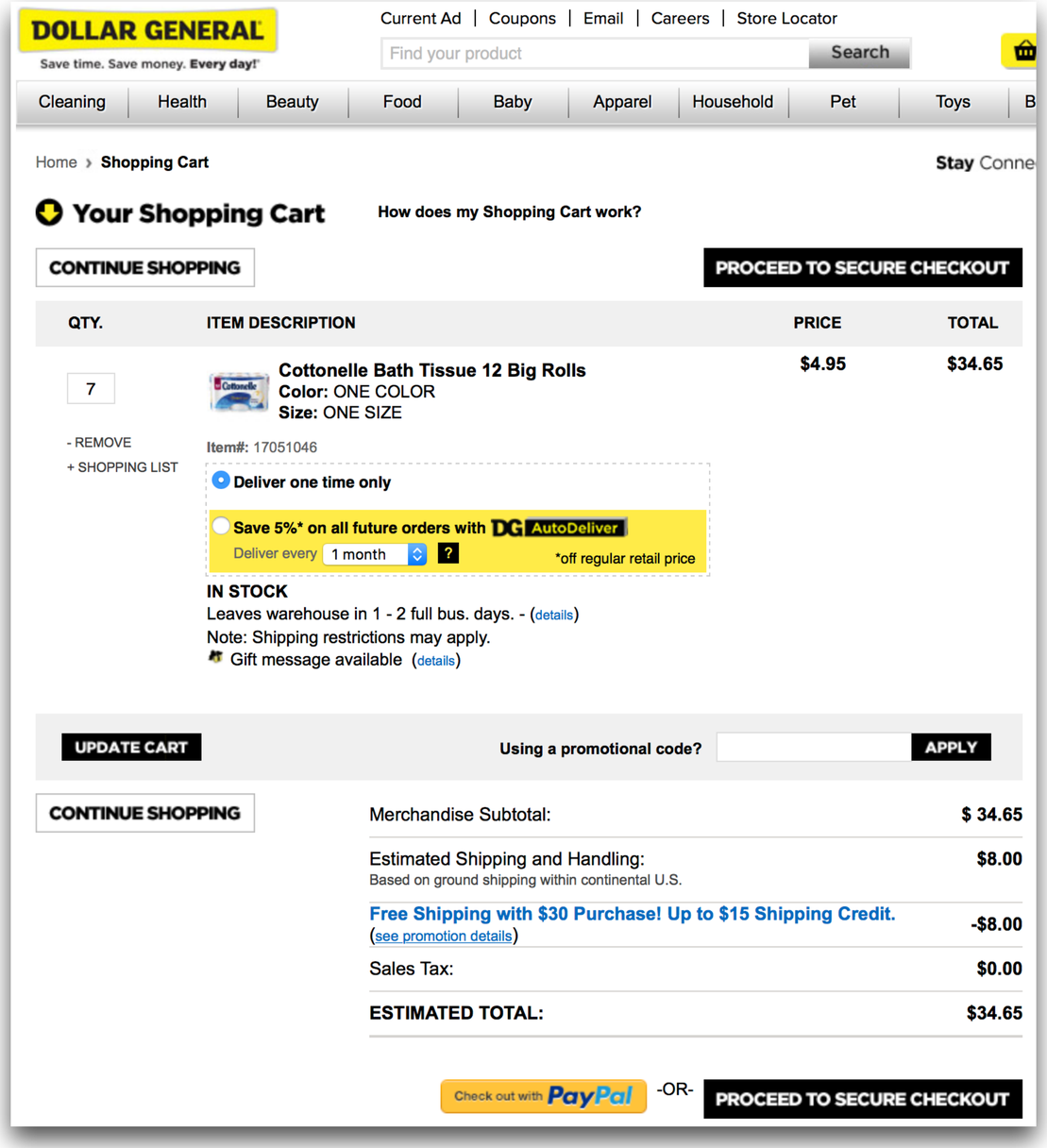
Bum wad

- 12 “big” rolls of Cottonelle Ultra TP
- Order through Alexa only
- $5.00 each!
- **SHIPPED!**



Bum deal

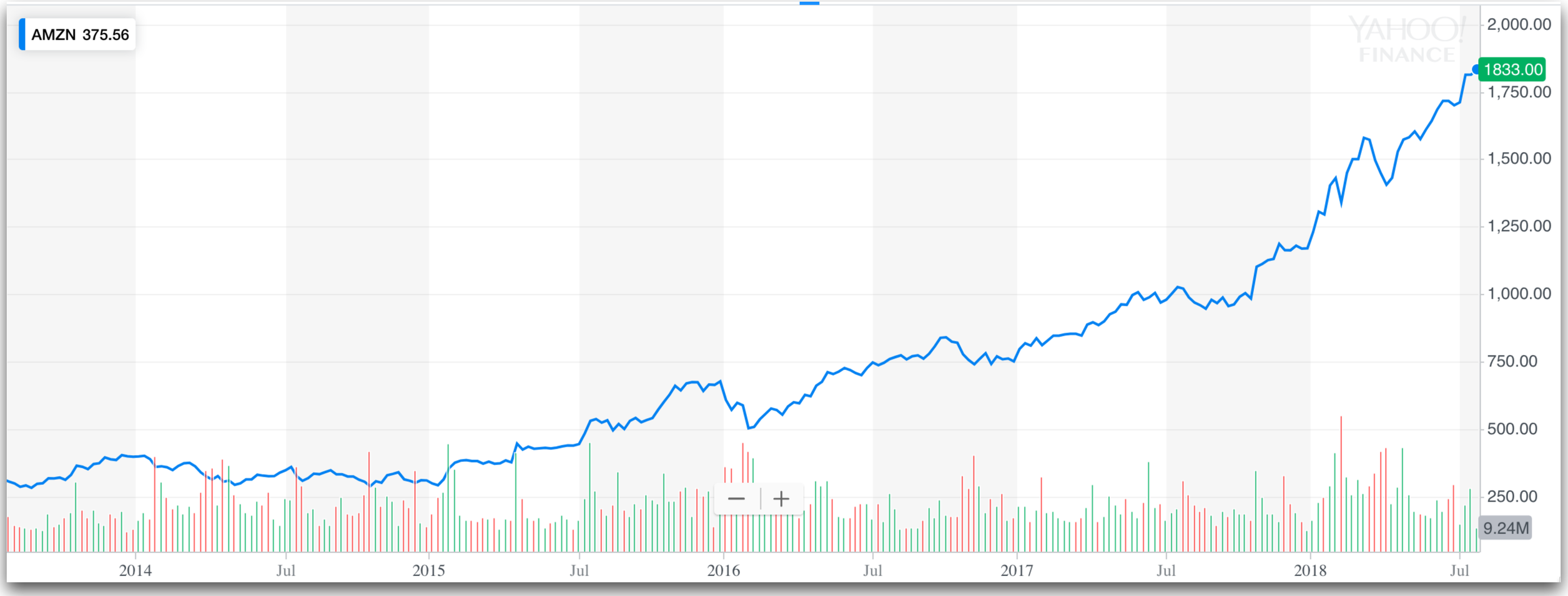
- Everyday price at Dollar General for the same exact item: $4.95
- In-stock for immediate pickup 3 miles away
- Order 7 cases / $30 or more and use “FREESHIPJULY” promo code for free shipping
- **You save $0.35 vs. Amazon Prime** — no membership needed!



