



August 22, 2017

Dr. Meghan Doyle  
Craven County Schools  
3600 Trent Road  
New Bern, NC 28562

Dear Dr. Doyle:

Apple is pleased to invite you to participate in an Executive Briefing at our worldwide headquarters in Cupertino, CA on October 24-25, 2017.

Education technology has become increasingly mission critical to instruction, school operations and student success. We will be sharing best practices and policy ideas on how school districts can utilize newer technologies to enhance student learning and tailor instruction to meet individual student needs.

The goal of the briefing is to facilitate a robust discussion about teaching and learning in a digital world and how technology can be leveraged to bring real-world experience into the classroom. You will hear from Apple's top education executives who will discuss learning in a digital age, trends in digital content, and how coding is a core literacy that every student should have the opportunity to learn.

Apple would be pleased to provide two nights lodging, meals, and ground transportation directly associated with the briefing; it is our understanding that it is permissible for Apple to provide and for you to accept meals and travel in connection with attendance at an educational meeting related to official duties that meets certain requirements. Please note that anything provided will be reported on Apple's state lobbying report where required. *We respectfully request that you consult your ethics official to ensure that the educational meeting exception applies and that no additional policies prevent you from accepting the associated expenditures, and provide us confirmation in writing.*

Each attendee will be responsible for air travel costs. Please email me your air travel arrangements and we will handle booking of hotel and ground transportation.

As a leading advocate for public education across this country, we are delighted to be hosting you for this briefing and look forward to our thoughtful discussions. If you have any questions, then please feel free to contact me at 859-494-0390.

Sincerely,

Jena Howard Collins  
Manager, Strategic Initiatives

Apple Contact:

Jena Collins

Phone: 859-494-0390

Email: [jenahc@apple.com](mailto:jenahc@apple.com)

**Flights (Self-booked)**

Your flights are self-booked. Please plan to arrive before noon on Tuesday, October 24th and depart on Thursday, October 26th.

The closest airports are San Francisco (SFO) and San Jose (SJC).

**Hotel (Apple will arrange)**

Inn at Saratoga

20645 4th Street Saratoga, CA 95070

408-867-5020

**Dress**

Business Casual

**Ground Transportation (Apple will arrange)**

Once your flight is confirmed, please send your flight itinerary to [jenahc@apple.com](mailto:jenahc@apple.com).

Apple is happy to help arrange for your ground transportation to/from the airport.

**Weather**

Historically, the weather in the Cupertino area at this time of year is sunny with highs around 74 degrees and lows in the 40's.