

# APPLE TIME

with Tim

How About Lance?

Hmmm...  
This guy gets it.

ENEMY  
OF THE  
610

# Tim's Struggle to BM

*It's hard to keep count, the billions of dollars in profit Apple makes on a quarterly basis. What's not hard to keep track of is the list of socially responsible corporate policies they promote out into the world. Yes, green space and renewable wind energy are great concepts, but where Apple really sets itself apart from the competition is a 21st century device called the suicide net. Can you imagine your work space no longer burdened with the sudden flash of blood and guts on your showroom floor? The suicide net is a game changer!*

- Assistant: So, our polling from last night's product launch did not come out as expected.
- Tim: How bad was it?
- Assistant: Many of the questions were revolving around the quality of the presentation, one of which aimed specifically toward the presenter.
- Tim: Yeah...and?
- Assistant: Well, they were given a multiple choice in which the majority of responses were considered negative.
- Tim: **YEAH...AND!?!**
- Assistant: They were asked to select who they thought was giving the presentation.
- a) Tim Cook, Global Innovator
  - b) Tim Cook, Titan of Industry
  - c) Tim Cook, Tech Genius
- and...
- d) Steve Job's grandma
- Tim: Steve's grandma?
- Assistant: Yeah, we're pretty sure it was marketing's decision to put that one in there.
- Tim: What a bunch of dickheads.
- Assistant: Right, at first we thought it was a joke, but then we looked at the numbers.
- Tim: What numbers?
- Assistant: 88 of 100 polled selected item D
- Tim: 88 people thought I was a grandma?
- Assistant: Yes. Steve Job's grandma specifically. It turns out people are confused because you are still doing the black shirt/black stage presentation... and don't get me wrong...that presentation was hot back when Steve was doing his whole turtleneck thing...But it's not Steve on stage...it's you...and it's not 20 years ago, so yeah, grandma kind of makes sense.
- Tim: I ain't nobody's grandma. I'm Tim mother fucking Cook!
- Assistant: Um... right, so we have been talking internally, and we feel it is time for a complete image overhaul. We need to kick the grandma stereotype and really razzle-dazzle the 18-24's, so we have come up with the perfect look for you.



Tim: What is it?

Assistant: *(hands Tim an artist's concept).*

Tim: ...

Assistant: It's daring, it's exotic, and will really take command of our brand. The beard adds a touch of masculinity, the sunglasses provide a cool stoic demeanor, and the wake-board is a testament of your love of oceans and the environment.

Tim: I hate the ocean.

Assistant: And we would like to change your name to Lance.

Tim: Lance?

Assistant: Yes, Lance.

Tim: **OH GOD, GRRRR MOAN GRUNT..HUUHHHH..HUUH.GRRRR**

Assistant: We need to show the world that we have a bold vision of the future, that we're not afraid to take risks and we can majestically blaze a path for technology in the 21<sup>st</sup> century, and we think Lance is the guy to do that.

Tim: **OH GOD, GRRRR MOAN GRUNT..HUUHHHH..HUUH.GRRRR**

Assistant: Sir, are you okay?

Tim: I'm fine.

Assistant: Okay, well we can come back to that later. On a more pressing topic, a new report out of Australia states that several of our factories are susceptible to forced labor.

Tim: *(Australian accent)* Ohh, another report from down under aye?

Assistant: Yes Sir, and this report should be taken very seriously. *(tries to hand the report to Tim)*

Tim: *(Australian accent)* That's not a report...THIS is a report.

Tim: *(holds up middle finger)*

Assistant: Sir, I appreciate a good Mick Dundee movie just as much as you do, but in no way should it overshadow the fact that many of our customers around the world understand the atrocities that have been happening in Communist China and we really need to start focusing on how to move our production out of there.

Tim: You remember that time Mick poured that one dude's blow into a pot of water and was like, this is how you need to do it, and the guy just sits there like, okay I'll try it. Was that the first movie or the second? Shit I don't remember. Anyway, I'm like **NO MOTHER FUCKER, HE JUST POURED ALL YOUR BLOW IN A BIG FUCKING POT OF WATER, IT AIN'T GOING TO WORK.** Oh my god, I would be so pissed if someone did that to me. I'd be like...**HEY BRO, WHAT'S YOUR PROBLEM!?!**

Assistant: ...

Tim: Come on man, don't look at me like that. What would you do if someone just dumped your whole load of shit into a pot of hot water?

Assistant: Sir, I don't do cocaine.

Tim: Yeah right, you would kick his ass is what you would do, not sit there like a chump with a towel over your head, trying to breath in the vapors...

Assistant: Sir, over a million Muslim Uighurs have been placed into concentration camps by the Chinese government. There are credible reports of torture, forced sterilization, even rape. This report states that many of the prisoners are now being forcibly sent out into the work force, and our products may be connected. This report is incredibly detailed.



# IPHONE ASSEMBLY PERSONAL PROTECTIVE EQUIPMENT (PPE)



HARD HAT



EAR PLUGS



FACE MASK



BODY SUIT



RUBBER GLOVES



SUICIDE NET

Tim: Yeah, I bet it is. You know what else is incredibly detailed; the insignia on the Bullroarer I bought for Ben as an anniversary present a few years back.

Assistant: A Bullroarer?

Tim: Yeah, a Bullroarer.

Assistant: Sir, I don't know what that is.

Tim: You remember when Walter was kidnapped by Rico, and Mick swung that wooden thing around on a rope to make that crazy sound, that's a Bullroarer! It's awesome and it really makes that sound. Crazy cool present! Ben didn't think so though...

