

FRYEday Report News Flash

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STEVE JOBS 1955 - 2011

"THINK DIFFERENTLY"

Like many people, I went out and purchased Walter Isaacson's book about Steve Jobs.

The reported mystery surrounding Steve Jobs' life seems naturally to lead to the public wanting to know even more about the details of his life.

For many of us who live in Northern California in and around Silicon Valley, Steve was a neighbor – a quiet neighbor with NO protective walls around his home (unlike Larry Ellison). We felt we had some insight as to what drove him and that was the simple yet extravagant notion he wished to change the world, and it was that mantra he would employ to motivate his staff.

In addition to being our neighbor some of us shared his entrepreneurship and ran businesses which drew from the very same pool of potential employees. That is significant since Steve seemed to raise the bar for all of us "job creators."

He developed a "campus" for his employees which encouraged them to "think differently" and was flexible in approach as to how they used their time; and, that campus contained tennis courts, swimming pools, child care centers, dry cleaning pick-up and fine food cafeterias, not to mention luxury vans which delivered staff to their campus.

Often Steve was maligned for his mistreatment of his intimates in the workplace, but while that may have seemed true in the micro sense, in the MACRO sense employment recruiters found very few "Apple People" interested in leaving that cushy campus which was "changing the world."

In a larger sense the arc of Jobs' life is not about the "gizzies" he supplied, but rather the notion we are not locked into living the

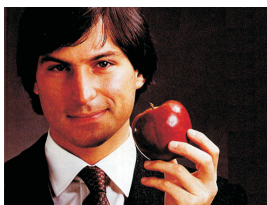


Tom Frye

"dogma" of the past, and in each and every industry he entered (personal computing, music, telephone, movies, retail, et al) he raised the bar and, in so doing, made segments of our lives easier or better or more fulfilling.

On a more personal note, twenty-two years ago our firm began using Apple as the platform upon which we would build our IT – which remains to this day: More recently we offered to purchase iPhones for all interested staff. This product has many applications which benefit both our staff and our clients, from instantly transmitting a photo or a video to a client, to being able to research a situation while on scene to resolve an otherwise complex fact situation, to the ability to

compute and communicate with all parties to the process – all with a device which conveniently fits into the palm of your hand.: That changed our world.



Steve Jobs



"Sixty Minutes" in its requiem to Steve mentioned an unintended consequence of one of Steve's latest devices, the IPAD, and that was high

functioning autistic children, who previously had been unable to communicate but, in the IPAD, for the first time, they found their voice and this is just the beginning of uncovering the many utilities of the IPAD . . . a device which certainly changed the world for autistic children and those around them.

We appear to mourn Steve's death not so much for his contributions but because of his relative youth: Unlike Edison or Bell, who died late in their lives, we seem to feel Steve



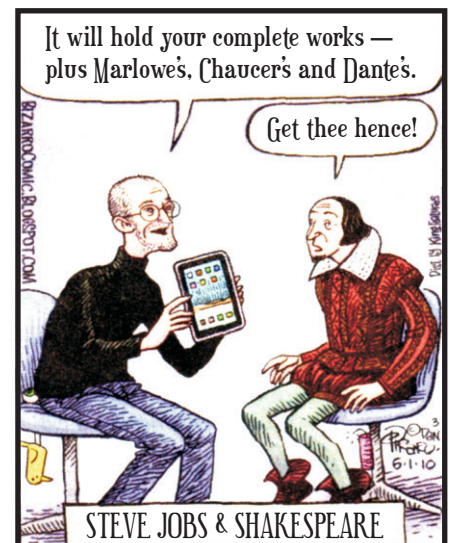
had much more to give and we lament that loss as much as the loss of his precious life.

But, in fact, Steve lives on in his products, and importantly in his affirmation of what one person can achieve when he chooses to insist on the best in people, and if you doubt his presence visit one of his temples or Apple Stores, all over the world, where his "ministers" at the Genius Bar will lead you to believe there is only ONE true computing – and that is Apple.

