



You Can't Know Everything:

Getting the Support You Need

Kim Whittington • June 27 2012

“A Problem Well-Defined is Essentially A Problem Solved”

- Emergency Response Team
- The Best Defense is a Good Offense
- Continuing Education



Emergency Response Team

FIRST RESPONDERS

<http://support.apple.com/kb/index?page=search>

<http://hintsforums.macworld.com/index.php>

<https://discussions.apple.com/index.jspa>

<http://www.mactech.com>

<http://google.com>



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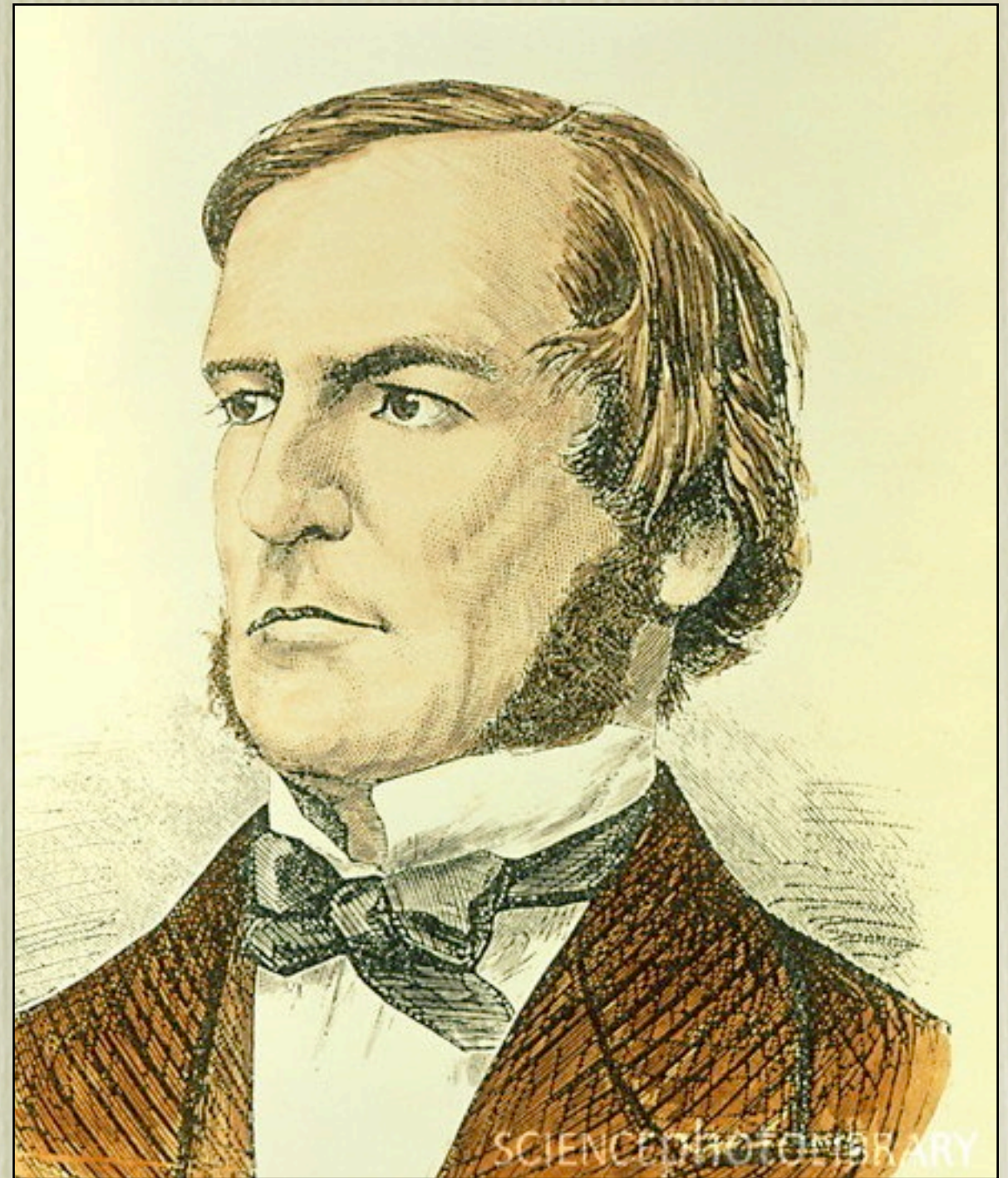
<http://google.com>

Oh, and ...

