

**Association of Personal Historians**  
**2009 Annual Conference**



***Revolutionary Perspectives***

Philadelphia • October 21 – 25





## **An Invitation**

### **Look at Clouds from Both Sides Now**

Just as perspective was important in Joni Mitchell's 1960s hit song, *Both Sides Now*, perspective is critical to the art and craft of personal history. With this in mind, I am pleased to invite APH members, colleagues, and others on the front lines of the memoir revolution to the fifteenth annual APH conference, *Revolutionary Perspectives*.

Our 2009 Program Committee has created a lineup that invites us to consider our profession from an amazing number of viewpoints. Not just the personal historian's or narrator's perspective, but the perspective of the reader or viewer, the perspective the medium brings to the work, the business perspective, the public history perspective, the perspective of future generations, and more! For the first time, conference attendees will hear from a panel of former personal history clients about their experiences with the process. Our keynote speakers include a "photo detective," the president of the Oral History Association, the author of a bestseller based on a diary found in a dumpster, and an expert on marketing to age 50+ consumers.

As reflected in our conference logo, creating a personal history is a lot like working a jigsaw puzzle. You add one piece at a time, and each piece works with all the other pieces to bring perspective to the whole. This year, we've applied the jigsaw principle in putting together a fabulous conference package without increasing the registration fee. I hope you will join us and that when you leave beautiful Valley Forge, you will be energized with lots of new perspectives, great ideas, and pleasant memories.

Marianne Waller  
APH Conference Program Chair



### **Message from the President**

One of the United States' most historic sites is the setting for the APH 2009 annual conference. In many ways, the Revolutionary War hinged on the commitment of people who stayed true to their beliefs through harsh times at Valley Forge.

While we understand that the past informs the future, the past is not the focus of our conference. We won't be looking at history—we'll be discovering new ways to preserve it.

*Revolutionary Perspectives*, this year's conference theme, is designed to help you transform and expand your awareness. The wide array of educational workshops and enlightening speakers will open your eyes to opportunities you can take advantage of immediately. Access to new information, ideas, technology, and connections will offer fresh insight on how to make your business thrive, not just survive, harsh economic times.

Join us in Valley Forge for an event that will revolutionize your perspectives as a professional personal historian.

Paula Stahel  
APH President





## Pre-Conference Seminars

**Radisson Hotel Valley Forge – Wednesday, October 21**

### Seminar 1 – Starting and Succeeding with Your Personal History Business

(8:30 am–3:00 pm)

Starting a new personal history business? While you can get generic start-up advice many places, this session tailors discussion of business planning, promotion, products, pricing, and operations to the specifics of a personal history business. We'll talk frankly about how to make a living in this field, where (and where not) to spend your precious time and resources, and how to make the most of what you already know. Using samples, stories, and group brainstorming, presenter Stephanie Kadel Taras will target the following topics to the needs of the attendees:

- Vision, purpose, goals and how these help with marketing
- Products and services and how a clear focus will save you time and money
- Business planning so you're ready for your clients
- Preparing promotional materials that matter and avoiding those that don't
- Creating a dynamite sample and a replicable process
- Getting known in your community by the right people
- Working with clients and loving it



**Stephanie Kadel Taras, Ph.D.**, wrote her initial personal history business plan in 2001 and is surprised to discover how relevant it still is to her work today. A former vice president of APH, Stephanie makes a full-time living as a writer

through her company, TimePieces Personal Biographies, in Ann Arbor, Michigan. She provides telephone coaching to personal history start-ups and has taught well-reviewed workshops at previous APH conferences.

### Seminar 2 – How to Write a Page-Turner Memoir... and Still Tell the Truth!

(8:30 am–3:00 pm)

Writing a life story generally implies providing a factual account of a life. Yet the most interesting memoirs often push the boundaries between truth and fiction, re-creating scenes from the past and adding dialogue and other “fiction techniques.” Some have passed off fabrications as fact. Capturing the truth can be a sticky

balancing act for the writer faced with juggling reader interest, author integrity, and story credibility. What is our implied responsibility? These thorny issues will be covered in depth, including:

- How do you use “fiction techniques” to heighten interest and yet maintain the integrity of the story?
- When does memoir become fiction?
- What is the difference between factual truth and emotional truth?
- What is a memoirist's implied contract with the reader? With the client?
- Can you alter facts, conflate events, or create composite characters for the sake of story clarity?
- Can you alter names and identities to preserve privacy?
- What role does privacy play in memoir writing?
- What are the legal issues relating to truth?
- How do you help clients tell the truth?

In the pivotal courtroom scene in *A Few Good Men*, Jack Nicholson silences Tom Cruise's legal argument with his now-famous retort: “You can't handle the truth!” Can *you* handle the truth? Dawn and Morris will bring clarity to these issues and help you approach clients and projects with understanding and confidence.



**Dawn Thurston** has taught life story writing at universities in California and Utah for 13 years and was named 2008 Teacher of the Year at Santiago Canyon College in California. Dawn has a B.A. in English and an M.A. in communications

from UCLA. She has published a variety of articles in journals and magazines.

**Morris Thurston** graduated from Harvard Law School and specialized in litigation and intellectual property rights for an international law firm. His biography of his great-great-grandfather, *Tora Thurston: The Story of a Norwegian Pioneer*, won first place in a Dallas Genealogy Society writing competition. Recently retired, Morris co-authored *Breathe Life into Your Life Story: How to Write a Story People Will Want to Read* (Signature Books, 2007) with his wife, Dawn.

**see page 4 for Seminar 3**





### Seminar 3 – The Art & Science of Video Production: Powerful Personal Histories

(8:30 am–4:00 pm)

This hands-on seminar is for people thinking of including video in their product line and wanting to know more about it, and for those who simply wish to polish their skills. If you haven't purchased the necessary equipment, this is your chance to hear about the latest and greatest options. If you already have the right tools, you'll learn ways to use them to their full potential.

An added bonus will be the exploration of professional video biography techniques.

*First, we'll cover the basics...*

- Cameras: Which Type to Use – 2 chip vs. 3 chip; digital vs. analog, MiniDV vs. DVD, etc.
- Audio: Which Microphones and Why – How to set them up and use them.
- Lights: Which Ones You Need – When filming a simple indoor interview or filming outdoors. When dealing with mixed light sources, shadows, reflections, and more.
- Must-Have Doodads and Accessories you'll need on the job

*Then, we get specific...* Sharing information about what equipment is out there, its cost, and where to find it.

*Next, we'll discuss...* How interviews for a video biography differ from interviews conducted for an oral history or as the basis of a book. How to prepare. What to tell your clients about the process and how they can prepare.

*And...* Editing/Post Production – Getting the Video to the Client: Mac vs. PC editing packages (Final Cut, Adobe Elements, Premiere, etc.); DVD Menu software, and more.

*Finally, we go hands-on!* You'll set up a camera, microphone, and light for a typical interview. We'll tape several brief interviews, working on framing, composition, and special interviewing techniques. The group then will view and discuss them. If you would like to practice with your own small camera, we encourage you to bring it along.



**Bob Breakstone**, president of Our Living Tree in New York City, has served as a consultant to small businesses for over 15 years. He was a producer for ABC News, and worked on *20/20* and *GMA*. As director of operations at ABC, he helped

develop numerous start-up businesses and spinoffs. More recently, Bob developed the Video Story Project for the USO—capturing the stories of GIs on the way to and from Iraq and Afghanistan.

### Sign Up Early for Pre-Conference Seminars

Enrollment limited to APH members. No more than 25 students, and no fewer than 10, will be accepted for each session. APH reserves the right to cancel any or all sessions, in which case we will provide full refunds to enrollees. 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.

