

Abraham Tinklepaugh

Communication fascinates me because of its power to change *everything*, but strategic communication interests me because its focus is achieving goals. Strategic defines my understanding of communication. In today's multiverse of digital opportunity, my three super-powers are writing, content-production and public speaking—qualities I recognize as strengths after years of practice.

Writing

Many play an instrument by ear; I do the same with words. As such, writing frequently gets the results I intend. Not every time, but often. What follows explains why. Writing for the Salt Lake Community College (SLCC) newspaper, I was regularly published as a rookie journalist. I also discovered the value in a good editor and became one. Learning graphic communication taught me to complete and package assignments for clients not grades. Strategically crafted essays earned me a place at the University of Utah, and an Ida Mae Hanks Memorial scholarship to go with it. Distinct prose helped me graduate with honors from SLCC with fewer distractions, and two consecutive Watkins Family Foundation scholarships.

As volunteer writer/editor I helped a classmate compose founding documents and promotional materials for the Utah Chapter of the National Spinal Cord Injury Association. During the summer between SLCC and my enrollment at the University of Utah, I interned for independent student media as a talk show host for kuteradio.org. A job posting for a writer with design and production ability was announced through the Lassonde Institute and the Vice President of Research. I had to apply.

I was hired to write feature articles for an annual report on the ‘innovative ecosystem’ at the University. A steep learning curve and a fruitful **first publication** later, I am now working on the student innovator portion of the yearly report as its assistant editor. More practice is in store.

Content-Production

My love for strategic writing quickly became graphic communication, broadcast and video productions—perfect tools for a storyteller like me. In 2015, I graduated from SLCC with an Associate of Science in Mass Communication, emphasizing public relations. I also earned a technical certification in Graphic Communication, grounded in use and application of the Adobe Creative Suite.

After successfully presenting a show proposal for radio, my performance and production instructor, Scot “The Rockett” Singpiel, commented, “Abraham is a content-creating machine.” From homework to paid work, content is what I do. As variety podcast producer for independent student media at the University of Utah, I am proudly part of collective effort that showcases value in education.

Responsible for timely production and promotion of several talk shows on kuteradio.org, I am also author, creator and current host of *The Rostrum*, a weekly podcast featuring conversation with all walks of campus life. Fresh every Tuesday, and available on iTunes and Android, *The Rostrum* aims to become a digital legacy of the best in University of Utah experience. Its production continually reshapes the world I see. Now in its second semester, *The Rostrum* receives more “likes” and “views” than any other talk segment.

Public Speaking

Public dialogue is often dreaded, but for me, it is a way of life. My ability to “work a room” comes from Anglican parent-preacher-professors who altered the everyday world from pulpits and classroom lecterns. They did so in far-off places only the most intrepid public servants were likely to find. For me, this made communication a survival skill.

After a semester learning to make speeches, I was peer-selected to represent SLCC at its semi-annual 2014 Speaker Showcase as a public speaker. But the more important lessons often came from peer reviews on handwritten scraps of notebook paper each week. I still have an intensely motivating heap of anonymous feedback and inspiration—some tally my “um’s,” others my “unique speaking style.”

There they are, my “big-three” steps toward strategic communication awesomeness. I have big-picture vision, which means I am happiest translating experience as writer, creator and public speaker. These assets are my origin story. They begin what I hope to be a career that “informs and delights.” Each of these personal ingredients, wordsmith, content-machine and public speaker reflect my desire to help others achieve great things, and to leave the world better than I found it, one word, image or byte at a time.



Apple Inc.

Products & Services

Apple Watch, iPad, iPhone, iOS, Mac computers, Software, Apple Music, Apple TV, iPod & iTunes, iCloud and Apple Play, Retail Stores, Support, User Groups and Communities

Current Mission Statement

“Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the mobile phone with its revolutionary iPhone and App store, and is defining the future of mobile media and computing devices with iPad.”

SWOT

Strengths

Putative leader in mobile design and communication technology, distinguished brand identity, inspired leadership and continued consumer loyalty; historic willingness to cannibalize and reform concepts for re-development in the face of losses.



Weaknesses

A prevailing consumer misperception presumably led by stragglers competitors seeking to dilute the Apple brand despite its continued market dominance. *iCloud* could be a stronger platform.

