

**From:** Genaro Gomez [genaro.gomez@apple.com](mailto:genaro.gomez@apple.com)  
**Subject:** Re: HELLO? Re: Apple Business Quote  
**Date:** October 15, 2014 at 1:25 PM  
**To:** Steven Whiddon [steven@mediadistrict.org](mailto:steven@mediadistrict.org)

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Hello Steven,

My apologies for the late reply. I have been away from the office. I don't have a means to quote Adobe as their software is now subscription based rather than physical software. Which all-in-one printer were you considering? I did not find details within my notes which is why one was not included. I would be happy to revise the quote with a new printer as well as give you estimates for financing through our business lease program. I will provide as soon as I receive confirmation of the printer you had in mind.

Best,

Genaro Gomez

The Apple Store for Business  
Email: [genaro.gomez@apple.com](mailto:genaro.gomez@apple.com)  
Direct line: 800-409-5381 x2405

On Oct 10, 2014, at 1:49 PM, Steven Whiddon <[steven@mediadistrict.org](mailto:steven@mediadistrict.org)> wrote:

Genaro,

Please see the items below that are missing from the initial quote. ALSO, would like to know about financing options?

Steven Whiddon  
Executive Director  
Hollywood Media District  
[steven@mediadistrict.org](mailto:steven@mediadistrict.org)  
O. 323-860-0025  
F. 323-860-0026

On Oct 6, 2014, at 10:39 AM, Steven Whiddon wrote:

Good Morning Genaro!

Upon reviewing the proposal, the requested all-in-one printer is missing. Additionally, we need to add Adobe suite. Please confirm if the prices quoted are for all devices?

Steven

On Oct 3, 2014, at 2:39 PM, Genaro Gomez wrote:

Hello Steven,

Thank you for your call this afternoon. As per our discussion I have attached a quote for the Apple equipment you expressed interest in for your review. Please let me know if you have any questions.

Best,

Genaro Gomez

The Apple Store for Business  
Email: [genaro.gomez@apple.com](mailto:genaro.gomez@apple.com)  
Direct line: 800-409-5381 x2405

<Apple Business Quote.pdf>



**From:** Wil Anabel wmtelcom@gmail.com  
**Subject:** Re: Apple Business Quote  
**Date:** October 9, 2014 at 8:06 AM  
**To:** Steven Whiddon steven@mediadistrict.org  
**Cc:** Mike Malick Mike.Malick@marcusmillichap.com, Carol Cassella carol@red.com, Jim Omahen jim@mediadistrict.org

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I apologize Steven, I should never try to work at the computer without my glasses. My question to you was based on a misreading of the quote and missing the word 'iPad'. Instead my eyes lit upon the words 'Air Wi-Fi + Cellular for AT&T' and I mistook the item for an Apple router rather than what it obviously is. Of course it's a perfectly reasonable item to use for BID purposes.

I'll let you know when I have information on cost effective alternatives - or not.

Thanks,

On Wed, Oct 8, 2014 at 11:15 AM, Steven Whiddon <[steven@mediadistrict.org](mailto:steven@mediadistrict.org)> wrote:

Will,

Thank you for reviewing the quote and assisting with a thorough assessment of our hardware and software needs.

I am requested the quote on the iPad as I will be out of the office a good deal of the time, meeting with property and business owners, elected officials, city managers, vendors, etc. It could be very helpful to the BID to be able to take pictures, record videos, interviews, problems and have access to and retrieve data of all sorts for remote meetings. I have a cell phone and would not need to use the device for calls. I hope I answered your question?

Steven Whiddon  
Executive Director  
Hollywood Media District  
[steven@mediadistrict.org](mailto:steven@mediadistrict.org)  
O. [323-860-0025](tel:323-860-0025)  
F. [323-860-0026](tel:323-860-0026)

On Oct 7, 2014, at 9:46 PM, Wil Anabel wrote:

Steven,

Thanks for forwarding to me the IT equipment quote from Apple. I have reviewed the information and I'll need a few days to digest it and see if I can't come up with a more affordable solution.

In the meantime, since you apparently spoke with the sales rep from Apple, perhaps you can explain the business purpose of the item "iPad Air Wi-Fi + Cellular for AT&T 64GB" and if there are any recurring charges involved, or is it just to enable you to make calls from your cell over WiFi?

Thanks for your help,

Wil

On Mon, Oct 6, 2014 at 9:55 AM, Steven Whiddon <[steven.whiddon@me.com](mailto:steven.whiddon@me.com)> wrote:

Please see attached initial quote from Apple Business for your review and input.

Steven

Begin forwarded message:

**From:** Genaro Gomez <[genaro.gomez@apple.com](mailto:genaro.gomez@apple.com)>  
**Subject:** Apple Business Quote  
**Date:** October 3, 2014 2:39:12 PM PDT  
**To:** [steven.whiddon@me.com](mailto:steven.whiddon@me.com)

Hello Steven,

Thank you for your call this afternoon. As per our discussion I have attached a quote for the Apple equipment you expressed interest in for your review. Please let me know if you have any questions.

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The Apple Store for Business

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Direct line: [800-409-5381](tel:800-409-5381) x2405

**From:** Malick, Mike Mike.Malick@marcusmillichap.com  
**Subject:** RE: Apple Business Quote  
**Date:** October 8, 2014 at 11:26 AM  
**To:** Steven Whiddon steven@mediadistrict.org, Wil Anabel wmtelcom@gmail.com  
**Cc:** Carol Cassella carol@red.com, Jim Omahen jim@mediadistrict.org

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Time to move into the current era!

Cheers

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**From:** Steven Whiddon [mailto:steven@mediadistrict.org]  
**Sent:** Wednesday, October 08, 2014 11:16 AM  
**To:** Wil Anabel  
**Cc:** Malick, Mike; Carol Cassella; Jim Omahen  
**Subject:** Re: Apple Business Quote

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Direct line: [800-409-5381](tel:800-409-5381) x2405

**From:** Malick, Mike Mike.Malick@marcusmillichap.com  
**Subject:** Re: Apple Business Quote  
**Date:** October 5, 2014 at 5:30 PM  
**To:** Steven Whiddon steven@mediadistrict.org

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Did you discuss systems with Wil previously?

Sent from my iPhone

On Oct 5, 2014, at 3:51 PM, "Steven Whiddon" <[steven@mediadistrict.org](mailto:steven@mediadistrict.org)> wrote:

Mke,

Please take a look at the proposal and call me when you've had a chance to review.

Steven Whiddon  
Executive Director  
Hollywood Media District  
[steven@mediadistrict.org](mailto:steven@mediadistrict.org)  
O. 323-860-0025  
F. 323-860-0026

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