

Turning Points

aph The Life Story People
Association of Personal Historians

Annual Conference

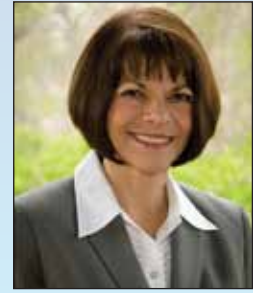
St. Louis, Missouri
October 17-21, 2012





Prepare for Turning Points in St. Louis, Archetype of Friendly Cities

Please join us in St. Louis in October and prepare yourself for turning points that will increase your skills and grow your business. Through our keynote speakers, you'll learn the value of combining genealogy and personal history, hear about legacy gifts provided by a unique hospice program, and discover strategies you can use immediately to increase your productivity. You'll be inspired by a project that transformed young students into community historians.



Through our seminars and wide array of workshops, you can choose to learn new skills for print, audio, or video projects; gain confidence in social media or website development; successfully kickstart your business; market your services and products; and much more.

You'll make new friends at the conference and share your ideas and products in cozy areas throughout the Hilton Frontenac Hotel. You'll also feel welcomed and comfortable as you explore St. Louis, where people will smile at you on the streets, wait several seconds to honk after green lights, and give you directions if you get lost. So check out the conference schedule, decide which of the many local attractions you want to visit, and firm up plans for a trip that will enrich your business and your life!

Mary Harrison
2012 APH Conference Program Chair

Invitation from the President

This year marks my tenth as an APH member and the tenth anniversary of my first APH conference (Vancouver 2002). That conference changed my life and my work.

I frequently use what I learned in Stephanie Kadel-Taras' interviewing workshop—the one that convinced me I had what it takes to be a personal historian and that I had a lot to learn. I've never forgotten the Video Share event, a validation that the work of personal historians, whatever the project budget, moves the human heart.



Every conference I've attended since has confirmed what I learned in Vancouver. This is exciting work, but it requires constant learning. We blend storytelling, technical production, social history, and family dynamics. Plus we start, run, and promote independent businesses. So much to know! So many skills to master! Thank goodness our planning team carefully designs the curriculum for our conferences to offer learning opportunities in every area, at every experience level.

What you discover in our conference keynotes, workshops, and salon sessions—as well as in the halls, at meals, and on outings—will make your business stronger. You'll use what you learn every day. Factor your attendance cost over 365 days, and you'll find that the tax-deductible training expense—the wisest investment you can make in your business—will come to less than a fancy coffee drink each morning. And it definitely will energize you more than the strongest Starbucks.

Sarah White
APH President



Pre-Conference Seminars

Hilton Frontenac Hotel • Wednesday, October 17, 8:30 am – 4:00 pm

Boot Camp for Personal History Writers: Kick Your Writing to the Next Level

New to the personal history business or want to sharpen your writing skills? Need help transforming your client's ho-hum narrative into a good story? Want to learn how narrative arc, scenes, dialogue, dramatic tension, and descriptive detail will pump life into your stories? This is the class you need! This seminar will shake you out of old habits, flex your brain and writing muscles, and fill you with ammunition to be all you can be—as a writer and as a personal historian. In this seminar, you will:

- Discuss writing tools (dialogue, narrative arc, tension, detail, etc.) and how they can enhance a story
- Analyze writing examples to explore what makes some more compelling than others
- Work in class, using various tools and techniques, to turn ordinary stories into extraordinary ones
- Simulate interview situations to learn how asking the right questions in the right way can help improve your client's narrative and help you shape it into a more readable and interesting manuscript



Dawn Thurston, co-author of *Breathe Life into Your Life Story* (Signature Books 2007), has taught life story writing at universities in California and Utah for the last sixteen years and is a frequent speaker at national conferences, including previous APH conferences. She belongs

to the Genealogical Speakers Guild, the International Society of Family History Writers & Editors, and serves on the APH Board. Dawn has a BA in English and an MA in communications from UCLA.

(www.MemoirMentor.com,
www.MemoirMentor.com/blog)

Building a Business That Works

Passion brought you to this profession, but you need more than passion to succeed. Whether you work in print, audio, or video, having solid start-up practices and an awareness of the basic business building blocks will set you on the path for long-term success. This seminar will explore:

- What's the Plan, Stan? How to write a business plan and why it's necessary to have one
- Business A-B-Cs: From administration and bookkeeping, to contracts and more
- Identifying the Best Fit: Learn why you need to sell your strengths and buy your weaknesses
- Marketing: Learn where to find clients and the most effective ways to reach them
- Value for Value: Don't sell yourself short. Learn how to set your rates
- The Balancing Act: Learn how (and why) to run your business so that it doesn't run you



Paula Stahel has enjoyed a career as an independent writer since 1983. The daughter of self-employed parents, she and her also self-employed brother grew up absorbing the tenets of running a business; she has extensive experience in developing business plans and marketing-

support materials. Paula, who has specialized as a personal historian since 1998, knows that when you go to work for yourself, it will be for the toughest boss you've ever worked for. Paula served as president of APH in 2008-2009 and on the Board of Directors from 2000-2006. (www.breathandshadows.com)

Sign up early!

No more than thirty students, and no fewer than ten, will be accepted for each session. APH reserves the right to cancel either or both sessions, in which case we will provide full refunds. 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 \$100 to the stated seminar fee.

