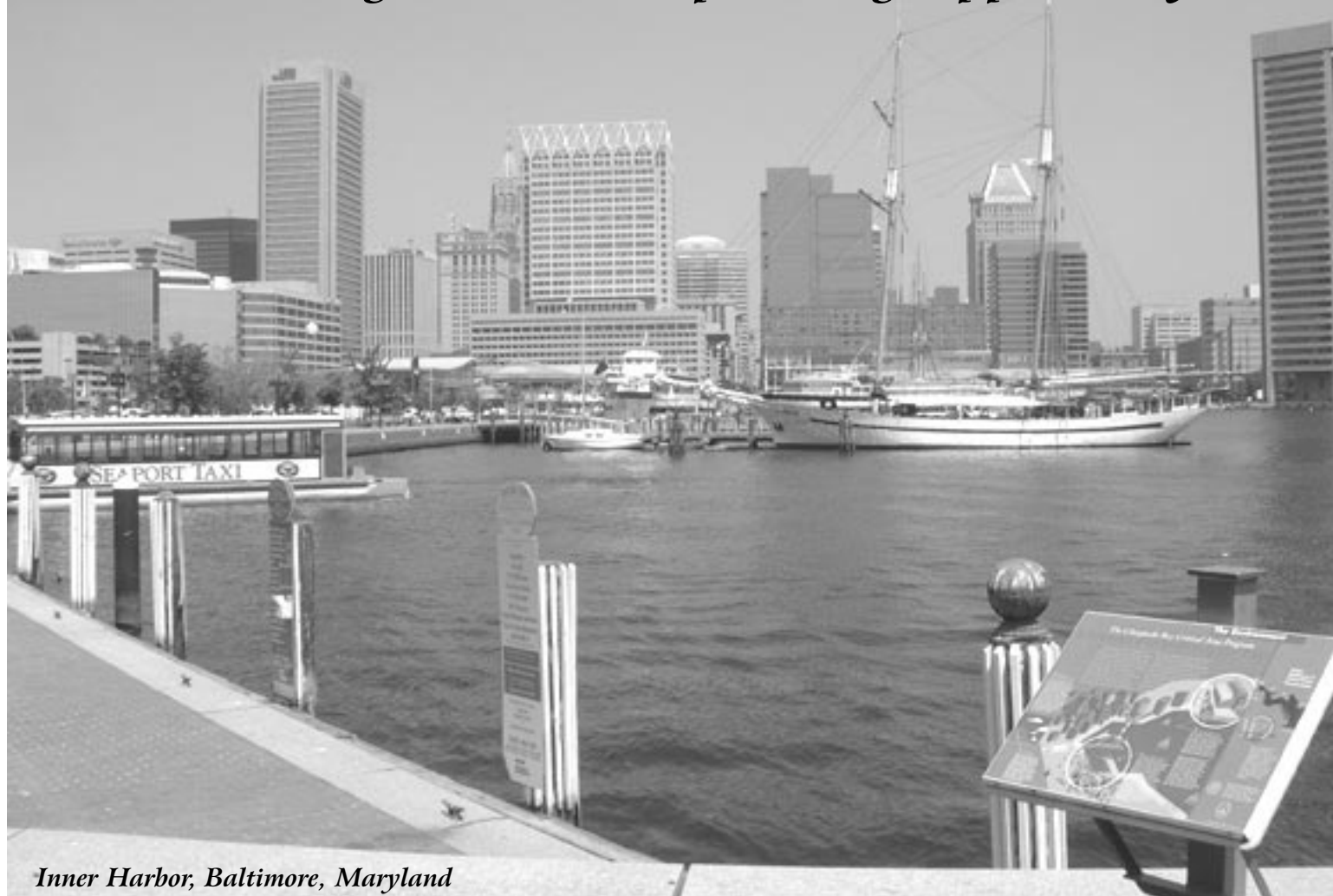


Celebrating Success. Empowering Opportunity.



Inner Harbor, Baltimore, Maryland



10th Annual Conference
November 10-14, 2004
Baltimore, Maryland

Join us in Baltimore as we celebrate our 10th anniversary. This year's conference promises to be our biggest and best yet!

Conference Chair Al Betz has put together an impressive program that will educate and inspire us all. Whether you have been in the personal history business a long time or are just beginning down this exciting path, you will find a wide array of workshops, panel discussions, and speakers to stimulate your brain and stir your creative juices.

There will be ample opportunity to explore Baltimore's dynamic Inner Harbor and historic downtown area. Most importantly, though, you will have the

opportunity to meet and network with colleagues in the personal history community from across the U.S., Canada and abroad. Nowhere will you find a group of people more passionate about the work they do and more willing to share their ideas and expertise with others.