Emergency Response Team

George Boole

An English mathematician in the 19th century, Boole developed "Boolean Logic" in order to combine certain concepts and exclude certain concepts when searching databases.



Boolean Operators Are Your Friend:

- AND is equal to the "+" symbol.
- NOT is equal to the "-" symbol.
- OR is the default setting of any search engine.
- QUOTES “around a phrase” limit the search to that exact phrase



Emergency Response Team

And One More Thing

DOT . DOT . DOT

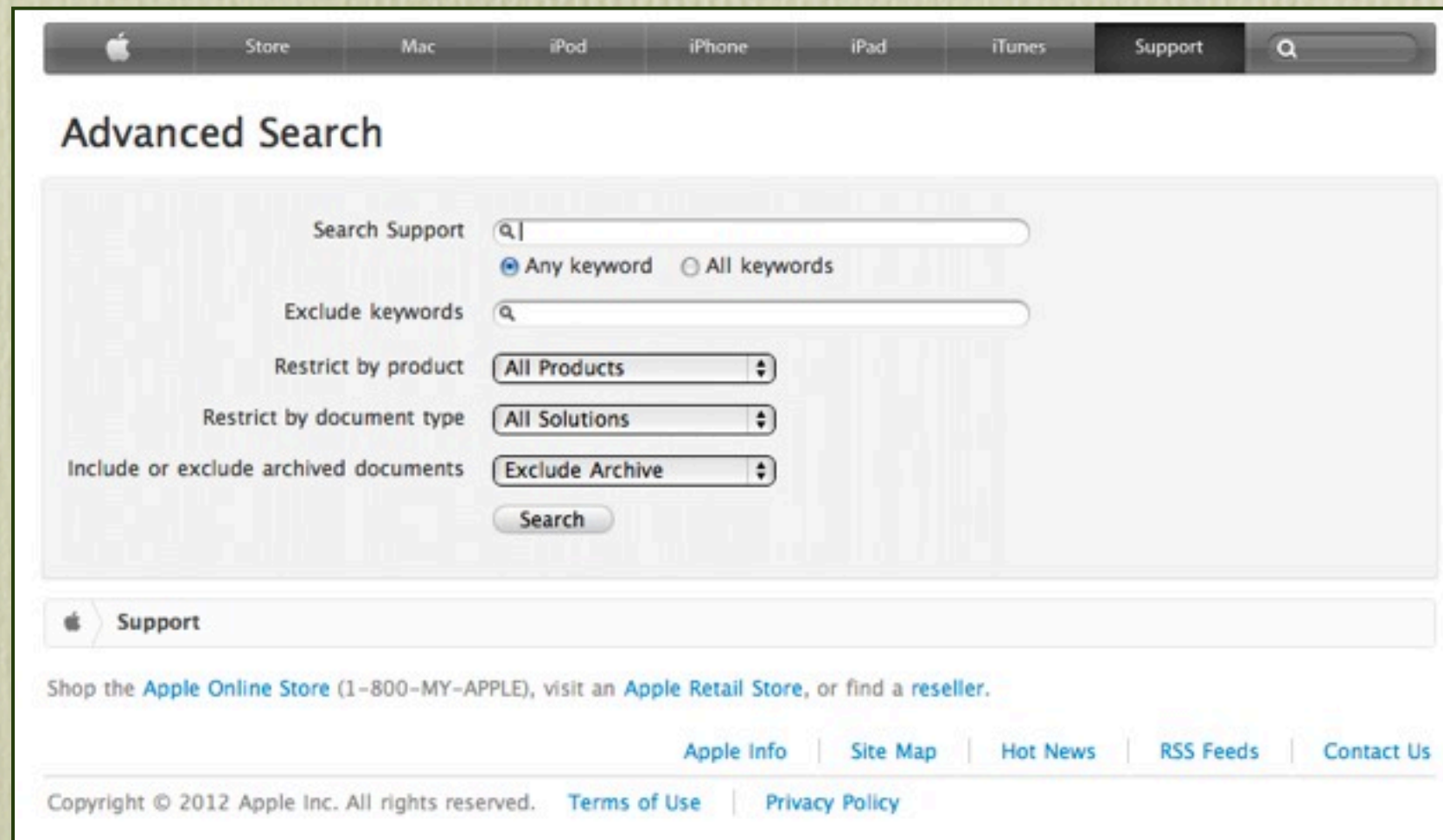


Emergency Response Team

The Elusive Apple KnowledgeBase Portal

Emergency Response Team

The Elusive Apple KnowledgeBase Portal



The screenshot shows the Apple Support website's Advanced Search interface. At the top is a navigation bar with links for Store, Mac, iPod, iPhone, iPad, iTunes, and Support, along with a search icon. Below this is the 'Advanced Search' section, which includes a search bar, radio buttons for 'Any keyword' (selected) and 'All keywords', an 'Exclude keywords' field, and dropdown menus for 'Restrict by product' (All Products), 'Restrict by document type' (All Solutions), and 'Include or exclude archived documents' (Exclude Archive). A 'Search' button is at the bottom of the form. Below the search form is a 'Support' section with a link to the Apple Online Store (1-800-MY-APPLE), a link to Apple Retail Store, and a link to find a reseller. At the bottom of the page are links for Apple Info, Site Map, Hot News, RSS Feeds, and Contact Us, followed by a copyright notice for 2012 Apple Inc. and links for Terms of Use and Privacy Policy.

Apple Support

Search Support

☒ Any keyword ☐ All keywords

Exclude keywords

Restrict by product

