MacMania 11

February 4–16, 2011

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

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 ranchero, Fake Steve talks satire, innovation, and destruction; Leo Laporte is your media mentor; Don McAllister brings you the practical mastery of your Mac;

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.
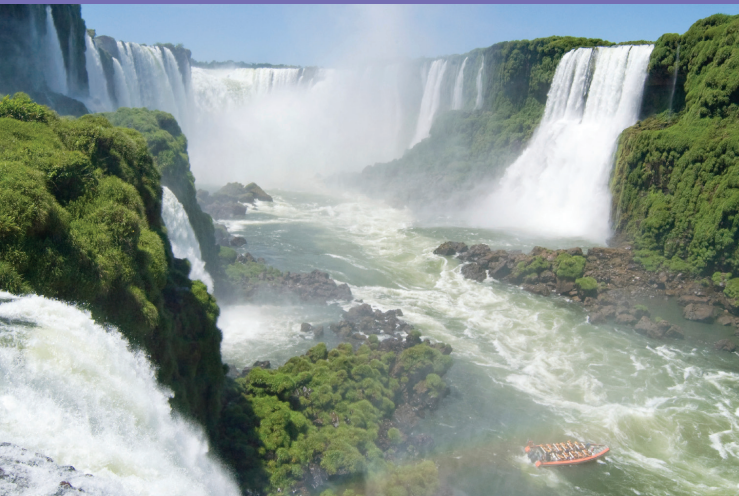
Cruise prices vary from $1,629 for an Inside Stateroom to $4,899 for a Full Suite, per person. The MacMania Program costs $1,095. Taxes and fees are $259 per person. Program subject to change.

Macworld
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THE JOURNEY WITHIN

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VISUAL ARTS

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.

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.

Getting the Most from Your Travel Photography
Jan Jackson, a graphic artist, has spent the last 34 years taking professional photographs — from a chicken coop to a nuclear fuel assembly. In this class you'll take your travel photography up a notch, or two, as you learn tips and tricks from this seasoned professional.

APPLE FROM A TO Z WITH SAL SOGHOIAN

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.
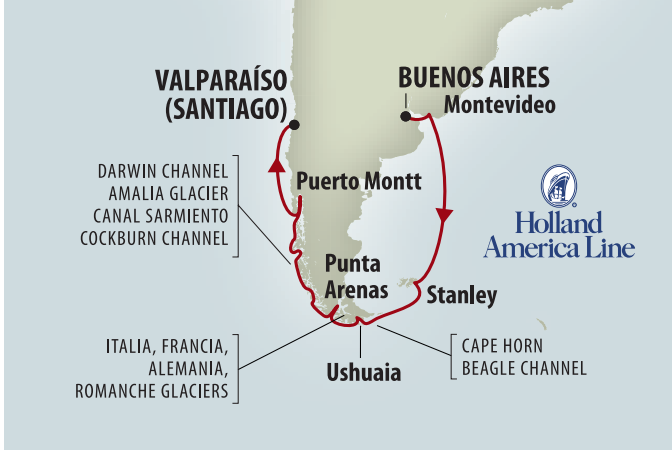
Fun with Services
Services in Mac OS X are like a big Lego set where you join pieces and blocks of OS goodness together to create downright useful gadgets that show up when and where you need them. If you want to impress your friends with what you learned on the cruise, this is the class to take.

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 full features of Mac OS X. Get the most from your Mac and learn the shortcuts and custom settings used by the pros.

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 various uses: from browsing books, managing email, navigating maps, to building documents and presentations.

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.

Map

VALPARAÍSO
(SANTIAGO)

BUENOS AIRES
Montevideo

DARWIN CHANNEL
AMALIA GLACIER
CANAL SARMIENTO
COCKBURN CHANNEL

Puerto Montt

Holland
America Line

Punta
Arenas   Stanley

ITALIA, FRANCIA,
ALEMANIA,
ROMANCHE GLACIERS

Ushuaia

CAPE HORN
BEAGLE CHANNEL

PRODUCTIVITY

Become a Backup Ninja
OK, so you have Time Machine. So you're fully backed up, right? Wrong! Time machine is just part of the story. This session takes you through creating an effective, bullet proof backup strategy to protect your precious data. We'll take a look at local storage, Network Attached storage (NAS) along with specialized backup devices. The session will also cover backup best practice incorporating local backups as well as cloud based and off-site backups.

