

# CROSSROADS

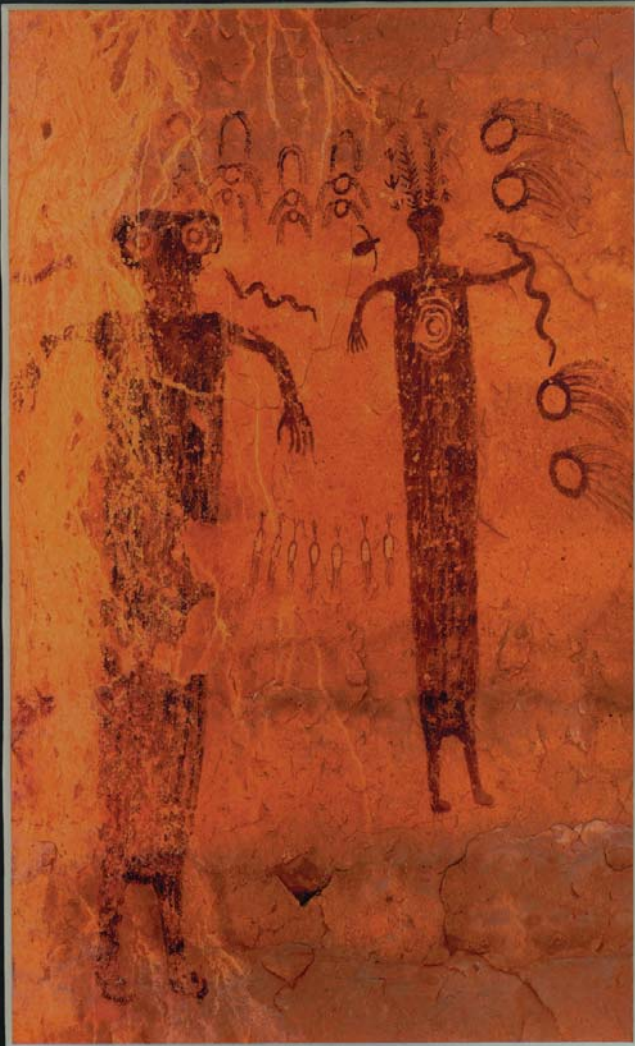
*in personal history*

ASSOCIATION  
OF PERSONAL  
HISTORIANS

*2008 Annual  
Conference*

OCTOBER 29 -  
NOVEMBER 2

*Salt Lake City,  
Utah*





## YOUR CROSSROADS, YOUR DECISION, WELCOME

When you step off the plane or out of your car into Salt Lake City this October, take a deep breath and drink in the crisp air and majestic mountain vistas. With a passion like yours, you will feel right at home here.

Ancient peoples left their stories buried in the Utah cliffs and etched in petroglyphs on the walls of caves. The human longing to be acknowledged and remembered is universal, and the work of preserving one's personal history is indeed as old as mankind.

Today, these mountains are home to billions of individual records. The methods of preservation range from microfilm stored in the granite vault in Little Cottonwood Canyon to the books at the Family History Library and scanned images published by thousands of web servers on FamilySearch.org. Each record leaves traces of the decisions that make up a person's existence on this earth.

*... Two roads diverged in a yellow wood,  
and I,  
I took the one less traveled by  
And that has made all the difference*  
- Robert Frost

Today, as life moves so quickly, there is much to gain from a patient look at where we have been, the heritage we build upon, and what choices we've made through our lives. Attending the 2008 APH Conference at the "Crossroads of the West" will be one of your best professional decisions as a personal historian. As pioneers in this new industry, we all need a few new tools to succeed.

You will learn firsthand how to strengthen your clients' personal histories with the added dimension of family history documentation. You'll spend a

fun afternoon at the famous Family History Library while being tutored by dozens of staff members and twelve special mentors we have handpicked to guide you on your way. These skills will give you the tools to connect all over the earth with people who study these records and learn about their families. According to recent studies by Pew Research and The Generations Network, interest in family history in America grew from 45 to 73 percent in just ten years. You will seriously increase your market by growing your professional knowledge.

The conference theme, Crossroads in Personal History, explores concerns faced by each of us, professionally and personally. Our topics are designed to positively impact the direction of your life. As you'll read in this advance program, the conference format is ambitious and new. The speakers are dynamic and varied, and we have an outstanding lineup of workshops and activities to improve the quality of our products and services.

We enthusiastically invite you to join this company of personal history pioneers, friends, and mentors at the 2008 APH Conference in Salt Lake City and contribute to its success. The decision we make to move forward together might make "all the difference."

Sincerely,

Neal Harmon, APH  
Conference Chair



Paulette Stevens, APH  
Conference Co-Chair



- Relax at the Sheraton Hotel in the heart of Salt Lake City and take the TRAX rail line for free and easy access to shopping, fine restaurants, and historic sites.
- Opt to come a day early to attend one of two in-depth, pre-conference seminars (one for video biographers and one for life writers) being offered for the first time.
- Take voracious notes and ask questions of a panel of personal historians who make their living in this business.
- Enjoy two outstanding keynote speakers: Sharon DeBartolo Carmack and Terry Warner.
- Choose from thirty excellent workshops and panel discussions.
- Start networking earlier this year as members display their products at Thursday's Regional Tables event and share your work during Print Show & Tell, MediaShare, and informal salon sessions.
- Rest easy as skilled mentors assist you in accessing the resources of the Family History Library.
- Interact with select vendors at Town Square and receive bursts of insight through Speed Coaching sessions, back by popular demand.
- Join friends for an old-fashioned community hoedown.
- Bring your handkerchief on Sunday for a special Tales from the Heart.



## PRESIDENT'S INVITATION



### *At the Crossroads of Challenge and Opportunity*

A pioneer's journey is one of constant challenge. Driven by a vision others may not see or understand, he forges new paths into uncharted territory. Slowly, as more join the trek, paths from many directions lead to crossroads to ponder: *Which route will lead me to my goal?*

As personal historians, we too are pioneers—not of new lands, but of a young and emerging profession. Though we live in thriving communities, surrounded by family and friends, we often feel alone on our journey in this field. The crossroads we encounter are internal: *How do I adapt my talents to achieve my goal? What skills do I need to succeed?*

The annual APH conference provides us with a way station where we come together with other pioneers to share experiences, discover ideas, learn skills, and recharge our spirits. This year, we will meet in Salt Lake City, Utah, long heralded as “The Crossroads of the West” but more famous today as

the genealogy capital of the world. There, we will have access to exciting resources that are sure to create long-term benefits in every area of our lives.

With a specific crossroads theme each day of the conference, our indefatigable Conference Program Team has mined a wealth of presenters whose talent, knowledge, and guidance are sure to enrich our professional and personal lives. Attending this exciting event is a tax-deductible educational expense, one that is sure to repay your investment many times over. You will profit immediately from new product and service ideas that will increase your income while delivering greater client benefits. You will learn new skills and make connections that will allow you to work faster and smarter. You will revitalize your inner resources and recharge your spirit.

Register now and prepare for four compelling days that will strengthen, sustain, and enable you to confidently choose the right roads on your journey toward success. Mark Salt Lake City as the most important destination on your business map this year.

Paula Stahel, President  
Association of Personal Historians, Inc.

## FAMILY HISTORY LIBRARY VISIT

No trip to Salt Lake City is complete without a visit to the world's largest repository of family history and genealogy.

This is your chance to go in style, with help from the best in the field. Amy Oaks Long will lead our excursion to the Family History Library on Friday afternoon.

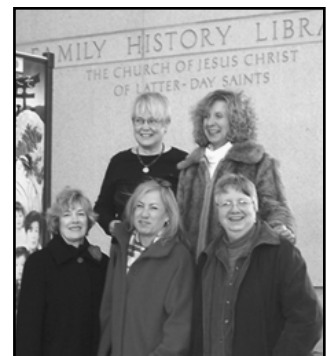
A personal historian since 1989, Amy taught family history at Brigham Young University (BYU) for fourteen years. She is the author of *From Shoeboxes to Show Books: Writing Great Personal Histories* and a team leader for FamilyLearn. She frequently lectures on beginning genealogy and personal and family history writing.

During Friday's luncheon, Amy will help you “Hit the Ground Running” by explaining how to maximize your time in the library. Listen closely to learn tips, tricks, and get motivated to find a little something about your own family. People travel from all over the world to do research at this renowned facility.

Following Amy's presentation, representatives from the Family History Library will show a brief

orientation film and answer questions. Like the pioneers, the audience will break into small “companies” at 2:00 pm and ride a few blocks on TRAX to the Family History Library. As a special service, ten family history majors from BYU will escort us on the trip and be available at the library to help you follow your own research interests.

*Tip:* You are invited to bring an unfinished family group sheet or pedigree chart on which to work at the library. To get started, all you need are the names of your parents and grandparents. Since many of the library records are also available online, you will learn how to access these resources remotely once you get home.



*The APH Executive Committee enjoyed a tour of the library during their mid-year meeting.*



## PRE-CONFERENCE SEMINARS

### *Something New at APH for 2008*

**Wednesday, October 29, 9:00 - 3:30 pm**

Conference attendees this year will have the option of arriving early to attend one of two in-depth seminars sponsored by APH. The sessions will be conducted simultaneously at the Sheraton Hotel on Wednesday, prior to the official opening of the annual conference that evening. Enrollment will be limited to APH members only. Sign up early! No more than 25 students, and no fewer than 10, will be accepted for each session. APH reserves the right to cancel either or both sessions, but will provide full refunds to enrollees.

### ***Breathe Life into Your Story: How to Turn Ho-Hum into a Compelling Narrative***

**T**his seminar will spark your creativity and nudge you out of writing in the same old way. Sometimes our clients want their stories told, but the information they give us in their interviews often can be pretty dry—a collection of names and dates with no life to them. How do you shape this dry data into an interesting story?

