

# Mining the Past, Minting the Future



Warwick Hotel Lobby, Denver, Colorado



**9th Annual Conference  
November 5-9, 2003  
Denver, Colorado**

**Start planning now** – Denver in November! You don't want to miss the Ninth Annual APH Conference—four informative and fun filled days in the beautiful (s)mile high city!

Conference Chair Amber Dahlin and her committee have worked tirelessly putting together a terrific program that will appeal to both beginners and veterans in the personal history field.

Reflecting the theme, Mining the Past, Minting the Future, the program includes the best of past conferences (concurrent workshops, Town Square, salon sessions, Saturday night fun), as well as several innovations, most notably half-day intensive sessions and a heavy emphasis on marketing.

If you haven't been to an APH conference yet, make this your first. It's an amazing experience. Be among the more than 100 personal history enthusiasts from the U.S.A., Canada, and beyond. You'll be informed, inspired, enthused and amazed at what a caring and sharing group you've joined!

I look forward to meeting new friends and visiting with old ones.

**Lettice Stuart  
APH President**



For membership information and the latest conference updates, visit our website and follow the links to the APH annual conference at:  
**[www.personalhistorians.org](http://www.personalhistorians.org)**

## Why Come to the 2003 Conference?

Friends in APH,

I know from personal experience the power of APH conferences. I attended my first APH conference in Dallas in 2000. I didn't have a business up and running then, and I wasn't at all sure that personal history was a feasible career move. I wandered uncertainly from session to session, gleaning what I could.

Now, two and a half years later, I've written four personal history books, coached many clients, and am busily running Writing Adventures. I spent the first year writing for free and spending money to establish my business. Last year I actually showed a profit on my tax return. My first "real" client (someone who didn't know me before we worked together) paid me \$15,000 and a percentage of the royalties on our commercially published book.

I'm still a beginner, but a beginner who believes that personal history is indeed a viable business. You know what helped me see that? Going to conferences. That first year I saw people who actually were already doing personal history, with products to show and strategies they could articulate. Since then I've heard so many speakers who made personal history a reality and a joy.

APH conferences changed my attitude, and they continue to support me in my business. There just is no substitute for being there, meeting people, listening to animated conversations, and hearing first-hand what works and what doesn't work. I expect to attend APH conferences for the rest of my personal history career, seeing new techniques, renewing friendships, and learning as much as I can about this vibrant profession.

I hope that each of you will come to Denver to experience a sense of possibilities stretching before us. The committee has worked to provide a balanced program, with material for those with established businesses and those just starting out. The program is jam-packed with information and fun, from morning till night.

Whether this is your first, third, or ninth APH conference, may you find friends, stimulating conversation, practical tips, theoretical ideas, energizing activities, marketing contacts, good food, laughter, stories to touch

your heart, strategies to help you grow, and enough ideas swirling around to sustain you for months after you leave. We've done our best to make it so.

**Amber Dahlin**  
Conference Chair



### ***For conference information, contact:***

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## *SPEAKERS*

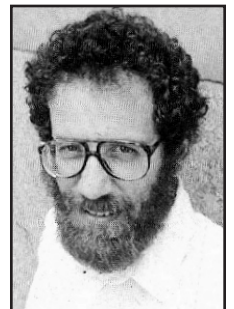
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### **"A Haunting Look at the Mile Hi City" by Phil Goodstein, Ph.D. (Denver, Colorado)**

Phil Goodstein will present an unusual introduction to Denver through little-known historical facts he has compiled over the years, such as the ghost of the Playboy Bunny which might haunt the hotel at which we are meeting. By examining the highlights and low life of Denver, he'll give a taste of the Mile Hi heritage and magic.

Phil Goodstein is a Denver native with a Ph.D. in history from the University of Colorado. He has written widely and taught about Denver's past and present and is known as Denver's iconoclastic historian. He has authored many books and conducts walking, restaurant, bicycling and cemetery tours of the city. ☘





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# SPEAKERS

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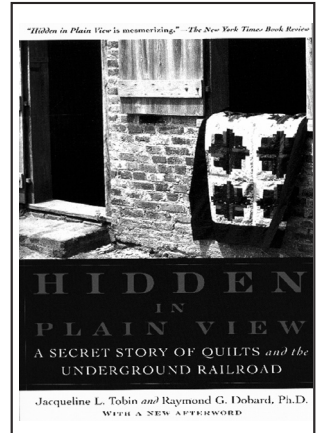
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## **“The Story Behind the Story” by Jacqueline Tobin (Denver, Colorado)**

Story collector and nationally-known lecturer Jacqueline Tobin will share two amazing stories in her Thursday morning talk and slide show. First she'll give an overview of the story in her book, *Hidden in Plain View: A Secret Story of Quilts and the Underground Railroad*, explaining how quilts were encoded with secret messages and hung in plain view as guides for escaping slaves.

Then she'll describe her own process of writing the book: how she met Ozella McDaniel Williams at a marketplace in South Carolina, how Ozella offered to tell her a secret but made her earn the story, how Jacqueline spent three years studying quilts and slavery, and how she finished the book with Ozella terminally ill. We expect that Jacqueline, as a writer, researcher, and story-collector whose interests mirror those of APH, will have us riveted. Many APH'ers will identify with her struggle to gather the story and put it into accurate historical context.