Restrict by document type

Include or exclude archived documents

Search

Support

Shop the [Apple Online Store](#) (1-800-MY-APPLE), visit an [Apple Retail Store](#), or find a [reseller](#).

[Apple Info](#) | [Site Map](#) | [Hot News](#) | [RSS Feeds](#) | [Contact Us](#)

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<http://support.apple.com/kb/index?page=search>




Emergency Response Team

Organize Your Personal Tech Reference Collection

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Organize Your Personal Tech Reference Collection



The image is a screenshot of the Evernote website's main banner. At the top, the Evernote logo is on the left, and navigation links for 'PRODUCTS', 'NOTEWORTHY BLOG', and 'THE TRUNK' are in the center. On the right, there are links for 'WEB SIGN IN', 'CREATE ACCOUNT', and 'GO PREMIUM'. The main headline reads 'Remember everything.' Below this, three columns illustrate the product's features: 'Capture anything.' (showing a laptop with a 'Q1 Earnings Report' and icons for email, voice, and camera), 'Access anywhere.' (showing a tablet and phone connected to a cloud), and 'Find things fast.' (showing a business card for 'CURTIS NISHIMURA' with a search bar overlay). A central button says 'GET EVERNOTE, IT'S FREE'. The bottom of the banner features a row of icons for various integrations: Skitch, Web Clipper, Evernote Hello, Evernote Food, Evernote Clearly, and Evernote Peek.

EVERNOTE

PRODUCTS | NOTEWORTHY BLOG | THE TRUNK

• WEB SIGN IN
• CREATE ACCOUNT
• GO PREMIUM

Remember everything.

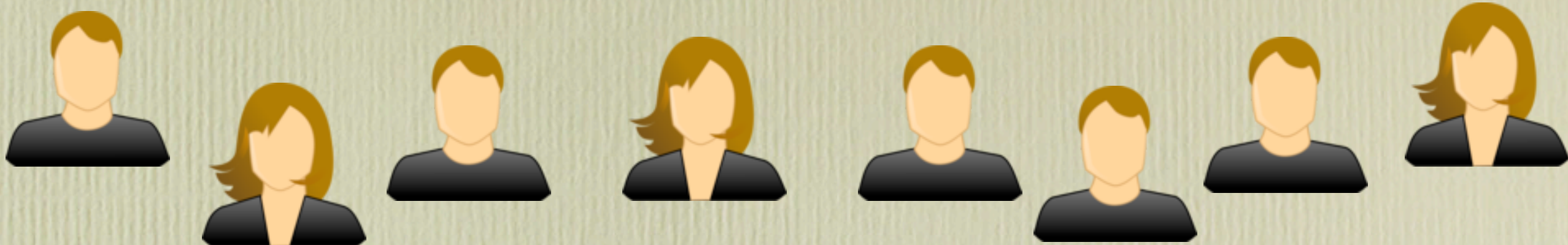
Capture anything.
Save your ideas, things you like, things you hear, and things you see.