	Seminars 1&2	Seminar 3
Early Registration (July 1-31):	\$125	\$150
Regular Registration (Aug. 1-Sept. 15):	\$150	\$175
Late Registration (Sept. 16-Oct. 15):	\$175	\$200
Last Minute Registration (After Oct. 15):	\$200	\$225

## Special Workshop Presentation for All

### 77 Truths About the Age 50+ Consumer Marketing to the Mature Market

Mature market expert Kurt Medina will share the latest trends and secrets about the growing market of Boomers and Seniors. Medina will lead an informative, example-filled session concentrating on the critical mature market elements you must know to succeed. Learn the physical changes of maturing and why you need to work with them. Understand the "Five Critical Values" to put into every personal history and communication with 50+'ers. When you leave, you will

- Understand the three primary marketing segments of the 50+ audience (and many sub-segments)
- Have viewed many up-to-the minute examples of current mature market communications and learned why some work and some definitely do not
- Obtain tools to create personal histories that truly relate to the needs and interests of your clients
- Walk away with at least three immediately usable ideas
- Receive a free copy of Medina's book, *77 Truths About Marketing to the 50+ Consumer*



**Kurt Medina**, president of Medina Associates, specializes in marketing to the mature and has worked directly with this specific segment for over 24 years. A partial list of consulting clients includes MetLife, Liberty Reverse Mortgage, AARP, Hoveround (Senior Scooters),

*Guideposts* magazine, iGrandparents.com, *Readers Digest*, Humana, Prudential, Nu-Ear Hearing Aids and many more. Visit Kurt's website at [www.medinaassociates.com](http://www.medinaassociates.com)



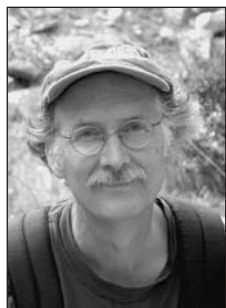
## Keynote Speakers



**MAUREEN TAYLOR** is an internationally recognized expert on the intersection of history, genealogy, and photography. She has been featured in top media outlets, including *The View*, *Better Homes & Gardens*, *The Boston Globe*, *Martha Stewart Living*, MSNBC, *Life Magazine*, PBS *Ancestors* and more. The author of several books

and magazine articles, she also is a contributing editor at *Family Tree Magazine* and editorial board member of *Legacy Magazine*. Over the past decade, Taylor has provided in-depth analysis of approximately 10,000 historical photos. *The Wall Street Journal* recently called her “the nation’s foremost historical photo detective.” With a graduate degree in history, she has risen to the top of her field by bridging the disciplines of genealogy, art history, costume history, and cultural anthropology.

Taylor’s presentation is titled “The Last Muster.” As unbelievable as it seems, many individuals who participated in the American Revolution lived past the advent of photography in 1839. Our conference audience will take a step back into the eighteenth century through the photographs and stories of these people. Don’t miss this chance to learn about the detective work involved in uncovering these “misplaced” pictures. Meanwhile, visit [www.photodetective.com](http://www.photodetective.com)



**DR. CHARLES HARDY III** has been conducting oral history interviews since the late 1970s. Current president of the Oral History Association, he has produced award-winning radio, video, and web-based documentaries, including the 1999 Oral History Association Biennial Nonprint Media award. His recent

work in oral history includes “Authoring in Sound: Aural History, Radio, and the Digital Revolution,” published in *The Oral History Reader*, 2<sup>nd</sup> edition, (Routledge, 2006),

and “Painting in Sound: Aural History and Audio Art,” to be published in *Oral History: The Art of Dialogue* (John Benjamins Publishing, 2009). A professor of history at West Chester University, he also has served since 2003 as the supervising historian of [ExplorePAhistory.com](http://ExplorePAhistory.com)—an Edsitement listed, collaborative, state history website that builds historical content and lesson plans around Pennsylvania’s historical markers.

Dr. Hardy will cover a number of topics during his free-range talk, including his own work in oral history, the work of the Oral History Association, and oral history best practice (and how personal historians might apply this to their own work). He will discuss the challenges of technological obsolescence, the impact of memory studies upon our understanding of autobiographical recollections, workshops and training opportunities in oral history, and more.



**LILY KOPPEL**, author of *The Red Leather Diary: Reclaiming a Life Through the Pages of a Lost Journal*, writes for the *New York Times* and numerous other publications. Our APH conference audience will enjoy the writer’s fascinating, true story of her discovery of a young woman’s diary, kept in New York in the 1930s and fished out of a dumpster outside of Koppel’s Manhattan

apartment building. She also will describe her experience of later returning the diary to its owner, 90-year-old Florence Wolfson.

Little did Koppel know, when she first found the diary, that it would become a vehicle for time travel. As one reviewer has written of *The Red Leather Diary*, “By taking her diary and surrounding it with so much historical detail, Koppel shows how one single figure from a city’s past can frame a large scale social history that in its narrowness—that of a young woman of a specific class, ethnicity and location—can still be epic in scope. America’s identity is found in stories like this...” For more information visit [www.redleatherdiary.com](http://www.redleatherdiary.com)



## Conference Highlights

### Registration Desk/APH Store

Check in at the Registration Desk in the hotel lobby from 3:30 to 7:30 p.m. on Wednesday to register and pick up conference materials. The APH Store will open for business Thursday morning and remain open throughout most of the conference. Copies of the APH anthology, *My Words Are Gonna Linger: The Art of Personal History*, along with the *Personal Historian's Marketing Guide*, the *APH Member Toolkit*, and our *Saving Lives* brochures will be available for purchase. Take time also to shop our selection of speakers' books, past issues of the *APH Newsletter*, and recordings of conference workshops.

### Newcomers Orientation Session



New members and newcomers to the annual conference are invited to attend an orientation session from 5:00 to 6:00 p.m. on Wednesday. Our host, former APH Membership Director Gloria Nussbaum, loves to talk and couldn't resist the invitation to have first crack at sharing all the juicy details about the wonderful conference that awaits us all! She'll also

offer tips on how to get the most out of your membership. Gloria joined APH and started her business, Real to Reel, in 2001 and hasn't missed a conference since.

### Welcome Reception

Join Conference Program Chair Marianne Waller and the APH Board on Wednesday evening from 7:30 to 9:30 p.m. for a welcome reception in the elegant Waterford Ballroom. Light hors d'oeuvres will be served, and a cash bar will be available. Don't miss this opportunity to mix and mingle, meet new friends, and catch up with old ones.

### Print Show & Tell

**(7:00-9:00 pm Thursday)** A great chance to meet with members working in print or other non-video media. Everyone is invited to show samples and give a brief presentation of the scope of their project, how the work was produced, and how pricing was calculated.

### VideoShare

**(8:00-10:00 pm Thursday)** Video biographers will show clips of their personal history programs. APH Board member Teri Duff will facilitate so we can view as many clips as possible. Anyone wishing to show his or her work should **email** [teri@passitdown.com](mailto:teri@passitdown.com) by **October 14**. Please provide a brief description of your 3- or 4-minute DVD presentation. Submissions will be accepted in the order in which they are received. Sign up early—viewing slots are limited.

### Salon Sessions

On Thursday and Friday evenings from 7:00 to 9:00 p.m., 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 APH Store. These informal salon sessions are not planned in advance by APH.

### APH Annual Business Meeting Luncheon

The annual meeting of the Association of Personal Historians, Inc., will be held at noon on Friday in the Grand Ballroom. The APH Board of Directors will update members in attendance on the status of the organization and discuss ongoing strategic initiatives and other projects. Members will be invited to discuss ideas and share their perspectives.

### Back to American Bandstand Bash

Join us for dancing, dinner, and delights *American Bandstand* style in the Grand Ballroom on Saturday evening at seven o'clock. Bring a partner if you like. For fun, wear a poodle skirt or maybe ducktails and a black leather jacket, or come as you are. Tune up those vocal cords for the Karaoke Show. And be prepared for an unforgettable night of 1950s music and memories!








## Personal History from Our Clients' Perspectives

The Conference Committee has arranged for a panel presentation on Sunday morning from 9:00 to 10:30 am. Listen and learn as our special guests (former clients of personal historians) share their views about the personal history process—their likes and dislikes, why they chose to tell their stories, would they do it again, tough decisions about what to share and what not to share, and much more. APH member Teri Friedman, PhD, will moderate. For the first time, conference attendees will be able to hear from folks on the receiving end of professional personal histories.

## Tales from the Heart

A treasured tradition at all APH conferences, this event will conclude our conference on Sunday morning. Following the Passing of the Torch 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. Participation is limited due to time constraints, so contact Events Manager Paula Yost (paula@alifesketch.com) if you're interested in telling your story.