Assistant: ...

Tim: ...fucking dick.

Assistant: **SIR, FOR GOD'S SAKE, THIS REPORT LIST SOME SERIOUS ETHICAL PROBLEMS THAT WE NEED TO DEAL WITH.**

Tim: Yeah yeah. Australian report, I got it.

Assistant: Well?

Tim: You know, you don't see Terry pissing and moaning about China, and he's Taiwanese. Besides, we are already pulling stuff out. You know we just put together a billion dollar venture in India, so why don't you cool it down a bit aye.

Assistant: Sir, India is a fantastic start, one that everyone is backing here 100%. A terrific decision for sure.

Tim: Thank you.

Assistant: Your welcome sir, but I'm really glad you brought up Terry, because we have an amazing opportunity to pull out of China and bring smartphone manufacturing to the USA. Sir, I know you know about the Wisconsin/Foxconn situation. We can fill that void in Wisconsin. Can you imagine how great it would be to have at least one of our iPhones with a big fat MADE IN THE USA sticker on it?

Tim: I hate Wisconsin.

Assistant: Sir, they already have the site, it's done. They have the infrastructure, it's done. They have the capability and capacity. All they need is a new vision. We can save that project, and bring in those 13,000 jobs. Perhaps one day, hundreds of thousands of jobs.

Tim: **OH GOD, GRRRR MOAN GRUNT..HUUHHHH..HUUH.GRRRR**

Assistant: I can see the headline now, "Apple saves debacled Foxconn Wisconsin site, and jump starts America's role in tech manufacturing in the 21'st Century!!"

Tim: I can see the headline now, "Foxconn suicide netting fails, hundreds of Wisconsin workers found dead on factory floor, Apple to blame."

Assistant: Sir, I don't think suicide nets would be needed in Wisconsin.

Tim: I think your underestimating the problem. High capacity phone assembly is an intense operation. When people decide they can no longer handle the stress, and need to jump to their death, we need to have the infrastructure in place to prevent that from happening. Its an insurance liability thing at this point. And we are not talking about a bunch of skinny Chinese kids out of high school, we are talking about a bunch of middle age fat asses who eat a shit load of meat and cheese. Whatever netting we put in place, surely they will break right through, and splat right onto the floor.

Assistant: Sir, I can't imagine how horrific it would be to go to work every day, knowing nets need to be put into place to keep people from killing themselves.

Tim: Boy, you are just all full of feelings today aren't ya.

Assistant: I just think maybe its time we really start rethinking this. I mean Motorola built some of their phones in the USA, I don't believe they required suicide nets at their factory.



Tim: Oh wow, you're right. Yeah, those really super cool, super awesome phones. So glad you brought that up. Jeez I didn't know that, I can't wait to read and learn about all their amazing successes. Oh wait, what's that you say? Motorola's owned by the Chinese now, oh shoot. They get all their phones made in China now too, oh shoot. Their phone are still really fucking lame, oh shoot. I guess that didn't work out so well did it. Great example smart guy.

Assistant: Sir, I'm merely suggesting that as one of the world's most prominent companies, I'm sure we can rethink our production strategy to prevent the assemblers of our products from wanting to kill themselves.

Tim: Maybe you need to stop telling me all of your stupid suggestions.

Assistant: Maybe you need to stop pretending how great of a company we are. Maybe you need to read this report I keep trying to show you and stop enabling a communist regime who wants to destroy freedom around the world. Maybe people are confused that your virtue signaling is sending mixed messages. Maybe people think that your just kind of sitting there shitting on human dignity and liberal American values.

Tim: Or maybe people don't really give a fuck. Or maybe people think I'm kind of just sitting here shitting in my toilet. Maybe they're confused because your standing there watching me. Maybe you should do the people a favor and **GET THE FUCK OUT OF MY BATHROOM.**

Assistant: *(pause)* You're right sir, I'm...I'm sorry, I was totally out of line. Yes sir, I'll go down and wait outside.

Tim: It's alright. It's a hot topic, I get it. It's easy to oversimplify these matters, but the fact is, big business is incredibly complicated. That's why they leave it to smart people like me to run, not stupid people like you.

Assistant: Thank you Sir, I will take that as a compliment...again, I'll go wait for you outside.

Assistant: Oh, I forgot... there is just one more thing...there's this dog limping outside at the entry. It looks injured, hungry, and thirsty. Can I run down and give him one of those fresh biscuits baking in your oven? They smell terrific.

Tim: Jesus, is everything a fucking drama with you. No, those biscuits are for me.

Assistant: Can I at least use your faucet to pour a little water in a bowl, poor guy looks so thirsty, his tongue is hanging out all nasty.

Time: No.

Assistant: I think he is a service dog, he is wearing one of those stupid dog sweaters.

Tim: **OH GOD, GRRRR MOAN GRUNT..HUUHHHH..HUUH.GRRRR**

Assistant: In fact, as I look out your window, there appears to be a lost blind woman stumbling around, it must be her dog...Oh dear, shes heading into the river! Oh Jesus, she just fell in!!

Tim: She's fine

Assistant: SHE'S FLOATING AWAY!!!

Tim: Hey Bill?

Assistant: Um...my name is Harold.

Tim: Oh shit right, I forgot *(smacks head with palm of hand)* Harold... Harold...Harold...Harold.

Tim: Hey Harold, can you shut up about the blind lady for a second and run out and get me some Pepto Bismal?

Assistant: Yes sir, right away.

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