Access anywhere.
Evernote works with nearly every computer, phone and mobile device out there.

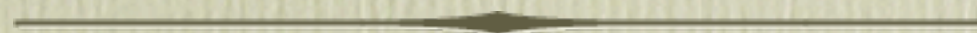
Find things fast.
Search by keyword, tag or even printed and handwritten text inside images.

GET EVERNOTE, IT'S FREE ►

Skitch ► Web Clipper ► Evernote Hello ► Evernote Food ► Evernote Clearly ► Evernote Peek ►



The Best Defense



is a Good Offense



The Best Defense is a Good Offense

{ Morning Coffee }

RSS Feeds



The Best Defense is a Good Offense

{ Morning Coffee }

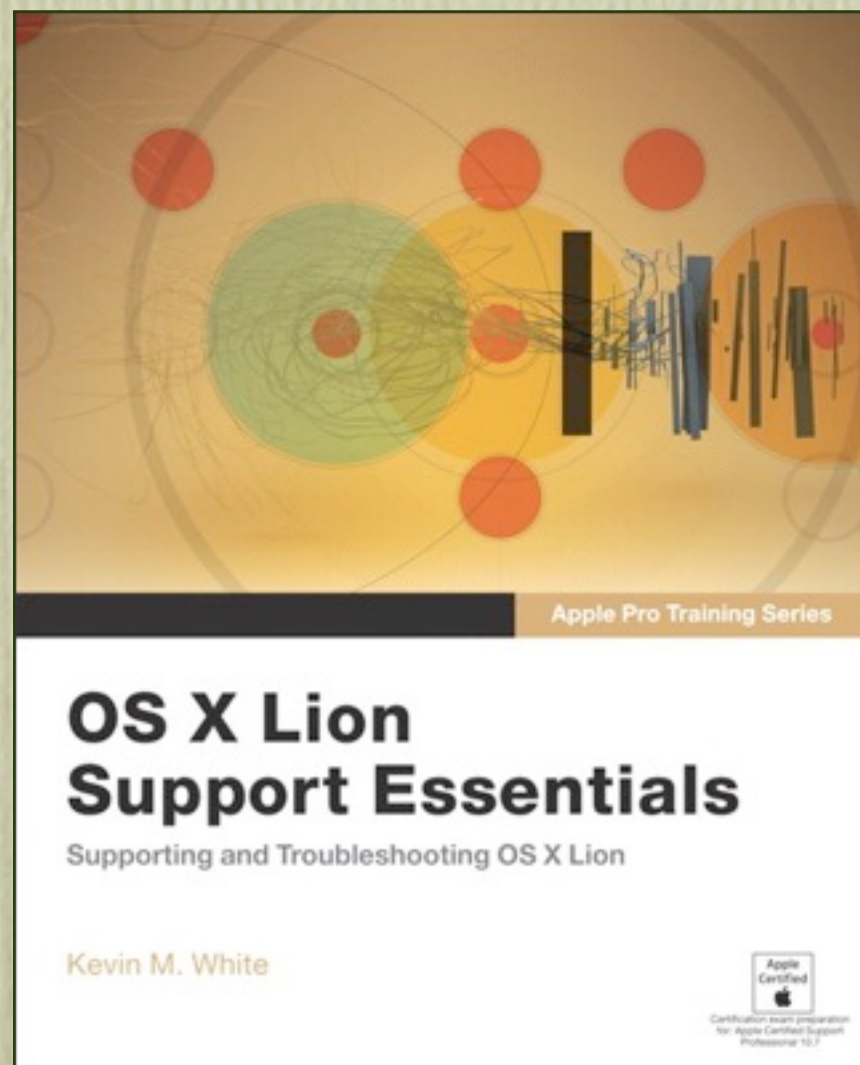
RSS Feeds

- Mac OS X KnowledgeBase Documents
- Apple Hot News
- Wired.com
- Sophos - Naked Security