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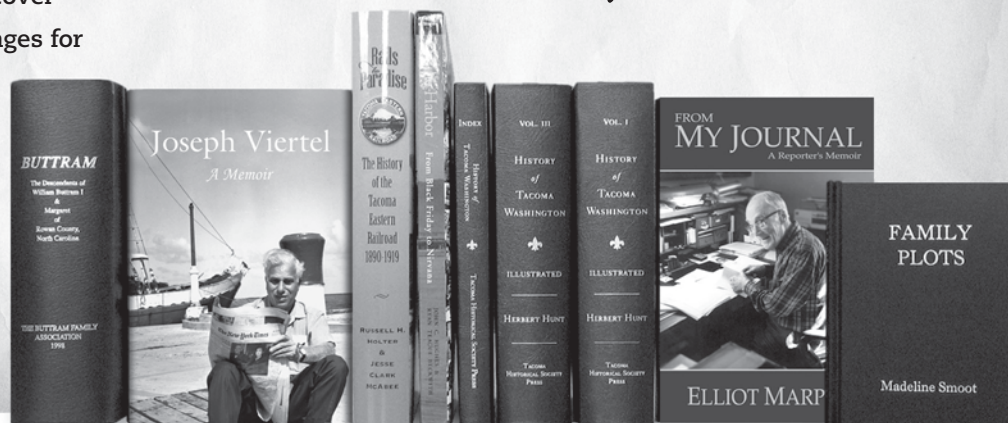
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## Pre-Conference Seminars

8:30 am - 3:00 pm Wednesday, Oct. 21	Starting and Succeeding with Your Personal History Business <i>Stephanie Kadel-Taras</i>
8:30 am - 3:00 pm Wednesday, Oct. 21	How to Write a Page-Turner Memoir and Still Tell the Truth <i>Dawn and Morris Thurston</i>
8:30 am - 4:00 pm Wednesday, Oct. 21	The Art & Science of Video Production: Recording Powerful Personal Histories <i>Bob Breakstone</i>

## Conference Calendar

<b>Wednesday Oct. 21</b>	3:30 pm - 7:30 pm	Registration Stop by the APH Registration Desk in the hotel lobby to register.
	5:00 pm - 6:00 pm	Newcomers Orientation New members and those new to our conferences are invited to arrive early to attend this preview of workshops and events.
	7:30 pm - 9:30 pm	Welcome Reception Light hors d'oeuvres and cash bar.

<b>Thursday Oct. 22</b>	8:00 am - 8:30 am	Morning Coffee Service
	8:00 am - 5:30 pm	APH Store
	8:30 am - 10:00 am	The Last Muster – Maureen Taylor Keynote address by renowned historical photo analyst
	10:00 am - 10:30 am	Coffee Break
	10:30 am - 12 noon	Workshop Session 1
	12:15 pm - 1:15 pm	Networking Lunch
	1:45 pm - 3:15 pm	Workshop Session 2
	3:15 pm - 3:45 pm	Coffee Break
	3:45 pm - 5:15 pm	<i>77 Truths About the Age 50+ Consumer</i> – Kurt Medina Special General Session for All
	7:00 pm - 9:00 pm	Print Show and Tell
	7:00 pm - 9:00 pm	Salon Sessions
	8:00 pm - 10:00 pm	Video Share





## Conference Calendar

<b>Friday Oct. 23</b>	8:00 am - 8:30 am	Morning Coffee Service
	8:00 am - 4:00 pm	APH Store
	8:30 am - 9:45 am	Working with Oral Histories – Charles A. Hardy III Keynote address by Oral History Association President
	9:45 am - 10:15 am	Coffee Break
	10:15 am - 11:45 am	Workshop Session 3
	12:15 pm - 1:30 pm	APH Business Meeting Luncheon
	2:00 pm - 3:30 pm	Workshop Session 4
	3:30 pm	Free Afternoon Take advantage of a little leisure time to relax or explore your surroundings.
	7:00 pm - 9:00 pm	Salon Sessions

<b>Saturday Oct. 24</b>	8:00 am - 8:30 am	Morning Coffee Service
	8:00 am - 1:30 pm	APH Store
	8:30 am - 10:00 am	<i>The Red Leather Diary</i> – Lily Koppel Keynote address by bestselling author
	10:00 am - 10:30 am	Coffee Break
	10:30 am - 12 noon	Workshop Session 5
	12 noon - 1:30 pm	Lunch on Your Own
	12:30 pm - 1:30 pm	Setup for Town Square
	1:30 pm - 4:30 pm	Town Square Vendor exposition, product displays by region, speed coaching sessions, and a special personal history theatre presentation
	7:00 pm - 10:30 pm	American Bandstand Bash A celebration of Philadelphia's "American Bandstand" history with dinner, dancing, and much more.

<b>Sunday Oct. 25</b>	8:30 am - 9:00 am	Morning Coffee Service
	8:30 am - 12:30 pm	APH Store
	9:00 am - 10:30 am	Personal History Clients Panel A panel of personal history clients discuss the ups and downs of the personal history process from their perspective.
	10:30 am - 11:00 am	Coffee Break
	11:00 am - 11:15 am	Passing the Torch
	11:15 am - 12:30 pm	Tales from the Heart
	12:30 pm	Conference Close



## Workshops

The 2009 APH conference will feature twenty-five 90-minute workshops presented in five 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) or Advanced (for more experienced personal historians), the majority of these presentations will be appropriate for and valuable to participants at any level of experience. An asterisk (\*) following the title denotes that the workshop will not be recorded.

### Thursday, October 22

#### Session 1 (10:30 am – Noon)

##### Workshop 1-A

##### **Library of Congress Veterans Project I: Preserving Memories of American Veterans \***

*(Part I of extended 3-hour session; Part II will follow as Workshop 2-A)*

There are 17 million living wartime veterans, each with his own memories and stories of his experiences. In this workshop, Veterans History Project staff will lecture, lead a discussion, and demonstrate oral history techniques used in their national volunteer effort. Attendees will learn how to archive veterans' collections in the Library of Congress and how to create a pro-bono program to submit stories within established project guidelines. A live interview will be conducted with a wartime veteran.

**Presenter Robert Patrick** is the director of the Veterans History Project at the American Folklife Center of the Library of Congress in Washington, D.C. He will be accompanied by fellow staff member Jeffrey Lofton.

##### Workshop 1-B (Basic)

##### **Interviewing Basics I:**

##### **How (and How Not) to Get the Story**

*(Part I of extended 3-hour session; Part II will follow as Workshop 2-B, Session 2)*

A good interview flows like a conversation, even though the narrator does most of the talking. How can you create an environment for a satisfying conversation that draws out the narrator's stories? This participatory workshop will use demonstrations and role playing to help beginning personal historians conduct effective, comfortable interviews. Topics will include building rapport, asking probing questions, looking for meaning, guiding and letting go, listening deeply, and multi-tasking. Participants will observe good and bad interviews and be able to participate in practice interviews as well.

**Presenter Stephanie Kadel Taras, Ph.D.**, has been a professional personal historian and freelance journalist for 8 years and has been interviewing and writing about people for 20 years. She has done stupid things and smart things in interviews, and she has learned how to capture more information than narrators ever thought they told her. Stephanie is a former vice president of APH and the owner of TimePieces Personal Biographies in Ann Arbor, Michigan.

##### Workshop 1-C

##### **The Digital Revolution:**

##### **Audio Basics From Recording to CD**

Most of what you always wanted or needed to know about recording good digital audio will be included in this workshop, whether you are preserving interviews for accurate transcriptions or archival quality oral histories. You will learn the following and more: Recommended



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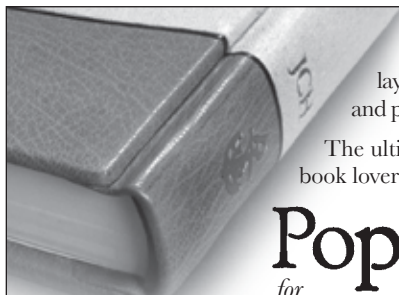
**Presenter Peter Farquhar** began his own consulting and production business, Tombo Media, in 1993 in San Francisco. He conducts workshops on recording and digitally archiving family histories and produces finely printed family histories accompanied by a wide range of digitally archived images, documents, and audio/video recordings. Peter is editor of the Thatcher School Oral History Project's alumni interviews and recently completed an award-winning biography.

## Workshop 1-D

### Family History Workshops for Kids \* "Is My Pet Frog Part of My Family?"

Grab the attention of kids and keep it with a series of multi-cultural genealogical activities developed for use in the classroom, but useful for kids in any setting. The material in this lecture is based on Taylor's experience teaching school-age children about family and local history.