Don't miss out! Space is limited, so sign up now. I'll see you in November.

Lettice Stuart
APH President



For membership information and the latest conference updates, visit our Website: www.personalhistorians.org

Every tomorrow has two handles. We can take hold of it with the handle of anxiety or the handle of faith. — Henry Ward Beecher

With both hands gripping the handle of faith, Kitty Axelson-Berry responded to her passion for stories, ignited a spark, and the Association of Personal Historians was born. Kitty's dreams, and the labors of many people since 1994, lead us to the theme selected for Baltimore 2004: "Celebrating Success. Empowering Opportunity."



On Saturday evening, November 13, 2004, we will celebrate ten years of growth reflected in nearly 400 members from a half dozen countries. But the essence of our celebration remains in learning. The result of learning is our ability to seek out, and empower, new opportunities. Following this conference, we will be energized by new ideas, and we will be prepared to capitalize on them.

We set three goals for Baltimore 2004: (1) to expand the Association's diversity; (2) to respond to members' desires as expressed in their evaluations of past conferences; (3) to try new things.

As you read the presentation descriptions contained in this program, you will hardly be able to contain your excitement. We will explore personal history preservation in the African American and Hispanic cultures. We will learn about hate. We will learn how an actress transferred her family history from paper to the stage. We will experience the psychology of the interview. We are going to gallop through history, and then we're going to slow down to review history in the 20th century from the perspective of working class people. We will simulate a workshop, discover what a turning point is, work with a graphic artist, and learn how to move from entrepreneur to president!

Catch your breath. Then turn the pages of the program to find more conference nuggets.

Town Square will open on Wednesday evening and will remain open until noon on Friday. Salons, renamed *Let's Get Personal*, have a new imaginative design but retain their spontaneity. The creativity of Media Share and Tales of the Heart will again capture our imaginations.

The Tremont Plaza, our conference location, is an all-suites hotel. The rooms are spacious, the furnishings are fresh, and the views are gorgeous. From start to finish in every aspect, your journey to Baltimore will be thrilling. We look forward to seeing you there!

Al Betz, Conference Chairperson
On behalf of the Conference Committee

For conference information, contact:

Al Betz, Conference Chair
The Life Histories Center
P.O. Box 671
Westminster, MD 21157
410-875-6110
albetz@lifehistories.com

Hotel Information



Accommodations:

Tremont Plaza Hotel on Saint Paul
222 Saint Paul Street
Baltimore, MD 21202
Phone: 410-727-2222
Phone: 1-800-TREMONT

Proudly tucked along St. Paul Street, which leads directly to Baltimore's trendy Inner Harbor, stands a charming 37-floor All-Suite hotel, the Tremont Plaza. For all its height, however, the Tremont has an intimacy and warmth that will be felt throughout our sessions, as APH will have exclusive use of the entire conference meeting space.

Guest Suites Rates:

Single/Double

- \$99.00 (Studio Suite)
one king bed or two queen beds
- \$119.00 (Premier Suite)
one king bed and a full size pull-out sofa bed

Rates do not include 12.5% tax or \$20 for extra person

Amenities: kitchenette, contemporary furniture, and views of the city. Fitness center and complimentary shuttle service within two miles by request.

Business Amenities:

- Multi-line phone
- Internet access - dial up
- Guest fax - 410-685-4215

See registration insert for how to reserve your suite for the conference.



Baltimore Offers Variety

Once upon a time, Baltimore was a thriving gateway in the 19th and 20th centuries for immigrants arriving in America. Needless to say, Baltimore is a diverse and thriving city whose rich history goes back to Colonial times.



Historic Fells Point



U.S.S. Constellation

Charm City offers much to its visitors. Here is just a *small* sampling of places to visit:

- B & O Railroad Museum
- Edgar Allen Poe House
- Enoch Pratt Library
- Fort McHenry National Monument
- Maryland Science Center
- National Aquarium in Baltimore
- Peabody Institute
- U.S.S. Constellation
- Walters Art Museum
- Washington Monument

For more information visit:
www.ci.baltimore.md.us/visitor

And there's great food in this city of diverse communities:

- Fells Point
- Harborplace
- Lexington Market
- Little Italy

And even out of season, be sure to sample our famous Maryland crab cakes, crab soup and soft-shell crabs.



