# geekcruises.com

## EDUCATION THAT TAKES YOU PLACES

# Do your IT personnel get the R&R they deserve?
# RECOGNIZE & REWARD your staff with a Geek Cruise.

## THE COST OF TURNOVER

When an employee leaves, you're losing more than the money you invested in training. A 1998 Gartner report on IT staff retention and recruitment found replacing an employee can be 100% to 250% of the departing person's salary. A few of the expenses you could face:

➤ Paying 15% – 35% more than for your former employee
➤ A recruiter's fee of 20% – 30% of new salary
➤ Interview expenses
➤ A learning curve cost of 50% loss of productivity for three to six months
➤ Relocation fees
➤ And, ironically enough, payback of sign-on bonus and training fees to the new employee's previous employer

500,000 IT positions will go unfilled in the U.S. this year … over the course of **this year, 17% of the employed IT workforce will change jobs** … more than 25% of the IT workforce is either new on the job, or missing, at any given point in time.

## BENEFITS OF A GEEK CRUISE

• You save a lot of money. Everyone knows cruises are inexpensive, but here are the facts:
  ➤ The Geek Cruise conference fee is less than other conferences — with no extra charge for tutorials.
  ➤ The cost for an outside cabin is about the same as your typical conference/resort hotel for five nights.
  ➤ There are no food or entertainment charges: *everything* is included.
  ➤ There are no incidental charges (like cab rides to restaurants or off-site cocktail parties, for example).
  ➤ All cruises include a Saturday-night stayover — so the airfare is *much* less expensive than flying to that other mid-week conference.

• Send a message to your staff: "At our company, those who excel are recognized and rewarded." Send them on a Geek Cruise. By recognizing your employees for their contributions, they will be more loyal and more likely to stay longer.
• Your employee will make great contacts with access to our speakers for a full week. This is valuable for them, invaluable to you, as your "delegate" will get to know "*the* people in the know."
• Our faculty provides the best possible training. We attract the top authors in their fields — *education at its best.*
• Your employee will come back refreshed, motivated, reinvigorated, and extremely well educated.
• Our conferences are more successful, and the education more lasting, because they are conducted in an interactive classroom environment rather than in a lecture hall.
• A Geek Cruise reduces stress among your IT staff.

**GeekCruises.com is a division of**
**International Technology Conferences, Inc.**

**geekcruises.com**
EDUCATION THAT TAKES YOU PLACES

1430 Parkinson Avenue
Palo Alto, CA 94301

**Neil Bauman**

Captain & CEO
650•327•3692 voice
520•396•2102 fax
215•519•0141 cell
neil@geekcruises.com

**A Geek Cruise is an inexpensive way to recognize and reward your expensive-to-replace IT staffers.**

Dear IT Manager:

Highly-skilled technical employees are in great demand, making it a challenge for organizations to find, educate, and retain quality talent. High demand makes it possible for employees to move from one job to another, creating substantial turnover costs for companies who lose computer staff.

Your technical professionals face career stress, too. Balancing work demands with a healthy home life is an enormous challenge for the highly skilled technical worker. Corporations that recognize and alleviate this strain for workers will be more successful in hiring and keeping technical employees. Here are some statistics: According to the Bureau of Labor Statistics, stress costs American businesses $10,000 annually per employee; and a just-released study by the National Institute for Occupational Safety and Health states that 40% of the nation's workforce is affected by stress,"making it the No. 1 reason for worker disability."

Geek Cruises can help with the complex problems of technical employee training, morale, and retention. Geek Cruises offers best-of-breed technical developer conferences with industry leaders and pioneers — on a wide array of topics — in a vacation setting.

Our cruise-conferences sail for seven days in exotic locales such as Alaska's Inside Passage and the Caribbean. In between ports-of-call, thought-provoking seminars on the latest computer applications, languages, and protocols are led by top names in technology. On a Geek Cruise work-vacation, employees improve their job skills and learn new techniques and technologies. When is the last time your employees returned from a trip not only refreshed but armed with powerful industry contacts and full of fresh ideas and new tools to help your business?