**Presenter Maureen Taylor** is an internationally recognized expert on the intersection of history, genealogy, and photography. She will lead this class in addition to her keynote presentation. Maureen is the author of a number of books and magazine articles, as well as a contributing editor at *Family Tree Magazine* and editorial board member of *Legacy Magazine*.



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## Workshop 1-E

### Brainstorming Outside the Personal History Box: Revolutionizing Video Projects

Several unique video projects will be discussed and demonstrated, including a collection/hobby project created for a family but also used in an insurance claim after the collection was damaged; an instructional DVD packaged with the purchase of a new product; and a personal injury documentary prepared for a jury trial that resulted in a \$500,000 settlement. Other project ideas will be shared as well, and attendees will participate in a project brainstorming session to expand their creativity and awareness of unusual video projects.

**Presenter Eileen Kent** has master's degrees in education and counseling and has worked as a teacher, mediator, private practice counselor, and senior center program director over the last 25 years. She developed her company, Stories of a Lifetime, in October 2005.

## Session 2 (1:45 – 3:15 pm)

## Workshop 2-A

### Library of Congress Veterans Project II: Preserving Memories of American Veterans\*

*(Part II of extended 3-hour session; see Workshop 1-A)*

In the continuation of this workshop, Veterans History Project staff will lecture, lead a discussion, and demonstrate oral history techniques used in their national volunteer effort. Attendees will learn how to archive veterans' collections in the Library of Congress and how to create a pro-bono program to submit stories within established project guidelines.

**Presenter Robert Patrick** *(See biographical information for Workshop 1-A, Session 1)*

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### Workshop 2-B (Basic)

#### Interviewing Basics II:

#### How (and How Not) to Get the Story

(Part II of extended 3-hour session; see Workshop 1-B, Session 1)

A good interview flows like a conversation, even though the narrator does most of the talking. How can you create an environment for a satisfying conversation that draws out the narrator's stories? This participatory workshop will use demonstrations and role playing to help beginning personal historians conduct effective, comfortable interviews. Topics will include building rapport, asking probing questions, looking for meaning, guiding and letting go, listening deeply, and multi-tasking. Participants will observe good and bad interviews and be able to participate in practice interviews as well.

**Presenter Stephanie Kadel Taras** (See biographical information for Workshop 1-B, Session 1)

### Workshop 2-C

#### Dealing With Challenging Clients:

#### The Psychological Side of Being a Personal Historian

When working with clients and narrators, we encounter many challenges that may be related to psychological issues. Should these issues become part of the person's story or be tactfully set aside? This session will include discussion of some of the more common problems such as depression, alcoholism, paranoia, and the challenges they pose in personal history projects. Approaches for effectively handling these issues will be addressed. Attendees will leave better prepared to face the unpredictable, remain professional and comfortable, develop good client relationships, and elicit meaningful interviews and stories.

**Presenter Teri Friedman, Ph.D.**, is a veteran APH member and a clinical psychologist and lecturer with 20 years experience and expertise to share with personal historians as an aid in their work with clients.

### Workshop 2-D (Advanced)

#### Weaving Multiple Narrative Voices:

#### Different Storytelling Perspectives

The authors of novels such as *The Family Tree*, *Widow of the South*, and *The Memory Keeper's Daughter* each used different narrators to tell the same story from his/her perspective. Together, the multiple narrators fleshed out the true story. When we work with families, we often interview more than one subject and need to weave the

perspectives of multiple subjects into one story. This class will explore the techniques used in the aforementioned novels and in a personal history written by the instructor that contained three narrative threads woven together to tell a fascinating life story. Attendees are encouraged to bring excerpts of works in progress to share as examples.

**Presenter Libby Atwater** is a journalist, teacher, and personal historian who has written for individuals, families, businesses, nonprofit organizations, educational institutions, magazines, and community newspapers. Stories from her life have been published in several anthologies, and she has two memoirs in progress. Libby is a past APH Board member.

### Workshop 2-E

#### Seeing the Difference:

#### From Pretty Good to Excellent Video

First, we will "tour" the three phases of creating a video—pre-production, production (shooting), and post-production—pointing out key components of each phase that contribute to overall quality. Using a guide based on the previously discussed criteria, we then will anonymously screen videos provided in advance by participants and/or the instructor. Attendees will learn to notice and improve the little things that make the difference between a pretty good or excellent finished product.

**Presenter Rob Cooper**, creative director of Verissima Productions, has been a video producer, editor, and shooter for over 30 years. He was awarded two local Emmys for his work at WBZ-TV in Boston and a Cine International Golden Eagle for the documentary, *Good Mornin' Blues* with B.B. King, which aired nationally on PBS.

## Just Starting Out?

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## Friday, October 23

### Session 3 (10:15 – 11:45 am)

#### Workshop 3-A (Basic)

##### **The Nuts and Bolts of Video Biographies: What You Need to Know to Run a Business**

Most people are drawn to the business of video biographies out of a desire to help families preserve their stories. They see an occupation in which they can combine a passion for storytelling with a love of technology and high-tech equipment. But to run a successful video production company, an individual must perform many roles and have a firm understanding of the technology and techniques involved. Participants also will benefit by attending the instructor's second, follow-up Workshop 4-A, "Making Your Video Biography Company Profitable."

**Presenter Teri Duff** of Oakland, CA, has a B.A. in Communication/Visual Arts from the University of California at San Diego and an M.A. in Radio and Television from San Francisco State University, where she taught for several years. She has produced award-winning documentaries shown at festivals throughout the world. Teri joined APH in 1999 and began Family Archive Films. She is currently the bylaws director on the APH Board.

#### Workshop 3-B

##### **A Business Concept From England: How to Earn \$10,000+ Per Project**

The UK's leading authority on the writing of private life stories will detail an original concept of guiding clients as they write their own life stories, and how to make it pay. This includes tips picked up during his 18 years in the personal history business as well as how to structure a project. Attendees also will learn about a breakdown of pricing designed to protect the client, making the sales process very easy. Time will be provided for questions and to test the migration of these concepts to the North American market.

**Presenter Michael Oke**, a popular speaker with original ideas, founded Bound Biographies, a British firm based in Oxford, in 1991. He has personally assisted with over 150 private life stories, and his company with over 300. Mike's books, *Write Your Life Story* and *Times of Our Lives*, have sold over 30,000 copies, and his team of seventeen includes ten franchisees in the UK and one in Sweden. Last year, his turnover (excluding franchisees) exceeded £250,000.

#### Workshop 3-C

##### **Digital Publishing:**

##### **Roll Your Own on Blurb, Lulu or...**

Today, a number of Internet publishing sites publish quality books at very attractive prices. This workshop will walk attendees through the steps needed to publish a book using one of these services. The agenda will include the planning and preparation of text, photos, and other graphic components. Participants will look at and discuss the various templates, paper, and printing options offered. They will learn how these digital publishers can work with their customers on pricing, delivery, etc.

**Presenter Bob Breakstone** has served as 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. Bob holds an MBA from Columbia University.

#### Workshop 3-D

##### **Seven Proven Steps to Designing Workshops**

Many personal historians are looking to add training classes and workshops to their service offerings. Good workshop design allows students to learn with ease and allows teachers to speak with comfort and centeredness. Attendees will learn a proven approach to creating effective learning experiences, from designing lesson plans and objectives, to creating valuable exercises that cement learning.

**Presenter Karyn Greenstreet** is an internationally known self-employment expert, speaker, author, and small business coach who has helped over 250,000 people worldwide create the business they want. She spent 25 years in instructional design and was the international director of education for a software company. Karyn studied the structure, process, and psychology of good adult educational design and is eager to help others create outstanding classes for their own students.



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### Workshop 3-E

#### Lessons From the Memoir Revolution:

##### How to Improve Your Product

Memoirs of ordinary people routinely appear on bestseller lists, reflecting a dramatic increase in our collective curiosity about life stories. These authors transform life events into a story that makes a stranger want to read it to the end. This workshop will share lessons learned from a growing repository of published work. By picking apart the methods of published memoirists, workshop leader Jerry Waxler will demonstrate how to deepen the professionalism of your product. Learn also how to sort through the memoir shelves for stories applicable to your work.