*Blue Crab,
Maryland State Crustacean*

The Conference at a Glance

November 10 — Wednesday

- 5:30 pm - Registration
- 7:30 pm - Welcome Reception
- 9:00 pm - Opening of Town Square

November 11 — Thursday

- 8:00 am - Continental Breakfast
- 8:00 am - Registration
- 8:00 am - Town Square
- 9:00 am - Speaker - Keynote Address — On Diversity
- 9:45 am - Speaker - Discoveries of Franco Fry — Susan Poulin
- 11:00 am - Workshop - Personalized Business Strategies — Carl Huber
- 11:00 am - Workshop - Hispanic Culture — Victor Andres Triay, PhD
- 11:00 am - Workshop - Let's Go Back to School: History Review, 1920-2004, Part I — James Walsh
- 12:45 pm - The Regions Luncheon — Sharon & Eric May
- 2:30 pm - Workshop - Turning Points: Using Drawing to Trigger Memory — Steve Friedman
- 2:30 pm - Workshop - Psychology of the Interview Process — Lissa Ann Forbes
- 2:30 pm - Workshop - Let's Go Back to School: History Review, 1920-2004, Part II — Teri Friedman
- 2:30 pm - Workshop - Let's Go Back to School: History Review, 1920-2004, Part II — James Walsh

November 12 — Friday

- 8:00 am - Continental Breakfast
- 8:00 am - Registration
- 8:00 am - Town Square
- 9:15 am - Workshop - Healing Through Listening and Legacy — Linda Blachman
- 9:15 am - Workshop - Business Basics: Attending to the Details — Ellen Epstein
- 9:15 am - Workshop - The Entrepreneur Who Dared to Be President — George Fulton
- 1:00 pm - Workshop - Multimedia Presentations: On Video — Michael McIntee & Bob Judson
- 1:00 pm - Workshop - Advanced Marketing: Writing Targeted Marketing Plans — Dhyhan Atkinson
- 2:45 pm - Workshop - Multimedia Presentations: On Audio — Kelly A. Neary
- 4:30 pm - Workshop - Multimedia Presentation: On Lighting — Richard Neugass

November 13 — Saturday

- 8:00 am - Continental Breakfast
- 8:00 am - Registration
- 8:00 am - Speaker - Anguish in the Attic — Rich Hollander
- 9:45 am - Workshop - Creating Presentations: More Clients, Less Unpaid Consulting — Dhyhan Atkinson
- 9:45 am - Workshop - A Gallop Through Time — Kim Pearson
- 9:45 am - Workshop - Graphic Design - How Not to Do it Yourself — Stephanie Kadel Taras & Lisa Armstrong
- 9:45 am - Workshop - About Workshops: A Simulation — Pat Kuessner
- 11:30 am - Luncheon — Molly Hurley Moran
- 1:00 pm - Business Meeting
- 2:45 pm - Community Forum
- 6:00 pm - 10th Anniversary Celebration

November 14 — Sunday

- 9:00 am - Lecture - Why We Hate — Lawrence J. Friedman
- 10:45 am - Tales of the Heart — Judy Wright, Moderator

Join Us for *Let's Get Personal* Evening Q&A Sessions on the Basics
 Thursday and Friday evenings.
 Details to be announced during the conference.

FEATURED SPEAKERS

Thursday, November 11

9:00 am

Keynote Address

— **Maryland's Governor Robert Ehrlich**
or

— **Lt. Governor Michael Steele**
The Power of Diversity

9:45 am

Discoveries of Franco Fry

— **Susan Poulin, Playwright**

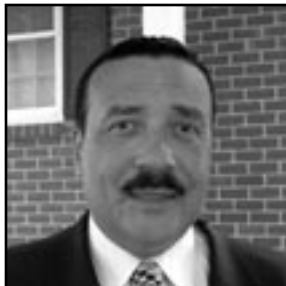
Susan Poulin recently wrote a highly acclaimed play, *Franco Fry or Pardon My French!* based on the history of her family. The play explores her sometimes humorous, sometimes treacherous path to reconnect with her Franco-American heritage. Her roller-coaster ride of self-discovery leads her to some surprising places from the origins of Franco-American Spaghetti to the textile mills of Skowhegan, Maine, from logging camps on the Canadian border to hypnosis to find the French in her head. She will share with us how she researched the material for the play over two years, traveling from Maine to Quebec and conducting interviews.

One of the "Ten Most Intriguing People in Maine" (*Portland Magazine*, November 2003) Susan Poulin is a Maine native and award-winning playwright and actress. She has been a featured performer at the Women's Performance Festival at the Institute of Contemporary Art in Boston, The Maine Festival, and the Minneapolis Fringe Theater Festival. Her essays have been heard on Maine and New Hampshire Public Radio.