AMZN Stock in Prime Week

source: Yahoo! Finance

AMZN Stock Since 2013



source: Yahoo! Finance

Support the Cove Apple Club

COVE APPLE CLUB

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

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.

MEETINGS

ARCHIVES

EMAIL LIST

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.

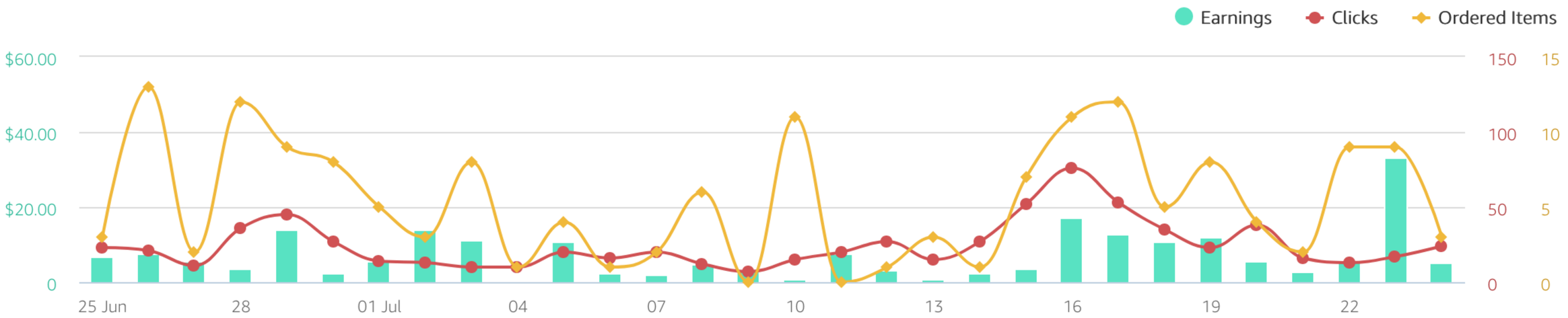
2. Just click the Amazon banner ad below.

Amazon and the Amazon logo are trademarks of Amazon.com, Inc. or its affiliates.

Since our last meeting

Jun 25 2018 - Jul 24 2018 / Last 30 Days Tracking ID: All Last Updated: Jul 24 2018 +00:00

Summary	Fees	Bounties	Amazon CPM Ads
$218.07	$218.07	$0.00	$0.00 $
			Get Started with CPM Ads

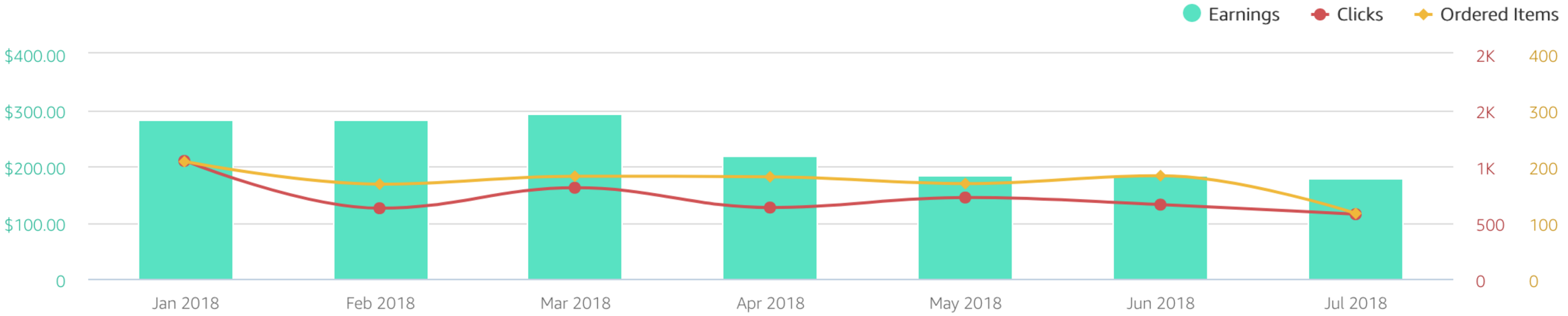


Clicks	Ordered Items	Shipped Items	Returned Items	Conversion	Shipped Items Revenue	**Total Earnings**
736	**163**	**164**	**1**	**22.15%**	**$3,764.98**	**$218.07**

2018 YTD

Jan 01 2018 - Jul 24 2018 / This Year Tracking ID: All Last Updated: Jul 24 2018 +00:00

Summary	Fees	Bounties	Amazon CPM Ads
$1,633.28	$1,625.28	$8.00	$0.00 $
			Get Started with CPM Ads



Clicks	Ordered Items	Shipped Items	Returned Items	Conversion	Shipped Items Revenue	**Total Earnings**
5,064	**1,207**	**1,103**	**36**	**23.83%**	**$29,819.62**	**$1,625.28**

It’s Time to Sell Apple Stock!!!