**Presenter Jerry Waxler, M.S.**, speaks, teaches, and writes about the memoir revolution. His book, *Learn to Write Your Memoir in Four Weeks*, is a step-by-step guide. Jerry also writes essays about reading and writing memoirs at [www.memorywritersnetwork.com/blog](http://www.memorywritersnetwork.com/blog). He has a master's degree in counseling psychology from Villanova University and serves on the board of directors of the Philadelphia Writers Conference.

### Session 4 (1:30 – 3:00 pm)

#### Workshop 4-A

##### Profitable Video Biography Companies: Strategies for Financial Success

You have fallen in love with the idea of making video biographies and want to start a business. But not only will you need to make money, you'll need to make enough money to enjoy a profit. This workshop will explain the costs involved in running such a business,

look at strategies for pricing, and describe products that can help you achieve your financial goals. Participants also will benefit by attending the instructor's preceding, complementary Workshop 3-A, "The Nuts and Bolts of Video Biographies."

**Presenter Teri Duff** (See *biographical information for Workshop 3-A, Session 3*)

#### Workshop 4-B

##### Social Media 101:

##### Why It Might Be a Good Idea for You

Confused by all the chatter about Facebook, Twitter, and LinkedIn? Learn about each of these tools as potential marketing tools for entrepreneurs, what they can and cannot accomplish, and how they can be of use in your business as a personal historian. Discover exactly what you will need to get started and how these tools can help you win clients and, hopefully, influence people.

**Presenter Stefani Twyford** is president and founder of Legacy Multimedia of Houston, a video biography company. An insightful writer, imaginative visual designer, and skillful film producer, Stefani employs the latest digital technology to capture unique life stories for clientele who appreciate the lasting value of fine craftsmanship.


#### Workshop 4-C (Advanced)

##### Corporate and Organizational Histories:

##### How to Get the Biz and Do the Work

Why is payment for organizational histories higher than payment for family histories? What does a client look for in a candidate to handle the job? Which skills, strengths, and credentials should you play up in looking for this kind of gig? How do you find these clients, or do they find you? How much time is spent in research, interview, writing, digging for photos, or dealing with format and design when creating an organizational history? How much handholding and how many meetings? By the end of this session, you'll have a better sense of whether you have what it takes to tackle such a project and how to position yourself to find and do the work.

**Presenter Pat McNees**, APH Vice President, was an editor in book publishing (Harper & Row; Fawcett) for 8 years before launching a decades long career as a book author-doctor-editor, journalist (freelance, *Washington Post*), and personal and public historian. Pat has written histories of a lift truck firm, the Young Presidents' Organization, and the NIH Clinical Center. She is writing a history of the Psychiatry Department at the University of Maryland School of Medicine.




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## Workshop 4-D

### Creating or Re-Creating a Personal Historian Website

Websites can be wonderful marketing tools. But what makes a personal historian's website great? In this workshop, we cover the basics of adding polish and professionalism to your personal history website—everything from the message you deliver to the psychology of the colors you use. You will learn how to design (or re-design) a site that visitors love, write powerful copy, drive traffic to your site, and track results.

**Presenter Karyn Greenstreet** is an internationally known self-employment expert, speaker, and author who has helped over 250,000 people worldwide create the business they want. She is a small business coach and website designer, with 25 years experience teaching technology. Karyn works with entrepreneurs who are being held hostage by technology, and helps them take control of the Internet to build their business.

## Workshop 4-E

### Facilitate Life-Writing Workshops While Gaining Credibility and Clients \*

Whether you are just getting started as a personal historian or already have an established business, teaching others to write their life stories is an activity to consider. By facilitating workshops in your community and beyond, you will become established as an expert in the field, increase public awareness of the personal history concept and your services, and attract new clients. Issues to be addressed in this interactive session: Finding Students; Format Options; Life-Story Writing Workshop Essentials; Organizing Tips; Activity Ideas.


**Presenter Gillian Hewitt** founded Keepsake Memoirs in 2002 after 30 years of teaching and has produced over 20 personal and family histories. She is an author and an award-winning Toastmasters International speaker who also teaches workshops for conferences, organizations, and private groups. Gillian is certified in the Epstein technique of oral history interviewing and is a certified instructor for the Soleil Lifestory Network.

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**Saturday, October 24**

**Session 5 (10:30 am – Noon)**

**Workshop 5-A**

**The Listening Revolution:**

**Hands-On Approaches to Video Interviews**

This interactive workshop for both experienced and beginner personal historians will include theatre games, mock video interviews, and role-playing exercises to model different approaches to interviewing. Learn how to loosen up interviewees. Participants will be required to actively engage in all aspects and will be encouraged to ask questions, have fun, and play.

**Presenter Arielle Nobile** founded Family Legacy Productions, a personal and family history documentary production company, in 2005. She has been involved with multiple theatre, independent film, and documentary projects. Arielle has conducted interviews on three continents in Spanish and English with people from all walks of life, including hypnotists, Nobel Peace Prize nominees, Mothers of the Disappeared, CEOs, children, couples, and veterans.

**Workshop 5-B**

**Partnering for Profit:**

**Collaborations Within APH**

A partnership between a graphic designer and the writer of a personal history can create expanded markets and bigger profits for both individuals. With each person doing only what they do best, the result is a better product for the client and, thus, greater customer satisfaction resulting in more and more referrals for both partners. A panel of three pairs of collaborating APH members will discuss how to choose a collaborator, agree on contracts, assign roles and responsibilities, plan workflow, and set expectations about quality control and timelines.

**Presenter Linda Coffin**, APH Publications Chair, will moderate this panel of six APH members working in partnership. Robin Brooks (MA), Linda Coffin (MN), Marion Johnson (AZ), and cj Madigan (FL) are graphic designers. Judith Kolva (FL), Mary Littlefield (MA), and Paula Yost (TX) are writers. Although each woman runs her own company and is capable of doing both writing and layout, she chooses instead to focus on her primary skill and rely on her collaborator for other tasks.

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## Workshop 5-C

### Brand and Scale in Personal History: Alternate Business Models

The traditional personal historian business model of a sole practitioner laboring alone may be adequate for some but may not be effective for attracting more clients and historians. Peter will demonstrate ways to develop business models for addressing the personal history market. One approach involves leveraging technology and the insights of the industrial revolution to centralize certain repetitive tasks (layout, transcription, editing) at a corporation while outsourcing the human-contact steps (selling, interviewing, customer service) to an ever-expanding force of field-based consultants. Participants will confront issues of brand and scale.

**Presenter Peter A. Gudmundsson** is the founder of the Priceless Legacy Company. His career has focused on leadership for a broad variety of media companies. Previously, he served as CEO of Beckett Media LP, Design Guide Publishing Ltd., and Jobs.com. Peter also was president of Primedia Workplace Learning and vice president of development for its parent company, Primedia Inc. A former US Marine Field Artillery Officer, he is a graduate of Harvard Business School and Brown University, where he majored in history.

## Workshop 5-D

### The Manuscript Is Complete - Now What? A Guide to Quality Book Production

Need to better understand the book production process? Join us for this presentation of the best methods and options to assemble, submit, print, bind, cover, decorate, and present a quality personal history book. Each attendee will receive a production sample/options kit to help demystify the many style and quality options. Among these topics and others will be a discussion of how to create eco-friendly books.

**Presenter Fred Perrin** is general manager of the History Book Division at the Friesens Corporation, one of the world's oldest and most prestigious book manufacturers of quality books for trade publishers, museums, art galleries, universities, and historical societies. His credentials include a B.Sc. and CPA (Craftsman of Photographic Arts). Fred is also an author and a member of the Colorado Independent Publishers Association.

## Workshop 5-E

### Breathe Life Into the People in Your Story: Make Them More Than Names On a Page

A personal history is only as interesting as the people in the story. People don't have to accomplish great feats to be interesting, as we've seen in a number of bestselling memoirs about ordinary folks. They do need to feel real and human, though, not just cardboard figures with names and a series of accomplishments. How do you breathe life into your "characters"? By borrowing a technique from fiction writers: Show, Don't Tell. This workshop will teach you how to enhance character development by capturing physical appearances and emotions, by writing honestly and sensitively about family skeletons, and by using dialogue to create scenes.

**Presenter Dawn Thurston** is the co-author of *Breathe Life into Your Life Story*, published by Signature Books in 2007. She teaches life-story writing at the University of Utah and Santiago Canyon College in Southern California and has helped hundreds of students write and publish their personal histories. Santiago Canyon College elected her Teacher of the Year in 2008. She has a B.A. in English and an M.A. in communications.



