

# MacMania™ 11

February 4–16, 2011



## Patagonian Adventure: Argentina, Uruguay, Falkland Islands, & Chile

[InSightCruises.com/Mac-11](http://InSightCruises.com/Mac-11)

Round the Horn with MacMania! The stuff of legends awaits you in the cafes of Argentina, the pampas of Uruguay, the penguin-populous shores of the Falkland Islands, the grandeur of Patagonia, the Chilean fjords, and lively Santiago. Back at the rancho, Fake Steve talks satire, innovation, and destruction; Leo Laporte is your media mentor; Don McAllister brings you the practical mastery of your Mac; and Mac OS X ninja Sal Soghoian serves you apps from A to Z. Grassroots sessions with MacMania Alums Cherwinski, Grollman, and Jackson help get your creativity out there. Meet like-minded Mac types and get in on the MacMania 11 adventure on Holland America Line's ms Veendam, sailing Buenos Aires, Argentina to Santiago, Chile February 4–16, 2011.



PRE- and/or POST-CRUISE TOURS  
**IGUAZU FALLS & MACHU PICCHU** ADVENTURE CALLING — explore UNESCO World Heritage sites in pre- and post-MacMania 11 excursions. Breeze into legendary Iguazu Falls, home of the U-shaped 246' Devil's Throat cataract, January 31–February 2, 2011. Scale the Andes and absorb Machu Picchu's aura in luxury or standard packages, February 17–19, 2011. Details at [InSightCruises.com/Mac-11](http://InSightCruises.com/Mac-11).



Cruise prices start at \$1,629 per person. The MacMania 11 Program is \$1,095. Taxes and other fees are \$259 pp.  
For more info contact Neil at 650-787-5665 or [neil@InSightCruises.com](mailto:neil@InSightCruises.com)

Here is a sampling of the 24 sessions you can participate in while we're at sea. For a full listing of seminars visit [InSightCruises.com/Mac11-seminars](http://InSightCruises.com/Mac11-seminars)

**Apple Apps from A to Z** — This trio of two-hour classes covers the gamut of Apple applications, with an emphasis on a hands-on exploration of Apple's popular programs. The first class focuses on the practical, with an investigation of the essential Mac OS utilities: Mail, Address Book, iCal, TextEdit, and Preview. Learn how to make them work together while discovering their often overlooked abilities. The second class is all about iLife, where you explore the creative side of your computer self. With a focus on real-world examples, learn to combine elements from iPhoto, iMovie, and iWeb to construct an onboard blog that will make your friends and family back home regret they didn't come along. Next time maybe they'll listen to you. We finish the Apple apps overview with a look at iWork. **Speaker: Sal Soghoian**

**Managing Multiple Macs** — The likelihood is you have multiple Macs! Perhaps a desktop or two at home, possibly a desktop at the office, his and her laptops? Not to mention the iPods, iPhones, and iPads dotted liberally amongst the family. How to manage all these devices and the multiple synchronization tasks required? This session takes you through the various options for data sharing and synchronization both built into OSX and Mobile Me but also available through third-party apps via the cloud. **Speaker: Don McAllister**

**Photoshop Elements 8** — When you have Photoshop Elements 8 skills in your photo editing repertoire, nothing gets lost in translation from your mind's eye to your images. Join Dr. Tom Grollman for two 90-minute sessions that will get you running in Photoshop Elements 8's Guided and Quick Fix modes, and give you a solid foundation in Full Edit's magic. **Speaker: Thomas Grollman, M.D.**

**25 Things You Need to Know About Mac OS X** — Even seasoned Mac veterans don't take the time to setup and streamline their computers to take advantage of the numerous features of Mac OS X. Get the most from your Mac and learn the shortcuts and custom settings used by the pros. **Speaker: Sal Soghoian**

**Master Your iPad** — The iPad is game-changing and will quickly become indispensable. Its easy interface combines simplicity with ability, enabling easy access to essential information. You'll explore the iPad's variety of uses: from browsing books, managing email, navigating maps, to building documents and presentations. **Speaker: Sal Soghoian**

**Fake Steve: How a Simple Practical Joke Utterly Changed My Life** — I was a bored-to-death 40-something tech reporter at Forbes magazine, and wanted to learn about blogging. So, on a lark, I started a blog where I pretended to be Steve Jobs. I thought I'd do it for a few weeks and then shut it down. Instead, four years later, the blog is more popular than ever. The whole experience has changed my life. Using slides and screen grabs, I'll share some of the funniest stuff from the blog, and a reminder that sometimes satire and humor are the best weapons for telling the truth. **Speaker: Dan Lyons**

**60 iPhone Apps in 60 Minutes** — With over 10,000 applications in the iTunes App Store it might be hard to find the best of the best. Leo's picked 60 fun, useful, and sometimes mind-boggling applications. Fasten your seatbelt for a fast-paced ride through the wonderful world of iPhone applications. **Speaker: Leo Laporte**

**Turning Your Mac Mini Into a Media Center** — Leo takes you beyond the AppleTV by showing how you can use a full-blown Macintosh to create the ultimate home entertainment center. Topics will include software solutions like Front Row, Boxee, XBMC, Plex, and EyeTV plus hardware solutions from El Gato and Pinnacle, and useful accessories like remote controls, cable box interfaces, and wired and wireless video distribution systems. You'll leave this hour ready to create your own system. **Speaker: Leo Laporte**

**Creating Fabulous Videos** — As camcorders become smaller and more powerful and desktop production tools offer more professional results, people are using their Macs to recapture their travels and adventures in an elegant way. But the challenge remains: how to organize the material into compelling shows to share with other people. Drawing from his long experience with photography and film, Wally Cherwinski covers how to plan, shoot, and shape video footage and stills into a memorable story. **Speaker: Wally Cherwinski, Ph.D.**

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