12:45 pm

— Sharon and Eric May

Eric May, a former policeman and currently a business person, and his wife, Sharon, a prosecuting attorney in the Baltimore City State's Attorney's Office, will share with us the passion for family history in the African American community that developed following Alex Haley's *Roots*. As recent consumers of personal history services, they will also tell us how the experience has touched their family.



Saturday, November 13

8:00 am

Anguish in the Attic

— **Rich Hollander**

As a young boy in the 1950s, Rich Hollander, an only child, learned that his father's entire family had been murdered by the Nazis during World War II. In 1986, when Rich was in his early 30s, his parents were killed in an automobile accident. While closing his parents' home and recovering their personal items, he was shocked to discover original documents from Nazi Germany and personal letters so painful to read that he laid them aside for nearly a decade. Today Rich is sharing his heartbreaking family history in public for the first time. APH will learn how Rich dealt with the sudden passing of his parents, his shocking discovery, his ensuing emotional and intellectual struggle, how he finally made the decision to write his family story and what that process entailed.



Rich Hollander is a former reporter for the *Baltimore Sun* and an on-air reporter for WBAL-TV in Baltimore.

11:30 am

Finding Susan

— **Molly Hurley Moran**

Molly Hurley Moran will share her experience writing *Finding Susan*, a memoir about the life and tragic death of her sister, Maryland resident Susan Hurley Harrison. *Finding Susan* has been described as "advancing with the suspense and deft reportage of the true-crime genre and fueled by the poignancy of a literary memoir. . . It describes the nightmare-like limbo inhabited by families of missing loved ones with heartbreaking realism." The author of two previous academic books, Moran had never before written a personal history. She will describe the emotional, creative, legal, and research challenges she confronted. She will also discuss how writing about a personal tragedy has helped her to heal.



Molly Hurley Moran is an associate professor of writing in the Division of Academic Enhancement at the University of Georgia. She is the author of *Margaret Drabble: Existing Within Structures* and *Penelope Lively* as well as numerous scholarly articles and book chapters.

FEATURED SPEAKERS

Sunday, November 14

9:00 am

Why We Hate

— ***Lawrence J. Friedman***

Lawrence J. Friedman will lecture on the subject of his latest book, *Why We Hate: Psychological and Historical Perspectives on Racism, Sexism, and Antisemitism*.

Lawrence J. Friedman, Ph.D., is a Professor of History and Philanthropy at Indiana University with a focus

on intellectual and cultural history and American studies. He is the Director of Advocacy for the Indiana Association of Historians, founding chair of the Indiana Humanities Forum, and founding chair of the Indiana Civil Rights Coalition. His Ph.D. is from UCLA.

OTHER CONFERENCE HIGHLIGHTS

Town Square

A showcase for members' work and relevant vendors will open on Wednesday evening and continue through Friday morning. You will have ample time to visit all tables, talk with proprietors, make purchases, and become inspired by all the different ways that personal histories can be preserved. Vendors and members interested in selling their products may rent a table.

Community Forum

A panel discussion on Saturday afternoon will bring together three APH members with three members of the Baltimore business community to engage in a discussion of the strengths, weaknesses, applications, and business opportunities of the growing industry of personal history.

"Let's Get Personal"

Informal evening discussion sessions will be moderated by APH members or conference presenters with expertise in a particular aspect of the personal history profession or in general business. Some topics have already been planned; others will arise spontaneously as you and your colleagues identify topics you'd like to discuss. Look for ***"Let's Get Personal"*** sessions on these topics:

- Intellectual property issues
- Family and work issues
- Word processing and publishing software
- The Veterans History Project
- Book pricing
- Q&A with our historian in residence, James Walsh
- Marketing for Introverts
- Multimedia
- Q&A on resources for the personal historian

Media Share

Evening programs in which videographers and multimedia specialists show work they have produced. Media Share will

allow personal historians to appreciate and be awed by the products of fellow members.

Tales of the Heart

An APH tradition on Sunday morning will bring laughter and tears and a sense of connection as APH members share stories from their own personal histories, their families, or stories they've heard in their work, reminding us all of the meaning and value of what we do.

Business Meeting

Members will discuss important issues critical to the long-term direction of APH.

10th Year Anniversary Celebration & Recognition of Our Visionary Leaders

A special evening of celebration and recognition will commemorate APH's 10th anniversary. Live entertainment featuring special guests assures a fun evening. Greet APH's visionaries and relive the story of a decade of growth.