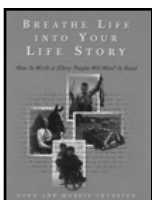
During the jam-packed, fun-filled hours of this class, you'll learn how to write more compelling personal histories utilizing such techniques as:

- Begin with a bang! Create hooks (compelling beginnings to chapters or stories).
- Develop the people in your story so they become more than just names on a page.
- Re-create places and eras to be as they were when your subjects experienced them.
- Incorporate emotions, demonstrating what it was like to walk in a subject's shoes.
- Write skillfully about family skeletons and other sensitive issues.
- Use conflict, humor, and suspense to keep readers turning pages.

Come ready to expand your vision of what a life story can be. Every topic will demonstrate how to enhance your narrative skills, whether you're crafting a story from a transcribed interview, ghostwriting a client's memoir, or writing your own personal history.



**Presenter Dawn Thurston** of Villa Park, California, is the co-author of *Breathe Life into Your Life Story*, published by Signature Books in 2007. With a BA in English and an MA in Communications, she has taught life-story writing at universities in California and Utah for the last twelve years. In the process, Dawn has helped hundreds of students write and publish their personal histories.



### ***Video Production 101: A Hands-On Seminar***

**V**eteran cameraman Tom Forster will lead this comprehensive session for new or experienced personal historians interested in learning how to do basic video production and adding something different to their product lines. If you're looking to get started in video and increase your skills, this is just the session for you! Join Tom and another ace videographer (TBA soon!) for some hands-on experience with team assignments, where you'll enjoy an opportunity to practice the basics of video production and to learn all about the ABC's of:

- Equipment • Shooting • Lighting
- Sound • Editing

You'll even learn a bit about purchasing considerations and copyright law. Each participant will create a short video in a team setting with special emphasis on interviewing techniques. If you would like to practice with your own small camera, you are encouraged to bring it along.

**Presenter Tom Forster** served from 1984 to 2006 as the director of Operations and Facilities at Skywalker Ranch, a pre- and post-production film and television facility in Northern California owned by filmmaker George Lucas. Since 1989, he has served as the lead instructor of a forty-hour visual aids course for fire service instructors at the California Fire Academy. Tom still works part-time at Skywalker Ranch and, with his wife Maureen, leads a strategic planning and video biography business called MtTam Consulting in Northern California.



Early Registration (July 1-31) Fee: \$125  
Regular Registration (Aug. 1-Sept. 15) Fee: \$150  
Late Registration (Sept. 16-Oct. 24) Fee: \$200

Fees shown are in addition to conference registration fee. If you do not plan to attend the conference full-time, an administrative surcharge of \$75 will be added to your pre-conference seminar fee.

## KEYNOTE SPEAKERS

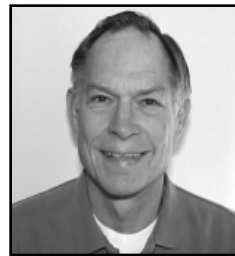

**Sharon DeBartolo Carmack**

is a popular, entertaining speaker and a certified genealogist who is known across the nation. Her keynote presentation, "Oral History: Use It or Lose It," will address the

art and technique of oral history interviewing, the importance of recording family stories, the people to interview, and methods for placing the information into a broader social history context.

Sharon also will assist conference attendees during our visit to the Family History Library and will offer the workshop: "Flesh on the Bones: Putting Your Ancestors into Historical Perspective." The author of sixteen books and hundreds of articles for major genealogical journals and publications, Sharon has served as executive editor of *Family Tree*/ *Betterway Books*, America's best-selling guides to genealogy, and is a contributing editor for *Family Tree Magazine*. She teaches nonfiction writing classes and is the host of the Telly Award-winning talk show, "Roots Books," which airs on RootsTelevision.com.

She is a partner in the research firm of Warren, Carmack & Associates in Salt Lake City and offers consulting, writing, and editing services with emphasis on memoirs, biographies, family histories, and annotated diaries. With a B.A. from Regis University and a diploma in Irish studies from the National University of Ireland, Sharon has received many prestigious awards and honors. She is a member of the Association of Personal Historians and the Association of Professional Genealogists. For more details, see her website at [www.sharoncarmack.com](http://www.sharoncarmack.com).


**Terry Warner**

is an American academic, author, and business consultant. He holds a doctoral degree from Yale University and is a professor of philosophy. In 1967, he joined the faculty at Brigham Young University, where he has

served as chair of the Philosophy Department, director of the Honors Program, and dean of the College of General Studies. He was a visiting senior member of Linacre College, Oxford University.

Warner's academic work explored the foundations of human behavior, and he wrote the book, *Bonds That Make Us Free*, based upon his findings. He founded Arbinger Consulting and Training, which published his book, *Leadership and Self Deception*.

Terry Warner's keynote address, "The Decisions We Make: Mini-Crossroads in Our Lives," will speak to the heart of our theme—Crossroads in Personal History—and will provide all personal historians listening with a deeper understanding of human behavior as they approach people's lives in their work.

In writings and seminars, Warner provides great insight into how individuals are responsible for their own actions and feelings. Therefore, they have the power to free their relationships with others from negativity. These insights are at the heart of the decisions that make up our lives. For more information, see [http://en.wikipedia.org/wiki/Terry\\_Warner](http://en.wikipedia.org/wiki/Terry_Warner).

## Just Starting Out?

I coach start-ups in the personal history business on marketing, pricing, and product. I make a living as a personal historian. You can too.



Stephanie Kadel Taras, Ph.D.  
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# CONFERENCE

WEDNESDAY, OCT. 29

THURSDAY, OCT. 30

## APH STORE

The APH Store, located in the Summer Room just down the hall from the ballroom, will open for business Thursday morning and remain open throughout most of the conference.

Our “Saving Lives” brochures, copies of the Personal Historian’s Marketing Guide, and the APH Member Toolkit—our notebook-in-the-making about how to develop and run a successful personal history business—will be available for purchase. We also will offer copies of speakers’ books, oral history resources, recordings of conference workshops and presentations, past issues of the APH Newsletter, and hopefully our long-awaited *Tales from the Heart* anthology—a collection of stories compiled or written by APH members to showcase the various faces of personal histories.

	7:00 AM - 8:00 AM
	<i>Continental Breakfast</i>
	8:00 AM - 9:30 AM
	APH PANEL PRESENTATION <i>Crossroads to Success as a Personal Historian</i>
9:00 AM - 3:30 PM	9:30 AM - 10:00 AM
PRE-CONFERENCE SEMINAR 1: BREATHE LIFE INTO YOUR STORY	<i>Break</i>
PRE-CONFERENCE SEMINAR 2: VIDEO PRODUCTION 101	10:00 AM - 11:30 AM
<i>See page 4 for details.</i>	CONCURRENT WORKSHOPS: SESSION 1
	11:30 AM - 11:45 AM
	<i>Break</i>
	11:45 AM - 1:15 PM
	APH BUSINESS MEETING & NETWORKING LUNCHEON
3:00 PM - 8:00 PM	1:15 PM - 1:45 PM
REGISTRATION OPEN <i>Check in at the Registration Desk in the lobby outside the hotel ballroom to register and pick up conference materials.</i>	<i>Break</i>
	1:45 PM - 3:15 PM
	CONCURRENT WORKSHOPS: SESSION 2
	3:15 PM - 3:45 PM
	<i>Break</i>
5:00 PM - 6:00 PM	3:45 PM - 5:15 PM
NEWCOMER’S ORIENTATION <i>New members and newcomers to the annual conference are invited to arrive a bit early. APH President Paula Stahel will present a preview of workshops and events as well as tips on how to get the most out of the conference and out of your APH membership.</i>	CONCURRENT WORKSHOPS: SESSION 3
	5:15 PM - 6:30 PM
	<i>Dinner on your own</i>
	6:30 PM - 9:30 PM
	MEMBERS’ PRODUCTS DISPLAYS
7:30 PM - 9:30 PM	7:30 PM - 9:30 PM
WELCOME RECEPTION <i>Light hors d’oeuvres and cash bar Mix and mingle, catch up with old friends and meet new ones.</i>	VIDEO SHARE PRINT SHOW AND TELL SALON SESSIONS (TBA)



# CALENDAR

FRIDAY, OCT. 31

SATURDAY, NOV. 1

SUNDAY, NOV. 2

7:00 AM - 8:00 AM	7:00 AM - 8:00 AM	
Continental Breakfast	Continental Breakfast	
8:00 AM - 9:30 AM	8:00 AM - 9:30 AM	8:00 AM - 9:00 AM
SHARON DEBARTOLO CARMACK <i>Oral History: Use It or Lose It</i>	CONCURRENT WORKSHOPS: SESSION 5	Breakfast
9:30 AM - 10:00 AM	9:30 AM - 10:00 AM	9:00 AM - 10:00 AM
Break	Break	DR. BARRY BAINES A LEGACY OF VALUES <i>When Thoughts Turn to Ethical Wills</i>
10:00 AM - 11:30 AM	10:00 AM - 11:30 AM	
CONCURRENT WORKSHOPS: SESSION 4	CONCURRENT WORKSHOPS: SESSION 6	10:30 AM - 11:30 AM
11:30 AM - 12:00 PM	11:30 AM - 1:30 PM	DR. TERRY WARNER THE DECISIONS WE MAKE <i>Mini-Crossroads in Our Lives</i>
Break	Lunch on your own	11:45 AM - 12:45 PM
12:00 PM - 1:30 PM	Set up for Town Square event	TALES FROM THE HEART
FAMILY HISTORY LIBRARY ORIEN- TATION LUNCH W/AMY OAKS LONG <i>Hit the Ground Running</i>		12:45 AM - 1:00 PM
1:30 PM - 2:00 PM	1:30 PM - 4:30 PM	PASSING OF THE TORCH CLOSING OF THE CONFERENCE
Break	TOWN SQUARE	
2:00 PM	VENDOR EXPOSITION AND DEMONSTRATIONS	
Depart with BYU student escorts for <i>Family History Library via TRAX System</i>		
2:00 PM - 5:00 PM	2:00 PM - 4:00 PM	
AFTERNOON AT FAMILY HISTORY LIBRARY	SPEED COACHING FOR PERSONAL HISTORY ENTREPRENEURS	
5:00 PM - 7:00 PM		
Dinner on your own		
7:00 PM - 9:00 PM	7:00 PM - 11:00 PM	
SALON SESSIONS (TBA)	HERITAGE HOEDOWN <i>Dinner, Downhome Dancing &amp; Delightful Surprises</i>	



## CONFERENCE HIGHLIGHTS

### CROSSROADS TO SUCCESS AS A PERSONAL HISTORIAN

Bring a pen and paper and prepare for your creative juices to begin flowing as our conference officially begins at 8:00 am Thursday morning with our first general session. The Conference Committee has arranged for a panel presentation by experienced APH members who've successfully carved out a niche for themselves in the personal history business. These experts are serious about their businesses and love their work. They are not afraid to speak frankly of their successes and failures or their products and marketing techniques. As questions are asked and discussed, you'll rediscover that there is no single turnkey solution to the challenges you'll face. Yet, one "ah-ha moment," while drinking from the well of experience, will justify the entire conference investment before the first workshop even begins. Check the APH Conference website ([www.personalhistorians.org/conference/](http://www.personalhistorians.org/conference/)) for more details.