Jacqueline is a former therapist and currently writes and teaches at the University of Denver. Her first book, *The Tao of Women*, is a translation of the *Tao te Ching*. *Hidden in Plain View* has been featured on the Oprah Show, ABC Weekend Edition, the New York Times, USA Today, and Newsweek. Make plans to hear this fascinating material—it's a great way to open your conference learning. 🌱



## **“The Complicated Relationship Between Interviewer and Interviewee” by Tracy Ehlers (Denver, Colorado)**



Friday's luncheon session will be of particular interest for personal historians who interview clients—in other words, all of us! Professor Tracy Bachrach Ehlers will explore the complex relationship between interviewer and interviewee. *Sugar's Life in the Hood: The Story of an Ex-Welfare Mother* began as an attempt to tell one woman's life story. In the end, however, it became a tale of two women, Sugar Turner and the anthropologist to whom she recounted her life. Professor Ehlers will discuss the complicated and surprising interaction between her and Sugar. Their collaboration changed Ehlers' perspective about the locating of the writer within the story, a strategy of which she had - until then - been especially critical.

Tracy Bachrach Ehlers is Associate Professor of Anthropology at The University of Denver. Her research interests have focused on Guatemala and Costa Rica where she studies gender relations and women's work. Since writing *Sugar's Life in the Hood*, she has applied herself as well to innercity African-American populations, with particular attention to HIV/AIDS. 🌱

## **“Coopetition”—A Fruitful Journey of Joint Ventures” by Paula Yost (Yantis, Texas)**

Though working as an independent personal historian can be wonderful, it has a downside. Of course, if you're talented in every aspect of the business (marketing, bookkeeping, interviewing, audio taping, video, transcribing, editing, desk top publishing, printing, binding, etc.), have enough clients for a lifetime, suffer from control issues, or have no desire for a life outside of work, this Saturday session probably is not for you. Otherwise, let's talk about building relationships with like-minded business owners to accomplish growth and prosperity. There always will be enough business to go around, especially if you have informal partners helping you find it.

“Coopetition” is about thriving in business. Paula will define the concept, provide ideas for resources, and talk about the do's and don't's involved in joint ventures or subcontracting. Afterward, she



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# SPEAKERS

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will ask attendees to share their success and/or horror stories —what worked and what didn't. Remember... ideas and talents are not scarce in APH, but customers sometimes can be. Let's work together to improve the odds.

APH Vice President Paula Yost is a personal historian with a background in journalism and public relations. After years of juggling freelance writing, child-rearing and a corporate public relations career in Dallas, she rebelled and settled in as lifestyles editor for a daily newspaper. In 1999, her interest in people and their stories led to the birth of an exciting new company—Heirloom Memoirs. Paula offers writing seminars, including “Writing as Healing” workshops. She also serves on the board and edits the book review web site of Story Circle Network, a national organization dedicated to the preservation of women's history. 🍷



## **“Marketing Through Speaking Engagements” by Mary Jane Robinson (Naples, Florida)**

Are you looking for ideas from successful personal historians? In Saturday's luncheon presentation, national speaker, published author, and APH member Mary Jane Robinson will share her method of gaining clients through speaking engagements. She will give an address titled “The Importance of Personal History,” which she is delivering nationally to groups of all kinds. The APH membership will role play as listeners who know nothing about the concept of personal history, and her speech will demonstrate a variety of elements designed to entertain, inform, and inspire an audience of potential clients to ask for more.

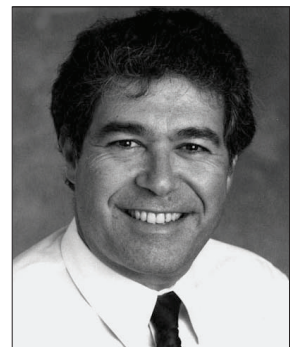
By listening for the key components in Mary Jane's speech (which has led to her success as a personal historian) APH'ers will have the opportunity to pick up tips for their own speeches. Following her presentation, Mary Jane will invite the audience to pose the questions they are most often asked about personal history writing. She will also be open for questions about her work, including her formula for successful speech writing and ways to market a speech to a community. If the discussion requires more time, Mary Jane has agreed to host a Salon Session in the afternoon.

Mary Jane Robinson completed her undergraduate degree at DePauw University and spent two years of her studies in Austria and Greece. She received her Master's Degree in Library Science from Indiana University. Her passion for personal history began in 1989 when she was commissioned to edit *Reflections of a Legacy: The Bonnet House Story*. Soon after the publication of the book, Mary Jane shifted the focus of her editing career exclusively to the writing of personal histories and founded Story Books. 🍷

## **“Creating a Legacy of the Spirit: Working with Elderly Populations, Using Reminiscence and Ethical Wills” by Barry K. Baines, M.D. (Minneapolis, Minnesota)**

Sunday morning's inspiration begins with Barry Baines, CEO of The Legacy Center in Minneapolis. He'll share ideas on working with elderly populations and provide useful information to new and experienced personal historians. Barry will describe some special characteristics of elderly populations, including low hearing, low vision, and cognitive issues, like Alzheimer's dementia. He'll also give practical information about how to recognize possible problems and offer ways to respond.

Barry will focus on the value of reminiscence and ethical wills for elderly populations, drawing on research and his experience in hospice and palliative care. This practical, research-based, and inspirational talk is a “must hear” for anyone working with the elderly. You'll come away with a clearer understanding of important issues when working with elderly populations and the power of life review.