	Members	Non Members
Early Registration (July 1 - 31):	\$150	\$200
Regular Registration (Aug. 1 - Sept. 15):	\$175	\$225
Late Registration (Sept. 16 - Oct. 10):	\$200	\$250
Last Minute Registration (After Oct. 10):	\$225	\$275



About the Speakers

Bringing Light and Life to Dred and Harriet Scott's Personal History

Ruth Ann Hager, Lynne Jackson

Thursday, October 18, 8:30 am

Dred Scott and his wife Harriet sued for freedom from slavery at the Old Courthouse in St. Louis in 1846. The U.S. Supreme Court denied the Scotts their freedom in 1857, bringing the country closer to the Civil War. Since then, the Scotts' personal history has remained largely unknown or misunderstood.

PHOTO BY DAVE MOORE



Ruth Ann Hager

PHOTO BY BRENDA YOUNG



Lynne Jackson

In this keynote address, two St. Louis women will highlight their efforts to change that and will describe the turning points that have resulted. **Ruth Ann Hager** is a genealogist and reference specialist who used local resources and oral history to research and write *Dred and Harriet Scott: Their Family Story*. **Lynne Jackson** is the Scotts' great-great-granddaughter and the founder and director of the Dred Scott Heritage Foundation. As she'll explain, the foundation's goals include reconciling Black and White American histories, with an eye toward healing the wounds of the past.

This presentation will spark awareness that by combining genealogy and personal history, we can bring new life to people from the past as well as the present.

Opportunities for Reflection: The Gift of Life Stories for Hospice Patients and Families

Suzanne Doyle

Friday, October 19, 8:30 am

PHOTO © NANCY LEBBING PHOTOGRAPHY



Suzanne Doyle

With degrees in psychology, nursing, social sciences, and psychodynamic and family therapies, plus a doctorate in Creative Arts and Cultural Studies, **Suzanne Doyle** is a well-qualified founder and director of LUMINA Life Review and Legacy Program BJC Hospice, the largest hospice program in St. Louis. Her program was featured on NPR in 2011.

Since 2006, Suzanne has recruited volunteers with many backgrounds and trained them to work with patients who are nearing their final turning point in life. She will explain LUMINA and her methods for recruiting and training the volunteers to conduct life review interviews. She'll also show how she teaches them methods for shaping the patients' narratives into unique legacies, often handcrafted books. For hospice patients, the books have brought a sense of peace; for their families, they have preserved the loved ones' lives beyond death.

Suzanne will introduce volunteers from the program, and show examples of the beautiful books created through LUMINA.



PHOTO BY BRINA BOLANZ

APH conference speakers always provide attendees with interesting information and inspiration.



About the Speakers

Make Your Best Better: Improving Productivity One Day at a Time

Jason Womack

Saturday, October 20, 8:30 am



Jason Womack

Working longer hours will not make up for a flawed approach to productivity and performance, insists productivity expert **Jason Womack**. Small business owners as well as corporate heads often run behind on deadlines, feel stressed, or struggle to maintain their focus. They can and should make their best better. In fact, even productive people can become more

effective and efficient at work and in life, thus preparing themselves for successful turning points.

As a former history teacher, Jason understands the value of personal history. As the founder of The Jason Womack Company, he brings to APH his understanding of how a small business grows. As the author of *Your Best Just Got Better: Work Smarter, Think Bigger, Make*

More, he offers a plethora of practical strategies to help people build solid and sustainable work habits. On Saturday morning, he'll adapt strategies from his book for personal historians, with the goals of helping new APHers jumpstart their businesses successfully and veterans accomplish more with less stress.



JACKET DESIGN BY PAUL MCCARTHY, JOHN WILEY & SONS

The Experiences That Shaped Us: The Story Behind the Documentary

Haliday Douglas

Sunday, October 21, 9:00 am



Haliday Douglas

Humanities teacher **Haliday Douglas** and his then sixth-grade students are sure to inspire personal historians with the powerful documentary they produced two years ago at City Academy in St. Louis. *The Experiences That Shaped Us* captured turning points toward racial justice and equality in St. Louis. As he shows clips from the video, Haliday will explain how his students prepared for

and conducted interviews with twenty local leaders in the Civil Rights Movement and later edited dozens of hours of video to create this thirty-three-minute documentary that preserves the elders' experiences.

Incredibly, neither Haliday nor his students had prior training in storytelling, documenting oral history, or video editing. They simply acquired the knowledge and learned the skills they needed as they moved forward. Haliday will travel to St. Louis from Massachusetts, where he is pursuing a graduate degree at Harvard. Following his presentation, some of his former students will join him on stage for Q&A and reflections on the ways the project has changed their lives.

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Program Highlights

Registration Desk/APH Store

(3:00 – 8:00 pm Wednesday) Check in at the **Registration Desk** in the lobby to register and pick up conference materials. The **APH Store** will open for business Thursday morning and remain open throughout the conference. Copies of APH educational materials will be available, as well as a rich selection of books and materials from our speakers, presenters, and attendees. This is where you can pick up information about St. Louis, sign up for Speed Coaching and Salon Sessions, or place orders for downloadable recordings of conference workshops.

Newcomers Orientation Session

(5:00 – 6:00 pm, Wednesday) New members and newcomers to the conference are invited to an orientation session hosted by former APH Membership Chair Gloria Nussbaum, a personal historian since 2001. Gloria plans to reveal the juicy details about the wonderful conference awaiting you. She also will offer tips on how to get the most out of your membership.