### EVENING ACTIVITIES

The opportunities to learn never end at APH conferences; they just change focus. On Thursday evening, the following special-interest sessions will be held:

***Regions Tables: Members' Product Displays*** (6:30-7:30 pm) Attendees are invited to bring their sample products to look over and discuss during this hour. Bring business cards and a close-up photograph of yourself to place with your display. Please contact APH Regional Chair Sarah White at [whitesarah@charter.net](mailto:whitesarah@charter.net) for more details. A great opportunity to meet other personal historians in your region early in the conference!

***Print Show & Tell*** (7:30-9:30 pm)

A continuation of the Regions Tables event with members working in print or other non-video media continuing to view one another's products in-depth. Everyone is invited to show samples and give a brief presentation of the scope of the project, how the work was produced, and how pricing was calculated.

***VideoShare*** (7:30-9:30 pm)

Video biographers will show clips of their personal history programs. Neal Harmon and Paulette Stevens will facilitate the event to ensure that we can view as many clips as possible. Anyone wishing to show a product should contact them at [conferenceprogram@personalhistorians.org](mailto:conferenceprogram@personalhistorians.org) by October 24, 2008, to sign up. Please provide a brief description of your 3- or 4-minute DVD presentation. Submissions accepted as they are received. Sign up early—only 25 viewing slots available.

### SALON SESSIONS

On Thursday and Friday evenings from 7:30 to 9:30, meeting rooms will be reserved for informal sessions. Any attendee with an idea or interesting question to explore may reserve one of these rooms. Salon session reservation requests, announcements, and sign-up sheets will be available at the Registration Desk. These informal salon sessions are not planned in advance by APH.

### HERITAGE HOEDOWN

In the tradition of pioneer community celebrations, we invite you to join us for an old-fashioned community dance and dinner in the 3 Seasons Ballroom at the Sheraton on Saturday evening at seven o'clock. Bring a partner if you like. For fun, wear a costume symbolizing your family's heritage, or come as you are. A lively bluegrass band, complete with fiddles and a square-dance caller, will keep us on our toes early in the evening. We'll also enjoy a colorful floorshow to help us recall how things were when we were young. An amazing collection of pioneer artifacts and heirlooms provided by local families will transform the hotel ballroom into a social hall from the 1800s. Get ready to say "cheese," too, because a professional photographer will be on hand. Be prepared for an unforgettable evening to top off all our exciting conference activities!



### BARRY BAINES: A LEGACY OF VALUES

#### ***When Thoughts Turn to Ethical Wills***

Barry K. Baines, MD, is a hospice medical director and author of *Ethical Wills: Putting Your Values on Paper*. An APH member since 2003, he has spoken nationally on the topic of ethical wills over the past ten years. On Sunday morning at 9:00 am, Barry will discuss how ethical wills today are being written by people at turning points and transitions in their lives and when facing challenging life situations. Attendees will learn what ethical wills are, why, when, and how to write one, and even their potential value as an added product line for personal historians.

### TALES FROM THE HEART

A treasured tradition at all APH conferences, this event will conclude our conference on Sunday morning. Prior to the Passing of the Torch closing ceremony, personal historians will share their own stories as well as those of their favorite clients. Your soul will return home richer for the experience. Contact Sharon Waldman ([sharonwaldman@yahoo.com](mailto:sharonwaldman@yahoo.com)) soon to sign up as participation is limited due to time constraints.



## WORKSHOPS

The 2008 APH conference will feature thirty 90-minute workshops presented in six sessions. Participants may choose to attend one of five workshops during each session. Though a few workshops are noted as Basic (for those new to the personal history business), the majority of these presentations will be appropriate for and valuable to interested participants at any level of experience. An asterisk (\*) following the title denotes that the workshop will not be recorded.

THURSDAY, OCT. 30

### WORKSHOP SESSION 1 (THURSDAY 10:00 - 11:30 AM)

#### ***Workshop 1-A: Working with Subcontractors and Vendors in Video***

Professional film production companies employ teams of specialists to complete their projects, yet many of us video historians try to do it all alone. This workshop defines the roles various subcontractors play and explores when, why, and how to employ them on your projects within your budget. Learn to use the expertise of freelance editors, camera persons, sound persons, and makeup artists, as well as equipment or service vendors and rental houses, to elevate your project's quality and efficiency.

**Presenter Jane Baxter**, 2007 APH Conference Program Chair, has spent nearly 20 years working in various capacities on feature films, commercials, music videos, and corporate events. Her broad, solid foundation of

production knowledge and experience is fulfilling, yet her lifelong affinity for listening makes the capture of personal history, via her company, Roots & Branches Productions, her labor of love. Jane earned her bachelors degree in Journalism from the University of Georgia-Athens in 1988.

*"At the sessions I attended, I was so impressed with the level of professionalism and thoroughness each workshop host exhibited." — Sue Knight*

#### ***Workshop 1-B: Put Life into Writing Workshops***

The journey began in my classroom with a nun, a former prostitute, a woman who used to visit her mother in the "snake pit" (insane asylum), and a mother whose son had killed a priest and two workers 25 years earlier. This workshop will illustrate the power of life-writing to heal and connect diverse people at crossroads in their lives. Attendees will benefit from various teaching aids, including resource lists or bibliographies, methods for making students comfortable with the life-writing process and for handling difficult situations in the classroom, and much more.

**Presenter Susan T. Hessel**, a newspaper reporter turned freelance writer turned personal historian, has added teacher and learner to her biography. She teaches these classes with a mixture of humor, humility, and experience, bringing together people of diverse backgrounds who return again and again.

#### ***Workshop 1-C: Anatomy of a Culinary Memoir: Developing a Niche Product***

Follow two APH members through their experience collaborating to develop a niche product—a culinary memoir. Four aspects of the process will be covered: 1) defining the product—what it is, what it isn't;

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*Workshops, cont. on page 10*



*Workshops, cont. from Page 9*

2) clarifying the work process—how to deliver a quality product profitably; 3) targeting the market—who it is and how to reach it; and 4) working together collaboratively—pearls and pitfalls.

**Presenter Judith Kolva**, Ph.D., is the founder and owner of Memoir Shoppe. An APH member since 2001, she worked on the APH Anthology Committee in 2007. Her doctoral work focused on how older adults discover meaning in life through telling life stories. Judith works in print media with services including memoirs and oral histories.

**Presenter cj Madigan**, with over 20 years of experience in graphic design and print production, attended her first APH conference in 2006. She has focused her business, Shoebox Scanning & Design in Vero Beach, Florida, on turning manuscripts into masterpieces, working exclusively with personal historians and private publishers. She also is a graphic designer for APH.

### ***Workshop 1-D: Creativity Meets Reality: A Business Plan for Personal Historians***

As writers, filmmakers, editors, and interviewers, we use our right brain to capture compelling life stories, design beautiful books, and create entertaining videos. However, we still have to run a business. The services in our new and exciting field are unique. They don't fit the mold for most boilerplate business plans, which are designed for selling a product, for offering a commonly known service, or for opening a franchise. Taylor will share her detailed outline for writing a business plan for entrepreneurs in the multi-faceted personal historian industry.

**Presenter Taylor Whitney** founded Preserving The Past, LLC, in Los Angeles in 1997. She holds a master's degree in Photographic Preservation and Collections Management and has a background in film preservation. With clients worldwide, her company specializes



*Left: During her workshop at the 2007 APH Conference, Taylor Whitney demonstrated effective archival techniques to cj Madigan.*

in archiving private photographic and film collections and has offices in Los Angeles, Rochester, New York, and Toronto, Canada.

### ***Workshop 1-E: Edit, Schmedit: 21 Ways to Improve Your Writing & Bottom Line***

Are your personal histories marred by errors your readers will notice? Choose an editor's hat and find out. Have fun with in-class exercises, learn what level of editing you might need help on, and how or whether you can spot and fix common writing problems. By the time you leave, you'll discover how much you know or need to learn, whether you have a good eye for style, consistency, etc., and whether you should work with a professional editor or proofreader. Learn the differences between structural editing, line editing, copy editing, proofreading, and more. Test your instincts on copyright issues. Warning: Some time will be spent laughing.

**Presenter Pat McNees** was an editor in book publishing for eight years (Harper & Row; Fawcett) before launching a decades-long career as a book doctor, author, and editor as well as a journalist (freelance, *Washington Post*) and personal historian. Her editing clients include the National Institutes of Health, the World Bank, and St. Martin's Press. She has edited and overseen production on dozens of books, including several anthologies. The Library of Congress asked permission to use her copyright quiz.