In addition to directing The Legacy Center, Barry is an Associate Medical Director for Hospice of the Twin

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# SPEAKERS

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Cities, and the Medicare Medical Director for UCare Minnesota. For the past six years he's been involved with the subject of ethical wills, an ancient tradition for recording and sharing values. His book, *Ethical Wills: Putting Your Values on Paper* received a Spirituality and Health Award as one of the "Best Spiritual Books of 2002." 🍀



**"The River of Time: Telling Our Stories Into the Future" by Christine Thomas, (Greeley, Colorado)**

As personal historians, we hold stories of the past. Each of us also holds a personal vision of the future, though we may not have articulated it yet. But do personal historians share a common vision of the future? How will our profession influence the world after we're gone?

Christine Thomas, a certified professional coach, will help us envision the future and the impact our work will have on future generations. On Sunday morning she'll lead the group through a "visioning process" in four parts: looking back at our roots, imagining the future we want to be part of creating, bringing both the past and future into the present, and recognizing our gifts to the future. Combining small group discussion, large group interaction, visualization, and guidance from Christine, this session will explore how personal historians are creating the future. Participants will gain an understanding of the critical part we each play in the whole story of humanity. This final presentation of the conference will foster a renewed sense of passion about personal history, infusing you with energy and commitment as you continue your work back home.

A Life Coach for five years, Christine Thomas helps clients achieve their dreams and live full, balanced lives. She has a background as a small business owner, marketing director, trainer, and consultant. Passionately committed to creating a sustainable, life honoring future, she'll bring to the session "an open heart, a far vision, truth telling, and a sense of hope." 🍀

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Denver Public Library

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# 2003 WORKSHOP DESCRIPTIONS

## Thursday

Workshops are designated G, B, and A.

**G is for general audiences**, with material appropriate for all personal historians.

**B is for beginning personal historians**; these sessions are focused on basic material, necessary for anyone starting to work in personal history.

**A is for advanced personal historians**, people with businesses already up and running, or who have been doing personal history for awhile.

### SESSION ONE 1 – 2:30

#### **B “Basic Business” by Tom Binnings, (Colorado Springs, Colorado) HALF-DAY SESSION**

This half-day workshop will outline the basic business tools needed for a small, one-person professional practice. Topics covered will include the four basic business principles (value, price, cost, and risk). Approaches for managing the basics, as well as techniques for accounting, tracking prospects, and measuring the progress of your business will be presented. Questions such as whether or not one should incorporate, or the type of insurance to purchase, will be answered. There will be plenty of time for questions and answers, as well as a self-assessment to help participants gain a better understanding of themselves in the context of a small business.

Tom Binnings is an adult educator, entrepreneur, social engineer, and business and economic consultant. He has been an Adjunct Professor with Regis and Webster Universities for fifteen years. His consulting and community service work involves Tom with all types of small to mid-sized organizations (for-profit, non-profit, and governmental), assisting them in becoming more effective in achieving their visions and goals. In addition to his own practice, Tom has been involved in the start-up of five different businesses for clients. In recent years, he has become more involved in the non-profit sector developing affordable housing, creating an affirmative business to employ people with disabilities, and reviving a charter high school serving inner-city youth. 🍷

#### **A “Closing the Sale: How to Turn a Prospective Buyer into a Paying Client.” Jeanne Archer (Amarillo, TX)**

You provide an important service that will have lifetime value for your clients, but how do you communicate effectively with potential buyers so they want to buy what you have to offer?

Borrowing techniques from some of our successful members (and others), Jeanne Archer will present sure-fire, proven methods that will help you get your clients to “Yes.” She’ll cover what makes a good sales presentation, how to establish rapport with different personalities and adjust your presentation accordingly, what to show a potential client, questions to ask, ways to communicate your professionalism, and how to follow up effectively. Come prepared to learn from others! In this fun, interactive session, Jeanne will moderate a lively discussion about different approaches to closing the sale.

APH Board member Jeanne Archer is a writer, personal historian, and professional speaker who started recording family stories at the age of 15. With many years of experience in public relations and marketing, she has also co-authored a best selling business book and has written an award-winning cookbook. Her business, Life Journeys, is based in Amarillo, Texas and it specializes in producing heirloom quality books from taped conversations with clients. 🍷

#### **G “Pursuing Community Projects” by Al Betz (Westminster, Maryland)**

Who knew . . . a year-long pursuit of a personal history client would lead Al Betz to a community project through which he would gain visibility in local politics, attention in the local media, and a growing reputation in the entertainment industry? Who knew . . . Al’s community service would lead to a fascinating application of personal



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# 2003 WORKSHOP DESCRIPTIONS

## Thursday

history underwritten by a community foundation? Who knew . . . observation and the obituaries would result in a profitable opportunity with the local historical society? Who knew . . . how exciting a community project could be?

Join Al Betz as he describes the adventure of community projects. Al pursues traditional personal history projects, but he also believes in creating opportunities where none appear to exist. If you're interested in community projects, get in on this discussion with next year's conference chair. Al will energize your thinking about community work. You will leave Denver inspired to pursue your own ideas for community projects. Al has been a court reporter and business owner for 33 years and has worked on many high profile cases, both civil and criminal. He is an active volunteer in professional and community organizations. In 1998 he co-founded The Life Histories Center. 🐾

### A "Photoshop Q & A" by Linda Moore (Denver, Colorado)

Last year's conference evaluations requested an advanced technical workshop, so here 'tis. If you're already working in Photoshop but have questions about better technique or more efficient strategies, this session is designed for you. An expert from CompuSkills Computer Training will bring a computer and her expertise to the Warwick for a question-and-answer session about Photoshop. If you have specific questions or problems, here is the place to have them addressed. If you like working in Photoshop and are hoping to pick up some tips, that will happen, too. Think of this session as time with your own computer coach.