Welcome Reception

(7:30 – 9:30 pm, Wednesday) Join Conference Program Chair Mary Harrison and the APH Board for a welcome reception in the Clayton Ballroom. Light hors d'oeuvres, beer, and wine will be served. Don't miss this opportunity to mix and mingle with old and new friends.

Circle of Sages

(3:45 – 5:15 pm, Thursday) Collaboration is the new black suit—a profitable business approach for those who try it on. Several pairs of collaboration partners will share their stories of working together. Members who attended previous Circle of Sages know how interesting it is to hear first-hand stories from successful, experienced professionals. Sarah White will moderate the discussion.



PHOTO BY BRINA BOLANZ

The 2011 Circle of Sages panel, featuring Elisabeth Pozzi-Thanner, Paula Stahel, Pam Pacelli, Laura Blumenthal, and Libby Atwater.

Video Share

(8:00 – 10:00 pm, Thursday) Video biographers will show clips of their personal history programs. Loretta Heindrichs will facilitate so we can view as many clips as possible. Anyone interested in showing his or her work should email Loretta at info@KeepsakeVM.com by **October 9** and provide a brief description of your three- or four-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 pm, meeting rooms may be reserved for informal sessions. Any attendee with an idea or interesting question to explore may reserve one of these rooms upon arrival. Reservation requests, salon announcements, and sign-up sheets will be available at the APH Store. These informal sessions are not planned in advance by APH.

Community Circle

Saturday afternoon features Speed Coaching (1:00 – 2:30 pm), Print Show & Tell (2:00 – 3:30 pm), and Marketing Show & Tell (3:30 – 5:00 pm). See page 18 for details.





PHOTO BY BRINA BOLANZ



Having a serious conversation at the 2011 Business Meeting are, left to right, Mary Breakstone, Marty Walton, Pat McNees, Marcy Davis, and Linda Coffin.

APH Annual Business Meeting Luncheon

(12:30 – 1:45 pm, Friday) At the annual meeting of the Association of Personal Historians, Inc., 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.

Conversation Café

(7:00 – 9:00 pm, Friday)

APH Professional Personal Historian Certificate— A Progress Report

Initial work in 2011-2012 has led to optimism that APH can develop a Professional Personal Historian Certificate by collaborating with the International Institute for Reminiscence and Life Review (IIRLR) and the University of Wisconsin-Superior. At this session, members of the certification task force (Linda Coffin, Sarah White, and Mary O'Brien Tyrell) will describe the proposed process and the current status of development. Facilitated discussion will follow.

Yoga Break

(1:00 – 2:00 pm, Saturday) The last conference workshop ends at noon Saturday. Wouldn't you love to stretch and clear your mind before heading for Community Circle? This year you can. Just pull on some comfy clothes, grab a towel or two, and join your colleagues for some great stress relief. Rebecca Lanctot, a certified Yoga teacher, will lead a session that's appropriate for beginners as well as advanced yoga practitioners. Namaste, everyone!

An Evening of Music with Ingrid Berry Clay

(7:00 – 11:00 pm, Saturday) To this dynamic musician and vocalist, the man widely known as “The Father of Rock & Roll” is not a man named Chuck, but simply “Pop.” We are thrilled to announce that Ingrid Berry Clay and her St.



Louis band will provide musical entertainment after our Saturday night banquet at the Hilton Frontenac Hotel. Ingrid first performed with her father on Dick Clark's “In Concert” in the early 1970s. She has accompanied him on gigs in seventeen countries and performed with her own bands. At first, she performed mainly as a vocalist. Then in 1981, she picked up the harmonica, whose sound she had always loved. From that time on, her gigs included both harmonica and vocals. Ingrid and her band will play all kinds of music—jazz, the blues, and rock—with roots in St. Louis. Pack your dancing shoes and get ready to experience an unforgettable night!

Tales from the Heart

(11:00 am – 12:30 pm, Sunday) A treasured tradition at all APH conferences, this event will conclude our conference. 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 (eventsmanager@personalhistorians.biz) soon if you're interested in telling your story.

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Pre-Conference Seminars

8:00 am – 8:30 am & 10:00 am – 10:30 am Wednesday, Oct. 17	Coffee Service
8:30 am – 4:00 pm Wednesday, Oct. 17	Building a Business That Works <i>Paula Stabel</i>
8:30 am – 4:00 pm Wednesday, Oct. 17	Boot Camp for Personal History Writers: Kick Your Writing to the Next Level <i>Dawn Thurston</i>

Conference Calendar

Wednesday Oct. 17	3:00 pm – 8:00 pm	Registration Stop by the APH Registration Desk in the hotel lobby to register and pick up your conference materials.
	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 Connect with old friends and make new ones at our opening reception, which includes light hors d'oeuvres, beer, and wine.

Thursday Oct. 18	8:00 am – 8:30 am	Continental Breakfast
	8:30 am	Welcome to St. Louis Dr. Robert Archibald, President of the Missouri History Museum
	8:30 am – 10:00 am	<i>Bringing Light & Life to Dred and Harriet Scott's Personal History</i> Lynne Jackson and Ruth Ann Hager
	8:00 am – 5:30 pm	APH Store
	10:00 am – 10:30 am	Beverage Break
	10:30 am – Noon	Workshop Session 1
	12:15 pm – 1:15 pm	Networking Luncheon
	1:45 pm – 3:15 pm	Workshop Session 2
	3:15 pm – 3:45 pm	Beverage Break
	3:45 pm – 5:15 pm	Circle of Sages APH collaboration teams panel discussion led by Sarah White
	7:00 pm – 9:00 pm	Salon Sessions
	8:00 pm – 10:00 pm	Video Share