\* \* \* \* \*

## **WORKSHOP SESSION 2 (THURSDAY, 1:45 - 3:15 PM)**

### ***Workshop 2-A: Keep Projects Under Control: Managing Clients & Workflow***

A small business owner must demonstrate many skills and manage a variety of tasks. This workshop will provide ideas and tools for project planning, client communications, and workflow organization. We will also discuss disorganization and confusion, and how they are most likely to occur. Bring your ideas and experiences for the discussion. Our goal is to help participants plan projects more effectively and carry them out more smoothly.

**Presenter Linda Coffin**, APH Print Communications Director, has been a graphic designer for more than 25 years, working for the most part with small businesses and nonprofit organizations. In 2004, she founded

HistoryCrafters, a business combining her graphic design background with her love of genealogy, storytelling, and history.

### ***Workshop 2-B: If Ken Burns Can Do It: Video Storytelling Techniques \****

Are you a video biographer at a creative crossroads, wondering how to lend greater production values to your basic “talking head” video biographies? Learn how in this fun, informative, and interactive workshop. We’ll look at sample video biographies and documentaries and analyze their use of visuals, music, sound effects, and pacing. We’ll see how they help to tell the story and how you can use the same techniques to bring your clients’ stories to life.

**Presenter Steve Pender** has been writing, editing, producing, and directing video and multimedia programs for business, corporate, and not-for-profit clients for over 29 years. In 1998, Steve created a documentary featuring his grandmother and discovered his passion for video biographies. He founded Family Legacy Video, Inc., in Tucson, Arizona, and wrote the Family Legacy Video Producer’s Guide on CD-ROM to demystify the production process. Steve also conducts do-it-yourself video biography workshops and offers complete video biography production services.

### ***Workshop 2-C: Create and Manage Your Own Website: Showcase Your Services***

(Basic-General) Today, just about everyone in business is expected to have a website. Personal historians need a website to showcase their services, their process, and to display samples of their work to its best advantage. Learn to create and manage your own website—one fully featured with a home page, FAQs, product pages, galleries, links, and more. We’ll cover the planning process first and then build a website using templates and other software offered by various web hosts at little or no cost. Building and maintaining a website is easier than you think.

**Presenter Mary Breakstone** had a 30-year career in building computer systems before she and her husband, Bob, co-founded Our Living Tree and embarked on a journey to become personal historians. Mary is a prior board member and currently serves as the webmaster for APH.

### ***Workshop 2-D: Get Some Attention: Grow Your Business via Local Action***

What can we do, individually or in small groups, to raise awareness of personal history services, increase our professional networks, and attract new clients? As APH membership has grown, so has our ability to work together. Sarah White will convene an interactive panel of APH “activists” who have organized workshops and participated in local events. They will explore the benefits of public outreach in promoting personal history practices and inspire attendees to develop programs that will benefit their communities and help generate new business.

**Presenter Sarah White** now serves as Regions Chair after a term as Marketing Chair (2004-2006). Prior to starting her personal history practice, she consulted on advertising and marketing. Her company, First Person Productions, helps individuals record their life stories through workshops, community projects, and one-to-one service.

### ***Workshop 2-E: Working Effectively with Elders: It’s More than Writing***

After helping more than 250 elders write and publish their life stories, this writer will share benefits and risks observed in the process. Characteristics common to the elderly cohort will be discussed and demonstrated. Participants in this session will be challenged to provide solutions to problem issues, based

*Workshops, cont. on page 12*



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Minneapolis, MN 55406





*Workshops, cont. from Page 11*

on actual case studies of working with elders in the life review process. Learn to identify benefits and risks for the elders and for the personal historian.

**Presenter Mary O'Brien Tyrrell** founded Memoirs, Inc., in St. Paul, Minnesota, in 1994 and began assisting elders to publish their life stories in limited edition, hardcover books. Her company has been featured in the *Wall Street Journal* and *Kiplinger's Retirement Report*. Mary's article, "Memoirist of Ordinary, Yet Extraordinary Elders," appeared in *Generations: The Journal of the American Society on Aging* and was the first professional gerontology literature to describe this burgeoning industry.

\* \* \* \* \*

## WORKSHOP SESSION 3 (THURSDAY, 3:45 - 5:15 PM)

### ***Workshop 3-A: Lighting & Composing for Dummies: Five Steps to a Great Look***

(Basic-General) Achieving a nice look for an interview isn't rocket science. It's simply applying a few basic rules of geometry and physics, such as where to place the subject, how to use whatever lighting tools you have (from a Chimera soft light to Reynolds Wrap), and composing to get the best possible look within the space and time you have. In this interactive session, participants will learn how to dramatically improve a subject's on-camera appearance by using techniques like depth-of-field to emphasize, soft key light, hair light, white card for fill, black wrap for spillover, and how to frame, as well as how to arrange the subject and objects within a frame.

**Presenter Rob Cooper** has produced documentaries for PBS, businesses, and individuals. With over 30 years experience shooting and editing, he has developed a simple but effective lighting style from working as a producer with skilled videographers at WBZ-TV in Boston and in corporate productions. A winner of the Cine International Golden Eagle for a PBS special on the Delta Blues with B.B. King, Rob also has taught video production at the Graduate School of Instructional Design at the University of Massachusetts-Boston.

**Presenter Pam Pacelli** is an APH member with years of experience in video and as a family therapist and oral historian. She has worked with her husband, Rob Cooper, on documentary films for PBS and others.

### ***Workshop 3-B: Digital Audio Basics: From Recording to CD***

(Basic) Most of what you always wanted or needed to know about recording good digital audio, whether preserving interviews for accurate transcriptions or archival quality oral histories. Including... Recommended digital recorders, microphones, hardware, and software for the professional personal historian. What kinds of microphones work best and how to use them. Methods for copying audio files from a recorder to a computer. Why edit your audio recording and how? Burning quality CDs to last. Attendees will learn all this and more.

**Presenter Peter Farquhar** pioneered the digital archiving of historical materials in association with the Regional Oral History Office, The Bancroft Library, U.C. Berkeley, in 1992. He founded his company, TomboMedia, in San Francisco in 1993. Peter conducts workshops on the recording and digital archiving of family history and produces printed family histories, including digitally archived images, text documents, and audio/video recordings. He is editor of the Thacher School Historical Society Oral History Project's Alumni Interviews and recently completed an award-winning biography of Edward E. Eyre, California pioneer.

### ***Workshop 3-C: Book Design Tips & Tricks: Defining Layout/Production Options***

From manuscript to finished book, Shaputis will show tips and tricks for a great looking book. Topics



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will include One Size Does Not Fit All; People Do Judge a Book by Its Cover; Fonts: Friends or Foes; To ISBN or Not ISBN; and Spines: The Stepchild of Cover Design. Increase your understanding of design layout and production needs for a quality book.

**Presenter Kathleen Shaputis** is the author of three non-fiction books and one romantic comedy (two traditional, two self-published). Over the past seven years, she has presented workshops about writing, marketing, printing, and self-publishing at various conferences, community colleges, and other venues.

### ***Workshop 3-D Networking Skills: Hi, I'm a Personal Historian!***

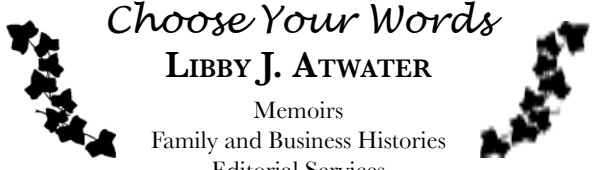
Personal historians can be shy about entering the business community. They then may miss opportunities to develop strategic partnerships with other business owners who could send them clients or point them to new opportunities. Bring your business cards. We'll spiff up your 30-second commercial, give you great questions to ask strangers, and practice, practice, practice! We also will cover contact management and event follow-up. Participants will hone the skills needed to talk about their business to anyone, anywhere, any time ... right in this workshop!

**Presenter Dhyan Atkinson** is a business consultant who specializes in working with personal historians. Since 2003, she has worked with more than 200 personal historians through private consulting and through her highly rated workshops for APH.

### ***Workshop 3-E: Personal History as a Business: The Business of Running a Business***

Taking your personal history practice to the next level—that of a real business—requires addressing a number of administrative, operational, and legal issues. Will you be a DBA, a sole proprietor, or an LLC? Why? Will you need EINs, licenses, and

*"There was no real 'Show & Sell.' Instead, it was generosity that prevailed. A place to share my voice and hear others. To be aligned with so many like-minded (like-souled / like-hearted) individuals was unparalleled." — Peter Savigny*



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**Presenter Bob Breakstone** holds an MBA from Columbia University and has been a consultant to small businesses for over 15 years. As director of operations and administration at ABC, he helped develop numerous start-up businesses and spinoffs for the company.

FRIDAY, OCT. 31

## WORKSHOP SESSION 4 (FRIDAY, 10:00 – 11:30 AM)

### ***Workshop 4-A: The Song of Work: A History of American Laborers***

This presentation will be an overview of the history of American workers through the medium of folk music and poetry, and how this type of social and oral history can enhance a personal history project. Walsh will explore the lives of working class people and their strategies of survival over the last two centuries. Participants will be asked to share related stories that have lived in their own family history, connecting the stories to a larger historical context.

**Presenter James Walsh** teaches Immigration History, Irish American History, and Oral History at the University of Colorado at Denver. He completed his undergraduate work at Duke University and his graduate work at the Uni-

*Workshops, cont. on page 14*



*Workshops, cont. from Page 13*

versity of Colorado at Boulder. He specializes in teaching history through oral tradition—"history from below."

### ***Workshop 4-B: Public Speaking Gigs: Personal Historians Share Speeches***

Many personal historians use public speaking as a marketing tool. However, we seldom have an opportunity to hear each other's speeches. This workshop will offer participants an opportunity to hear snippets of typical personal history speeches followed by feedback and questions. Several APH members from different backgrounds and who do personal history work using various media will hone their speaking skills while other workshop attendees observe and learn.

**Presenter Gloria Nussbaum**, owner and founder of Real to Reel in Beaverton, Oregon, works in audio format because she is passionate about preserving the actual VOICE of her clients when recording their stories. She has been an APH member since 2001 and served as membership director on the APH Board for four years.

