

MACadam Customers,

After 16 years of having the pleasure of servicing our Macintosh family in Northern California, we are closing our doors. This decision did not come easy. In fact, it came as possibly the most difficult thing I have ever done. MACadam was not simply a company, it was a family of different people from all different walks of life.

I can site a number of reasons why, but it primarily focuses on but two. The consistent bad behavior of our number one supplier, Apple Computer. They have made it so difficult to both get product in a timely fashion and treat our customers with the respect that they currently treat their Apple Direct customers. We have tried everything to resolve these problems over the last 4 plus years, yet our requests for help have simply gone unanswered. I feel for all of the MACadam family. I want to thank all of the MACadam Alumni; without you this would never have been the place that you made it. We were diverse and yet one. Good, bad or indifferent this was MACadam; customers became friends! I am so sorry that we cannot continue to be there for you. I will miss you. I remember the first customer to ever come in the store so many years ago when I was on top of a ladder hanging a fan and you needed a cable for your Imagewriter. Thank you David W., you will always be a friend.

“Believers” everywhere, please open your eyes and realize that your community without an independent dealer is not a good thing! When your only choice is but one, you will no longer have the option.. We are not the first to close, and unfortunately we will not be the last. I love the product and software, but I have an incredible distrust of the company. For those of you who can't believe this, you have never walked in our shoes. Ask dealers everywhere, they will tell you what I say is the truth. We dealers have made the ultimate sacrifice! We have dedicated our lives to the Mac and our futures to the platform that is simply unsurpassed by Windows. The Mac has brought us more than 20 years of the most incredible enjoyment that one could ever hope for. I have been lucky, blessed and so fortunate to have been able to touch so many peoples lives and made a difference. Think Different wasn't just an advertising campaign for Apple, but it was a way of life for all of the independent dealers out there.



Should any customers need any assistance, consulting, support or any paperwork to help them in dealing with Apple please don't hesitate to contact me at nomacadam@aol.com. I will do everything I can to assist you! For customers that prefer not to purchase from Apple directly, please stay in touch, and we can arrange for your purchase of equipment from sources other than Apple stores or online.

Thank you, forever, to our treasured Merriam who made this such a smooth journey. None of this would have been possible if it weren't for our chance meeting in August 1989. Her love of cows and immediate mutual respect cemented our business and personal relationship; she told me to fight for what I believe, and I will fight in her name until closure is reached. Roland, you and Merriam have been a rock for us, and will always be.

Louis, your generosity and compassion are a gift, and will be appreciated always. You have carried on the family name in the grandest of traditions by continuing to foster such wonderful relationships, whether they be personal or professional.

We will be eternally grateful to our employees, families and friends, including the great Jim Nelson and his Printing Company, Keith A., Chris M, Flora F, Allen B., Fred I, Albert G., Mark Boschart and his family of Scents from Esco foods, Jerry the preacher Mann, Stanley A, American Industrial Center, Jack B, Denise J & Napa Valley Winery Exchange, Deborah C, Elliot, Sarah and Jessica P, Frank M, Richard W, Neko Studios, Su and Lol, Richard H, David L, Steven H, Richard H, Victor C, Phil H, Drs. Jack & Connie, Bob C, Johnny and Pat, Greg M, Ruedi S, Reese J, Jonathan M, Robert A, Tom F, Stacey B, Kurt and Karen B, Jann Linder, Greg Linder, Carl B, Bob and Jack L, Raines C, Babette, Joe Mc, Bernie W, Greg E, Jeff L, Joe W., Dwayne D, Les M, Tim H, Adrian M, Karl J, Steve F, Matt C, Matt K, Ken W L, Bob and Drew, T.C. Doyle, Lobue and Majdalany, Bob B, Ken K, Narsai D, The BlowUp Lab, BMUG, GMUG, Computer Liquidation, Power Mac Pac, Rosai Group, Harry and Alan, CastroBear Presents, Roscoe, Julie and Added Dimensions, Bill and Luke, Rick and Knuckles, San Francisco Police Officers Association, SFPD, Gerard C, Griffin Technologies, Ashley R, The Apple Reseller Association and the other 74,000+ customers that I quite honestly cannot remember at this time. I will miss you all. Please keep in touch!

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