The niche we fill is unique and solves an important reward/retention need for your business. Call or email me today so we can get started in strengthening your IT department and providing top-notch training to your staff. We can discuss a specific Geek Cruise or a package of discounted cruises for your department. Also, ask me for a copy of my booklet entitled, "Treating IT Employees Like Customers: The Survival Guide to IT Retention."

Best regards,

*Neil*

Neil Bauman

## Crossroads Center for Psychiatry and Psychology

David S. Greenwald, Ph.D.
Wendy L. Forman, Ph.D.

54 East Oakland Avenue
Doylestown, PA 18901
215-340-1366

Recently my wife and I had the good fortune to provide psychological workshops during a Geek Cruise. Now we know how the icing feels on the cake! Although our attendees expressed appreciation and told us that they "got a lot out of" our sessions on relationships, stress relief, and coping skills, it was evident to us that the cruise itself provided these benefits in plentitude. The cruise was relaxing for the stressed, the informational seminars were challenging for the burned-out, and the time with significant others in this paradisiacal environment was restorative for the weary. The cruise, its seminars, and activities were a tonic that re-invigorated and re-energized many hard working techies; however, the most important was the message that was communicated by the company which sent them on this journey: "You are very important to us! We are truly grateful for what you do."

> **The cruise, its seminars, and activities were a tonic that re-invigorated and re-energized many hard working techies.**

When I was the team psychologist for the Philadelphia Eagles, management came to me with a problem. The Eagles were having great difficulty recruiting and keeping premiere free agents; the playing field was among the worst in the league, and the training and locker room facilities were well below par. Philadelphia did not have the reputation that some of the newer, sunbelt cities enjoyed in terms of quality of life. Nevertheless, after discussions with many of the players, I found that what felt most important to these incredibly gifted men were the little things: feeling appreciated, feeling welcomed, feeling like they were being treated as someone special. We organized tours, dinners, cook-outs, and family get togethers; these activities and events communicated to the players "you are more than just an employee — you are a well-respected and esteemed talent." It struck me as odd but true that similar to some gifted children, many of the most gifted athletes needed MORE, not less, stroking. I think this is probably true for the gifted in all fields. The wonderful thing about Geek Cruises is that they provide a very effective means to offer positive reinforcement to the gifted in the field of computer all-stars.

**Geek Cruise conferences are more successful, and the education more lasting, because they are conducted in an interactive classroom rather than in a lecture hall.**



One of the initial surprises for us on the cruise was the level of dedication among the participants. Sometimes when we attend professional conferences in beautiful locations, we revert to our days of "cutting classes" and occasionally skip out. Playing hooky was not for these geeks! They couldn't wait for the informational sessions which would often run overtime, and the casual discussions by the pool, at the dining room, and on the beaches were all sometimes incomprehensible to us laypersons. Research has shown that information is best retained in informal settings. If that is true then the information received on this cruise would be set in stone!

> **Playing hooky was not for these geeks! They couldn't wait for the informational sessions which would often run overtime.**

**Typically priced at $69 per week, all of the ships used for Geek Cruise conferences have an Internet Cafe that's open 24 hours every day. Our access to the Internet is through the ship's satellite dish, so the connection is fast and reliable — even at sea!**