Conference Calendar

Friday Oct. 19	8:00 am – 8:30 am	Continental Breakfast
	8:00 am – 4:00 pm	APH Store
	8:30 am – 10:00 am	<i>Opportunities for Reflection</i> – Suzanne Doyle
	10:00 am – 10:30 am	Beverage Break
	10:30 am – Noon	Workshop Session 3
	12:30 pm – 1:45 pm	APH Business Meeting Luncheon
	2:00 pm – 3:30 pm	Workshop Session 4
	3:30 pm –	Free Afternoon to Explore St. Louis
	7:00 pm – 9:00 pm	Salon Sessions & Conversation Café

Saturday Oct. 20	8:00 am – 8:30 am	Continental Breakfast
	8:00 am – 2:00 pm	APH Store
	8:30 am – 10:00 am	<i>Making Your Best Better</i> – Jason Womack
	10:00 am – 10:30 am	Beverage Break
	10:30 am – Noon	Workshop Session 5
	Noon – 1:30 pm	Lunch on Your Own
	1:00 pm – 2:00 pm	Yoga Break – Rebecca Lanctot, Certified Yoga Instructor
	1:00 pm – 5:00 pm	Community Circle Speed Coaching, Print Show & Tell, Marketing Show & Tell
	7:00 pm – 11:00 pm	An Evening with Ingrid Berry Clay A dinner celebration and unforgettable musical journey led by the daughter of St. Louis' renowned rock & roll pioneer.

Sunday Oct. 21	8:30 am – 9:00 am	Continental Breakfast
	8:30 am – Noon	APH Store
	9:00 am – 10:30 am	<i>The Experiences That Shaped Us</i> – Haliday Douglas
	10:30 am – 10:45 am	Beverage Break
	10:45 am – 11:00 am	Passing the Torch
	11:00 am – 12:30 pm	Tales from the Heart
	12:30 pm	Conference Close

Friesen's Full Page

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Workshops

The 2012 APH conference will feature twenty-six ninety-minute workshops presented in five sessions. Participants may choose to attend one workshop during each session. Though a few workshops are noted as basic (for those new to the personal history business) or intermediate (for more advanced personal historians), the majority of these presentations will be appropriate for and valuable to participants at any level of experience. An asterisk (*) following the workshop number denotes that the workshop will *not* be recorded. The workshop category designation (Business Practices, Video Production, Marketing & Public Relations, etc.) follows the workshop number.

Thursday, October 18

Session 1 (10:30 am – Noon)

Workshop 1-A* (*Historical Knowledge & Research*)

Google & Beyond:

Finding Illustrations and Photos for Projects

Do you struggle with finding just the right photo for your videos, books, or blog posts? In this workshop, “Photo Detective” Maureen Taylor will explain research techniques professionals use to find photographs. You will learn how to find the perfect photo in your clients’ home collections, special collections, and on various Internet sites such as Flickr, Historypin, and others. Maureen will provide extensive examples and lead the class through an online search. She will also discuss usage rights—and wrongs—and give details on securing permissions for different types of use.

Presenter Maureen A. 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*, *Martha Stewart Living*, and *The Today Show*. Maureen is the author of a number of books and magazine articles and is a contributing editor at *Family Tree Magazine*. A keynote speaker at the 2009 APH conference, her latest project is *The Last Muster: Images of the Revolutionary War Generation*. (www.maurentaylor.com)

Workshop 1-B (*Business Practices & Skills*)

Estate Planning and the Personal Historian: Personal History as Added Value

In this hands-on workshop, participants will be presented with unique approaches to building a clientele by partnering with existing businesses. A few of the basic concepts to be addressed include identifying your target market, identifying existing referral sources already servicing your intended market, preparing a script, gathering referrals and building relationships.

Presenter Peggy Greenwood began her own journey into family history research in 1983 and soon began accepting research assignments from private clients. After publishing several articles that were an outgrowth of her original research, she was invited to present her findings at the Missouri History Convocation and the St. Louis Genealogical Society. Her business, Vagabond Information Services, provides family heritage products: genealogy, family history, and personal history. (www.visheritage.net)

Presenter Scott Yost is a family business consultant and practicing attorney. For twenty-three years, Scott has used his abilities to motivate others to make informed decisions about some of life’s toughest challenges, including estate and legacy planning, long-term care planning, and business succession planning. He is passionate about sharing what he knows in consultations, writings, and on his website. (www.yostlaw.net)



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Workshop 1-C (*Print Design*)

The Book:

The History of Fine Printing from Letterpress to Digital

This workshop will explore the history of typography, from black letter to grunge, and the evolution of printing, from movable type and letterpress to digital. In this illustrated lecture and discussion, Peter and John will show why selecting the appropriate typeface is important. They will look at book design, methods of printing, papers, bindings, and covers. By seeing examples of quality work, you will come to understand how these essential elements fit together in the making of a fine personal history book.

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 finely printed family histories. He has a passion for fine book design, typography, and the history of printing. (www.TomboMedia.com)

Presenter John Bennett earned his MFA from the University of Wisconsin-Madison and served as printer/curator of the University's Silver Buckle Press, a working museum of printing history. He later taught graphic design, typography, and letterpress printing at Oregon State University before deciding to put his full attention into book design and fine printing. He currently lives and works in St. Louis. (www.johnbennettgraphics.com)

Workshop 1-D (*Video Production*)

Secrets to a Winning Video Interview

In this interactive workshop, using volunteers and group participation, you will explore step-by-step techniques to help you get top quality and emotionally satisfying video biography interviews. RJ will demonstrate his tips on lighting techniques, capturing audio, and how to frame shots. He will share his simple philosophies on how to make your subject open up and be comfortable during the interview. You will see how, with a simple setup, you can create a wonderful interview that is a win-win for all involved.