### ***Workshop 4-C: Building Community with Healing Stories***

A panel discussion led by board members of Story Keepers—a nonprofit organization dedicated to promoting and preserving oral and written histories. The panelists will describe how this small grassroots organization has impacted studies on end-of-life and healing, and they will attest to the therapeutic power of Story Keepers' Listening to Patients program in a dialysis ward, story circles for residents in assisted living homes, caregivers, and various other activities. Attendees will learn about the healing power of story and will be encouraged to start similar groups in their own communities.

**Presenter Judy Wright** is the author of more than twenty books, a life educator, and an international speaker. Her empowering workshops, books, and articles are filled with interaction and laughter. Judy is a parent educator, family coach, and personal historian. **Presenters Susie Risho and Michele Wheeler** are members of the board of directors of Story Keepers, a nonprofit organization in Missoula, Montana, dedicated to promoting and preserving oral and written histories.

### ***Workshop 4-D: Psychologically Challenging Clients***

Many challenges we encounter in working with clients stem from their psychological issues. Examples include depression, shame, guilt, alcoholism, PTSD, memory loss, and personality disorders. Peg will select a few of these problems, describe the challenges they may pose in personal history projects, and suggest approaches to handling them effectively so that the story can be completed successfully. Using examples from her experiences and those shared by attendees, she will lead a discussion about whether a project is appropriate at a particular time and what special skills it might require of the personal historian.

**Presenter Peg Thompson, PhD**, is a licensed psychologist with 30 years of experience. She specializes in depression, PTSD, personality disorders, and spiritual/religious issues. Peg is also a trained interdenominational spiritual companion/spiritual director, who for many years, as a trainer and consultant, has assisted spiritual directors to gain expertise in psychology. She has been writing personal histories part-time for 5 years.

### ***Workshop 4-E: Stories from the Attic: Waiting to be Told***

This interactive workshop is designed to help others discover personal motivators while exploring ways to incorporate scrapbooks, journals, photographs, and other story-telling artifacts into story ideas. Ersula will discuss how she developed her personal history,



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as well as the importance of genealogy. She'll share simple techniques for getting started and explore where they can lead. Attendees will discover ways to capture stories deep within the fabric of the artifacts already in their possession. Experience a show-and-tell of examples reaching back more than 100 years.

**Presenter Ersula Odom** is an author, essayist, motivational speaker, and prize-winning lyricist. She produced *At Sula's Feet*, a collection of treasured memories of her grandmother and rural living. The audio version includes a recording of her grandmother made some 35 years ago. Ersula is a FHC Mary McLeod Bethune Road Scholar and serves as Online Communications Chair on the APH Board.

## SATURDAY, NOV. 1

### WORKSHOP SESSION 5 (SATURDAY, 8:00 - 9:30 AM)

#### ***Workshop 5-A: Professional Video Biographies: A Live PH Video Interview***

See a live demonstration of professional techniques used to capture world-class video biography interviews. Using a volunteer from the audience, RJ McHatton will demonstrate and capture a video biography interview. He will utilize television monitors tied to the video camera so the audience will experience the emotion and touching personal story of a real person as he or she is interviewed.

**Presenter RJ McHatton** is an award-winning filmmaker, published author, and aspiring artist from the Seattle area. He has been creating custom video biographies for over 10 years. His company, Inventive Productions LLC, is a leading producer of custom video biographies and corporate history DVDs. RJ and Inventive Productions have over 40 video biography projects in various stages of production.

#### ***Workshop 5-B: Publishing in a Digital World***

The world of printing has changed dramatically in recent years as online and print-on-demand tech-



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nology has exploded. Writers have many options for printing their projects, but they also have to find their way through the maze of new technologies in order to make good choices. This panel discussion will provide an overview of offset, online, handmade, and print-on-demand technologies. The audience will enjoy this opportunity to hear answers from APH colleagues who specialize in printing and publishing.

**Presenter Linda Coffin** (See biographical information under Workshop 2-A.) Linda will convene and moderate a panel of experienced personal historians and publishing entrepreneurs.

#### ***Workshop 5-C: Sensory and Sensitive Interviews: Professional Techniques***

Learn the secrets behind powerful interviews from a professional personal historian and radio host. This class will focus on using sensorial questions, psychological interviewing techniques, and improved historical research to make personal interviews more productive and well rounded. Participants will develop better techniques for acquiring the most holistic view of the interviewee.

**Presenter Mary Slawson**, a forensic accountant, professional genealogist, and author of *Getting It Right: The Definitive Guide to Recording Family History Accurately*, is a woman of varied interests and skills. A member of APH and NEHGS, she is co-founder of the Irish Historical and Genealogical Society and an Irish Medieval Specialist in the Medieval History Department of the Family History Library. Mary also serves as co-host of "Relatively Speaking," a program on KSL Radio.

*Workshops, cont. on page 16*



*Workshops, cont. from Page 15*

\* \* \* \* \*

### ***Workshop 5-D: Turn Mega History into Personal History: Mrs. Tulloch and WWI***

The Tullochs of La Crosse, Wisconsin, sailed on the last completed journey of the *Lusitania* in 1915. Imagine the trouble Mr. Tulloch was in when the *Lusitania* sank and his wife reminded him that she had told him to book “under the Stars and Stripes,” not a British vessel. Even a city’s mega history is composed of such tidbits. In this class, learn to identify the components of a large history project, brainstorm ways to tell a mega story in a personal way, tell of major historical events through personal experiences rather than strictly academic accounts, and more.

**Presenter Susan T. Hessel** (See biographical information under Workshop 1-B.)

### ***Workshop 5-E: Stories Without Borders: Histories of Undocumented Americans***

Jim Walsh and Gabriela Flora will discuss the historical roots of immigration today, exploring the lives of undocumented immigrants through storytelling. Using several narratives, they will attempt to place a human face on immigration and challenge some of the negative myths in our society. The workshop will also include a summary of the immigrant rights movement, and the facilitators will explain the role that personal historians may choose to play in this struggle.

**Presenter James Walsh** teaches Immigration History, Irish American History, and Oral History at the University of Colorado at Denver. He completed his undergraduate work at Duke University and his graduate work at the University of Colorado at Boulder. He specializes in teaching history through oral tradition—“history from below.”

**Presenter Gabriela Flora**, James’ wife, works with Project Voice through the American Friends Service Committee. She is a nationally known immigrant rights advocate who develops networks of political, economic, and cultural support for immigrant families.

## **WORKSHOP SESSION 6 (SATURDAY, 10:00 – 11:30 AM)**

### ***Workshop 6-A: From Shoeboxes to Books: Personal Histories People Will Read***

(Basic) Beginning personal historians are often passionate about life-story writing but uncertain how to actually get a project done. Amy will provide an overview of the process, from organizing materials found in shoeboxes to doing interviews, writing, editing, scanning, and creating a beautiful heirloom personal history that a family will read, use, and cherish for generations. Many methods, processes, and illustrations will be given in this interactive class. Attendees will leave with confidence that they can take a project from concept through production.

**Presenter Amy Oaks Long**, owner of Old Willow Personal History and PersonalHistoryHelp.com, taught Family History at Brigham Young University for 14 years. She has been a personal historian for 19 years and serves as a personal historian team leader with FamilyLearn. A frequent lecturer on beginning genealogy and personal and family history writing, Amy is also the author of the how-to book, *From Shoeboxes to Books: Writing Great Personal Histories*.

### ***Workshop 6-B: Become the Community Expert: Teaching Tools for Life-Writers***

Having successfully taught life-writing classes for many years, Judy will provide agendas, sample flyers, advertisements, and descriptions for a 6-session course, a 10-session course, and a weekend retreat. You will also receive tips for leading through discussion and sample writing practices to help your students anchor a timeline. Attendees will participate in an effective exercise to identify the pivotal people and places encountered along life’s journey. As an instructor of life-writing classes in your community, you will be able to help your students discover the who, what, when, and how of their story, and then move it into a narrative or memoir.

**Presenter Judy Wright** (See biographical information under Workshop 1-B.)

### ***Workshop 6-C: Flesh on the Bones: Put Ancestors In Historical Perspective \****

After gathering the names, dates, and facts about ancestors, you may want to reconstruct their lives by placing them into their historical time period. This presentation focuses on the type of research that is necessary to accomplish this task, the sources that will yield the historical information you need, and the key to blending genealogical research with relevant social history events.

**Presenter Sharon DeBartolo Carmack** is a certified genealogist and partner at Warren, Carmack & Associates in Salt Lake City. The author of sixteen books and hundreds of articles about genealogy, she was the executive editor of F+W Publication's *Family Tree/Betterway Books*. Sharon has a BA in English from Regis University and a diploma in Irish Studies from the National University of Ireland, Galway. She teaches nonfiction writing classes for WritersOnlineWorkshops.com and is the host of "Roots Books" on RootsTelevision.com.

### ***Workshop 6-D: Preservation Methods II: Archiving Options for Photos and Film***

As personal historians, we work with a lot of photographs, home movies, and memorabilia. Elaborating on her 2007 APH workshop in Nashville, Taylor will review the history of photography and home movies, discuss the leading causes of photographic and film deterioration, and offer best-practice methods in the

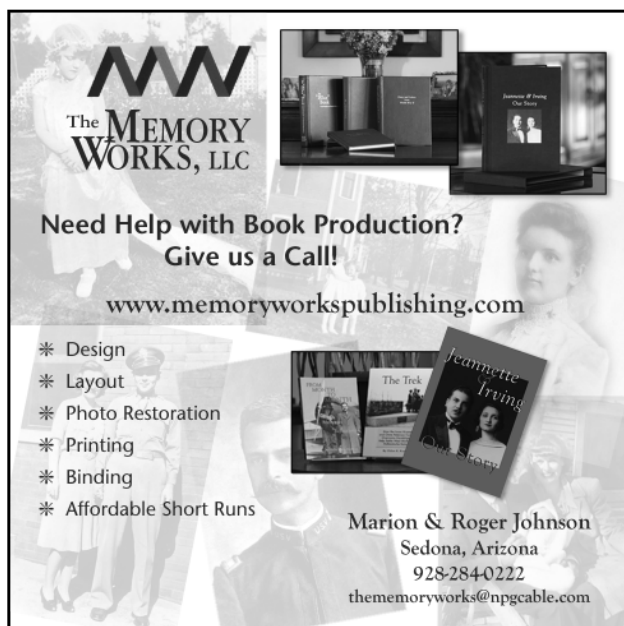
organization and housing of original elements. She will also offer alternatives for archival materials and storage that help to slow the deterioration process. Participants will have a chance to experience the fragility of tangible elements and learn to identify common symptoms of deterioration.