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## Town Square

Saturday, October 24

### Vendor Exposition

1:30-4:30 pm

Explore cutting-edge ideas at this year's Town Square. 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. APH members with items/services to promote or sell also are invited to rent vendor tables to display and market their products (books, CDs, DVDs, etc.) and services (transcription, editing, marketing, graphic design, printing and binding). Vendors will be equipped to make sales on site.

*See page 22 for information about prices and how to reserve vendor tables.*

### Regional Personal History Project Displays

1:30-4:30 pm

All APH members are encouraged to display samples of their work—books, CDs, DVDs, and other projects. Member tables will be set up by region for this purpose at no charge. Please note that no merchandise or services may be sold in this display area. We invite you to showcase “what’s special” about your hometown by collaborating with others in your region to create a group display of items unique to your area. Discuss ideas with your regional neighbors and your regional coordinator (regions listings available at [personalhistorians.org/region\\_map.php](http://personalhistorians.org/region_map.php)) or contact Regions Director Deb Moore ([regions@personalhistorians.org](mailto:regions@personalhistorians.org)).



### Speed Coaching

for Personal History Entrepreneurs

2:00-4:00 pm

Don't miss 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** ten-minute, one-on-one speed coaching session with a specialist in your area of interest, including Marketing, Interviewing Techniques, Publishing, Video, Audio, Operating a Small Business, Teaching Personal History Workshops, Ethical Wills, Websites, and much more. We are extremely grateful to our veteran members who volunteer their time and expertise to participate in this popular program.

### Personal History Theatre

2:15 pm and 3:30 pm

A debut presentation of organic personal history theatre by James Walsh, a professor of Immigration History, Irish American History, and Oral History at the University of Colorado at Denver and our Historian in Residence. Walsh will appear in costume and character as Michael Mooney, an Irish miner who lived for a time in the Pennsylvania anthracite coal region before moving to Colorado. He will discuss his experiences in the USA as well as the history of the Molly Maguires and the Irish railroad workers whose remains were recently uncovered in a mass grave not far from Philadelphia. He also will speak about local 19th century labor history and discuss the intersection between theater, education, and personal history.



## Local Sights to See

As a Midwestern transplant, I've found that the best discoveries in Philadelphia all depend on your perspective. Urban vibrancy or rural charm? Historic discovery or trendy diversion? Brassy attitude or pastoral contemplation? You can find it all! Below are just a few of the attractions Philly and Valley Forge have to offer. — Marianne Waller



*Washington's headquarters at Valley Forge*

### In Valley Forge

**Valley Forge National Historical Park** is located across the highway from the Radisson. Enjoy brilliant fall colors, wildlife, walking paths, monuments, and more during a visit to this 3,600-acre park, where General George Washington forged his Continental Army into a fighting force during the harsh winter of 1776-1777.

**Story-Telling Benches**, guaranteed to educate and entertain, can be found in four locations around the park and feature storytellers who share riveting stories of the encampment and how it became a turning point in the Revolutionary War.

### In Philadelphia

#### Just a Short Train Ride Away

**Walking Tours** in one of the nation's most walkable cities provide opportunities to see the historical sites of Philly up close. Explore Independence Hall, the Liberty Bell, stunning Philadelphia Murals and more, or take a ghost tour or tippler's tour for fascinating insights into what really went on in colonial Philadelphia.

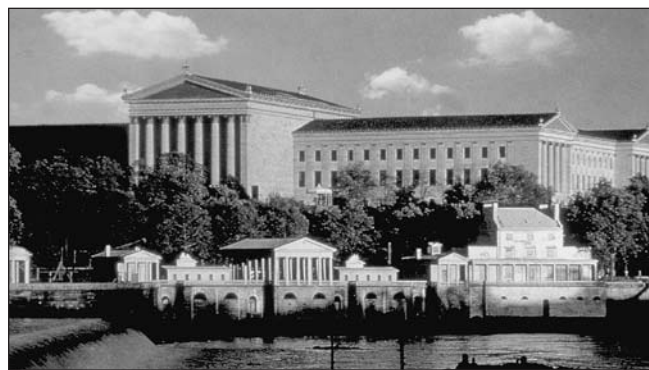
**Independence Hall** in Independence National Historical Park is our nation's birthplace, where the Declaration of Independence was issued and the Constitution of the United States was framed.

**The National Constitution Center** traces the Constitution from Revolutionary to modern times with more than 100 interactive, multimedia exhibits, film, photographs, and artifacts.

**Liberty Bell Center** is the new home of this internationally known symbol of freedom.

**Philadelphia Museum of Art**, a world-class institution, has an intimate cabaret every Friday evening for *Art After 5* performances, with cocktails, café-style appetizers, and desserts. See great masterworks, enjoy good food and listen to lively jazz. See the famous *Rocky* statue and climb the *Rocky* steps—site of the famous running of the stairs by Rocky Balboa (Sylvester Stallone).

**The Barnes Foundation** houses one of the finest private collections of early French-Modern and Post-Impressionist paintings in the world.



*Philadelphia Museum of Art*

### In the "Faire, Greene" Countryside

**The Hagley Museum and Library**, located on the banks of the Brandywine River, collects, preserves, and interprets the unfolding history of American enterprise. Hagley's collections document the interaction between business and the cultural, social, and political dimensions of our society from the late 18th century to the present.

**Longwood Gardens** near suburban Kennett Square, features 1,050 acres of woodlands, beautiful gardens, stunning conservatories, and dancing fountains.



## Radisson Hotel Valley Forge

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*Radisson fountain and exterior*

The Radisson Valley Forge is located minutes from the King of Prussia Mall, 20 miles from downtown Philadelphia, and across the highway from Valley Forge National Park. The hotel is easily accessible from many major highways and the Pennsylvania Turnpike. The Radisson offers such guest amenities as free parking, a modern fitness center, an outdoor swimming pool, same day laundry service, and a 24-hour business center.

The 100% smoke-free hotel provides spacious guestrooms with complimentary high-speed, wireless Internet access, Sleep Number® beds, in-room safes, hair dryers, iron/ironing boards, coffee makers, and more. Guests enjoy meals and drinks in Chumley's Sports Bar, including succulent seafood and steaks in their formal dining room. Cafe Soleil, open daily at 6:30 a.m., serves a delicious and affordable breakfast and lunch in a casual atmosphere. The Blue Grotto Italian Bistro is open for breakfast Mon-Fri at 6:30 a.m. and serves dinner Mon-Sat starting at 5:00 p.m. The Ice Nightclub is open every Friday and Saturday evening from 9:00 p.m.

Complimentary shuttles are available for rides to and from the King of Prussia Mall. Once the largest shopping mall in the country, it contains a multitude of

restaurants, shops, and other attractions. Don't forget to save some time to visit beautiful Valley Forge National Park and enjoy the endless walking trails, monuments and autumn colors.

A special discounted rate of \$119\* 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 the myriad historical sites. To receive the guaranteed rate, **reservations must be made no later than September 29, 2009.**

Don't forget to ask for the Association of Personal Historians (APH) Conference group rate when you reserve your room with the Radisson by **calling 610-337-2000 or 888-267-1500.**

### **Or Book Online:**

[www.Radisson.com/APHConference](http://www.Radisson.com/APHConference)

Make your reservations early, please. We expect a high attendance, and rooms will go quickly.

### **Cancellation Policy:**

Individual cancellations must be made more than **72 hours** prior to arrival, or you will be charged for the first night.

*\*Guestroom rates are subject to applicable sales and occupancy taxes (currently 6% and 2%, respectively) in effect at the time of check-in.*



*Radisson double room*





## Transportation Options

### Philadelphia International Airport or 30<sup>th</sup> Street Train Station To/From Radisson Hotel

#### Driving

The Philadelphia International Airport is serviced by most major airlines, and Amtrak trains travel from most East Coast cities and Pittsburgh. The ride to the hotel from the airport or the 30<sup>th</sup> Street Train Station will require about 30-45 minutes.

**From the airport**, take I-95 South to I-476 North, to the I-76 West (Valley Forge) exit. Take I-76 W to Exit #327 (Mall Blvd). Bear right at second light onto N. Gulph Road and proceed to the sixth light (First Ave). Cross over First Avenue and immediately turn right into the parking lot of the Radisson. Parking is free.