Presenter RJ McHatton is an award-winning filmmaker who has been creating video biographies since 1990. In 2005 he co-founded Inventive Productions, a leading producer of video biographies and corporate history documentaries. Projects include histories for multi-national companies, documentaries on cities, and life

stories of the rich and famous, war heroes, moms, dads, and grandparents. RJ has dedicated his life to helping people tell their stories in their own words. (www.inventiveproductions.com)

Workshop 1-E (*Interviewing Skills*)

Oral History:

One Topic, Many Voices – Part I

Do you know the difference between oral and personal history? This workshop will distinguish the different approaches and look at the skills oral historians use that can be helpful to personal historians and vice versa. In Part I, Barbara and Elisabeth will discuss ethical, legal, and funding issues. They will explain the goals and methodology of oral historians; how to design, research, manage, and archive a project; and how to train others to interview. In Part II (Workshop 2-E), you will practice interviewing with other participants and compare personal history and oral history methods.

Presenter Barbara Tabach is an educator, author, and personal/oral historian. She educates and trains others in the application of oral history in working with elders. As an oral historian interviewer/editor for University of Nevada Las Vegas Oral History Research Center, she is helping save the history of Nevada. She is owner of LifeCatching and a founding partner of Hunuku, a site for saving and sharing family stories. (www.lifecatching.com, www.hunuku.com)

Presenter Elisabeth Pozzi-Thanner, founder of Oral History Productions USA–Europe, has been conducting and producing oral history interviews for private use as well as for academic research since 1993. Her services include project design, production and management, and training and coaching of new interviewers. She is also a consultant for documentaries and historic research in seven languages. (www.oralhistory-productions.org)

Session 2 (1:45 – 3:15 pm)

Workshop 2-A (*Legal Knowledge*)

Copyright, Rights, and Permissions:

What Personal Historians Need to Know

Using a quiz-based overview, Pat will cover the basic principles of copyright, licensing, fair use, public domain, work for hire, and other terms personal historians should know, with some discussion of what to watch out for with print-on-demand service providers. You will learn what ISBN numbers have to do (if anything) with creators' rights, the difference between "public domain" and "fair



use,” and when and how to clear rights. You also will learn where to go when you need more information about rights.

Presenter Pat McNees worked as an editor in book publishing (at Harper & Row and Fawcett) and as a freelance journalist for the *Washington Post* and elsewhere before beginning to specialize in personal and organizational histories twenty years ago. This workshop is patterned after a course on copyright basics Pat taught for federal workers as part of a Government Printing Office seminar. (www.writersandeditors.com, www.patmcnees.com)

Workshop 2-B (Marketing & Public Relations)

Making Friends With the Media:

How to Get Attention for Your Work

Newspaper space is tight. TV and radio shows are overwhelmed with pitches. In order to get publicity for your work, you need to establish yourself as the local/regional expert on personal history. This workshop will show you how to write news releases that catch an editor’s eye, tell you what radio talk shows are looking for, and teach you how to target your news releases and to whom. You’ll learn how to harness free marketing opportunities and become the expert that editors and producers turn to for information.

Presenter Steve Trainor has a long history of public speaking, first through a youth group as a teenager and later with more than thirty theatrical productions and three decades of radio and television on-air work. He supplements his personal historian income by working part-time as a freelance newspaper reporter. (www.rememberyourlifevideo.com)

Presenter Bobby Dower is a full-time journalist and personal historian who via his business, My Life My Words, works with individuals and families on life stories and ethical wills in audio, video, and print.

Workshop 2-C (Niche Services)

Small Projects = Steady Income

Not every personal history project requires hundreds of hours of work. Short photo memoirs, audio interviews, freelance editing, and newspaper articles are just some of the alternative projects that personal historians might explore. Julie will explain how to identify your marketable skills, diversify your workload, increase name awareness, and make money between bigger projects, or while waiting for that first big one. Discover options that allow you to pursue your passions and make a living.

Presenter Julie McDonald Zander, 2006 APH Conference Program Chair and past APH Northwest Regional Coordinator, founded Chapters of Life in 1999 after working nearly twenty years as a newspaper reporter and editor. She has published three dozen personal, company, and community histories and still enjoys her smaller jobs, including writing a newspaper column, producing small special-occasion booklets, and offering freelance editing and design services. (www.chaptersoflife.com)

Workshop 2-D (Video Production)

Understanding Video Story Structures:

Finding the “Wow” Factor

Each life is unique, as is each story you tell. Finding the best approach for your client could be the difference between a good story and a great one. Dan will present a few proven styles, such as the chronological “path of life,” the thematic “chapters of life,” and the “how we got here” summary method. He will discuss options for narration and music and present examples of different approaches from Hollywood and TV. With simple exercises, participants will share and learn from each other.