When we work with workaholics in our private practice (and if truth be told, many of these geeks filled the bill), it is often necessary to "prescribe" breaks from work. This is necessary for their own benefit (to prevent burn out) and certainly for those near and dear. Divorce rates, stress-related illnesses, and time lost from work all ultimately soar among those who are truly addicted to work and achievement. For these people the Geek Cruise was a stealth vacation. Under the guise of seminar attendance they were able to catch up on the cutting edge of information, while surrounded by the turquoise waters of the ocean, warmed by tropical breezes, and catered to by an attentive staff. This provided a great way to take a break without conscience pangs for "not being productive".
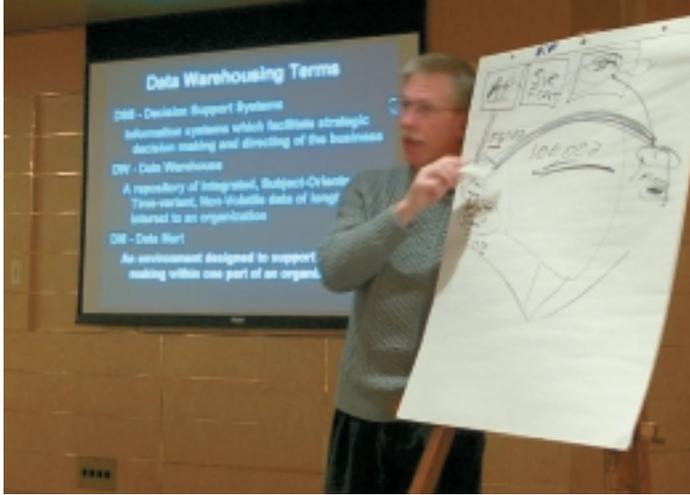
The attendees who benefitted the most were those who brought spouses since the time spent together in this setting was truly priceless.

When couples come to us professionally it is usually when things have reached a desperate point. One of the first questions we ask is what they do for fun together. With many couples we will often give them a homework assignment to go away for a weekend, or at least to have a cup of tea or take a walk together. It is amazing how little time many couples spend together in the hectic pace of their busy lives. With two careers, kids to raise, and homes to manage, there is far less time than is needed to nurture a relationship in our fast-paced world. The Geek Cruisers who brought spouses got an incredible bonus of marriage enhancement while getting on-the-job training. There was no conflict between work and marriage on this boat since both were addressed. The participants at our sessions on couples communication — where we discussed balancing work and family, understanding the other gender, dealing with stress, and coping with an absent spouse — found that having these talks while the sun glittered on the water or the moon glided past our windows was even more beneficial than if we were doing the same workshop on land. (Any hope of obtaining a research grant to study this further?)

We cannot endorse the benefits of the Geek Cruises enough. In one package attendees get to increase their professional expertise, exchange ideas with colleagues, unwind from their stressful lives, get pampered, enjoy a fabulously relaxing/exciting trip, learn real life skills for dealing with stress in their life, and feel that their employer truly cares enough to send them on the very best.

*David S. Greenwald PhD*
*Wendy Forman, Ph. D.*

*Wendy Forman, Ph.D. is a psychotherapist in private practice specializing in women's issues. She has been a classroom teacher, day care director, political activist, and published author. Together with David Greenwald she has raised two children, now 21 and 25.*

*David Greenwald, Ph.D. is a clinical psychologist who has been the host of an NPR radio program (Family Matters), has appeared on the Today Show for a book he wrote on family communication, and was the psychologist for the Philadelphia Eagles football team.*

*Both Wendy and David have presented widely in the U.S. and abroad and their presentations are known for their liveliness, humor, down-to-earth quality, and audience participation.*
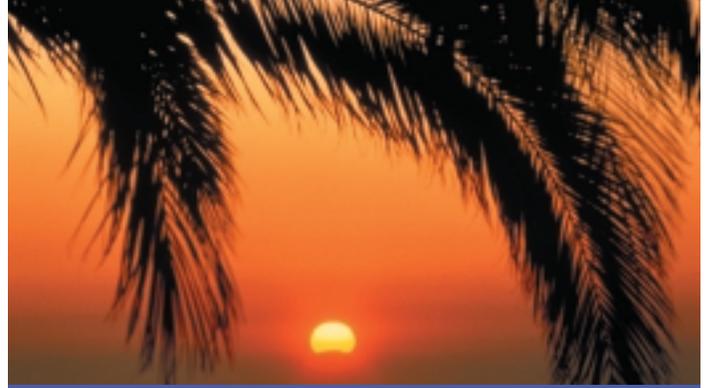