**Presenter Taylor Whitney** (See biographical information under Workshop 1-D.)

### ***Workshop 6-E: Pricing Models for Personal Histories: Increase Revenue Potential\****

Pricing your services is one of the most important decisions you make. It affects your revenue potential, but it is determined by a number of factors outside your control. This session will explore different pricing models, such as mark-up pricing, value-based pricing, bundled pricing and penetration pricing. Participants will increase their business knowledge and learn how to apply these pricing models to personal history projects.

**Presenter Don Atwater** served as chief executive for a Southern California technology company, chief financial officer of an international value-added software company, a principal in the Human Resources and Compensation practice at William M. Mercer, and director and cofounder of several startup companies. He teaches economics in the MBA program at Pepperdine University.



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*"I love these conferences so much. The people drawn to personal history work have sparkle behind their eyes that makes me want to get to know them better and learn what they are sparkling about." — Sarah White*





## TOWN SQUARE, SATURDAY, NOVEMBER 1

### INTERACTIVE VENDOR EXPO

(1:30-4:30 pm)

Add tools to your toolbox and explore cutting-edge ideas at this year's Town Square. Come prepared to buy, because what is planned will knock your socks off!

Members will be viewing each other's work at a Regional Tables event on Thursday (see page 8) rather than during Town Square as in the past. This change will give everyone the opportunity to focus their full attention on the products our APH and commercial vendors have to offer and to learn more about the newest technologies and services available.

Select commercial vendors will present what's new in such areas as computer software, online technology, video and recording equipment, layout and design products, publishing services, and more. Many will provide short, how-to demonstrations of products and services that may help solve real problems in our industry. As usual, APH member-vendors will be promoting their products and services in creative ways.

Community folks involved with personal/family history will be invited to attend Town Square this year. This may well boost general attendance at our Saturday afternoon event, so don't miss the opportunity to promote your business.

#### VENDOR TABLES

Vendor tables are available at the discounted rate of \$50 each for APH members and \$100 each for non-members, with an additional charge of \$25 if you need an electrical hookup. For more information about this opportunity or advertising ideas, see page 22.

To reserve vendor tables, please fill out the mail-in Conference Registration form or register online at [www.personalhistorians.org/conference/register\\_now.php](http://www.personalhistorians.org/conference/register_now.php) and check the appropriate boxes in the Vendor Table Reservation Section.



*Above: Vendors provided great shopping and learning experiences at Town Square 2007.*

### SPEED COACHING FOR PERSONAL HISTORY ENTREPRENEURS

(2:00-4:00 pm)

Take this opportunity to seek advice from some of our association's most successful personal and family historians.

To participate, sign up early at the Registration Desk or during Town Square for a free five-minute, one-on-one speed coaching session with a specialist in your area of interest, including Marketing, Interviewing Techniques, Genealogy, Publishing, Video, Audio, Small Business, Ethical Wills, Websites, and much more.

Lettice Stuart, former APH president and the subject of articles in *Time Magazine*, *The Wall Street Journal*, and the *Los Angeles Times*, has agreed to lead a team of experts in this popular program again this year.



*Right: 2007 Conference attendees enjoy speed coaching sessions with veteran APH members.*

## SALT LAKE CITY POINTS OF INTEREST



“What I like about Salt Lake City,” explained APH Operations Manager Marty Walton of Maine, “are the wide streets, clean sidewalks, and the ease of getting TRAX (which is free downtown), as well as the proximity of the hotel to Temple Square and the variety of restaurants nearby. I am also impressed with the culture of volunteering and, of course, the magnificent setting along the Wasatch Front!”

### HISTORICAL SITES DOWNTOWN

(Many offer free guided tours)

- Temple Square, including the historic Tabernacle and visitors centers
- Joseph Smith Memorial Building, once known as the most beautiful hotel west of the Mississippi River
- Beehive House, the charming pioneer home of Brigham Young
- Museum of Church History and Art
- Utah State Capitol

### SHOPPING, RESTAURANTS, AND OTHER DOWNTOWN ATTRACTIONS

- Gateway Shopping District: Fun shops and eating places
- Union Pacific Depot & Rio Grande Depot (Utah Historical Society)
- Clark Planetarium
- Discovery Center for Kids
- Historic Trolley Square: Distinctive shops and restaurants inside an old trolley barn
- Energy Solutions Arena, home to Utah Jazz basketball
- Maurice Abravanel Hall for the Performing Arts
- Salt Lake City Public Library at Library Square

### INTERESTING SITES IN SURROUNDING AREAS

- Natural History Museum (dinosaur and rock collections) and Museum of Utah Art and History at the University of Utah
- This Is the Place Heritage Park (authentic pioneer village) and Hogle Zoo at the mouth of Emigration Canyon
- Kennecott Utah Copper Corporation, world's largest open pit mine
- Park City, site of 2002 Winter Olympic Games, now home of Sundance Film Festival, eclectic shops and dining
- Arches National Monument, Bryce Canyon, Zion National Park (Southern Utah)



For more information about this beautiful city or the surrounding areas, contact the Salt Lake Convention and Visitors Bureau at (801) 534-4900 or [www.visitsaltlake.com](http://www.visitsaltlake.com).



## TRAVEL INFORMATION



### SHERATON HOTEL

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Nestled in the heart of downtown Salt Lake City, the Sheraton Hotel offers 362 spacious guest rooms with stunning views of Salt Lake City or the Wasatch Mountains. The Sheraton offers such guest amenities such as a full-service hair salon, a well-equipped fitness center, a massage and body treatment facility, an outdoor pool (seasonal), indoor whirlpool and saunas, a fine jewelry store, car rental, and a gift shop.

On free evenings, guests may enjoy a relaxing dinner in the award-winning Olio Ristorante with a varied and tempting menu. Indoor and outdoor seating, along with a full spectrum of coffees and delicious treats, are offered at the Starbucks Coffee Shop in the main lobby. First Press Lounge is a great place to gather with friends for a drink or casual dinner by a cozy fireplace.

The Gateway offers excellent shopping within a few blocks of the Sheraton.

Numerous restaurants and brewpubs also are just a short walk or free tram ride away. Other nearby attractions include the Energy Solutions Arena (home of the Utah Jazz), Symphony Hall, the Family

History Library, and the world renowned gardens of historic Temple Square (home of the Mormon Tabernacle Choir).

Parking is available for APH guests at the reduced rate of \$6.00 per day. Just two blocks away from the Sheraton, you'll find a TRAX Light Rail stop, where you can board a tram and ride to a plethora of restaurants, shops, and other attractions within the Free Fare Zone in downtown Salt Lake City.

A special discounted rate of \$112\* per night, single or double occupancy, will be available to APH Conference attendees throughout the conference. This special rate also applies for three days before and three days after the conference, depending on availability. (Call early!) Bring the family and plan to spend a little extra time enjoying this beautiful city.

*\*Guestroom rates are subject to applicable state and local taxes (currently 12.7%) in effect at the time of check-in.*

### HOTEL RESERVATIONS

Book early, please. We expect a high attendance, and rooms will go quickly.

Don't forget to ask for the Association of Personal Historians Conference group rate when you reserve your room directly with the Sheraton by calling 801-401-2000.

Or BOOK ONLINE at:

<http://www.starwoodmeeting.com/Book/APH>. Just click on "Book a Room" to begin the registration process.

To receive the guaranteed rate, reservations must be made no later than **September 27, 2008**.

**Cancellation Policy:** Individual cancellations must be made more than SEVEN (7) DAYS prior to arrival, or you will be charged for the first night.

*"My personal histories energy and passion is charged up once again!" — Jennifer Campbell*



## TRANSPORTATION OPTIONS FOR GETTING TO THE SHERATON HOTEL

### Driving:

The Salt Lake International Airport is serviced by most major airlines. From the airport, drive east on Interstate 80 and exit at North Temple. Proceed to West Temple and turn right. Proceed until you reach 500 South, where you will turn right again. The Sheraton will be on your right—an approximate ten-minute drive. Parking is available for APH guests at the reduced rate of \$6.00 per day.

### Free Tram Service Downtown:

Just two blocks away from the Sheraton, you'll find a TRAX Light Rail stop, where you can board a tram and ride to a plethora of restaurants, shops, and other attractions within the Free Fare Zone in downtown Salt Lake City.

### Hotel Shuttle Service:

Complimentary 24-hour shuttle service to and from Salt Lake International Airport is offered by the hotel. A Sheraton shuttle van runs approximately every half hour between 6:00 am and 10:00 pm to deliver and pick up hotel guests at Doors 5 and 10 outside the baggage claim area. If you arrive outside the scheduled hours, please collect your luggage and then call the hotel (801-401-2000) to arrange for a shuttle ride.



### Taxis:

Average one-way taxi fare from the airport to the hotel is \$20.



*The lobby of the Sheraton Hotel in Salt Lake City, Utah*



## VENDORS

### *Welcome Vendors!*

The Association of Personal Historians is pleased to invite interested individuals, organizations and companies to participate in its fourteenth annual conference October 29–November 2, 2008, at the Sheraton Hotel in Salt Lake City, Utah. Approximately 300 personal historians are expected to attend. Of particular interest to these specialized entrepreneurs are the products and activities available during the Town Square event.