**From the train station**, head east on Market St/PA-3 toward Schuylkill Ave. Merge onto I-76 W via the ramp to Valley Forge and drive about 17 miles. Take Exit 327 onto Mall Blvd. Bear right at second light onto N. Gulph Road and proceed to the sixth light (First Ave). Cross over First Avenue and immediately turn right into the parking lot of the Radisson.

#### Taxis

Fares to/from the hotel are high at \$70-\$85 one-way, but so is the convenience level. Share a cab to cut the cost. Taxis can be found outside the **airport terminal** in the Ground Transportation area. At the **train station**, taxis can be found outside the main concourse on 30th Street. For your return trip, call one of the following taxi companies to arrange for a cab to pick you up at the hotel: Main Line 610-664-0444; Norristown 610-275-9700; Philadelphia 610-595-1599. Travel time is about 35-45 minutes.

#### Shuttle Service – Tropiano Transportation

All customers are advised to make reservations for their arrivals and departures; it is the only way to guarantee a seat on the shuttle. All pickups are subject to a 5-20 minute wait period. For reservations, please call 1-800-559-2040 prior to your arrival.

**Airport Arrivals:** Upon exiting your plane, proceed to the baggage claim and ground transportation area, where you will find a Tropiano

Information Desk Phone. Dial 19 on the Tropiano phone or call 1-800-559-2040, and you will be directed to a nearby pick-up location.

**Train Station Arrivals:** Upon exiting your train, enter the main concourse and call Tropiano at 1-800-559-2040. A Tropiano dispatcher will instruct you.

**Departures:** Tropiano will pick you up at the hotel on its route to the Philadelphia International Airport **or** the 30<sup>th</sup> Street Amtrak Station. Call for reservations and schedules.

**One-Way Trip: \$29 (cash only)**

**Round Trip: \$53 (paid in advance, cash only)**

#### Septa Regional Light Rail Service from 30th Street Amtrak Station

SEPTA R6 Regional Rail ([www.septa.org](http://www.septa.org)) trains depart the 30th Street Amtrak Station in Philadelphia for the Stratford Train Station every half hour (daytime) and every hour (evenings after 8:00 p.m.). The trip takes about 30 minutes. Upon arrival at the Stratford Station, please use your cell phone (the station is open only in the morning) to call the Radisson Hotel (610-337-2000) to arrange for a shuttle ride to the hotel.



*Checking out the luxury alternative accommodations at Valley Forge National Park were APH Executive Committee members (left to right) Pat McNees, vice president; Adrienne Johns, treasurer; Paula Stahel, president; and Mary Ann Mayers, secretary.*



## Welcome Vendors

The Association of Personal Historians is pleased to invite interested individuals, organizations, and companies to participate in its fifteenth annual conference October 21–25, 2009, at the Radisson Hotel Valley Forge in King of Prussia, Pennsylvania. Approximately 250 personal historians are expected to attend. Of particular interest to these specialized entrepreneurs are the products and activities available during Town Square.

### What is Town Square and 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 p.m. on Saturday, October 24, in the Waterford Ballroom. In addition to the vendors' displays, some of our members will be displaying their products at regional tables. The balcony overlooking the ballroom will be reserved for a Personal History Theatre presentation and 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 \$75 each for APH members and \$125 each for nonmembers, plus a \$40 fee if you need an electrical hookup. **To reserve a table**, 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.

**Note:** *APH members also will enjoy an opportunity to display and share their products with each other at special regional tables during Town Square. No fees are required for this activity, as **no product sales or promotions** will be involved.*

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

Of course! We offer two opportunities to advertise:

- Place an ad in the fall issue of the APH Newsletter (Deadline July 10, 2009).
- Reach all conference attendees through an ad in the printed Conference Program Notebook (Deadline September 9, 2009).

### To reserve ad space

Please visit [www.personalhistorians.org/advertising.php](http://www.personalhistorians.org/advertising.php) and download the 2009 Advertising Order Form.

### Sponsorship Opportunities

See our Special Invitation to Sponsors on the next page.





## Special Invitation to Sponsors

The Association of Personal Historians is pleased to invite interested commercial businesses and members to participate in its fifteenth annual conference in support of the preservation of personal, family, corporate and community histories. The conference will be held Oct. 21–25, 2009, at the Radisson Hotel Valley Forge in King of Prussia, Pennsylvania. Approximately 250 attendees are expected.

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

APH offers 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. Conference attendees will come to know the sponsors and become familiar with their services and products. Better yet, they're 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 2010 APH Newsletter, which is distributed to more than 700 members.

#### Legacy Level — \$500

In Gratitude: Special mention in the online Advance Program and conference materials; a business card size ad in the conference syllabus *or* January 2010 APH Newsletter; a vendor table at Town Square; and a listing on our sponsorship poster displayed throughout the conference.

#### Heritage Level — \$750

In Gratitude: Special mention in the online Advance Program and conference materials; a half-page ad in the conference syllabus *or* January 2010 APH Newsletter; a vendor table at Town Square; and a mid-level listing on a sponsorship poster displayed throughout the conference.

#### Heirloom Level — \$1,500

In Gratitude: Special mention in the online Advance Program and conference materials; a full-page ad in the conference syllabus *or* January 2010 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.

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? Hosting a hospitality suite? A coffee break or meal? Interesting giveaways? 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.



## 2009 APH Conference Scholarship Fund

### 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 registration fees. (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 with your name and contact information to Adrienne Johns, Scholarship Fund Committee Chair, at treasurer@personalhistorians.org. On a separate word document, as an e-mail attachment, with no identification information, write an essay of up to 500 words including:
  - a. A description of your personal history background, including the type of personal histories you do (print, audio, video) a review of your professional progress (a seasoned veteran with many personal histories, just starting out or somewhere in between);
  - b. A description of your long-term commitment to APH and the field of personal history;
  - c. An explanation of your need for financial aid;
  - d. A description of how you will contribute to APH the following year (committee work, regional work, helping with the conference, etc.);
  - e. Any other considerations you would like the committee to know about.
- Application must be **time-stamped by midnight, July 31, 2009.**

### Further Information

- The names of recipients will be kept confidential except to APH Board members, the Conference Registrar 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.

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

**W**e 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 Chair Marianne Waller would like to thank the folks who have helped so far with the myriad details involved in planning this event: Leah Abrahams, Laura Blumenthal, Mary Breakstone, Rosita Brennan, Sandy Choukroun, Rainey Christofferson, Linda Coffin, Diane Dassow, Ruth Elkin, Jason Fifield, Judy Fischer, Ani Helmik, Sue Hessel, Adrienne Johns, Marjorie Keen, Eileen Kent, Sue Knight, Bob Leedom, Liz McCutcheon, Kevin McGlinchey, Pat McNees, Mary Ann Mayers, Joy Miller, Carol Mori, Marcia Orland, Ron O'Reilly, Pam Pacelli, Paula Stahel, Jerry Waxler, Marty Walton, Maureen White, Cindy Wright, 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. There's no better way to get in on all the action than to sign up as a volunteer when you register. And we'll be so darn grateful. 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 again 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 volunteers will have time to attend the Orientation Session and Welcome Reception. Throughout the conference (especially at break or meal times), Joy also needs willing volunteers. Please note your interest in volunteering on the registration form; contact Joy\_Miller@telus.net for more information.

### Greeters

Conference attendees will welcome new members and those attending their first APH conference during registration on Wednesday. Greeters enjoy an opportunity to mix, mingle, and get to know other APHers. 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 Paula Yost: eventsmanager@personalhistorians.org

### Workshop Recording Support

Vikky Dauciunas, president of Vikkyd Productions, Inc., needs experienced volunteers to ensure optimal recording of workshops. Sign up when registering or contact vikkyd@rockisland.com

### Planning Ahead

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



*Complaint Department - Events Manager Paula Yost*



## 2009 APH Conference Registration Information

**Great News...** Realizing this is a financially challenging year for many, APH has succeeded in keeping the conference fee level at \$450 despite rising costs. We know how important it is for our entrepreneur members to spend their money wisely.

