



Apple Computer Inc. Historical Information

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# Michael Scott (Apple President) Resignation Letter

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17 July 1981

Ex Libris David T Craig

A P P L E  
I N T E R O F F I C E M E M O

DATE: July 17, 1981

TO: Ken Zerbe cc :Markkula  
Jobs

FROM: Scotty Executive Staff  
Personnel File

SUBJECT: Style

When I joined Apple four and a half years ago, I did so to learn and to have fun. The most important thing I've learned has been that the things most important to me, no amount of money can buy:

1. Good health
2. Time - we all get exactly twenty four hours to spend each day. It's one's most important investment.
3. Good friends - as opposed to just "friends", acquaintances, or associates. I count my wealth by the number of my good friends.
4. Good memories - Sometimes they can be given like a single white rose, a birthday wreath, or a premier movie.
5. Loyalty - This experience has been the most important thing to me.

I believe that a company is a business, not a social institution. It must demand competence and contribution from its employees in exchange for fair compensation. A company is an interactive system and must have proper controls and teamwork. Hypocrisy, Yes-men, foolhardy plans, a "cover your ass" attitude and empire builders can kill it. I don't believe in an "executive social club". It might consider going to a Raiders matinee movie. To me there is excessive emphasis on titles and high salaries and not enough frugality, like small company cars and business (vs. first class) travel.

A company's quality of life is not and cannot be set by a committee (committees design camels, not horses.) - it is set by the personal care of each manager for each and every employee. Priority must be first here and the time later spent on campus-monuments.

I thought I could stay for awhile, handle the Communications and Info Systems assignment and do an outstanding job at it. I thought I could keep my opinions to myself unless asked, but I know too many people. They keep asking how a decision gets made. I am no longer proud or having fun.

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So I am having a new learning experience, something I've never done before. I quit, not resign to join a new company or retire for personal reasons (including as an elected member of the Board of Directors). This is not done for those who fear my opinions and style, but for the loyal ones who may be given false hope.

For the next week, I will be out of town attending the Wagner Opera - something I've always wanted to do. When I return, I'll call and take care of any loose ends. If you wish, I will consult on a limited basis on the MIS system - it needs support and at least four major application system changes made.

I have always loved and cared for those at Apple. That responsibility will never end.

Yours,



Michael, Private Citizen

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