

July 21, 2016

MacBook Pro - Serial #C02K71BJDTY3

To whom it may concern,

My name is Bob Wood. I am 59 years old. I've taught Economics and Government at Oakridge High School in Muskegon, MI for 23 years. I'm also a professor of government at Muskegon Community College. I have been a teacher since I graduated from Michigan State University in 1980 with a BA in History.

I bought my first Apple Computer, an Apple IIC in 1985, on which I wrote my first book - *Dodger Dogs to Fenway Franks*, published in 1988 by McGraw Hill Inc. I wrote a second book *Big Ten Country* published in 1989 by William and Morrow and Company. In 2010 I composed a 153 page MA Thesis for Western Michigan University on an Apple Computer. My Masters was possible due to nomination as a James Madison Fellowship and a \$25,000 scholarship for study and sabbatical. I've enjoyed a successful teaching and literary career, all with an Apple Computer at my side.

I've also traveled with Apple. To Europe, Eastern and Western, Russia, Ukraine, Cuba, the Middle East and Turkey, three times to Africa and multiple times across the United States. I have studied abroad as a Fellow for the Fulbright Foundation and National Endowment for the Humanities. I carried a Macbook Air and an occasional Macbook Pro on these many voyages. I study, write, and create I-Movie interviews for my college and high school classes as I travel. All of it on a Mac.

In fact since 1985, I've owned at least a dozen different machines - all Apples. I've documented them in a linked video which I sent to my last Apple Care representative (Jonathan Meeley) in an effort to convince him of the seriousness of my dilemma. I have judiciously relied on Apple Care all along the way. Nobody has been a bigger Apple computer cheerleader or more loyal customer through the years than I. I owned Apples, when everybody else was using PC's. I convinced students to pay the extra buck and buy the better machine. And when I-pods and I-phones and I-pads and Apple TV appeared, I added them to my Apple bushel. And I've always been pleased with the results.

Until this last machine. Until this Mac Book Pro 13 inch - Serial #C02K71BJDTY3

Since October of 2014 this Mac Book Pro has been in a continual state of disrepair. I have worked with Apple Care, calling over twenty-seven times attempting to fix the problems on this machine. I've sent this machine into Apple for repair numerous times - two times in the past month. Each time that a problem is fixed another issue rears its head. Sometimes, as is with the track pad and the wireless, the breakdowns are continual repeat offenses.

I've been patient. I've remained loyal. And I think I've been pretty reasonable. Times up.

I want this machine replaced. My thirty one years of loyalty deserves respect. My continual struggles and patience with the poor quality of the machine and endless empty reassurances from Apple Care representatives are not the stuff that Apple has built a lifelong quality reputation upon. It's time for my loyalty to be rewarded. The last thing I want to do is become an anti-Apple advertisement when my whole academic life has been as a poster child for Apple Quality and Engineering...*please* don't make me go that route.

I've organized this letter with links and an appendix and have included correspondence of three letters to Apple Care (2014, 2015, 2016). [I made a short video](#) which I sent into my final Apple Care representative, that shows some of the computers that I have owned over the years, and reiterates the sacrifices I have made with this particular machine. I have a detailed history that you can easily pull up through Apple Care.

APPENDIX OF PROBLEMS

Apple Care Emails....

#1 - 10/24/14 - to Paul Reid from bobwood@gmail.com

You'll notice in this email paragraph one that I've had issues with computer for the previous two months. Also, in paragraph five, you'll see that I told Paul that I'd been carrying two computers to school because I could no longer trust my Macbook Pro. That was nearly two years ago... Since then, I've had to lug around a six year old 15 inch powerbook, with my MacBook, to and from high school, to and from the Community College, just to do my schoolwork ...

This continues today. It was not then, nor is not now, an adequate solution.

Paul,

I do appreciate your sincerity with me and my computer. But it is time to try something different.

These issues have now been going on for two months. You and I have spent a lot of time on the phone trying to fix things. I have been involved with several other senior technicians as well. I am a busy person and my time is valuable.

A few days ago - my I-tunes app disappeared. Later in the afternoon it reappeared but it was RED. RED? That lasted for a day...and now its back to blue.

I told you about the experience with the Arabic or Hebrew writing.... you mentioned on the phone that we needed to look at the language settings. Paul...I had been on the computer for over an hour working. I took a shower. I came back to the computer. It was typing in a different language. I hadn't touched it. This computer is nonfunctional.

I carry two computers to school now. My five year old 15 inch powerbook and this broken 13 inch mac book pro which has two years of Apple Care left on it. It is time to activate that Apple Care.

This entire ordeal has gotten me to question whether or not I should even continue with an Apple product. And I have owned Apple Computers since 1985! My school tech guy said that this issue is hardware and that it is time to have it fixed in house. I agree. I am tired. And I am far far far too busy to keep working through this issue.

I am pleased with your help. I appreciate your sincerity. But I am done working through this issue on the phone. Whatever the next step is...it is time to take it.

Please let me know what we do.

Thank you.

Bob Wood

#2 - 10/25/15 - to Joshua Massey from bobwood@gmail.com

The following email to Apple Care was sent nearly a year later to the day of the email posted above. There were several calls and fixes in between, however, I am providing you the following to provide a time frame to this ordeal. You'll notice in paragraph one the track pad is unstable. This problem with the track pad has been reoccurring over and over for the life of the computer. On my recent computer repair (July 11, 2016) and in the final letter below - I noted reoccurring problems track pad. You'll also notice that in 2015 I am still having to carry a second and cumbersome 15 inch computer with me as a back up because the Mac Book Pro is unreliable.