### Full Time Registration Fee Includes:

- Conference Materials
- Newcomer Orientation
- Welcome Reception
- Town Square Event
- Two Luncheons
- Daily Refreshment Breaks
- Back to *American Bandstand* Dinner & Entertainment
- Vegetarian Options (Indicate needs upon registration)
- Seven Inspiring General Sessions
- Choice of 25 Informative Workshops (Attend up to 5)
- Evening Activity Options (Video Share, Print Share, Salon Sessions)
- Tales from the Heart Event

### 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) are welcome to join registrants for meals at the meals-only rate.

### Registration Deadlines

Early Registration:	July 1-31
Regular Registration:	August 1 - September 15
Late Registration:	September 16 - October 15
Last Minute Registration:	After October 15

### Vendor Tables for Town Square

Please sign up for a vendor table (electricity if you need it) via the online conference registration form, or use the mail-in version on the next page. For more information, please see page 22.

### Hotel Information

#### Radisson Hotel Valley Forge

1160 First Ave., King of Prussia, PA 19406

**APH Rate** for Standard Room: \$119/night (SGL/DBL) + 6% sales tax and 2% occupancy tax  
*Group rate available for stays during October 18-27.*

**You must make your own hotel reservations.** Call 610-337-2000 or 888-267-1500 to ask for the APH group rate or reserve online at [www.Radisson.com/APHConference](http://www.Radisson.com/APHConference).

#### Reservations Cutoff Date: September 29

Late registrants will be accommodated on a space available basis at regular hotel rates.

**Cancellation Policy:** *The hotel requires 72 hours notice prior to your planned arrival, or you will be charged one night's room and tax.*

### Registering for the Conference Online

Online registration is easy and fast at [www.personalhistorians.org/conference/register\\_now.php](http://www.personalhistorians.org/conference/register_now.php)

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 Ruth Elkin, Registrar, 207-774-9378 or [registrar@personalhistorians.org](mailto:registrar@personalhistorians.org).

### Registering for the Conference 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.

### Refund Policy

A fee of \$100 will be deducted from the refund total if a full-time registration is cancelled on or before September 15. Cancellations of a one-day registration will incur a \$50 penalty. As of September 16, our hotel commitments are binding and no refunds are possible.

### Photos for the Conference Directory

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

### Optional Pre-Conference Seminars

Please see page 3 for details about an opportunity to attend one of three in-depth, full-day seminars (*Business Basics, Memoir Writing, or Video Production*) on Oct. 21, prior to the official opening of the conference. Enrollment is limited, and fees are discounted during Early Registration (July 1-31).

### Discounted APH Membership – Special Offer

Standard APH membership dues are \$150 for a full year. If you are not a current or past member, you may opt for a 6-month membership by paying dues of \$90—a special discount for conference attendees. Enjoy member conference rates by joining APH now. See registration form on next page.



# Mail-in Registration Form for 2009 APH Conference

Association of Personal Historians Inc.

Wednesday, October 21 – Sunday, October 25, 2009 • Radisson Hotel Valley Forge, King of Prussia, PA

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

**Optional Pre-Conference Seminars\*:** Choose one ☐ #1-Business Basics ☐ #2-Memoir Writing ☐ #3-Video Production

\*Open to APH members and partners only. Fees shown below 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.

**Workshop Selection:** Choose one workshop per session, using designated workshop codes 1-A, 3-D, etc. See workshop listing for codes.

Session 1 _____ Thrs 10:30am	Session 2 _____ Thrs 1:45pm	Session 3 _____ Fri 10:15am	Session 4 _____ Fri 1:30pm	Session 5 _____ Sat 10:30am
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**Food Choices:** ☐ Vegetarian? ☐ Other food concerns? \_\_\_\_\_

**Vendor Tables:** Members \$75; Nonmembers \$125. Qty tables required \_\_\_\_\_ Electrical Hookup \$40. 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, pay 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) #1 & 2 / #3	FULL TIME FEES Full-time Weds–Sun.	PART TIME FEES					
				Wed Intro & Reception	Thursday Program	Friday Program	Sat. Day Program	Sat. Evening Dinner Party	Sunday To Noon
Early July 1-31	Member	\$125 / \$150	\$450	\$60	\$175	\$175	\$175	\$90	\$100
	Member's Partner	\$125 / \$150	\$400	\$60	\$175	\$175	\$175	\$90	\$100
	Nonmember	n/a	\$600	\$75	\$225	\$225	\$225	\$110	\$125
Regular Aug 1 to Sept. 15	Member	\$150 / \$175	\$550	\$60	\$200	\$200	\$200	\$90	\$125
	Member's Partner	\$150 / \$175	\$500	\$60	\$200	\$200	\$200	\$90	\$125
	Nonmember	n/a	\$700	\$75	\$250	\$250	\$250	\$110	\$150
Late Sept. 16 to Oct. 15	Member	\$175 / \$200	\$650	\$60	\$225	\$225	\$225	\$90	\$150
	Member's Partner	\$175 / \$200	\$600	\$60	\$225	\$225	\$225	\$90	\$150
	Nonmember	n/a	\$800	\$75	\$275	\$275	\$275	\$110	\$175
Last Minute After Oct 15	Member	\$200 / \$225	\$700	\$75	\$250	\$250	\$250	\$100	\$175
	Member's Partner	\$200 / \$225	\$700	\$75	\$250	\$250	\$250	\$100	\$175
	Nonmember	n/a	\$850	\$90	\$300	\$300	\$300	\$120	\$200

**Guest Policy:** Spouses and friends not participating in the conference are welcome to join attendees for catered meals.

Reception = \$60. Lunches = 2 @ \$40 each. Saturday Night Dinner and Entertainment = \$90. All meals = \$230.

Name(s) of guest(s): \_\_\_\_\_

**APH Membership Dues** are \$150 for a full year or \$90 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:**

**Ruth Elkin, APH Registrar, 24 Richardson St., Portland, ME 04103**

**Questions?** Email [registrar@personalhistorians.org](mailto:registrar@personalhistorians.org) or call 207-774-9378.

**Online registration (and payment)** is recommended and preferred. PayPal handles credit cards 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 (\$150 or \$90)	\$ _____
Scholarship Fund Contribution	\$ _____
Less Presenter Credit	– \$ _____
<b>TOTAL ENCLOSED</b>	<b>\$ _____</b>



## Visit the APH Online Store!

<http://www.personalhistorians.org/members/store/>

### Didn't attend last year's APH conference?

The 2008 Conference Proceedings and 2008 Conference Recordings are every bit as valuable a resource now as they were last fall.

**2008 Proceedings** (includes workshop handouts): \$25

**2008 Workshop Recordings**, CD format: \$16

**2008 Workshop Recordings**, MP3 audio format: \$7 (Downloadable, with no shipping/handling fee)

### *My Words Are Gonna Linger: The Art of Personal History*

This wonderful APH Anthology of 49 true stories provides glimpses of lives that bring personal history front and center in the wider world.  
\$16.95 to members.

### APH Member Toolkit, Modules 1 & 2

Essential information about establishing a personal history business and developing necessary skills.

**Module 1: Get Your Business Up and Running**

**Module 2: The Interview - Record and Develop Your Story**

**Module 3: Products and Services**  
(coming October, 2009)

Price: \$40/module

## Invitation to Join APH

### Special Offer!

You will learn a great deal about personal history by attending the conference, where a plethora of knowledge and resources comes together. Joining APH puts countless other benefits within your reach all year long, including a listing in our online "Find A Personal Historian" directory. You'll also gain access to the wisdom of our members sharing their experiences in our Listserv postings, searchable archives, informative newsletters, and the APH Forum, as well as resources (books, brochures, personal history business toolkits, etc.) available online through the APH Store.

If you are not a member, we invite you to consider joining APH prior to registering for the conference. You'll have immediate access to all the benefits of membership, as well as the advantage of the discounted member registration rate for the conference. Membership dues are \$150 for a full year. But if you just want to "try on" the field of personal history, and have not been a member previously, you should consider our **Conference Special**—six months of membership (from the month you join) for \$90. To join, please follow instructions on our website <http://www.personalhistorians.org/join/> or contact Membership Director Gillian Hewett at [membership@personalhistorians.org](mailto:membership@personalhistorians.org)



The 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))



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*Note to self:  
Don't forget to order MP3  
downloadable recordings.  
It's how I can attend all  
the workshops at once.  
What a great deal!*

**2009 APH Conference  
Recordings brought to  
you by:**

**Vikkyd Productions, Inc.**

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