Linda Moore, staff member at CompuSkills Computer Training, has been teaching computer art programs for 13 years. She currently teaches for Colorado Free University and does private classes and consulting through her company, L.J. Moore & Associates 🐾

## SESSION TWO 3 – 4:30

### B "Basic Business" (cont. from above)

### G "When Time is Short: A Panel Discussion on End of Life Stories"

Personal historians encounter unique challenges when working with clients who are facing the end of their lives. This panel will explore some reasons for working with this population, give an introduction to hospice and suggestions for being part of it, and present ideas on how to capture the dying person's final thoughts and how to train others to do so. Panelists will reflect on how this work enhances one's personal and professional development. Audience participation will be encouraged and significant time will be allotted for discussion.

**Vera Rosenbluth**, of Links & Legacies, is the author of two books about personal history, *Keeping Family Stories Alive* and *Classic Scrapbooking*. As well as audio and video interviews, she has done workshops and presentations for a wide variety of audiences and participants, including workshops for hospice volunteers. In 1997 she produced a two-hour radio documentary for the Canadian Broadcasting Corporation about palliative care, entitled "Last Dance."

**Doris Kinsley**, M.A. in Management, has worked in healthcare for 15 years and with volunteer groups and non-profits for 16 years. Her hospice journey began in 1979, at the time her father was dying of cancer. She is currently the Contract Administrator, Community Educator and Privacy Officer at a community-based hospice in Dublin, CA. As principal of Unfinished Business, Doris' primary focus has been to assist seniors and the bereaved to tell their stories.

**Peggy Arnold**, M.A. in Counseling, is a hospice volunteer and has trained hospice staff and volunteers in workshops, "Storycatchers of the Soul: Preserving the Final Words." She has a passion for helping people find meaning and significance in their lives through telling their stories. Peg is on the staff of the Complementary/

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# 2003 WORKSHOP DESCRIPTIONS

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## Thursday

Alternative Medicine Dept. at Longmont (CO) United Hospital, named one of the top 15 “Hospitals With a Heart” by AARP, where she offers memoir classes and other personal history activities. 🍷

### **G “Putting the Oral Back into Oral History” by Gloria Nussbaum (Beaverton, Oregon)**

Gloria Nussbaum will describe her niche in the world of personal history: she uses only audiotapes. She’ll talk about her process and how her business works. She’ll also lead a discussion about “voice” – what it is, why it matters, and how to capture it. If you believe, as Gloria does, that the inflections, speech patterns, quality and warmth of the human voice “are as unique as a fingerprint,” then you’ll enjoy this session about how to capture voice.

Gloria has a background in radio broadcasting and as an administrative assistant. After years of fascination with radio and recording at family gatherings, she opened her own personal history business, Real to Reel, recording stories for people of all ages. 🍷

### **G “Copyright Law and Related Legal Topics for the Personal Historian” by Lloyd Rich, Attorney at Law (Denver, Colorado)**

This program will discuss copyright law and related legal topics that are important to personal historians. The emphasis will be on using published and unpublished source materials including diaries, letters, interviews and photographs. Copyright law issues include copyright protection of published and unpublished materials, fair use and permissions, and electronic publishing. Material will also be presented relating to the right of privacy, right of publicity and contract law.

Lloyd L. Rich specializes in publishing, cyberspace, entertainment, and intellectual property law. He has 30 years of publishing experience as a publisher and attorney and his practice focuses upon intellectual property management and protection, contract preparation and negotiations, copyrights and trademarks, product development, licensing of subsidiary rights and distribution. Mr. Rich represents a wide range of print, electronic and multimedia publishing companies and authors. He is admitted to the Colorado Bar and District of Columbia Bar. 🍷

## **EVENING ACTIVITIES 7:00 - 9:00**

### **G “VideoShare: A Look at the Possibilities” with Charlene Spiegelman, (Aurora, Colorado)**

Do you want to see some examples of personal history videos? Are you just getting started with personal histories and want to see a range of possibilities? In this open forum, APH members who work in video, CD, and DVD will be showing samples of their work. This is a general information session for all APH members, just to acquaint attendees with the possibilities of media. Enjoy an evening of movies and fun with APH friends. Charlene Spiegelman of Tell It Like It Was will host the gathering. 🍷

### **G Salon Sessions**

**G “Field Trip to the Tattered Cover”** One of the largest independent bookstores in the US, the Tattered Cover hosts many authors reading from their work. The November schedule won’t come out until July, so we can’t say who will be there, but at the very least we can promise you an enjoyable trip to a landmark Denver bookstore. 🍷



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# 2003 WORKSHOP DESCRIPTIONS

## Friday

### SESSION THREE 8:45 – 10:15

#### **G “Let’s Go Back to School: History Review, 1920-2003” by James Walsh (Denver, Colorado)** **HALF-DAY SESSION**

Okay, let’s admit it. Some of us personal historians are a bit rusty on history. If that’s how you feel, this session is for you! In this half-day session, Professor Walsh will refresh our memory about events, places, dates, and people of note for the last 80 years of American history. Think of it as a refresher course to help you place client stories in context. Participants will come away with a timeline of notables, and renewed confidence in their knowledge of basic history.