*National Aquarium in Baltimore
at Baltimore's Inner Harbor*

WORKSHOPS

Interactive workshops will involve participants in exploring a variety of business and personal history issues with expert presenters. You need not pre-register for sessions; you can decide at the conference which ones will be most helpful to you.

Thursday, November 11

Session I - 11:00 am

Personalized Business Strategies — ***Carl Huber***

When one says “I am a personal historian,” the term relates better to what “I” do or produce than to who I am. Yet, who I am drives what I do in a fundamental way. Getting in touch with and articulating my underlying being can transform the nature of my results. This session will help participants begin to identify and articulate a part of themselves of which they may never have been consciously aware that may bear directly on their work as personal historians.

As a life and business coach through his company Grand Design, Carl Huber draws on a varied background in sales, engineering, and the study of consciousness. He trains people in the ontological skills that allow them to be more attuned and aligned with their underlying being and life purpose so that they can focus and express themselves more clearly in their work and in their lives.



Hispanic Culture, featuring a discussion of Operation Pedro Pan and an Oral History of Brigade 2506

— ***Victor Andres Triay, Ph.D.***

HBO has recently aired the documentary *Into the Arms of Strangers: Stories of the Kindertransport*, about the migration of over 10,000 children to Great Britain from Nazi Germany and elsewhere before World War II. Victor Andres Triay will share his expert knowledge of Communist Cuba's version of Kindertransport, known as Operation Pedro Pan. Prompted by the totalitarianism of the Castro regime, Operation Pedro Pan involved 14,048 children in a loosely organized effort to help Cuban parents send their children to the United States between December 1960 and October 1962. It was the largest unaccompanied children's refugee movement in the history of the Western Hemisphere.

Victor Andres Triay, Ph.D. is Associate Professor of History at Middlesex Community College and the author of

Fleeing Castro: Operation Pedro Pan and the Cuban Children's Program and Bay of Pigs: An Oral History of Brigade 2506.

Let's Go Back to School: History Review, 1920-2004, Part I — ***James Walsh***

Serving as our “historian in residence” throughout the conference, James Walsh will present a two-part series on United States 20th century history, primarily from the perspective of working class people. He will focus on how the events in each era resonate through music, photography, film, and oral tradition. He will use stories gathered from his college students who have been researching the oral tradition of their ancestry for the past six years.

James Walsh currently teaches United States history full time at the University of Colorado at Denver and part time at Regis University. Originally from Butler, Pennsylvania, a steel mill town near Pittsburgh, Jim earned his B.A. at Duke University and his MA at the University of Colorado.

He uses oral history in his classes and considers it a valuable technique for teaching and preserving history.

Session II - 2:30 pm

Turning Points: Trigger Your Memory by Creating Your Own Artwork — ***Lissa Ann Forbes***

Thinking too much and writing too little? Lissa Ann Forbes invites you to indulge in a change of pace and explore your creativity. Leave your critic at the door. You don't have to be an artist to bring forth life's turning point stories by drawing with markers, colored pencils, chalk and good old crayons. You'll be surprised to see how your artwork stimulates you to write interesting, long-forgotten stories of your life.



What is a turning point? Moments that make a difference, a pirouette, a fork in the road, the “right” turn, a life-changing event, a point on your connect-the-dots map, leaping from the edge of a cliff and “growing wings on the way down.”

WORKSHOPS

Learn a great technique to use with your clients. Experience it from their point of view! Reflect in a quiet space, revisit the innocence and freedom of your youth, spark old memories, and enjoy an opportunity to show and tell. Guaranteed: you will leave with an inspiring work of art that speaks to your heart!

Lissa, a member of APH, founded The Elemental Press in Lafayette, Colorado, in 1999. She encourages journaling, and publishes unique memoirs, journals, and book-marks.

To assure a positive experience for the attendees to this hands-on interactive workshop we are limiting the attendance to 20 persons. Please arrive early!

Psychology of the Interview Process — Teri Friedman

The interview is the heart of the personal history process: a great interview successfully elicits a client's life stories and, perhaps more importantly, creates a strong sense of client accomplishment. The interview experience can vary widely, from amazing to so-so to nightmarish. In this workshop, we will examine the "dos" and "don'ts" of interviewing: What can we do to improve the likelihood of a positive interview? What are the pitfalls? What is the relationship between client and interviewer and how can that be used to encourage stories (and, adversely, when can it defeat the interview)? What is "truth" vs. "facts," and which do we go for at any specific moment? Many of our clients are elderly: what is the potential impact of the experience on them? While personal history is not therapy, it can be therapeutic (which translates into client satisfaction). It can also be painful. How do we deal with the difficult questions, the intense emotions? Do we reveal our own thoughts or feelings, or do we relegate ourselves to a version of Freud's "blank slate?" Please bring your own stories, thoughts, and experiences to this interactive, thought-provoking workshop.