## RAVE REVIEWS:
"Well worth the trip from Australia . . ."
*Bruce Irvine*  b.irvine@sportingpulse.com

I attended Perl Whirl, and was absolutely blown away.
*Hank Turowski*
**hank.turowski@firstworld.net**

Thank you Neil. It was truly a great experience to meet my gurus and make so many new friends. Hope to see you on a future cruise.
*John Douglas*
**john.douglas@moh.hnet.bc.ca**

I'm writing to tell you how much Lisa and I enjoyed the "Perl Whirl"; the combining of the cruise and training really did seem to give the best of both worlds as far as we were concerned. Whilst we're describing it as the "event of a lifetime" to our friends, we might well come on another Geek Cruise in a year or two!
*Graham Ellis*
**graham@wellho.co.uk**

A lot of fun and very informative. Larry Wall's Q&A session was revealing and fun. And Tim Bray is one of the coolest and best speakers I've ever seen!
*Reuven Lerner*
**reuven@lerner.co.il**

Great conference. I not only learned a good deal more about Perl, but met some wonderful people. It's a wonderful idea and really was the best way I ever saw to promote human interaction, especially since many of us prefer to interact with machines rather than fellow humans. I really hope I can attend more, in fact I'm thinking of paying for the next one out of my pocket, it was that good.
*Michael Morley*
**mmorley@mail.med.upenn.edu**

Let me say that the cruise was one of the most enjoyable and relaxing weeks of my life. Thank you!
*Lincoln Stein, M.D., Ph.D.*
**lstein@cshl.org**

I just wanted to drop you a note to let you know how much we've enjoyed the Perl Whirl and what a fantastic job we think you did. Not only was it educational, it was truly fun. Again, Neil, thank you so much for putting this all together . . . not only have I learned more Perl (more Perl — YAY!!), you've made our wedding/honeymoon so memorable.
*Jasmine Merced*
**djasmine@tnsgroup.com**

In response to the question "What would have made Perl Whirl better?"
*Andreas Koenig*
**andreas.koenig@anima.de**
responded, "No idea!"

The one thing that I got on this cruise that would be impossible to get at a typical computer conference was a chance to hang out with these guys I've heard about over the years. At a normal Perl event, where there would be a lot more people, if you ever got near Larry Wall there would be a hundred guys around him vying for his attention. I had nice chats with just about all the speakers, and that was great.
*Steve Dimse*
**k4hg@tapr.org**

It was a great balance between conference, vacation and neighboring — an excellent opportunity to get to know the leaders of the Perl community!
*Sharon Durant*
**sdurant@durants.org**

It was GREAT, Neil!!!! Thanks again for the opportunity to participate in this bizarre non-sequitur and mega-feed of both food and information ...brilliant concept and you guys deserve success! Every other conference venue is lame by comparison.
*Steve Roberts*
**wordy@microship.com**

Thank you for a very exciting conference (and of course the nice cruise)!
*Jesper Lillesø Jørgensen*
jlj@ep.aas.dk

Thank you for a pretty great conference experience . . . I had a great time and learned a great deal. I'll definitely be recommending future Geek Cruises to my friends, co-workers and of course my boss! :-) I think the best aspect of the whole thing was the total immersion factor as well as unparalleled after-hours access to the speakers. I have no negative comments except that it was too fun, making coming back to work pure hell.
*Len Vinci*
lvinci@tkost.org

The cruise and whole concept in general was great!! I'll definitely be going on the database cruise next summer.
[Editor's note: he did!]
*Dallas Deeds*
deedsd@nationwide.com

I had a great time at the conference and hope to attend many more.
*Stephen Morrow*
stephen@frontend.com,
smorrow@frontend.com>

I would like to thank you for a very useful conference and a great time. The vacation was a great respite from the daily grind. You can count on me for the Perl Whirl 2002.
*Kevin Hadlock*
hadlock@dreamnet-solutions.com

Very relevant to my needs; great to actually be able to talk with the author of a much-used reference book.
*Lisa Ellis*
lisa@wellho.com