James Walsh currently teaches United States history full time at the University of Colorado at Denver and part time at Regis University. He also is a doctoral candidate at the University of Colorado at Boulder. Jim is currently writing his dissertation, a social history of Irish Immigrants to Colorado during the late nineteenth century. Originally from Butler, Pennsylvania, a steel mill town near Pittsburgh, Jim earned his BA at Duke University and his MA at the University of Colorado at Boulder. He uses oral history in his classes and considers it a valuable technique for teaching and preserving history. 🍷

#### **B “Basic Marketing” by Tom Binnings (Colorado Springs, Colorado) HALF-DAY SESSION**

In this workshop, the basic planning concepts of marketing strategy will be presented, and then participants will explore the nuances of marketing a personal history business. Through a structured exploration involving small and large group participation, participants will learn about options for marketing. Participants will come away from the workshop with an outline for their personalized marketing strategy.

Tom Binnings is an adult educator, entrepreneur, social engineer, and business and economic consultant. He has been an Adjunct Professor with Regis and Webster Universities for fifteen years. His consulting and community service work involves Tom with all types of small to mid-sized organizations (for-profit, non-profit, and governmental), assisting them in becoming more effective in achieving their visions and goals. In addition to his own practice, Tom has been involved in the start-up of five different businesses for clients. In recent years, he has become more involved in the non-profit sector developing affordable housing, creating an affirmative business to employ people with disabilities, and reviving a charter high school serving inner-city youth. 🍷

#### **A “My Marketing Projects Aren’t Working...Now What?” by Dhyana Atkinson (Boulder, Colorado)**

This workshop is geared toward established personal historians. Attend this workshop if you’re frustrated because you’re not getting enough clients, you’re not sure how to find more clients, or the marketing strategies you’re using now aren’t working. Dhyana will help participants create and practice a better elevator speech. Then she’ll explain six modes of marketing for personal historians (from most to least effective). Participants will choose a new strategy and walk out knowing how to implement their marketing plan.

A business consultant with a background in psychotherapy, Dhyana works with individuals and small companies to improve their business skills, such as marketing, sales, organization, time management, and strategic planning. Her one-on-one support of clients helps them master skills and move steadily toward business success. Her business is Success By Design...not by accident! 🍷

#### **G “Memory Sparks Through the Senses” by Ruth Noonan (Denver, Colorado)**

Looking for ways to spark a client’s memory? Music therapist Ruth Noonan will guide participants to unique ways of accessing memory. If you’ve assessed the needs of your client, defined the purpose for writing the life

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# 2003 WORKSHOP DESCRIPTIONS

## Friday

story, utilized the client's own memory resources, and are ready for some new techniques, this workshop will help you out.

This presentation will investigate some practical, powerful techniques for activating the memory through music and dance, art and photography, and scent and taste. Ruth will lead a discussion about the ethical responsibilities of using such powerful stimuli in our work. Issues such as unresolved trauma will be covered, along with steps for creating a support plan for your client.

Ruth Noonan studied Creative Arts in Therapy at Hahnemann University of Health Sciences in Philadelphia before moving to Colorado. She holds a masters degree in Transpersonal Psychology from Naropa University and is a board certified music therapist. Ruth is currently building a music therapy program at Longmont United Hospital, here in Colorado, where much of her work focuses on helping patients transform their life stories into creative form. 🌱

### SESSION FOUR 10:30 – 12

**G “Let’s Go Back to School: History Review” (cont. from above)**

**B “Basic Marketing” (cont. from above)**

**G “The Great Funding Search” by Thea Washington (Denver, Colorado)**

How do you find the money to do meaningful work? And what are potential funders looking for when they consider all the proposals they receive? These are the first two steps in finding the funding you need to do the projects you want. This session will provide you with an overview of how to research and cultivate potential funders using both print and internet resources. You will also learn how funders think. You'll leave with practical strategies and an “infomercial” you can use to introduce your project to anyone who might be a source of support.

Thea Washington has been an active member of Denver's nonprofit community for 25 years. She has staffed and awarded over \$46 million in grants. As founder of Chosen Futures Consulting, Thea specializes in organizational, program and resource development for novice nonprofits. She works with human-service and faith-based organizations to improve their ability to attract the human and financial resources needed to secure a strong organizational base and make a positive difference in people's lives. 🌱

**G “How to Organize a Personal History” by Sharon Waldman (Encino, California)**

Sharon Waldman will demonstrate diverse ways of organizing and formatting a personal history book. There are many ways to organize/format your material, and each project has its own needs. How do you decide which way to go? How does the personal historian create a product that expresses the narrator's unique history, desires and personality? How do you choose the way photos, documents, clippings and interviews with other people fit into the format?

As we review samples of how some people have made organizational decisions in the past, we will develop principles to help guide us in the future. We'll learn to think “outside the box”—or, in this case, outside the “Chapter One: I Was Born” format.

Sharon Waldman has helped people tell their stories in book form since 1997. Her projects vary from large family histories to intimate one-person accounts. From her twenty years of experience as a journalist, author, editor,

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# 2003 WORKSHOP DESCRIPTIONS

## Friday

screenwriter and English teacher, Sharon is highly skilled at interviewing people, transcribing tapes, organizing information effectively and editing the stories into a book. She has a BA degree in English from the University of Houston and has done post-graduate study at the Univ. of Minnesota, UCLA and the American Film Institute. 🐾

There is a typo somewhere in this program. Find it and be the first to email it to Amber and win a prize!