Presenter Dan Darling has years of experience working in theater and video production. He has been an executive producer with the Electronic Media Group of American Express Financial Advisors and program coordinator of the Baha’i National Children’s Education Resource Center. Dan holds a BA in Theater Arts and an MFA in Radio/TV/Film. His business, Heartstring Video Production, specializes in life stories and memoirs, organizational histories, and event videography. (www.heartstringvideo.com)

Workshop 2-E (Interviewing Skills)

Oral History:

One Topic, Many Voices – Part II

Do you know the difference between oral and personal history? This workshop will distinguish the different approaches and look at the skills oral historians use that can be helpful to personal historians and vice versa. In Part II, you will practice interviewing with other participants and compare personal history and oral history methods.

Presenters Barbara Tabach & Elisabeth Pozzi-Thanner
See biographical information for Workshop 1-E.



Friday, October 19

Session 3 (10:30 am – Noon)**Workshop 3-A (Computer Technology)****Creating Personal History Websites YOU Can Update**

Are you frustrated by a website that is out of date or difficult to maintain? This workshop will demonstrate WordPress, an easy-to-use website content management system that provides up-to-the-minute functionality and great Search Engine results! Jenny will give an overview of its functions and demonstrate how you can create and edit pages for your site, add images and videos, use “tags” to get noticed, and harness the power of social media. Participants will have hands-on time to try techniques.

Presenter Jenny Chava Hudson, owner and lead designer at Merrimack Media in Cambridge, Massachusetts, began publishing books in 2008, taking authors through production to promotion. She began producing websites professionally in 2000, designing sites for the University of Wisconsin and many small businesses, authors, and artists. Jenny has taught illustration, graphic design, and digital painting, is an exhibiting artist and the author of four novels. (www.merrimackmedia.com)

Workshop 3-B (Marketing & Public Relations)**Facebook, Twitter, and More:****Learn to Use Social Media to Promote Your Business**

Social media isn't just for technical whiz kids! It's a simple, low-cost marketing and networking tool that can help personal historians jump-start their marketing efforts. Emily will discuss the pros and cons of relevant social media platforms, evaluate them for individual businesses, and explore how to meaningfully engage your audience without a huge investment of time. You'll learn how to plan a simple social media campaign and become more confident using social media as a marketing tool.

Presenter Emily García is a visual storyteller with a background in book arts, graphic design, writing, publishing, and marketing. Her business, Cathemeral Press, specializes in creating exquisitely crafted and visually stunning personal history books. Emily loves working with other personal historians, both as a collaborator for personal history books and as a design and marketing consultant for their businesses. (www.cathemeralpress.com)

Workshop 3-C* (Business Practices & Skills)**Personal History Best Practices:****Simple But Powerful Tips, Tools & Advice**

You've found your passion, the job of your dreams! But can it pay the bills? Is it possible to earn a good living with this feel-good business? The answer is yes! Jennifer will share what she has learned and show you how you can run your business like a professional, get noticed by your target market, talk sales, and deliver top-quality service and products. This workshop will cover some of the key questions asked by both novice and more experienced personal historians.

Presenter Jennifer Campbell, author of *Start & Run a Personal History Business*, has owned and operated Heritage Memoirs since 2003 and has been a writer and editor for thirty years. In 2011, because of her many contributions to our profession, she received the first APH award for Outstanding Achievement in the Field of Personal History. (www.heritagememoirs.ca)

Workshop 3-D (Audio Technology & Production)**Capturing the Voice:****Audio Basics – Part I**

Want to add quality audio recording to your personal history services? This interactive, two-part workshop is designed for audio newbies as well as those who still have problems capturing clean, professional sounding audio and editing it. Bring your recording gear and your laptop computer with Audacity editing software installed (free at <http://audacity.sourceforge.net>). In Part I, Dave will discuss equipment choices, interviewing techniques, and how to avoid common recording mistakes. Between the two sessions, you will conduct a short audio interview on your own. In Part II (Workshop 4-D), you will learn how to edit and produce a finished CD.

Presenter Dave Morrison was born and raised in Florida and can't think of a prettier place to grow up shooting pictures and video. Since first selling high school football game photos to the local paper, he has made a career out of capturing moments in time. After the passing of his parents, Dave decided to blend his love of video, audio, and photography into Heritage Film to help families capture and preserve their stories for generations to come. (www.heritagefilm.net)



Workshop 3-E (Writing & Editing)

Bring Your Story to Life – Part I

The age-old admonition “show, don’t tell” is all too familiar to writers of all levels, but applying it can be frustrating. There is a place for both, and striking the right balance can make the difference between a dull read and an extraordinary tale. In Part I of this two-session workshop, Oksana will discuss the anatomy of scenes with a focus on scene building, pacing, and progression. Part II (Workshop 4-E) takes a deeper look into the structure of an effective personal narrative. You will learn about the Rule of Change and tackle several exercises to help you understand the concept of fluidity and how you can apply this in your own work. Oksana will dissect some of the greatest scenes from various literary works, and participants will attempt to create scenes based on those models. Together, Parts I and II will help you learn how to craft a superb, well-paced narrative.

Presenter Oksana Marafioti has written short stories for *The Perpetual Engine of Hope: Las Vegas Stories Inspired by Iconic Photographs* and *The Fairy Tale Review*. She is the recipient of the Black Mountain Institute–Kluge Scholars fellowship in conjunction with the Library of Congress. A keynote speaker at the APH 2011 conference, Oksana is the author of *American Gypsy: A Memoir* (scheduled for release July 2012). (www.oksanamarafioti.com)

Session 4 (2:00 – 3:30 pm)

Workshop 4-A* (Project Management)

Intermediate

What Does it Cost?