The Best Defense is a Good Offense

{ Lunch Break }

Reference Books



Online Technical Magazines

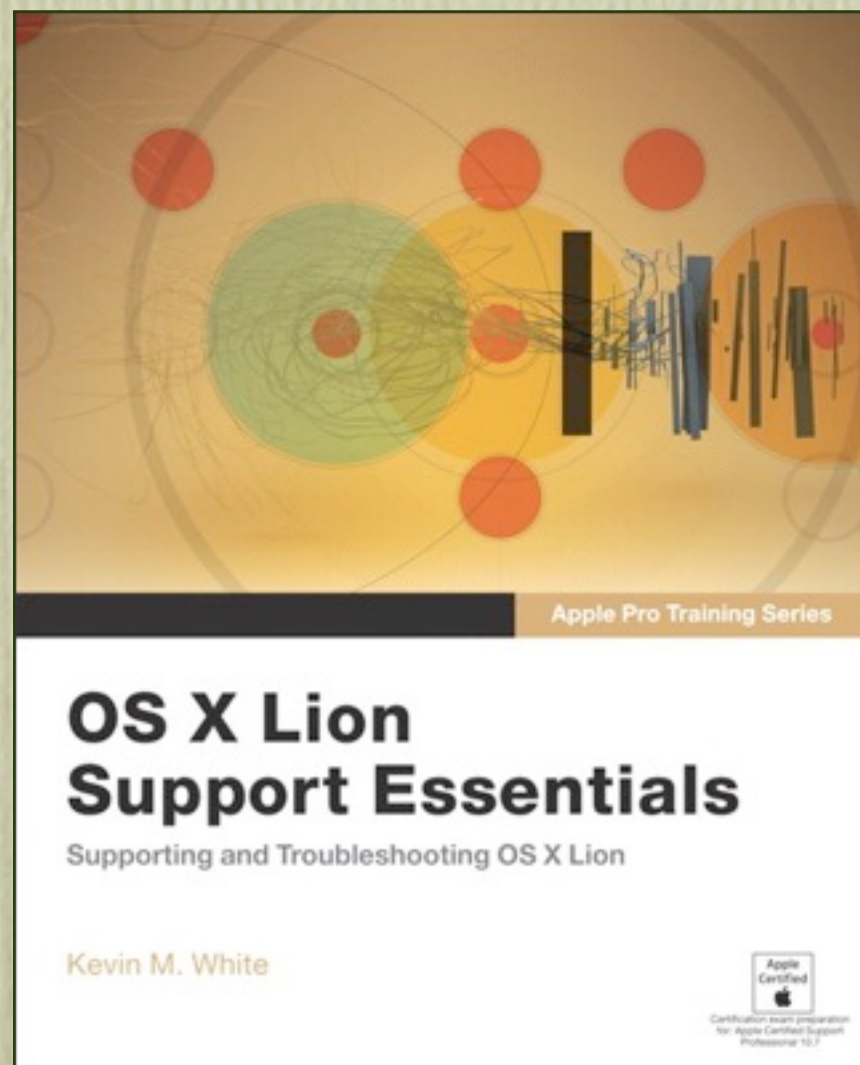


<http://itunes.apple.com/us/podcast/lynda.com-video-training>

The Best Defense is a Good Offense

{ Lunch Break }

Reference Books



Online Technical Magazines





The Best Defense is a Good Offense

{ After Dark }

Apple Consultants Network

Mac User Groups

Colleagues

Vendor Partner Programs

Mailing lists

- macenterprise.org
- mac-mgrs.org
- ACN Lists (can often be real time even when you are on-site)



Continuing Education

Occupy **ALL** The Minds



Continuing Education

Education is a progressive
discovery ... of our own ignorance.

— *Will Durant*



Continuing Education

MacTech Boot Camp Conference

MacTech Conference 2012

Lynda.com

Apple Professional/Technical Training



Continuing Education

*[Empowering
those you meet
is
Good Business]*



Continuing Education

Mac User Groups

Community Centers

Authoring articles for publications

Chambers of Commerce – 15 minute topic

Online Discussion Groups



Continuing Education

- **Online Resources**

MacTech Magazine and mactech.com

Krypted.com

MacWindows.com

Experts Exchange (but it's for pay)

Slashdot discussion (noise level high)

AFP548.com

MacFixIt

ars technica

Apple Discussions

OSXFAQ.com has a 40 hour tutorial on command line (in Learning Center)

Mac OS X Hints

Petri IT Knowledgebase

- **Useful Online Tools**

www.dslreports.com/tools

www.mxtoolbox.com

www.mydnstools.info

www.ipchicken.com

www.ifixit.com

www.yougetsignal.com



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