This continues today. It was not then, nor is not now, an adequate solution.

10/25/15

your case id is 960472948

to Joshua Massey
Josh,

I am having the same problems primarily with the track pad.
Magnification on its own. Movement of the screen to the left or right
on its own. Basically the track pad is unusable.

There are other things as well, however the main problem is with the
track pad.

This is where it all started last year and this year. Please advise.
This is costing me way too much time in my job...I have to shut it off
and bring my five year old Mac laptop in to work with. I am still under
Apple Care and I am tired of the problems...

Please advise.

Thanks.

#3 - 6/26/16 - to Jonathon Meely from bobwood@gmail.com

Following is an email to Jonathon Meely of Apple Care services. This latest string of breakdowns beginning with the end of the School Year - Case 1111831766: - included a full replacement of the computer Hard Drive.

Shortly after the computer was returned with a new hard drive I sent the following email to Jonathon - as many more issues had appeared in the short time following replacement of the hard drive.

June 26, 2016
to Jonathan Meely
Concerning Apple Mac Book Pro 13 inch - Serial #C02K71BJDTY3

Jonathon,

This computer needs to be replaced. The track pad is once again totally unresponsive; actually the cursor is back to moving all over the screen on its own.. The computer has frozen multiple times today. I've had to do force quits on numerous occasions. The screen just goes wherever it wants, whenever it wants - blows up and shrinks and blows up again.

And it was less than a month ago that you returned the machine to me with a new hard drive and ANOTHER Operating System replacement.

The history of this computer's breakdowns is well documented. The hard drive was recently replaced. The system software has been replaced on multiple occasions. The wifi has broken, been sent into Apple, where it was rewired. And yet the wifi is excruciatingly slow if it works at all, and will not function at nearby coffee shops. It doesn't even work half of the time.. I am on the phone with Apple Care more than i am on the on the computer.

[The video that I've linked below](#) lays out my history with Apple computers since 1985, and documents the ongoing issues with this computer. The second half of the video is what I watched the screen doing today - June 26. Currently I cannot even go online. The video was created on I-Movie on my six year old 15 inch powerbook.

My high school classes are complete. I must prepare for my Fall college courses that I teach at the Community College. I have a lot of research to do for Fall classes and retooling for next year's Government and Economics courses that I teach at the high school. I have presentations that require, I-Movie creation, which must be complete within a week for Professional Development. I don't have time to wait around for Apple Care to call me back every other day, to fix a problem that they they claimed was fixed again last week.

As I've said on multiple occasions, I am a loyal customer. A dozen machines - not to mention I-pods and I-phone and Apple TV over the course of 31 years. This is not how you treat a loyal customer.

It is time to replace this computer.

I want this situation resolved promptly.

Sincerely,

July 11, 2016 -(Repair ID# D200936491) All of the following were all replaced -

- **Logic Board,**
- **Wireless Card,**
- **Left Speaker,**
- **Track Pad, and**
- **AirPort/Bluetooth Cable Flex**

And still today at this moment, the wireless is slow and the track pad inconsistent.

And so problems continue. My loyalty to the Apple Corporation continues to be ignored. My computer is having the same issues that it had nearly two years ago. I am leaving next week, traveling across country with back pack and computer. I cannot carry a second 15

inch six year old powerbook out on the road. Nor should I need to. And I will not be able to sit at a phone and go back-n-forth with Apple Care to patch things up once again. I do not have the space in my back pack nor the time in my life.

My latest reply from Apple Care below, typifies the lack of urgency that Apple Care has provided me during this ordeal. I asked Jonathon for a complete list of all of the complaint calls and repairs with the computer so that I could compose this letter. He assured me that he would do so. That was on July 14. I am still waiting for the list.

Jonathan did send me this email on July 14, upon return of my computer. I had asked again for a replacement....

July 14, 2016

Thanks for the reply Bob.

As I stated before, I am hoping that you will have no further issues with this computer.

Also, I stated that I will be your biggest advocate for getting a new computer, once we have followed Apples guidelines for replacing a computer. These same guidelines apply to a computer that has a rubber foot fall off the button, all the way up to major components needing to be replaced.

So, our next move from here is to continue using the machine. If it has problems, let me know what those issues are. Again, we will focus on the hardware components being the problem.

At that point, if we determine you are still having hardware issues, I will put in for your replacement computer.

Thanks,
Jonathan Meely
Senior Advisor - CPU
jmeely@apple.com - email
877-388-0879 ext. 1108179 work
Mon | Thur | Fri | Sat

"The same guidelines apply to a computer that has a rubber foot fall off the button, all the way up to major components needing to be replaced" - This is not a rubber foot on a button problem.

"At that point, if we determine you are still having hardware issues, I will put in for your replacement computer." - I've been having hardware issues for nearly two years.

It is time to replace Macbook Pro 13 inch - Serial #C02K71BJDTY3

You may reach me at bobwoodmsu@gmail.com or call 616-402-8668. I expect to hear from you soon.

Thank you. And Sincerely.

Bob Wood / bobwoodmsu@gmail.com / 616-402-8668