### SESSION FIVE 1:45 – 3

#### **G “Using the Library in Your Personal History Business” by Denver Public Library Staff** **FIELD TRIP: HALF-DAY SESSION**

Want to get out of the hotel and still learn about personal history? Spend an afternoon at the splendid Denver Public Library. DPL specialists will guide you through three areas to aid you in your personal history business and broaden your horizons:

1. History resources common to most libraries. The adjunct will guide participants to common sources for learning about national and local history, giving information you'll be able to use in your home libraries.
2. Genealogical resources common to most libraries. The adjunct will guide participants to common sources for genealogical research, giving you information you'll be able to use in your home libraries.
3. Viewing the Hunter-Douglas collection of hand-made books. This spectacular collection will change how you see books. Handling these items, from boxes to scrolls to puzzles, will surely give you a new appreciation of what a “book” can be. You'll come away inspired by artistry. For those with an interest in the art community, this tour will spark creativity and connections.

Participants will split into three groups, alternating at each site, so everyone will be able to hear, ask questions, and handle the materials. If the weather's good, we'll walk the four blocks to the library. Taxis will be available upon request. 🐾

#### **G “Creating ‘Bookstore Quality’ Books On Demand: a New Profit Opportunity” by Bill Duffus and Colleen Lohnes (Morrison, Colorado)**

Find out about the demand for “on-demand” books and how to take a book from imagination to realization. You will learn:

- 👉 The differences in production steps between traditional and digital printing
- 👉 How to put together a component publishing system.
- 👉 The steps to producing both soft and hard cover books “on-demand”—from planning your job through to the finished product
- 👉 The different binding methods available to you.

Participants will also see a demonstration of the latest innovation in on-demand binding technology and, time permitting, leave the presentation with a book they have bound themselves.

Bill Duffus and Colleen Lohnes are President and Vice President of Bound for Success, a company dedicated to helping people give their work that “bookstore quality finish” on their own terms with the highest quality at the lowest possible cost. They provide on-demand hard and soft cover perfect binding systems, turn-key publishing systems, and help independent authors produce their books. 🐾



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# 2003 WORKSHOP DESCRIPTIONS

## Friday

### **B “The Art of the Interview” by Paula Stahel (Tampa, Florida)**

The successful outcome of any personal history project is based on successful interviewing, which requires more than simply asking questions. This basic workshop will cover pre-interview research, establishing rapport, designing open-ended questions, “reading” your subject, and post-interview follow-up. This workshop is essential for those learning how to interview or wanting to review the foundations.

Paula Stahel of Breath & Shadows Productions will facilitate this interactive program, sharing lessons she’s learned over more than 20 years of conducting interviews for books and articles. An APH member since 1999, Paula compiles and publishes personal history projects, leads workshops, and promotes the value of life-story work through numerous speaking engagements. 🍷

### **A “How to Ask the Tough Questions” by Richard Holicky (Denver, Colorado)**

If you have the basics of interviewing down and want to push yourself to greater expertise as an interviewer, this session will help. Consider it shop-talk for experienced interviewers, focused on how to ask difficult questions. The discussion will be led by Richard Holicky, a freelance writer who’s interviewing people with spinal cord injuries. (Yes, he asks them about sex.) Richard will spend a few minutes describing his book project and then hone in on the techniques that allow interviewers to raise difficult issues. He’ll offer strategies he uses, and participants will be encouraged to share their own experiences.

Richard Holicky is a counselor, mediator and research writer. In other lives he’s been a teacher, farmer, woodsman, miner, hippie, photographer, river rat, child care worker, professional ski bum and director of a county youth diversion program. His work has appeared in weekly newspapers, national and international magazines and professional journals. His present project, funded by the Paralyzed Veterans of America, examines the lives of everyday people coping successfully with traumatic spinal cord injury, through a series of extensive interviews with over 50 people nationwide. He lives in Denver and has been healed by Elvis. 🍷

## SESSION SIX 3:30 – 4:45

### **G “Using the Library in Your Personal History Business” (cont. from above)**

### **G “No Mistakes, Just Accidents” by Jill Honnecke (Denver, Colorado)**

Is all the conference information wadded so tightly in your head that you can’t think any more? Take a break from the information march. Give yourself some space and time to process ideas in a different way. In this workshop, Denver artist Jill Honnecke will facilitate a non-linear approach to rendering memory, in the creation of “Accidental Books.”

Accidental Books are a tool for letting go, re-creating, and experiencing memory in a new way. Participants will select a meaningful experience or person in their lives, then slather slabs of color on big pieces of paper, focusing on the feeling of the memory and the action itself. Then they’ll take the image apart and reassemble it into a book, looking for unexpected combinations. Participants will come away with a book in the abstract tradition and a sense of the many layers of “knowing.”

Jill Honnecke was born in Denver and loves the city. She has taught many students to release their emotions through art and believes deeply in the healing and creative power of play. She’s had numerous exhibits of her photographs, sculptures, and paintings in the Denver area. 🍷

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# 2003 WORKSHOP DESCRIPTIONS

## Friday

### **A “Marketing for Introverts” by Dhyana Atkinson (Boulder, Colorado)**

If you can't make yourself follow your marketing program, if you love your work but would rather have teeth pulled than talk to a potential client, or if you are secretly afraid that you are holding your business back, this motivational workshop will inspire you to make life-changing business choices with less fear.

Business consultant Dhyana Atkinson will help you understand the seven steps between setting and achieving goals. You'll be able to identify where you, personally, interrupt this process; and learn “One Small Thing” you can start doing which will turn the situation around. This information-rich presentation is targeted to advanced personal historians who already have a business up and running and need some additional marketing help.