Blue Chips Edge Lower as Trade Tensions Weigh

Deutsche Bank Posts Profit but Trading Weakness Drags On

China Targets Economy, Not Trump, With Weaker Yuan

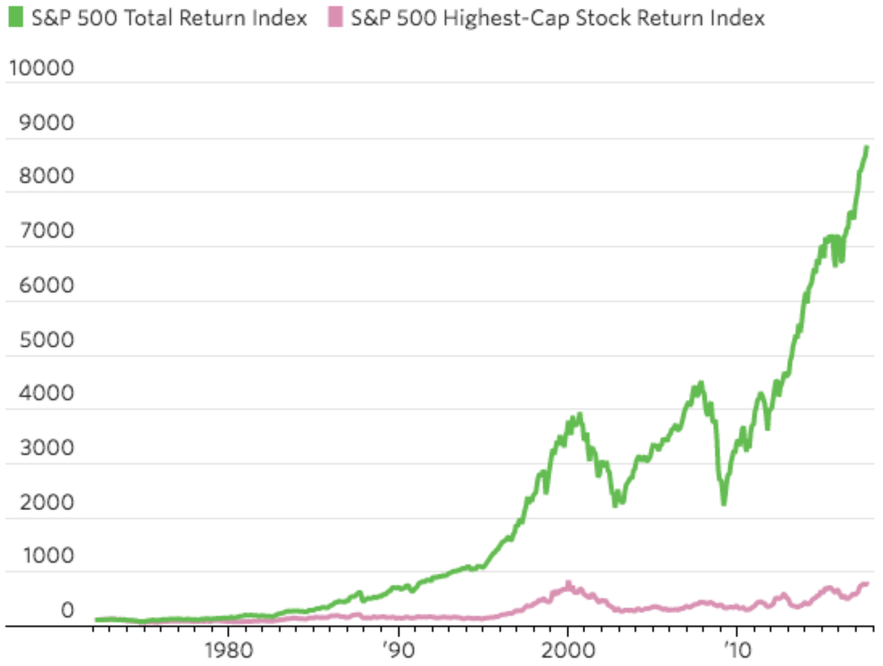
MARKETS

It's Time to Sell Apple Stock

Analysts expect Apple shares to soar, but history suggests the most-valuable U.S. company posts limited returns

Topping Out

Buying the most-valuable stock in the S&P 500 has been a losing strategy.



Note: Index, January 1972=100
Source: Ned Davis Research

Yup, it looks like AAPL has peaked!

AAPL January 1 - July 25

source: Yahoo! Finance

Or, did it peak somewhere in here?

AAPL 2003-

source: Yahoo! Finance

Actually, this chart is from LAST year…

AAPL January 1, 2017 - July 25, 2017

source: Yahoo! Finance

when this article was written…

August 4, 2017

MARKETS

It's Time to Sell Apple Stock

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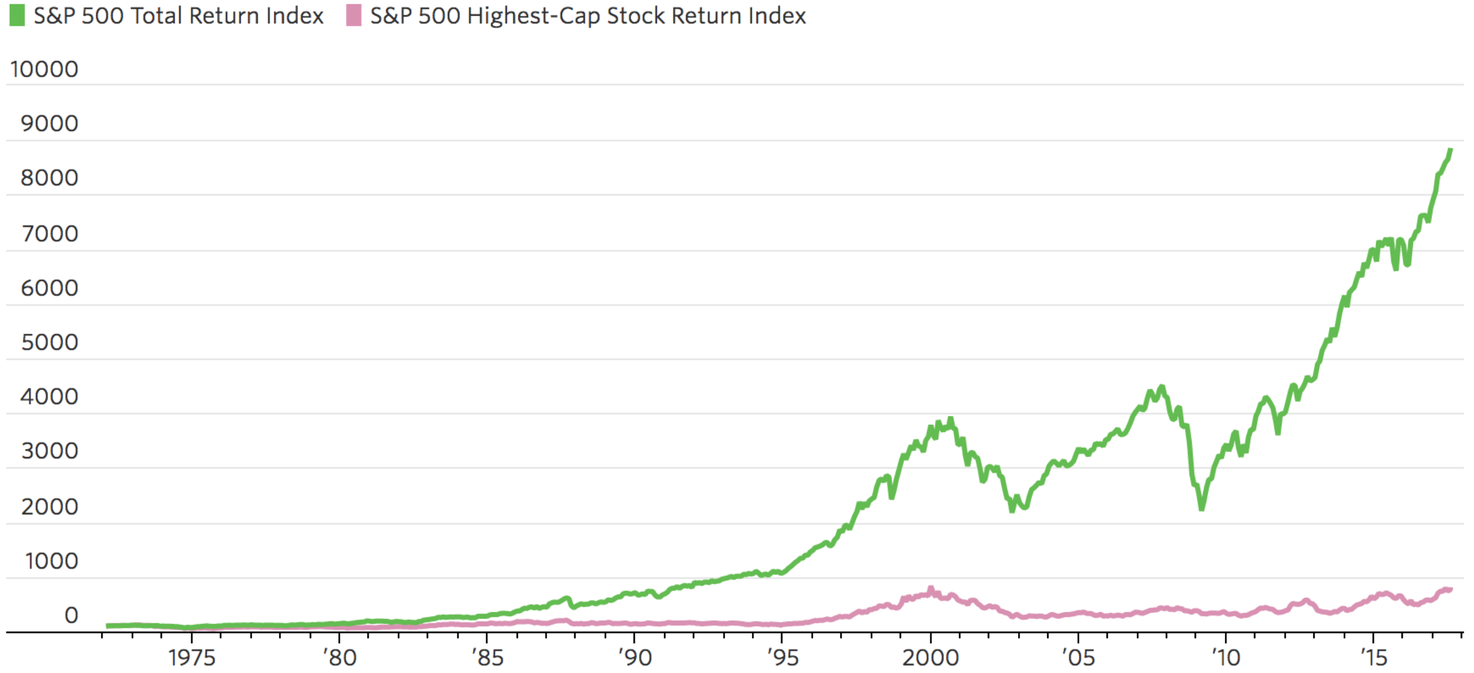


Note: Index, January 1972=100
Source: Ned Davis Research

THE WALL STREET JOURNAL

By Colin Barr
Aug. 4, 2017 12:20 p.m. ET

69 COMMENTS

source: Yahoo! Finance

AAPL closed at
$156.39 that day.