Steve was wrong, he did not leave this world alone – all of us who witnessed and benefitted from the arc of his life were present as he left us on October 5th, 2011.

Comedy Corner

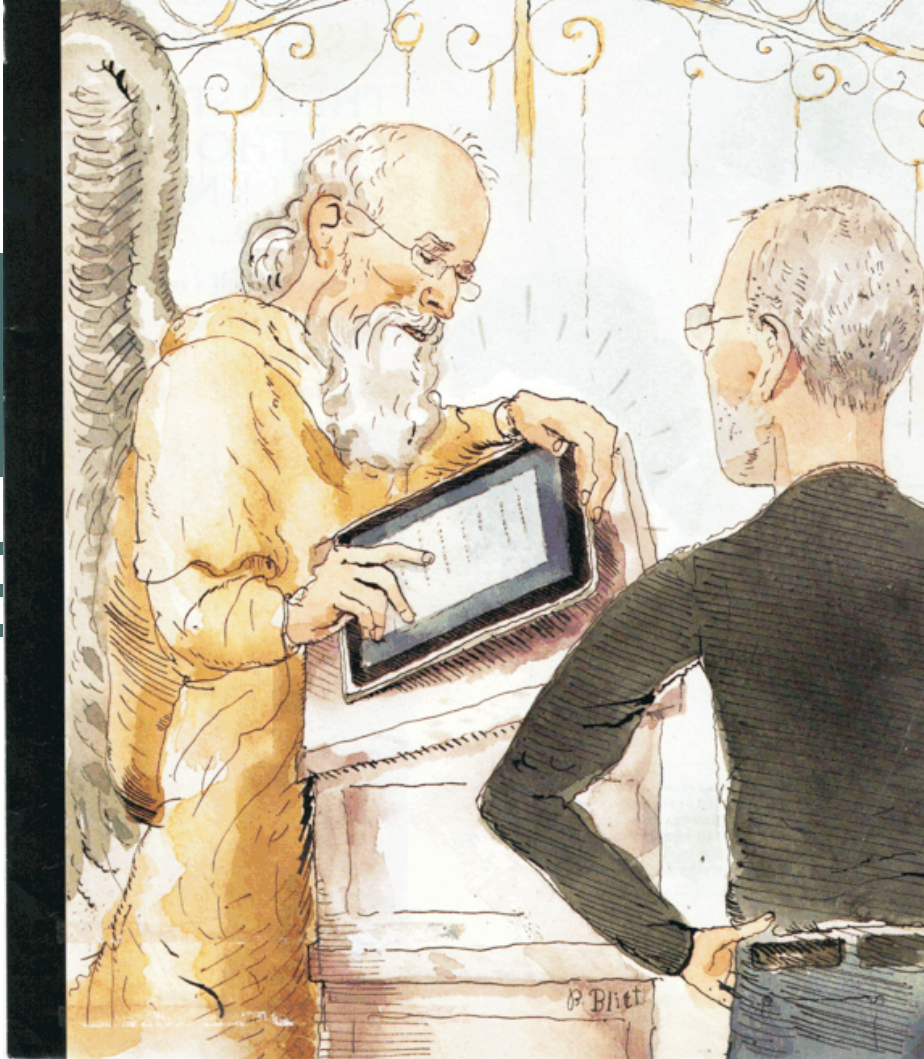
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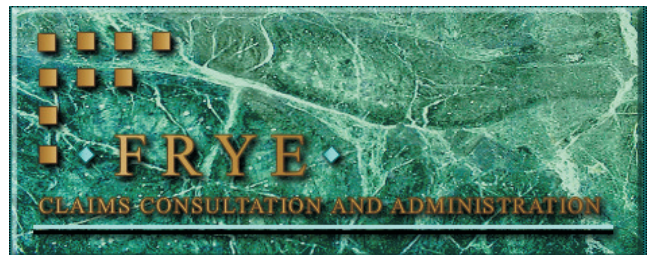
OCT. 17, 2011

THE NEW YORKER



From *The New Yorker* Magazine - "The Book of Life" - Artist, Barry Blitt

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