LaunchBar MasterClass
At its core, LaunchBar is just an application launcher but calling it that does it a disservice. LaunchBar has been increasing its functionality with each release, adding not just cool but stunningly useful features. LaunchBar 5 creates an index of all the "stuff" on your Mac — applications, files, folders, documents, preference panes, web bookmarks, Web history, your iTunes library, your address book, your iPhoto library, and much more. It allows you to create keyboard abbreviations to search and access all aspects of your Mac without moving your hands from the keyboard, Add in some extra features such as the built-in actions and extremely powerful integration with web services and web search templates, you'll wonder how you ever did without it.

Master the Finder (or use an alternative!)
The Finder is at the heart of your Mac experience. But do you use it effectively? Learn the shortcuts to making the Finder fly and help you navigate around your Mac. If you want to take your File System navigation to the next level, take a look at some of the best third party add-ons and Finder replacements available.

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 OS X and Mobile Me but also available through third-party apps via the cloud.

A Survey of Mac and Mobile Writer's Tools
This session will lead you on a detailed exploration of the major Mac and iPad writer's tools useful for collecting material, organizing it, and preparing drafts. Whether your aim is to write an article or blog entry, tackle a family history or biography, create a short story, or even write a novel these tools will come in very handy. We'll have a look at Scrivener, Evernote, Write Room, OmniOutliner, Circus Ponies Notebook, Shovebox, and Text Expander.

FAKE STEVE PONTIFICATES

How a 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.

How the Net is Disrupting Media and Destroying Newspapers — and Why This is a Good Thing
As both a leading blogger as well as the technology editor, I've been in a unique position to witness the disruption of the journalism industry by the Internet. Unlike many of my peers, I remain an optimist about where the news business is going.
We are at the beginning of a huge and important revolution that will ultimately deliver more and better information to everyone on the planet. To get there, however, we must endure a painful period of what economist Joseph Schumpeter called "creative destruction." Wherever companies rely on advertising to make money; wherever companies are profiting by a lack of transparency or a lack of competition; wherever friction can be polished out of the system, there will be suffering. And while some people are still caught up in a debate about "blogs versus journalism," the truth is that today blogs *are* journalism. This should be a lively talk about the media business.

THE INSIDE SCOOP WITH LEO LAPORTE

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.

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.

Why the iPhone is the Most Important Tech Product of the Past 10 Years — and the Next 10 Years, Too
No product has changed the way we think of computers as profoundly as the iPhone, and few journalists have spent as much time writing and thinking about the iPhone as Dan Lyons. Two and a half years after its introduction, no other smartphone can match this product. The significance of having a persistent Internet connection in your pocket cannot be overestimated. Apple did many brilliant things with the iPhone, but the most significant was its creation of the App Store, giving thousands of independent developers an easy way to build a business around the iPhone. What comes next? Where does the iPhone go from here? How will it evolve? What kind of mobile experience will we have in five years? In ten? What are the threats? Will Apple dominate this space, or will Apple relive its experience in personal computers in the 1980s — jumping out to an early start, but then being eclipsed by a less expensive and more open (though inferior) alternative? Will Google's Android do to iPhone what Windows did to Apple in the computer space?

Short-term Nation: The End of Innovation
Could Silicon Valley become another Detroit? It's hard to imagine. Yet some in the Valley see trouble on the horizon. Unless we boost government spending on science, technology, engineering and math — STEM, in industry jargon — we will be unable to keep up with China and India. At some point, companies like Apple, Cisco, HP, IBM, Microsoft and Oracle could be eclipsed by foreign rivals, just as Ford, GM, and Chrysler have been.

The New World of Social Media
With 130,000 followers on Twitter, 30,000 on FriendFeed, and the maximum 5,000 friends on Facebook, Leo knows social networks. But what good are they? And how can you use them to keep up with friends, build new networks, promote yourself, and your business? Leo introduces you to social networks like Twitter, Friendfeed, Facebook, My Space, Linkedin and explains why they're all the rage and how you can get the most out of them.

MacGems — the 60 Best Freeware Programs in 60 Minutes
One of the things that makes a Mac extra special is the excellent variety of useful free programs available for OS X. You won't be bored with this whirlwind tour through 60 useful, entertaining, and unexpected freeware programs. You'll get a DVD with all the programs so you can try them right away.

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MAKE A LANDING ON ANTARCTICA with this once-in-a-lifetime opportunity and partake in our private excursion! Call for availability and details.