Thanks for providing this wonderful and stimulating experience.
*Roberto Bourgonjen*
roberto@hoppa.com,
roberto@toutotis.com

I think the idea of a Geek Cruise is extraordinary!
*Juerg Schulthess*
siddi@penguinpowered.com

Focus of conference well defined and not vague.
*Michael Crogan*
mcrogan@computer.org

The cruise was a smashing success. I want to go every year!
*Daniel Dickerson*
daniel_dickerson@intuit.com

Many large, well-known companies and government agencies are sending their IT staff on a Geek Cruise, including: **Pfizer, Boeing, MP3.com, Fannie Mae, Hewlett-Packard, Nike, Nationwide Insurance, CBS, Intuit, Northrop Grumman, Cisco, eBay, Nortel Networks, Fidelity Investments, Seagate Technology, Bell South, Siemens Business Services, Unisys, GE Medical Systems, The Department of Defense, Shell Oil, Schlumberger, AT&T, Nokia, CNA Insurance, the Securities and Exchange Commission (SEC), Volvo, British Aerospace, and Microsoft**

## A Different Kind of Conference:
Unquestionably, the best training available in the world . . . real, meaningful networking with *the* movers and shakers

### Past and upcoming famous speakers and authors:

| | | |
|---|---|---|
| Tim Bray | Duane Fields | Jeffrey Richter |
| Bradley Brown | Tim Gorman | Randal Schwartz |
| Tim Bunce | Jon "maddog" Hall | Dori Smith |
| Donald Burleson | G. Ken Holman | Sal Soghoian |
| Joe Celko | Jason Hunter | Simon St.Laurent |
| Dan Connolly | Deke McClelland | Richard Stallman |
| Damian Conway | Sean McGrath | Lincoln Stein |
| John de Lancie | Cary Millsap | Nathan Torkington |
| Gary Dodge | Karl Moss | Linus Torvalds |
| Mark-Jason Dominus | Bruce Perens | Gaja Krishna Vaidyanatha |
| Adam Engst | David Pogue | Bill Venners |
| Dave Ensor | Paul Prescod | Guido van Rossum |
| Jesse Feiler | Jeff Prosise | Larry Wall |

Geek Cruise participants have many opportunities to network with industry leaders, including (as shown here) during the geek/faculty photo shoot.





Tim Bunce (left) is clearly a world-class expert on Perl and Oracle. His talk was one of the most informative I've attended this year. The Geek Cruise is a great opportunity to participate in a small, personal forum with one-on-one access to experts of this caliber!
*Kenn White*
kenn_white@abtassoc.com

## 2002 GEEK CRUISES

**Java Jam III**
Alaska
September 7
(co-hosted by
*JavaWorld.com*)

**Linux Lunacy II**
Western Caribbean
October 20
(co-hosted by the
*Linux Journal* magazine)

**Certification Sail**
Western Caribbean
November 9

## 2003 GEEK CRUISES*

**Senior Surf**
Eastern Caribbean
January 18

**.NET Nirvana**
Western Caribbean
February 15

**Perl Whirl '03**
Hawaii
June 1

*Subject to change
ALL GEEK CRUISES ARE SEVEN DAYS

## PERSONAL-DEVELOPMENT SEMINARS OFFERED*

- **Full Speed Ahead** — Dealing with work-obsessed individuals. Coping strategies for the partner of the one who never seems to leave the job.

- **When The Boat Rocks** — Finding and keeping balance in women's lives.

- **Keeping Your Marriage Afloat** — A workshop for couples with an emphasis on using play and humor to handle the challenges of relationships. This will be a participatory discussion, preferably for wives and husbands together.

- **Captains Courageous** — The secrets of male psychology for the woman in his life.

- **Weathering the Storms** — A focus on stress reduction practices, strategies, and techniques. How to handle the difficult times while controlling the negative reactions.

*When conference attendance exceeds 100 geeks.

Exclusive book publisher sponsor of Geek Cruises

**Mc Graw Hill**

O S B O R N E

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