It closed at
$194.82 today…

…up 24.5% since we
were all supposed to sell it.

Apple shareholders gained $188,888,753 in value (market capitalization) since the “SELL!” call on August 4, 2017.

We would also have missed out on $2.62/share in dividends.

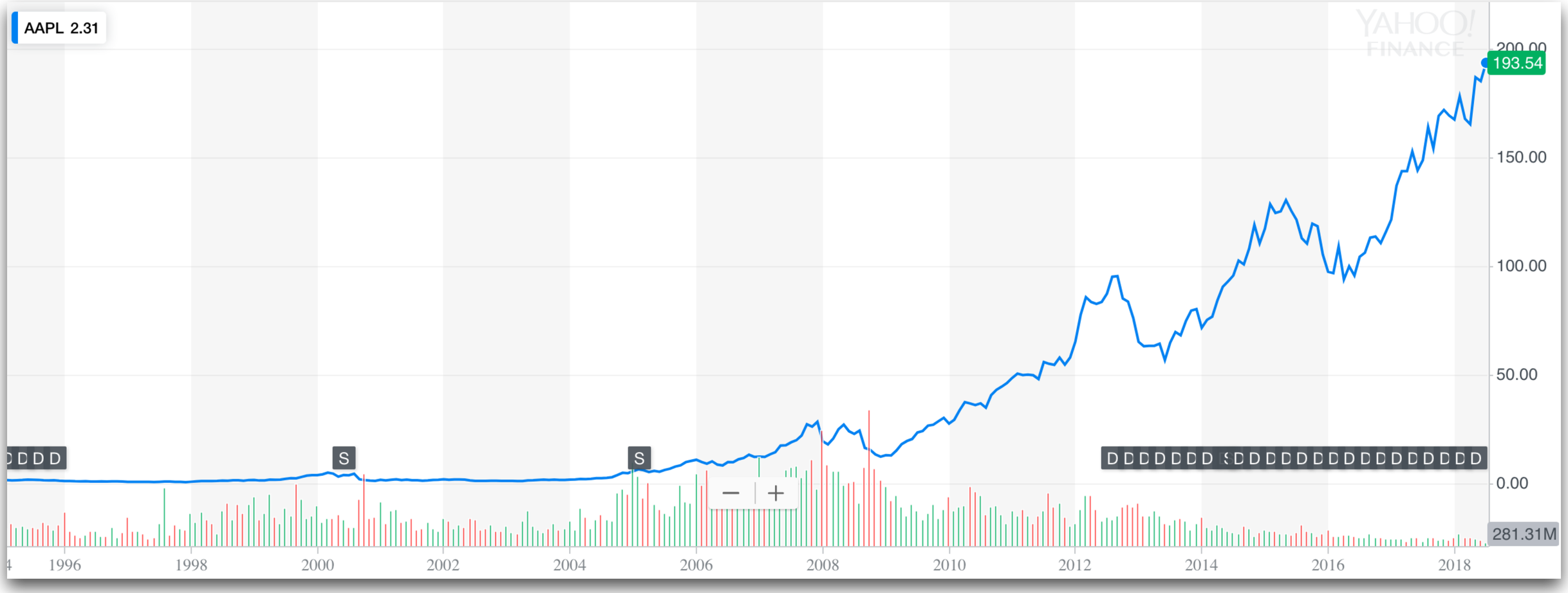
source: Yahoo! Finance

Please point to where AAPL has peaked.

AAPL January 1, 2000 - July 23, 2018

source: Yahoo! Finance

Please point to where AAPL has peaked.



AAPL January 1, 1995 - July 23, 2018

source: Yahoo! Finance

Show Mode Charging Dock

Yours Truly has been inducted into the Amazon Research Club!

Amazon Research Club Purchases June 13, 2018 at 10:02 AM

Invitation to the Amazon Research Club

To: Mike Sullivan

amazon

Your Amazon Today's Deals

Dear Mike Sullivan,

Thanks for being a valued Amazon customer. We'd like to invite you to join the Amazon Research Club (ARC), and provide valuable feedback to improve the Amazon customer experience.

As a member of this program, you will receive periodic email invitations to participate in marketing research studies about grocery, household, health & wellness, personal care, baby care, and pet products. Your participation is a meaningful way to share your opinions on existing and potential new products and services that may become available on Amazon.