Using Excel to Estimate and Track Projects

Estimating costs and keeping track of time spent on projects are often frustrating for personal historians. In this workshop, you will learn how to create Excel-based tools to effectively estimate project hours and costs, schedule projects, and monitor your time. Mary Ann will define the fundamental steps in written, video, and audio personal history projects and demonstrate how to construct an Excel spreadsheet to estimate hours required for each step. She will discuss the relationship between project cost and project price and examine a method to schedule projects and monitor progress.

Mary Ann Mayers has been a personal historian since 2003, offering written, video, and audio products. She started her business after more than twenty years in the research industry, where she used Excel extensively

for estimating and monitoring research endeavors. She has transferred that knowledge of Excel to her personal business, using it to estimate and track personal history projects. (www.extraordinarylives.com)

Workshop 4-B* (Publishing)

Bookmaking the Right Way:

Quality Books for Personal History Projects

For the client who wants a finished book to be proud of, whether a printed book or an e-book, dashing off your final draft to a POD company just won’t do. Learn what’s involved in professional-quality book production, from editing to final packaging, and how to access the help you need. Dick will examine and compare books, both those volunteered by workshop participants and his samples, and you will learn what to look for in judging the quality of vendors.

Presenter Dick Margulis is chief cook and bottle washer at Dick Margulis Creative Services, where his focus is on thoughtful editing, appropriate design, expert production, and comprehensive project management for publishers of all sizes. He began correcting his elders as a small child and has been editing one thing or another for over half a century. He learned to set type at an early age and has been studying and practicing typography ever since. (www.dmargulis.com)

Workshop 4-C (Video Production)

Video Production for Bookworms:

Video for the Print Personal Historian

You know how to conduct an interview and create a book, but are your clients asking for more? In this hands-on workshop, geared toward print personal historians or beginning video biographers, you will learn the basics of video production so you can create video yourself or know what to look for when referring business. Using real-world examples, Debbie will review the details of pre-production, production, and post-production; explore what to do (and not do) when filming; and detail what can be fixed in editing—and what cannot.

Presenter Debbie Mintz Brodsky is a three-time Emmy Award-winning television producer with more than twenty years experience, much of that as a producer for public television documentaries. In 2006, she opened DMB Pictures, a boutique video production company specializing in producing broadcast-quality personal stories for families, non-profits, and small businesses. Her professional interviews have included such notables as Tiger Woods and Senators John McCain and Bob Dole. (www.dmbpictures.com)

**Workshop 4-D (Audio Technology & Production)****Capturing the Voice:****Audio Basics – Part II**

Want to add quality audio recording to your personal history services? This interactive, two-part workshop is designed for audio newbies as well as those who still have problems capturing clean, professional sounding audio and editing it. After Part I, you will conduct a short audio interview on your own and in Part II, you will learn how to edit and produce a finished CD.

Presenter Dave Morrison

See biographical information for Workshop 3-D.

Workshop 4-E (Writing & Editing)**Bring Your Story to Life – Part II**

The age-old admonition “show, don’t tell” is all too familiar to writers of all levels, but applying it can be frustrating. There is a place for both. In Part II, Oksana takes a deeper look into the structure of an effective personal narrative. You will learn about the Rule of Change and tackle several exercises to help you understand the concept of fluidity and how you can apply this in your own work.

Presenter Oksana Marafioti

See biographical information for Workshop 3-E.

Workshop 4-OS* (Genealogy)**St. Louis County Library:****Special Collections Tour**

Since its establishment in 1998, the St. Louis County Library Special Collections Department has developed into a major genealogical research destination offering access to more than 50,000 book titles (15,000 published family histories), 850 periodicals, 18,000 microfilm rolls, 55,000 microfiche, 300 CD-ROM titles, and numerous electronic databases. Many books, including 20,000 from the National Genealogical Society’s 100-year collection, can be checked out or borrowed through interlibrary loan. Just a short walk from the hotel, this on-site library workshop combines a personal guided tour with time to examine the collection.

Presenter Joyce Loving, MLS, is manager of the Special Collections Department at the St. Louis County Library and a frequent lecturer at regional genealogical society events. She welcomes this opportunity to share the library’s magnificent collection with the Association of Personal Historians. (www.slcl.org/genealogy-and-local-history)

Saturday, October 20**Session 5 (10:30 am – Noon)****Workshop 5-A* (Teaching Life-Story Writing)****Intermediate****Expand and Enrich****Your Workshop Repertoire**

Leading life-story writing workshops is a great way to expand your business. Workshops work best when participants trust the instructor and one another, when they have tangible examples to learn from, and when feedback is encouraging and specific. In this class, explore ways to improve your workshops, including classroom setup, participant introductions, demonstrations, handouts, and peer feedback. You will see these tools in action and share your tips and tools to enhance workshop experiences.

Presenter Mary Ann Mayers, a personal historian since 2003, offers written, video, and audio memoir services. She added life-story writing workshops to tap the “do-it-yourself” market and has since discovered that these classes are a treasured part of her business. Through trial

and error, she has discovered tools that help participants grow in their self-confidence as storytellers and their willingness to help one another on their writing journey. (www.extraordinarylives.com)

Workshop 5-B (Archive/Preservation)**Basic****Add Archiving to Your Skills Set**

Photos, letters, diaries, Bibles, scrapbooks, documents, clippings: personal historians regularly work with these and more when gathering the story. But when confronted with boxes of family treasures, do you know what to do and—just as important—what not to do with these items? In this workshop, you’ll learn how to confidently handle your clients’ memorabilia without causing damage, recognize typical display and storage red flags, and discover where to turn for expert advice.