Teri Friedman, Ph.D., is a licensed psychologist in private practice in Westchester County, NY. She is also owner of Reminiscence, a personal history business specializing in personal memoirs and family histories. She conducts a variety of workshops, her latest entitled Life Stories and the "Power to Heal: The Therapeutic Uses of Memoir and Reminiscence."



Let's Go Back to School: History Review, 1920-2004, Part II — James Walsh

Please review the Thursday morning Part I session description.

Friday, November 12

Session I - 9:15 am

Business Basics: Attending to the Details — Ellen Epstein

Do you find you are overwhelmed by the details of starting your personal history business? The questions can be endless: How much money do you need to quit your job and go out on your own? What are the procedures for picking a name for your business and registering with the U.S. Patent and Trademark Office? What can you do to protect yourself financially from a dissatisfied client? Do you need insurance of any type? How do you get business? Does it pay to advertise? What will your end product be? How do you set your prices? If some of these questions are challenging you, Ellen Epstein will help you answer them.

Ellen has been a family historian since 1971. She is the founder of the Center for Oral History and is the co-author of Record and Remember: *Tracing Your Roots Through Oral History*. She currently owns and operates Concierge America, Inc. (www.ConciergeAmerica.com) which finds solutions to just about any problem clients throw at her.

Healing Through Listening and Legacy — Linda Blachman

Personal/oral historians are fond of saying that our work is therapeutic but is not psychotherapy. Do we really understand what that means? What are the aspects of personal history that are healing and therapeutic for our clients? Are we paying as much attention to the process as we do to producing a professional product? What are specific ways we can maximize this aspect of our work for the client's benefit, while also using "process" as an additional marketing tool? What benefits might we gain for ourselves professionally and personally? Discussing life review, ethical wills, and stories in need of healing and repair, Linda Blachman will lead workshop participants through specific ways to create a healing environment and experience for clients that will also present new opportunities for their businesses.

Linda Blachman has been a writer and public health professional for twenty-five years. In 1995 she founded the



WORKSHOPS

Mothers' Living Stories Project (MLS), an award-winning San Francisco Bay Area-based nonprofit agency that brings compassion, dignity, and support to mothers who have cancer by helping them record their life stories as living legacies. For the past nine years, Linda has also offered private personal and family oral history services with a special focus on the healing process of life review and the creation of personal testaments. Linda brings to her work advanced degrees in counseling psychology and public health, and specialized training in oral history methods, life coaching, compassionate caregiving for the ill and dying, and meditation practices.

The Entrepreneur Who Dared To Be President

— **George Fulton**

With the personal history profession still in its early years, most practicing personal historians are in the early stages of their businesses where they do everything from project management to book-keeping to taking out the trash.

George Fulton will discuss the difference between being an entrepreneur who engages in all facets of a business and an entrepreneur who begins to think about the business in a more scaleable way so that he or she can evolve into the CEO who acts more like the conductor of an orchestra. George will also discuss issues such as branding and pricing and their relationship to marketing.

George Fulton, of Reading, Pennsylvania, is President/Owner of Renaissance Executive Forums and George Fulton Strategic Directions. He has thirty-four years of business experience with a strong emphasis in marketing and growth planning for such companies as TORO, General Mills, Eddie Bauer, HP, Becton Dickinson, Citicorp, Land O'Lakes, 3M, and Target Stores. He consults directly with CEOs to keep them current on business thinking, challenge them to sharpen their skills, and expose them to a steady flow of new ideas to improve both their bottom line and their personal quality of life.



Session II - pm **Multimedia Presentations:**



*Michael McIntee,
Chairperson of Multimedia
Committee Baltimore Conference 2004*

On Video Storytelling Techniques

1:00 pm

— **Bob Judson**

— **Michael McIntee**

You have a couple of hours of interviews, a bunch of old photos, and some home movies. How can you turn them into something people will want to watch over and over again, even if they don't know your interview subject? The key is in how you structure and pace your story with sound, pictures and writing. Bob Judson and Mike McIntee have a combined fifty years experience telling stories on video. They will show us what works, what doesn't and when to break the rules. Learn the power of threes, the science of calling viewers back to the screen, and the art of revealing something at exactly the right time.

Bob Judson is the owner of Image Digital Media in Atlanta and most recently finished production on a film about Duke Ellington. He has produced programming for major networks including Discovery Channel, TNT, PBS, and NBC. His new company, Digital Legacies, creates entertaining and engaging personal histories for individuals.