Frequently Asked Questions

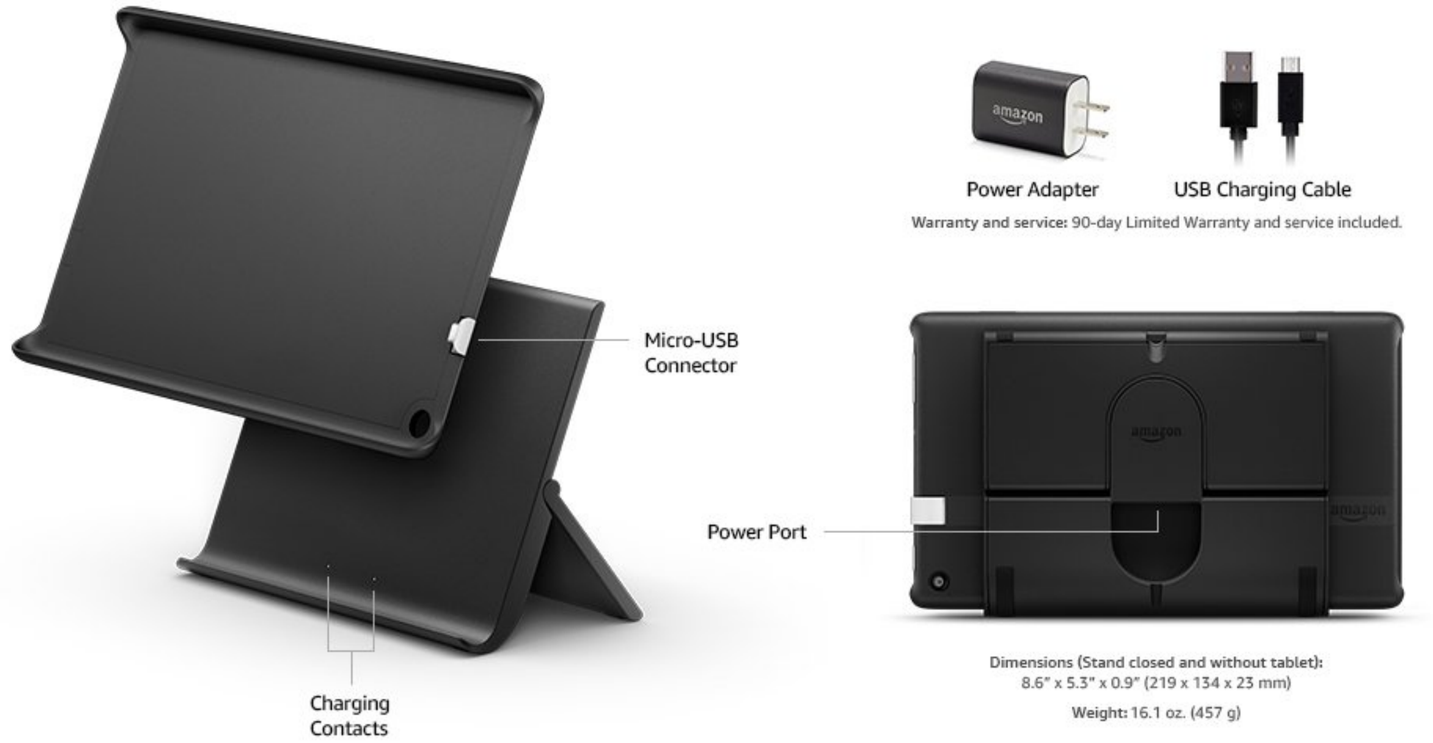
1. Why me?

You are invited to join this program because you are a valued Amazon Prime

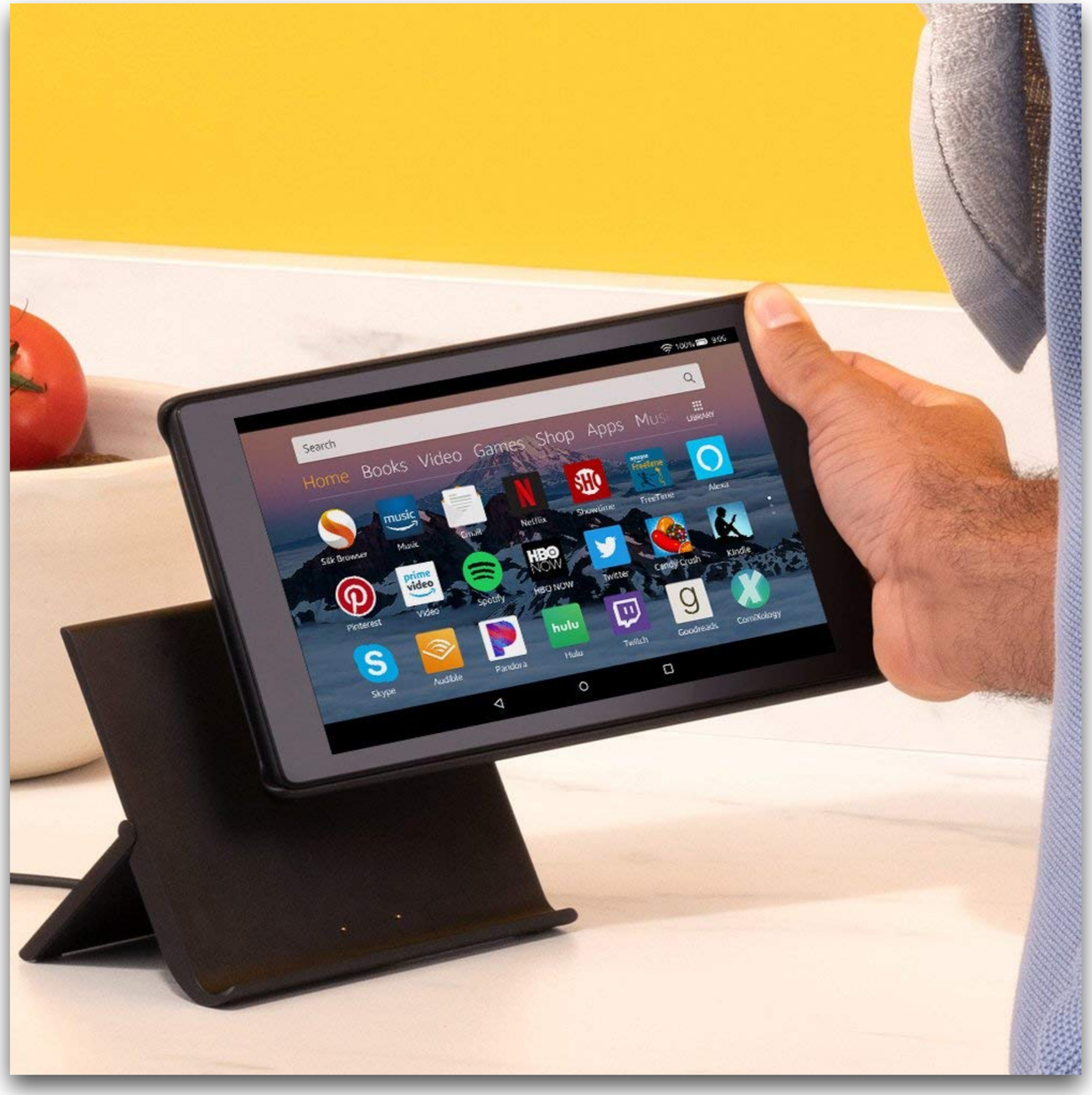
And a few weeks later, they sent me one of these!