Dhyana Atkinson is a psychotherapist turned entrepreneur. Over the years she has helped many talented people get past the fears and limiting beliefs that keep them from being successful in their own businesses. ☘

### **G “Cross My Heart and Hope to Die...You Can Tell The Truth Using Fiction Techniques” by Phyllis Rowland (Wichita, Kansas)**

In this interactive session, Phyllis Rowland will have you sifting through a variety of memoirs to better understand the genre. Participants will read, listen, talk, and learn from one another as they share samples of personal history they love. Phyllis also will lead an exploration of how fiction techniques can be applied to personal history. Please bring your favorite published memoir and plan to share an excerpt from it. Phyllis will ask: What do you like about your favorite? What are three writer's techniques you find most effective when reading or writing memoirs? What really grabs you and makes you want to keep turning pages?

Phyllis Rowland and Cindy Geist are partners in The Memory Catchers. They're on a memoir mission. They have produced and assisted with the writing, editing, and publishing of more than 155 memoirs and family histories, from unedited tapes to published books and CDs. Their workbook, *How to Write Time of Your Life Stories in Ten Easy Steps*, will be available at the Conference. ☘

## **EVENING ACTIVITIES 7:30 - 9:30**

### **G Salon Sessions**

#### **A “VideoShare: Critical Friends Group” with Judy Fischer (Crestwood, Kentucky)**

This session is for those actually working in media to produce personal histories (video, CD, and DVD). In this shop-talk session, techies can exchange information: How did you get that effect? What program are you using? How much did it cost? How much time did you spend? Presenters may also ask for feedback on their project. (What works? What needs work?) During the session, participants will take turns showing a personal history, answering questions, and, if desired, asking for feedback and critical suggestions from the rest of the group. Judy Fischer of *Roses in December* will host the gathering. ☘

#### **G “Tales from the Heart” led by Judy Wright (Missoula, Montana)**

This cherished tradition of APH conferences will touch your heart. In this evening meeting, we'll share stories about clients who have touched us deeply; events that made us laugh, cry, or shout for joy; actions we regret; people we love; events we'll never forget. In this “open mike” for personal historians, you can read, sing, talk, dance, or just listen. Whatever you do, you'll come away infused with energy and grateful to be a part of this profession.

Judy H. Wright is a dynamic parent educator, personal historian, family coach and hospice worker. She has written more than 20 books and articles on human relationships and speaks all over the world on issues ranging from parenting, wellness, writing, healing power of stories, goal setting and end-of-life issues. Her website which carries many books by other personal historians is [www.artichokepress.com](http://www.artichokepress.com). You will enjoy her approachable manner, common sense, and zest for stories as she facilitates this session. ☘

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# 2003 WORKSHOP DESCRIPTIONS

## Saturday

### **Town Square** **Where Colleagues Meet** **to Share Ideas**

Imagine the transformation of our largest conference meeting space into “Town Square” on Saturday afternoon. Think town spirit!

Tables will be positioned around the room where APH members are invited to display their work for free—books, videos, and other projects. Mind the store, answer questions, and chew the fat with old friends and new folks in town. You’ll also want to mill around the square, so call on a neighbor (from your APH “neighborhood,” i.e., region) to watch your shop while you step away for a while. Revel in the variety and quality of APH products.

This is a marketplace, too. APH members are welcome to sell their goods. Tables are available for \$35, and you can make your own arrangements to share with a friend. Outside vendors will be there, too, so you may come across an enticing product you hadn’t expected.

Shake hands and chat with Vera Rosenbluth, last year’s conference chair and this year’s Honorary Mayor. Maybe she’ll be wearing her tiara from last year!

### **Salon Sessions**

Salon sessions were a big hit last year and are back for an encore. In essence, salons are intended to allow room for spontaneous conversations that arise out of the conference itself. They also offer a forum for topics that just didn’t fit into the formal conference program. They’re informal meetings led by the person who proposed the topic.

Sign-up is easy and takes place at the conference. If you want to propose a session, you just put it on the sign-up sheet and interested people show up. We’ve scheduled two 50-minute sessions concurrent with Town Square, and evening sessions on Thursday and Friday night. The salon sessions are designed to increase flexibility and access into the conference experience, so be ready to take advantage of them, either as a leader or an attendee.

### **Saturday Night Fun**

By Saturday night, will our brains be fried, our bodies restless, and our spirits high? Will we all holler a collective “Yeee-haw!” as we stand in the lobby, waiting for transportation? Will we be ready to dine in style at Baby Doe’s Matchless Mine, overlooking the city? Will strangers appear and begin doing the Lindy Hop? Will there be drinks and dancing and general foolishness? Is it possible that the sheriff will come and haul us off to the hoosegow? We can’t say. Join in the fun and find out!