Mike McIntee is the owner of TimeScope Productions in Minneapolis and creates personal and corporate histories on DVD. He ran All News Channel-a national 24-hour news channel on DirecTV-until it went off the air in 2002. Besides covering news for 25 years, he has also produced programming for networks including Lifetime, Showtime, VH-1, and USA. Mike is an APH member and the chairperson of the multimedia subcommittee of the Conference Committee.

On Audio Storytelling Techniques

2:45 pm

— **Kelly A. Neary**

APH member Kelly Neary will show you how to get crystal-clear audio on a budget. She does on-location sound recording and film soundtrack work and has worked for Dolby Laboratories, one of the world's premier audio research and development companies. Kelly's company Storyteller Productions in Pleasant Hill, California creates

WORKSHOPS

Audio and Video Biographies and Digital Short Stories. She will show us the correct way to place microphones, how to monitor your audio on site, the correct audio levels for digital and how to license and use music and sound effects. Even if you know the difference between a balanced and an unbalanced input, you will certainly benefit from the depth of Kelly's experience in the audio field.

Kelly has a Bachelor's degree in Audio Production from San Francisco State University, A.A. in Electronics and 2 year. Certificate in the Music Recording Industry. She has done freelance sound engineering work for 10 years, both live and recorded.

Inexpensive Lights and Professional Results

4:30 pm

— **Richard Neugass**

Give your video a professional look that will set you apart from the "do it yourself" crowd. Richard Neugass, founder of NeuBerg Associates, has successfully completed more than 100 video memoir projects using mini DV "prosumer" cameras. He has been on the forefront of digital video technology, working with MCI to develop its video conferencing business and has been a videographer since 1977. Richard's credentials include Masters degrees from the University of Maryland in Science and Education. He's also been APH's Mid-Atlantic Region leader since 2001. Richard will show you how to light effectively, efficiently and how to get your videos to look as professional as possible. He'll show us how to avoid some of the common mistakes photographers make using digital video cameras. Even seasoned videographers will find this seminar useful since lighting and shooting with consumer/prosumer digital video is different than lighting and shooting with older, more expensive professional gear.



Advanced Marketing: Writing Targeted Marketing Plans

1:00 pm

— **Dhyan Atkinson**

There are two different ways to plan your marketing projects. In the first, you look over the list of possible marketing activities and choose projects that fit your comfort level, budget, and level of personal involvement. In the second, which is generally much more effective, you look at the goal you want to reach and the date you want to reach it by and choose your marketing plans accordingly. In this seminar we will look at how to change your marketing approach.

You will leave this seminar with a targeted marketing project you can start using right away.

A business consultant with a background in psychotherapy, Dhyan Atkinson 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.



Saturday, November 13

Session I - 9:45 am

Creating Presentations: More Clients, Less Unpaid Consulting

— **Dhyan Atkinson**

In this session, you will discover how to create presentations that actually result in purchases of your services. We will discuss presentations that focus on what you know about the struggles of your target client group, how to build "desire for your services" into a presentation without being heavy handed, and how to get permission from the participants themselves to contact them after the talk.

See Dhyan's background above.

A Gallop Through Time

— **Kim Pearson**

This interactive workshop will take participants on a "gallop" through the trends and big events of particular time frames in history and use writing to stimulate memory. Presenter Kim Pearson will provide detailed timelines and suggestions for writing topics that can be used as memory-joggers with clients. Participants will then write for about fifteen minutes and share what they wrote. Pearson finds that this sharing time deeply affects participants, who have never really thought of themselves as a part of history.

Kim Pearson is a member of APH from the Seattle area. For the past two years, she has been teaching a class called "You Make History" at various community colleges, senior centers, and other organizations. She has since written a soon-to-be-published book based on the class, entitled *Writing Your History: How to Remember, Record, Interpret and Share the Events of Your Life*.

WORKSHOPS

Graphic Design - How Not to Do It Yourself

— ***Stephanie Kadel Taras***

— ***Lisa Armstrong***

If you want your books and promotional materials to look as professional as you are, your best bet is to hire a professional graphic designer. Stephanie Kadel Taras, a writer with a notoriously bad visual sense, uses a professional designer to develop products for her Ann Arbor, Michigan, personal history business. She has worked for over four years with graphic designer and lifelong friend Lisa Armstrong of the Baltimore, Maryland, area. Stephanie and Lisa will present this session together on how the personal historian prepares information for the designer and how the designer creates a “look” for life story products. They will discuss vocabulary, pitfalls, pricing, preparing for printing, and working successfully at a distance.