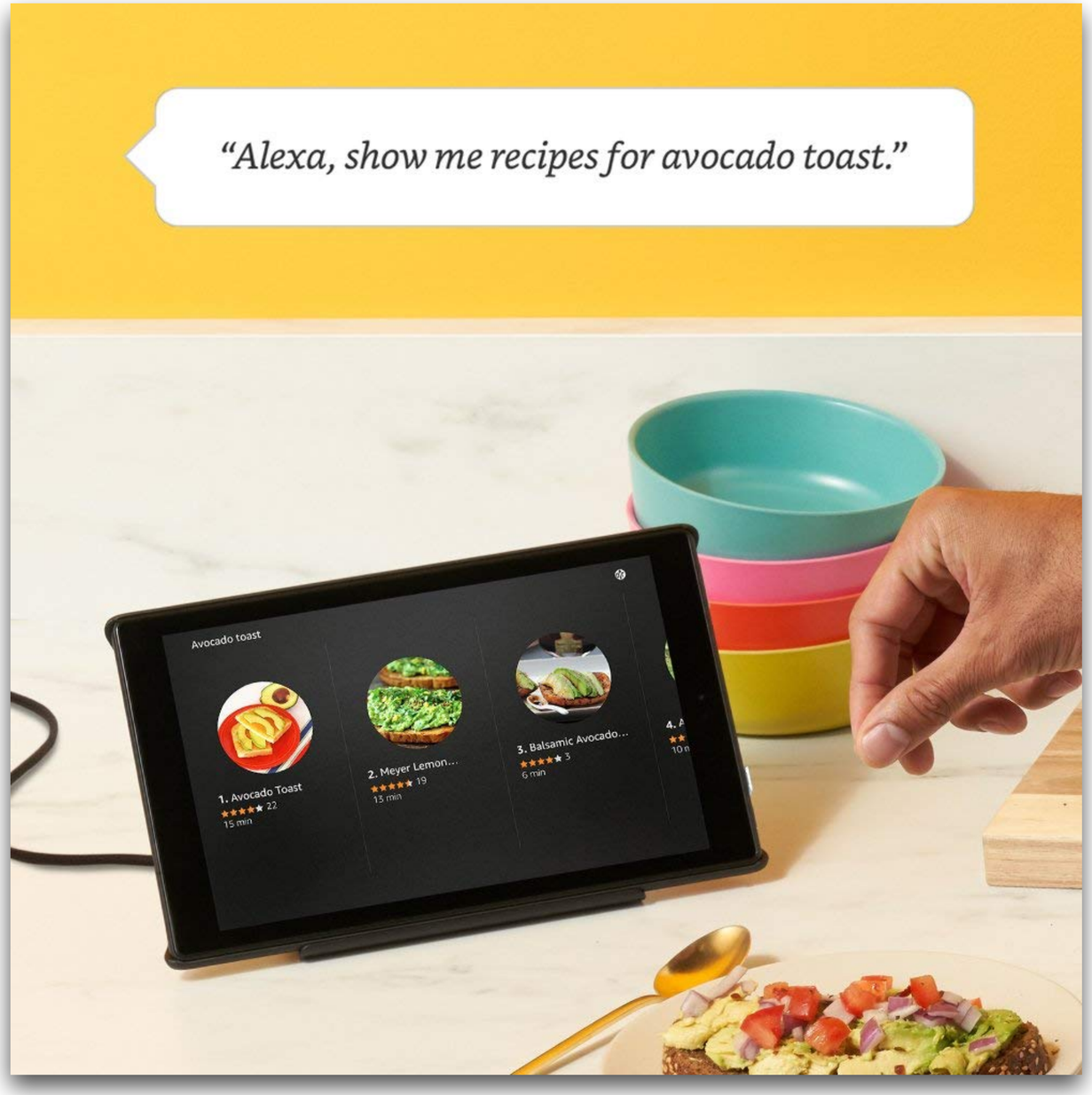
Show Mode Charging Dock

- Transforms a Fire Tab 8 or Fire Tab 10 into an Amazon Show
- Stand & charging port, plus special “Show Mode” software on the Fire Tab
- Compatible with 7th-generation Fire HD tablets (8” or 10”) - released in 2017



AND GET **INSTANT ACCESS**
TO **SHOW MODE**


Search
Home Books Video Games Shop Apps Music
Silk Browser
Music
Netflix
Showtime
FreeTime
Alexa
Kindle
Candy Crush
Twitter
HBO NOW
Spotify
Video
Pinterest
Goodreads
ComiXology
Twitch
Hulu
Pandora
Audible
Skype


"Alexa, show me recipes for avocado toast."
Avocado toast
1. Avocado Toast
22
15 min
2. Meyer Lemon...
19
13 min
3. Balsamic Avocado...
3
6 min

Let’s Do The Math

- Fire HD 8 is $100
- Show Mode Charging Dock for Fire HD 8 is $40
- $140 gets you an Echo Show that’s also a tablet
- Echo Show sells for $229!