### *What is Town Square?*

#### *How can I participate?*

Our annual Town Square event is a unique exhibit highlighting products and tools utilized in the personal history business. This year, the exhibit space will be open from 1:30–4:30 pm on Saturday, November 1, in the All Seasons Ballroom. In addition to the vendors' displays, a section of the ballroom will be devoted to Speed Coaching—a mentoring activity for novice personal historians.

The emphasis will be on vendors' tables, which will be set up in a central area. This venue offers vendors a perfect opportunity to demonstrate materials and services that personal historians need in their work throughout the year. APH looks forward to working with you, so please don't delay registering. We'd hate to see you miss this chance to learn more about our great organization and meet potential new clients.

Vendor tables cost \$50 each for APH members and \$100 each for nonmembers, with an additional charge of \$25 if you need an electrical hookup.

#### **To reserve vendor tables ...**

Please fill out the Conference Registration Form at [www.personalhistorians.org/conference/register\\_now.php](http://www.personalhistorians.org/conference/register_now.php). Check the appropriate boxes in the Vendor Table Reservation section.

Vendor applicants may also request a printable vendor registration form by emailing Marty Walton at [registrar@personalhistorians.org](mailto:registrar@personalhistorians.org).

## ADVERTISING

### *Is it possible to advertise within APH materials?*

Of course! We offer two opportunities to advertise:

- 1) Place an ad in the fall issue of the APH Newsletter (Deadline July 21, 2008).
- 2) Reach all conference attendees through an ad in the printed Conference Program Notebook (deadline September 3, 2008).

To reserve ad space... Please visit  
<http://www.personalhistorians.org/advertising.php>  
and download the 2008 Advertising  
Order Form.

*Honorary Mayor Sarah White (aka APH Regional Director) stayed busy networking with Town Square visitors in Franklin, Tennessee, last year.*



## INVITATION TO SPONSORS

The Association of Personal Historians (APH) is pleased to invite interested businesses and members to participate in its fourteenth annual conference in support of the preservation of personal, family, corporate and community histories.

### ***What are the options and benefits of sponsorship?***

This year, APH is offering specific, limited sponsorship options for its members and business colleagues. In addition to the tangible benefits listed below for each level of sponsorship, our sponsors will, of course, also enjoy many intangible rewards. Not only will conference attendees come to know the sponsors and become familiar with their services and products, but they're also notorious for generously passing such information along to their colleagues and other members not in attendance. Sponsors also will receive a special thank-you in the January 2009 APH Newsletter, which is distributed to more than 700 members.

#### **LEGACY LEVEL — \$250**

In Gratitude: Special mention in the online Advance Program and conference materials; a 3.25-inch square ad in the conference syllabus or January 2009 APH Newsletter; a vendor table at Town Square; and a listing on our sponsorship poster displayed throughout the conference.

#### **HERITAGE LEVEL — \$500**

In Gratitude: Special mention in the online Advance Program and conference materials; a half-page ad in the conference syllabus or January 2009 APH Newsletter; a vendor table at Town Square; and a mid-level listing on a sponsorship poster displayed throughout the conference.

*"I came away even more enthusiastic and excited about the work we do."* — Susan Hessel

### ***Other Ideas?***

If you're inclined to think outside the box, perhaps you have some ideas of your own for ways you might help support our conference. Tote bags? A hospitality suite? We'd love to hear from you and chat about it. Contact Paula Yost at [eventsmanager@personalhistorians.org](mailto:eventsmanager@personalhistorians.org) for more details.

#### **HEIRLOOM LEVEL — \$1,000**

In Gratitude: Special mention in the online Advance Program and conference materials; a full-page ad in the conference syllabus or January 2009 APH Newsletter; two vendor tables at Town Square; top-level listing on a sponsorship poster displayed throughout the conference. Heirloom Sponsors also will be introduced to attendees and formally thanked for their generosity during the Welcome Reception at the conference.

### ***Sponsorship Opportunities***

Sponsor a portion of the cost of particular conference events (breaks, lunch, dinner entertainment, etc.) or conference registration materials (printed program, tote bags, name tags, etc.) and receive free ads, vendor space, and other benefits. Contact [eventsmanager@personalhistorians.org](mailto:eventsmanager@personalhistorians.org) for more details and ideas.

*"I highly recommend volunteering for those attending their first conference and/or who are new to APH. It was fun and a great way to begin meeting others!"* — Linda Sheldon

*"I was so impressed with the organization of the entire event as well as the high caliber of speakers and wonderful entertainment. Thank you all for the best introduction to what APH is made of!"* — Eloise Lewis





## SCHOLARSHIPS

### ***Short on money but anxious to attend this year's conference?***

Consider applying for a conference scholarship. Because of the generosity of its members, APH is offering several scholarships to cover the full-time registration fee. (Recipients will need to cover their own travel, lodging, and any other expenses.)

#### ***Applicant Eligibility and Requirements***

- You must have been an APH member for at least six months prior to July 31.
- Previous scholarship recipients are ineligible. You must register for the conference during July, but you do not need to submit the registration fee.
- If you register online, send an e-mail to Marty Walton (operationsmanager@personalhistorians.org) saying you are applying for a scholarship and have not included payment with registration.
- If registering by mail, clearly note on the registration form that you are applying for a scholarship.
- Send an e-mail or cover letter with your name and contact information to Adrienne Johns, Scholarship Fund Committee Chair, 1560 Stablewood Lane, Lake Forest, IL 60045, or treasurer@personalhistorians.org.

#### ***How to Apply***

On a separate sheet or e-mail attachment with no identification information, write an essay of up to 500 words including:

- A description of your personal history background and commitment;
- A description of your long-term commitment to APH;
- An explanation of your need for financial aid;
- A description of how you will contribute to APH the following year (committee work, regional work, helping with the conference, etc.);
- Any other considerations you would like the committee to know about.

**Application must be postmarked or time-stamped by midnight, July 31, 2008.**

---

#### ***Further Information***

The names of recipients will be kept confidential except to APH Board members and the APH Operations Manager.

- Applicants will be sent an acknowledgment of their application by August 10.
- By August 31, applicants will be notified whether or not they have been awarded a scholarship.

### **APH SCHOLARSHIP FUND**

#### ***If you can, please contribute to the APH Scholarship Fund.***

We invite contributions of any amount. Please consider helping others who otherwise would not be able to attend our annual conference. You may contribute as part of your registration process or mail a check (issued to APH with "Scholarship Fund" in the note) to:

Marty Walton  
APH Operations Manager  
43 Beach Ave., Kennebunk, ME 04043

*Because APH is a nonprofit trade organization and not a charity, contributions to APH are not tax-deductible in the U.S.*

## CONFERENCE VOLUNTEERS NEEDED

### *Special Thanks to Conference Heroes Present and Future!*

Conference Program Co-Chairs Neal Harmon and Paulette Stevens would like to thank the folks who have helped so far with the myriad details involved in planning this event: Jeanne Archer, Libby Atwater, Barry Baines, Pat Barrantine, Jane Baxter, Mary Breakstone, Sheila Bruce, Linda Coffin, Diane Dassow, Peter Farquhar, Judy Fischer, Tom Forster, Mary Harrison, Sue Hessel, Loretta Heindrichs, Adrienne Johns, Sue Knight, Amy Long, Mary Ann Mayers, Liz McCutcheon, Pat McNees, Joy Miller, Carol Mori, Ron O'Reilly, Susan Owens, Vera Rosenbluth, Paula Stahel, Sarah White, Marty Walton, Michele Williams, and all those wonderful folks whose names have slipped our hurried minds. (You know who you are!) We're delighted to know the list will grow.

### *What We Need*

APH could not pull off such a huge event without the help of its skilled volunteers. But we have lots of fun and are just getting started! There's no better way to get in on all the action. As you register, don't forget to sign up for a volunteer position. You won't regret it, and we'll be so darn grateful. More specific details will be communicated to volunteers prior to the conference, but you may choose to help in one or more of the following four areas:

#### *Registration and Conference Store*

Joy Miller will oversee on-site registration. She needs volunteers on Wednesday morning/early afternoon to collate and prepare registration materials and kits. During registration hours Wednesday afternoon/evening and early Thursday morning, we'll again need help. Shifts ensure that all volunteers have time to attend the Welcome Reception and Thursday



*Ace APH volunteers Tom Forster and Joy Miller hard at work.*

breakfast. Throughout the rest of the conference (especially at break or meal times and during Town Square), Joy will need willing volunteers. Please note your interest in volunteering on the registration form; contact Joy\_Miller@telus.net for more information about the varied and interesting registration and store activities.

#### *Greeters*

Former conference attendees will welcome new APH members and those attending their first APH conference during the registration process on Wednesday. Greeters enjoy a wonderful opportunity to mix, mingle and get to know other APHers. Please sign up when registering or contact Joy\_Miller@telus.net

#### *Workshop Hosts*

Workshop hosts will introduce presenters and help ensure that sessions run smoothly. Volunteer and you will be assigned to one of the workshops you plan to attend. Sign up when registering or contact Sue Knight: sueknight100@yahoo.com

#### *Workshop Recording Support*

Under the guidance of Eric Larson, APH member and CEO of Stellar Media, experienced video camera volunteers and sound volunteers will ensure optimal recording of workshops and speakers. Sign up when registering or contact Eric Larson: recording@personalhistorians.org.

### PLANNING AHEAD

Preliminary plans are already in the works for next year's conference, too. Get involved early and join the fun! Contact Paula Yost: eventsmanager@personalhistorians.org



## 2008 REGISTRATION INFO

### ***Full Time Registration Fee Includes:***

- Conference materials
- Newcomer Orientation
- Welcome Reception
- Visit to Family History Library
- Town Square Event
- Tales from the Heart Event
- Seven Inspiring General Sessions
- 30 Informative Workshops (Attend up to 6)
- Evening Options (Video Share, Print Share, Salons)
- Daily Breakfasts & Refreshment Breaks
- Two Luncheons
- Heritage Hoedown Dinner & Entertainment
- Vegetarian Options Available

### ***Partner/Guest Information***

Partners (life partners, business partners) of APH members attending full time at the member rate pay reduced conference fees—the partner does not have to be an APH member. Non-participating guests (spouses, friends, children) are welcome to join registrants for meals at the meals-only rate. Meals for children ages 6-12 are half-price, free for children under 6. Parents will need to make their own child-care arrangements.