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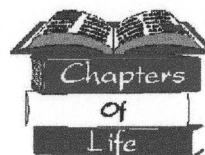
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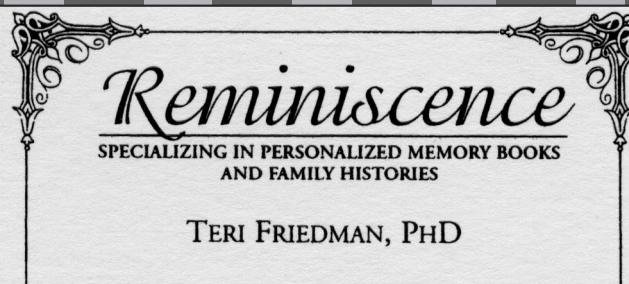
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## *Writing Memoir: An Eight-Session Guide*

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### **REGISTRATION INCLUDES:**

Participation in all workshops & general sessions  
Welcome reception on Wednesday evening  
Continental breakfast each day  
Lunch on Thursday, Friday, and Saturday  
Saturday evening dinner and entertainment at Baby Doe's Matchless Mine  
Town Square: a chance to show samples of your work

### **HOTEL INFORMATION**

We will be staying at the elegant Warwick Hotel in downtown Denver. For reservations, contact:

The Warwick Hotel  
1776 Grant Street  
Denver, CO 80203

Phone for reservations: 800-525-2888  
Local line: 303-861-2000  
[www.warwickhotels.com](http://www.warwickhotels.com)

**When making your reservation, be sure to state that you are coming to the APH conference so you'll get the special rate.** The conference rate is good for three days before and after the conference, so invite a partner or friend along and enjoy a vacation!

**Standard guest room** with marble bathroom, TV, telephone, mini-bar, coffee maker, iron and ironing board: **\$89** (single or double occupancy). The Warwick used to be an apartment house, so the rooms are larger than most motel rooms.

**Corner suite.** Same amenities, only bigger. Absolutely luscious, at an amazing price: **\$119**.

Be aware of state and local taxes: 13.45% per room per night.

### **Conference fees in US dollars**

(does not include hotel accommodation)

	Member	Non-member
Pre-registration (by July 15)	<b>\$300</b>	n/a
Regular registration (by Sept. 15)	<b>\$400</b>	<b>\$500</b>
Late registration (after Sept. 15)	<b>\$425</b>	<b>\$525</b>

One day only (Thursday or Friday)	\$160
One day only (Saturday)	\$210
Table at Town Square	\$ 35

We encourage APH members to bring spouses or business partners to the conference at a special rate. Children also are welcome at a reduced price. Conditions for the companion rate:

- One APH member must pay the full registration rate
- Companion must be either a spouse/life partner or a business partner
- Business partner must work in the same community as the member paying full registration

Companion: full conference	\$250
Companion: meals only (including Saturday night)	\$200
Saturday evening only (Baby Doe's Matchless Mine)	\$ 50
Child (6-14): meals only	\$135
Child (5 and under)	free

### **Special Thanks**

**For designing and publishing this conference program, thanks go to:**

Teresa Kao  
Our Town Publishing  
9037 SW 35th Avenue  
Portland, OR 97219  
503-245-7718  
[www.othala-ourtown.com](http://www.othala-ourtown.com)  
[info@othala-ourtown.com](mailto:info@othala-ourtown.com)

**Refund policy: Cancellations are accepted until October 1, 2003 and are subject to a cancellation fee of \$50 for a full conference registration and \$25 for a one-day registration. No refunds will apply to cancellations received after October 1, 2003.**



***Come see for  
yourself!***



## Registration Form

Name \_\_\_\_\_  
 Spouse/companion name \_\_\_\_\_  
 Business name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_ Website \_\_\_\_\_

Please choose a workshop for each SESSION and keep a record of your choices.

1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_

5. \_\_\_\_\_  
 6. \_\_\_\_\_  
 Thursday evening \_\_\_\_\_  
 Friday evening \_\_\_\_\_

**MAIL REGISTRATIONS (regardless of method of payment) TO:**

**Pat Kuessner**  
**2622 Fenwick Court**  
**Ann Arbor, MI 48104**  
**Phone 734-971-5823**

**Make check payable to:**  
**Association of Personal Historians, Inc.**

If you would like to charge your registration fees to your credit card, click on the PayPal button on the conference page on the APH website:

**<http://www.personalhistorians.org/coninfo.html>**

You must still mail your registration form to the above address, however.

	How many	Total
Pre-registration		
Regular registration		
Late registration		
One day only (Thur. or Fri.)		
One day only (Saturday)		
Saturday evening only		
Table at Town Square		
Companion: full conference		
Companion: meals only		
Child (6-14): meals only		
Child (5 and under)		
Total enclosed		_____
Check one: payment enclosed ____ payment by Paypal ____		

Please send a picture of yourself along with your registration, so your smiling face can appear in the "Conference Attendees" handout. Photos will be returned at the conference.



*Mining the Past, Minting the Future • November 5-9, 2003 • Denver, Colorado*

### **Highlights of the 9<sup>th</sup> Annual APH Conference**

**An encore of successful activities from years past: Wednesday reception, concurrent workshops, Town Square, salon sessions, Saturday night fun**

**Half-day sessions for more in-depth work (Basic Business, Basic Marketing, History Review, Using the Library in Your Personal History Business)**

**Workshops geared toward different levels (beginning sessions for personal historians just starting out, advanced sessions for established personal historians, and general sessions of interest to everyone)**

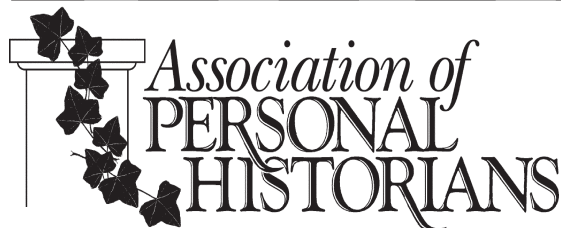
**Information for people working in video, audio, books, and community projects**

**Distinguished speakers every day, both inside and outside APH**

**A marketing strand – how to make a living in the personal history business**

**Evening activities**

**Optional field trips to the Tattered Cover Bookstore and Denver Public Library**



**APH Conference Registrar  
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