$100

$40

$229

Scratch ’n’ Sniff

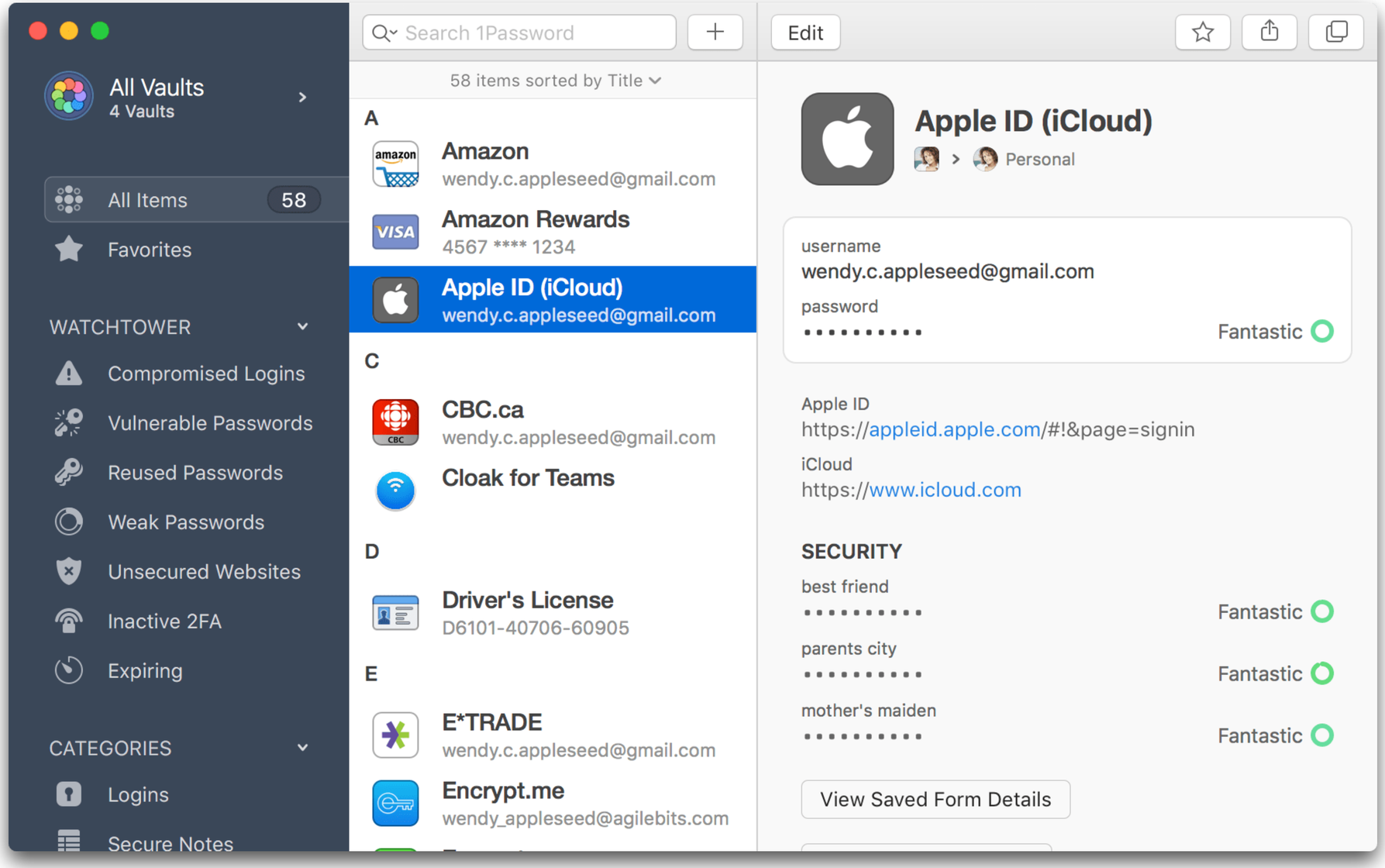
Apple’s Favorite App

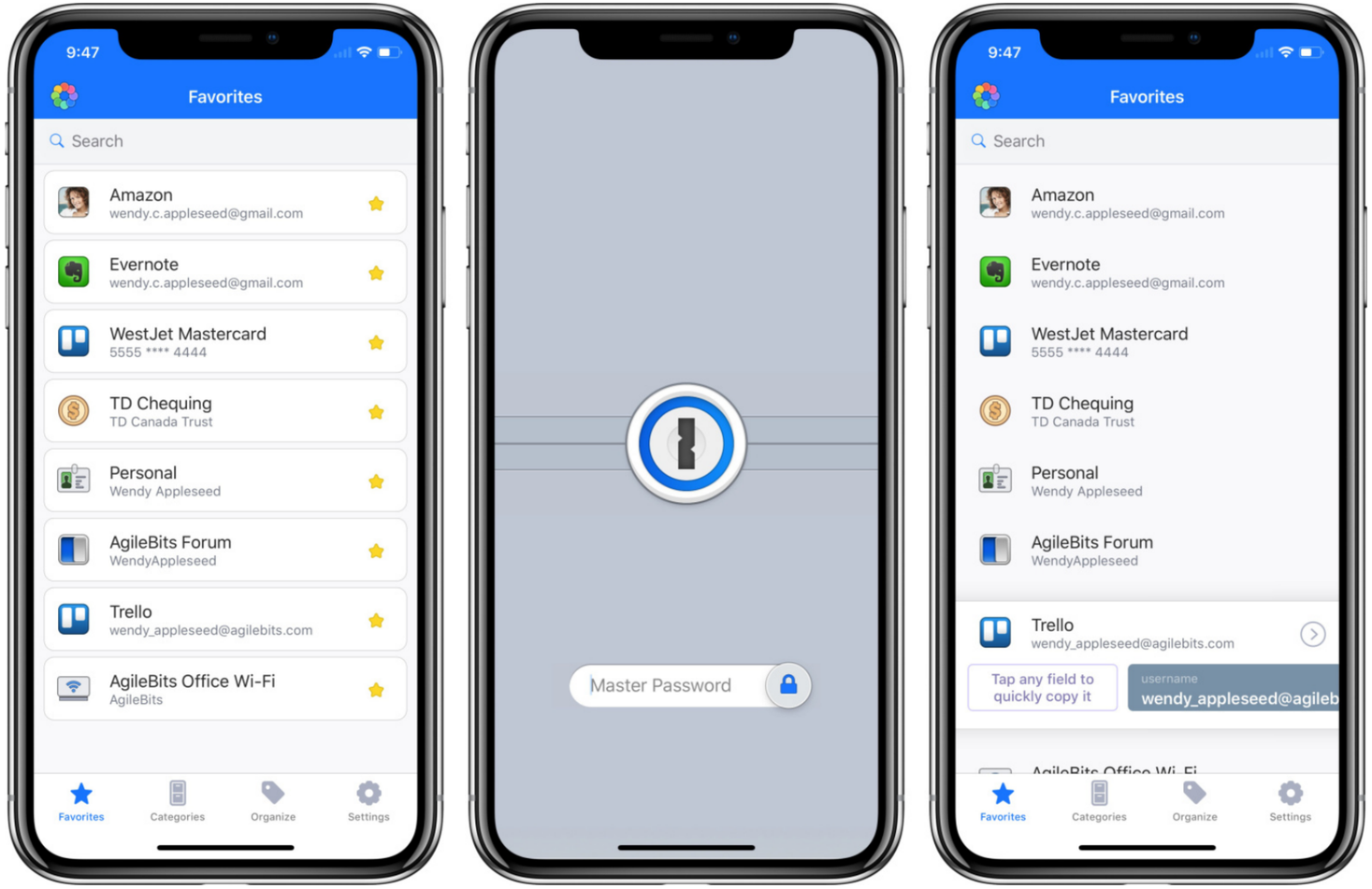
According to Multiple Recent Reports…

- Apple has purchased a volume corporate license to install a Mac & iOS app on the Macs and iPhones/iPads of all 123,000 Apple corporate & retail employees
- The deal also includes “family plans” for the employees to deploy the app on the devices of their family members
- And reports state that Apple is in talks about a possible acquisition of the app developer…
- …presumably leading to the integration of the app’s functionality into macOS and iOS!

What App Is It?

1Password


All Vaults
4 Vaults
All Items 58
Favorites
WATCHTOWER
Compromised Logins
Vulnerable Passwords
Reused Passwords
Weak Passwords
Unsecured Websites
Inactive 2FA
Expiring
CATEGORIES
Logins
Secure Notes
Search 1Password
58 items sorted by Title
A
Amazon
wendy.c.appleseed@gmail.com
Amazon Rewards
4567 **** 1234
Apple ID (iCloud)
wendy.c.appleseed@gmail.com
C
CBC.ca
wendy.c.appleseed@gmail.com
Cloak for Teams
D
Driver's License
D6101-40706-60905
E
E*TRADE
wendy.c.appleseed@gmail.com
Encrypt.me