### ***Registration Deadlines***

Early Registration: July 1-31, 2008

Regular Registration: Aug 1 - Sept 15, 2008

Late Registration: September 16 - Oct 24

On-Site Walk-In Registration Oct 25 - Nov 2

### ***Refund Policy***

Refunds for cancellations through September 15 are subject to a cancellation fee of \$50 for a full conference registration and \$25 for a part-time registration. Due to hotel commitments, no refunds are likely for later cancellations.

### ***Pre-Conference Seminars***

Optional. Enrollment is limited. Fee is \$125 per session during Early Registration. Please see page 4 for details.

### ***Vendor Tables for Town Square***

Promote or offer your products for sale during Town Square. Please sign up for a vendor table (and

electricity if you need it) via the conference registration form. For more information, see p. 22.

### ***Registering Online***

Registering at [www.personalhistorians.org/conference/renew\\_now.php](http://www.personalhistorians.org/conference/renew_now.php) is easy and fast, and you can pay in U.S. dollars using your charge card via PayPal. Or you can register online and choose to mail your check or money order (U.S. dollars), using the check confirmation page that summarizes your fees. Direct all registration questions to Marty Walton, Registrar, 207-967-0720, or [registrar@personalhistorians.org](mailto:registrar@personalhistorians.org).

### ***Registering By Mail***

If you prefer to register by mail, please use the mail-in registration form on the next page or download the form from the APH website. If you are registering for two people, be sure to make a copy of the form beforehand; only one person may register per form.

### ***Photos for Conference Directory***

No later than September 15, please email your .tif or .jpg photo (300 dpi, minimum 2"x3" portrait-style headshot, b/w or color), to [cj.Madigan@personalhistorians.org](mailto:cj.Madigan@personalhistorians.org). Please title photo as: lastname-firstname.tif or lastname-firstname.jpg. If we already have your photo on file, we'll use it unless you send a new one.

### ***Hotel Information***

Sheraton Hotel

150 West 500 South, Salt Lake City, Utah 84101

Phone 801-401-2000

APH Rate for Standard Room (SGL/DBL):

\$112/night + 12.67% tax

You must make your own hotel reservations. Call to ask for the APH group rate or reserve online via [www.starwoodmeeting.com/Book/APH](http://www.starwoodmeeting.com/Book/APH).

Please note that the reservations cutoff date is **September 27**. Late registrants will be accommodated on a space available basis at regular hotel rates.

Cancellation Policy: The hotel requires **seven (7) days** notice prior to your planned arrival, or the cost of one night's room and tax will be charged.

For airport shuttle schedules and more, see Transportation Options section on page 21.



# Mail-in Registration Form for 2008 APH Conference

Association of Personal Historians Inc.

Wednesday, October 29 — Sunday, November 2, 2008

Sheraton City Centre Hotel, Salt Lake City, Utah

Please use only one mail-in form per registrant. To register online: [www.personalhistorians.org/conference/register\\_now.php](http://www.personalhistorians.org/conference/register_now.php)

E-MAIL		BUSINESS NAME	
LAST NAME		FIRST NAME (FOR NAMETAG)	
ADDRESS		CITY	
STATE/PROVINCE	ZIP/POSTAL CODE	COUNTRY	PHONE

**Registration for:** APH Member \_\_\_\_ APH Member's Partner \_\_\_\_ Nonmember \_\_\_\_ Full time? \_\_\_\_ Part time? \_\_\_\_

**Optional Pre-Conference Seminars:**\* Wednesday 9 AM - 3:30 PM Choose only one: PCS-1 Video \_\_\_\_ PCS-2 Writing \_\_\_\_

**Workshop Selection** (Choose one workshop per session. Please use the designated workshop codes such as 1-A, 3-D, 6-B)

Session 1 ____ Thurs 10:00 AM	Session 2 ____ Thurs 1:45 PM	Session 3 ____ Thurs 3:45 PM	Session 4 ____ Fri 10:00 AM	Session 5 ____ Sat 8:00 AM	Session 6 ____ Sat 10:00 AM
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**Food Choices:** Vegetarian? \_\_\_\_ Other food concerns? \_\_\_\_

**Vendor Tables:** Members \$50; Nonmembers \$100. Qty tables required \_\_\_\_ Electrical Hookup - \$25. Qty hookups required \_\_\_\_

**I can help with:** Registration/Store \_\_\_\_ Greeting new folks \_\_\_\_ Hosting a workshop \_\_\_\_ Recording workshops \_\_\_\_

**Registration Fees — please circle appropriate fee(s). If total of part time fees exceeds full time fee, use full time fee.**

(All fees are stated in U.S. dollars and do not include hotel accommodations.)

Registration Date	Member Status	OPTIONAL Pre-Conf Seminar* Wed 9-3:30	FULL TIME FEES Full-time Wed evening to Sunday noon	PART TIME FEES					
				Wed Intro & Reception	Thursday Program	Friday Program	Saturday Program (not evening)	Sat. Evening Heritage Hoedown	Sunday until closing
Early July 1-31	Member	\$125	\$450	\$50	\$175	\$175	\$175	\$75	\$100
	Member's Partner	\$125	\$400	\$50	\$175	\$175	\$175	\$75	\$100
	Nonmember	n/a	\$600	\$75	\$225	\$225	\$225	\$100	\$150
Regular Aug 1 to Sept. 15	Member	\$150	\$550	\$50	\$200	\$200	\$200	\$75	\$125
	Member's Partner	\$150	\$500	\$50	\$200	\$200	\$200	\$75	\$125
	Nonmember	n/a	\$700	\$75	\$250	\$250	\$250	\$100	\$175
Late Sept. 16 to Oct. 24	Member	\$175	\$650	\$50	\$225	\$225	\$225	\$75	\$150
	Member's Partner	\$175	\$600	\$50	\$225	\$225	\$225	\$75	\$150
	Nonmember	n/a	\$800	\$75	\$275	\$275	\$275	\$100	\$200
On-Site After Oct 24	Member	\$200	\$700	\$75	\$250	\$250	\$250	\$100	\$175
	Member's Partner	\$200	\$700	\$75	\$250	\$250	\$250	\$100	\$175
	Nonmember	n/a	\$850	\$100	\$300	\$300	\$300	\$125	\$225

\*Optional Pre-Conference Seminar: Open to APH members only. Fees shown are in addition to full-time conference registration fees. If registering for a pre-conference seminar but not the full-time conference, please add \$75 to the stated seminar fee.

**Guest Policy:** Spouses, children and friends not participating in the conference are welcome to join attendees for catered meals. Reception = \$50. Breakfasts = 4 @ \$30 each. Lunches = 2 @ \$40 each. Saturday Night Dinner and Entertainment = \$75. All meals = \$325. Children's meals 6-12 = half price. Children 0-5 = no charge. Name(s) of guest(s): \_\_\_\_\_

**APH Membership Dues** are \$145 for a full year or \$80 for 6 months. *Take advantage of member conference rates by joining APH now.*

## Payment Information

Mailed-in registration forms must be accompanied by check or money order in U.S. dollars, payable to Association of Personal Historians Inc. Mail to:

Marty Walton, APH Registrar, 43 Beach Avenue, Kennebunk, ME 04043

Questions? Email [registrar@personalhistorians.org](mailto:registrar@personalhistorians.org) or call 207-967-0720.

**Online registration (and payment)** is recommended and preferred. PayPal handles credit cards for APH without requiring the user to have a PayPal account. Go to [www.personalhistorians.org/conference/register\\_now.php](http://www.personalhistorians.org/conference/register_now.php)

Optional Pre-Conference Seminar	\$ _____
Main Conference Registration fee	\$ _____
Vendor Table(s) Total incl. electricity	\$ _____
Guest meals (total)	\$ _____
APH Membership Dues (\$145 or \$80)	\$ _____
Scholarship Fund Contribution	\$ _____
Less Leadership Credit ---	\$ _____
<b>TOTAL ENCLOSED</b>	<b>\$ _____</b>



**T**he Association of Personal Historians, Inc. (APH) is an international educational organization whose mission is to advance the profession of helping people to preserve their life stories and memories. ([www.personalhistorians.org](http://www.personalhistorians.org))

#### Conference Program Chair

Neal Harmon, 801-358-4484  
[conferenceprogram@personalhistorians.org](mailto:conferenceprogram@personalhistorians.org)

#### Conference Program Co-Chair

Paulette Stevens, 801-261-5203  
[conferenceprogram@personalhistorians.org](mailto:conferenceprogram@personalhistorians.org)

#### Events Manager

Paula S. Yost, 903-383-2126  
[eventsmanager@personalhistorians.org](mailto:eventsmanager@personalhistorians.org)

*Cover design by Angela Zusman.*

*Cover image: Rainmakers petroglyph photo used*

*with permission of photographer Aaron Goldenberg and Palmers Gallery of Salt Lake City..*

## INVITATION TO JOIN APH

**I**f you are not yet a member of the Association of Personal Historians, we invite you to join APH prior to registering for the conference. You'll have immediate access to all the benefits of membership as well as the advantage of reduced member registration rates for the conference.

Membership offers a growing collection of rich resources in the Member's Area of the APH website; the use of the APH Listserv, the Forum and other communication tools; our periodic informative APH Newsletter; and for members whose businesses are up and running, a listing in our Find a Personal Historian directory.

Membership dues are \$145 for a full year. As a special offer to first-time members during the conference registration period, you may opt for a 6-month initial membership by paying dues of only \$80. To join, please follow instructions on the APH website at [www.personalhistorians.org/join/](http://www.personalhistorians.org/join/) or contact Diane Dassow at [membership@personalhistorians.org](mailto:membership@personalhistorians.org).



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