Opportunities

BloombergBusiness reports buying opportunity in Apple’s recent stock dip. Its 43 analysts predicted, on average, for Apple stock to be at \$141 within 12 months from the current \$100. Samsung also suffered losses rather than gaining ground on Apple. *GoPro* acquisition by Apple. Wearables market, and China.

Threats

Global market slowdown. Apple’s October 2015 Earnings Report noted an 11% drop in iPhone sales.



Target Audience

Potentially, anyone who uses the Internet, a personal computer or mobile communication device.

History

Apple Inc. (Apple) was incorporated on January 3, 1977. Located at 1 Infinite Loop Cupertino, CA, [Apple, Inc.](#) is international brand that has empowered personal technology since its introduction of the Macintosh computer in 1984. iPhone, iPad, the Mac and Apple Watch have made Apple a global innovation leader in design and mobile communication. Its software platforms iOS, OS X and watchOS actuate “seamless” experiences across Apple devices, and “breakthrough” services including the App Store, Apple Music, Apple Pay and iCloud. Apple’s 100,000 employees make “the best products on earth.” ([Apple Press Info](#))

Executive Leadership



Tim Cook, CEO



Luca Maestri, CFO



Jeff Williams, COO

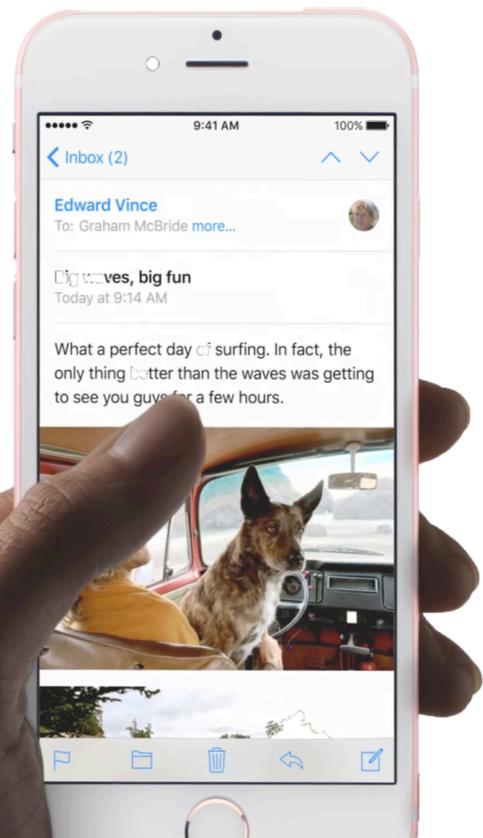
Financial Highlights (NASDAQ:[AAPL](#))

Oct 2015 FQ

- Quarterly revenue of **\$51.5 billion**, quarterly **net profit of \$11.1 billion** (\$1.96 per diluted share)
- Year-ago quarter revenue of **\$42.1 billion**, quarterly **net profit of \$8.5 billion** (\$1.42 per diluted share)
- Gross margin was 39.9 percent compared to 38 percent in the year-ago quarter.
- International sales accounted for 62 percent of the quarter’s revenue. ([Apple Reports Record Fourth Quarter Results](#))

Industry & Competition

Apple is the world’s leading tech-company. Despite stock declines, Apple remains the foremost lifestyle choice in personal computers and mobile communication devices. “While Apple’s detractors see a bleak future, the reality is that it will be much easier for Apple sell iPhones, iPads, Apple Watch and Macs in 2016 given that its competitors are now weaker than they were in 2015.” ([AppleInsider.com](#))





Impasse for Apple

Apple's October 2015 Earnings Report showed an 11% drop in iPhone sales, which has investors talking. Yet despite global slowdown, *iPhone* may yet reset the clock with fresh offerings in the early quarters of FY 2016, while Samsung, expenditures on the decline, continues to struggle in its shadow.

In counterpoint to news from Apple detractors, 43 analysts at *BloombergBusiness* report buying opportunity in Apple's share price dip. On average they predict for Apple stock to be at \$141 within 12 months from its current \$100. Though a long-lasting future looms for most companies, Apple is built on innovation that started under very similar circumstance when it transformed personal technology with the Macintosh in 1984.

Despite declines, Apple continues to be a global leader in personal communication technology. Its acquisition of *GoPro* is likely to extend the brand reach into the wearable technology market, which is dynamic business that turns the world. Anticipate changes.