Stephanie Kadel Taras, Ph.D., is a member of the board of APH and owner of TimePieces Personal Biographies. Lisa Armstrong is a graphic artist and owner of the design firm Ajuga, Inc. in Abingdon, Maryland.

About Workshops: A Simulation

— ***Pat Kuessner***

This workshop will be a simulation of a real LifeStory workshop. Rather than just telling, this will be a

live, in real time workshop ... a demonstration of a workshop in action. The attendees will be the workshopers interacting with the instructor, the material, and their own stories. Here you will learn one way to structure a workshop...the opening, the instruction, the discussion, the example, the activity, and the closing. You will also receive Q. & A. sheets, “Mentoring Jennifer...— questions and answers about presenting workshops from my mentoring experience in APH.

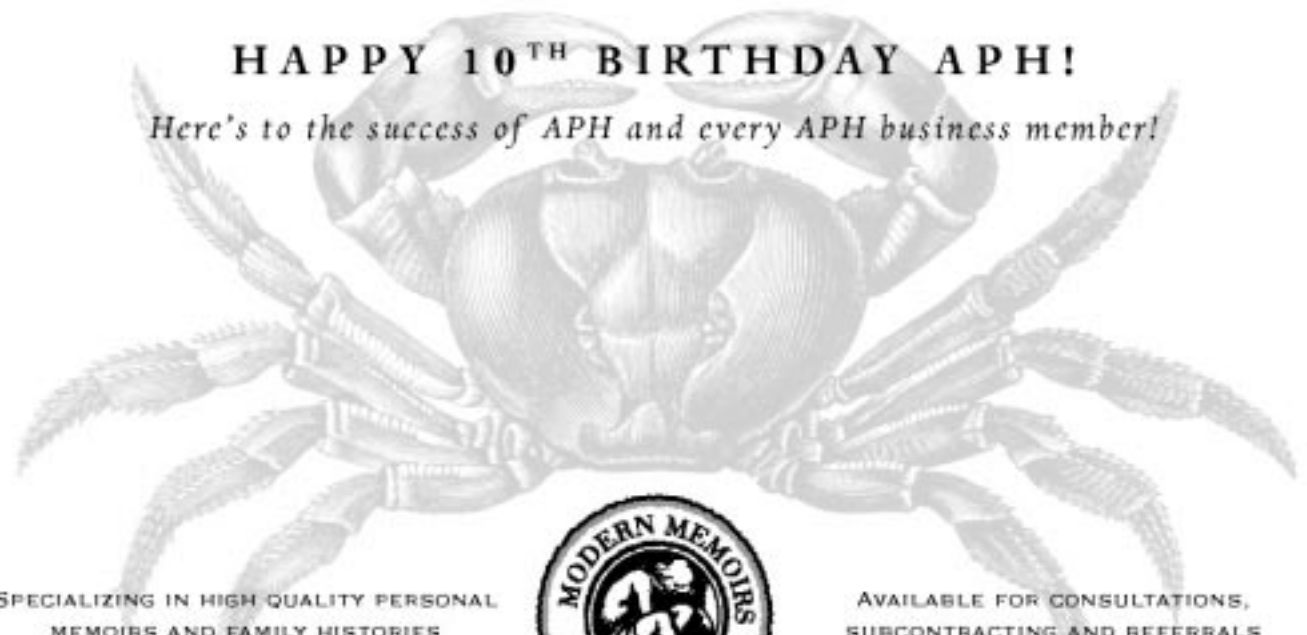
Pat Kuessner, MAT English, is the owner of Memory Keeper and has been a member of APH since 1997. Pat taught English for more than twenty years, and has taught LifeStory workshops for more than eight years at conference centers, adult education programs, church groups, scrapbook stores, in her home, and, in earlier days, taught high school creative writing classes.

Session II - 2:45 pm

Community Forum

— ***Lettice Stuart, Moderator***

A panel discussion on Saturday afternoon will bring together three APH members with three members of the Baltimore business community to engage in a discussion of the strengths, weaknesses, applications, and business opportunities of the growing industry of personal history.



HAPPY 10TH BIRTHDAY APH!

Here's to the success of APH and every APH business member!

**SPECIALIZING IN HIGH QUALITY PERSONAL
MEMOIRS AND FAMILY HISTORIES**

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**AVAILABLE FOR CONSULTATIONS,
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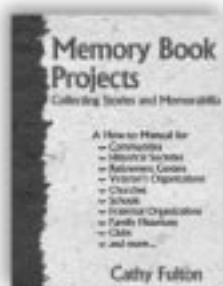
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