wendy_appleseed@agilebits.com
Edit
Apple ID (iCloud)
Personal
username
wendy.c.appleseed@gmail.com
password
Fantastic
Apple ID
https://appleid.apple.com/#!&page=signin
iCloud
https://www.icloud.com
SECURITY
best friend
Fantastic
parents city
Fantastic
mother's maiden
Fantastic
View Saved Form Details



BUSINESS

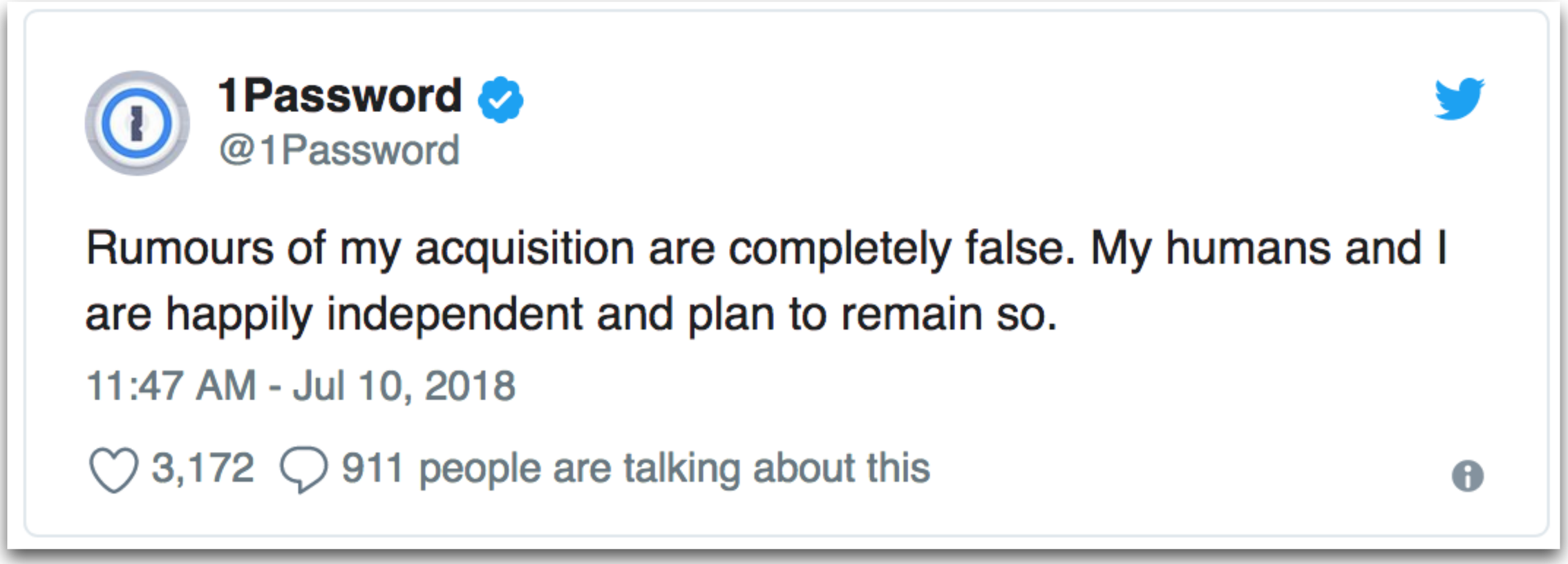
Image Source: AgileBits

Exclusive: Apple to deploy 1Password to all 123,000 employees, acquisition talks underway

Jonathan S. Geller @boygenius

July 10th, 2018 at 10:54 AM

Share Tweet


1Password
@1Password
Rumours of my acquisition are completely false. My humans and I are happily independent and plan to remain so.
11:47 AM - Jul 10, 2018
3,172
911 people are talking about this

Stay tuned…

Cove Club Expo Drawing

- Cove Club Expo on July 14, Noon-4pm here in the Clubhouse
- Cove Apple Club expertly represented by co-founder Bob & Dave
- Offered a $50 Amazon Gift Card drawing chance to anyone signing up to be added to the Cove Apple Club email list
- Got 19 sign-ups! 😊
- Two have subsequently un-subscribed 😕

We'll Use Siri to Choose the Winner!

August Meeting Dates

See you at Cheeks!