Presenter Brina Bolanz is a photo archivist and personal historian with a life-long interest in photography. After researching her family’s genealogy, she became fascinated by heritage photographs and how they brought stories to



life. This led to the formation of her company, Restored Stories, where Brina organizes, archives, and showcases photo and print-based memorabilia collections, digitally restores photos, and creates heirloom-quality printed photo storybooks. (www.restoredstories.com)

Workshop 5-C* (Marketing & Public Relations)

**Co-Active Marketing for Personal Historians:
How to Network with Strategic Partners**

Traditional networking doesn't work if other professionals don't understand personal history. Dhyan will demonstrate how to handpick strategic marketing partners who have the same target clients as you do and are eager to join forces! You will learn how to set up and run a co-active group, choose effective marketing strategies, and create a referral system with the goal of becoming the resource group in your area for your target clients. Dhyan will detail how her first co-active marketing group shared over \$25,000 worth of business in its first four months.

Presenter Dhyan Atkinson is a business consultant and business skills trainer who specializes in working with personal historians. Since 2003, she has worked with more than 250 personal historians through private consulting, teleclasses, and through her popular workshops for APH. (www.TheFiveEssentialSkills.com)

Workshop 5-D (Niche Services)

**Personal History for All Ages:
Projects to Reach Younger Clients**

The best time to preserve your life stories is now—in the moment, when memories are being made. Rachael will discuss how you can reach younger clients who might not have an interest in the more traditional personal history projects. She will demonstrate event- and celebration-driven projects available at a price point younger clients can afford and will want to purchase. Discover new uses of media, explore sample projects, and learn how to apply these to your own business to reach new clients.

Presenter Rachael Rifkin works in print and has been a member of APH since the fall of 2009. She started out as a journalist and began calling herself a memoirist in late 2008 because she didn't yet know the term "personal historian." She loves people's stories and is very happy that at a young age, she has found work she can do with a passion. (www.lifestoriestoday.com)

Workshop 5-E (Business Practices & Skills)

**The Power of Promises:
Foster Cooperation and Trust**

Based on the principles outlined in his book, *The Promise Doctrine*, Craig Womack will lead you through this interactive workshop with a step-by-step process to recognize your life and business priorities and commitments. Whether new to personal history or a veteran, you will learn how to evaluate your goals to build a tailor-made system to improve your workflow. You'll learn how to foster trust, deliver on the promises that matter most, and celebrate your accomplishments while focusing on long-term success. Each participant will receive a complimentary copy of Craig's book.

Presenter Craig Womack is a powerful communicator focused on organizational and personal development. His business acumen was shaped by experiences as a senior executive for national and international organizations; he is the former President of The Sharper Image and former CEO and board member of Human Touch. Life is About Moments, the company Craig founded in 2011, creates hardcover biographies. He works on all aspects of production, from interview to design. (www.lifeisaboutmoments.com)

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APH Community Circle

Saturday, October 21

Speed Coaching for Personal History Entrepreneurs

1:00 pm – 2:30 pm



PHOTO BY MARCIA ORLAND

APH members Laura Blumenthal and Rhonda Kalkwarf will facilitate this event. 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 APH Store 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 grateful for our veteran members who volunteer their time and expertise to participate in this popular program.

Print Show & Tell

2:00 pm – 3:30 pm

APH member Peggy Greenwood will facilitate this session, which affords attendees 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. Tables will be provided to display members' products during this event. Please sign up early for the limited number of slots available. Just email Peggy at mame789@att.net to let her know you're interested.

Marketing Show & Tell

3:30 pm – 5:00 pm

This popular event allows attendees the opportunity to share marketing successes and failures. APH member Dhyan Atkinson will facilitate this session, where various personal historians will present brief case studies, including samples, of a marketing program they initiated. Anyone wishing to present a case study should notify Dhyan before October 1 at dhyan@satisfactionbydesign.com. Each participant will be provided with guidelines and a list of suggested components for a brief case-study presentation. Participation is limited by time constraints, so please sign up early.



PHOTO BY BRINA BOLANZ

er Got Leads?

^

Prospective clients visiting the APH website are often drawn to the more prominent individuals found there. Want to get noticed? Volunteer for APH. Contact Dawn Thurston, Regions, dawn.thurston@personalhistorians.biz or Jane Shafron, Nominations, jane.shafron@personalhistorians.biz.

Leaders get great leads!



City Sights in St. Louis

To many people, St. Louis *is* the majestic, 630-foot Arch—the Gateway to the West. Every visitor should take the unique four-minute tram to the top for the 30-mile panoramic view. Next, check out the underground Museum of Westward Expansion or watch Monument to the Dream, an awesome documentary detailing construction of the Arch. Don't leave without standing under the Arch and looking up. You won't forget the power of that view.

The Arch is just the beginning of the fun, relaxing, educational, or wild-and-wacky things to do in St. Louis—many of them free. We've listed a few below and will add more later on the conference website. On Friday, October 19, workshops end at 3:30 pm for sightseeing, so consider what you'll do that afternoon. Or figure out how you can add a few days to your trip and do it all.

Must-See Attractions

Gateway Arch, Museum of Westward Expansion, Old Courthouse, and Citygarden: Visit the website below to learn more about these exciting venues, close enough to visit in one outing. Admission to the Arch and Museum is free; tram ride is \$12 (discount with National Parks Pass). In October, the last ride to the top of the Arch leaves at 4:50 pm and the museum closes at 6:00 pm. Purchase tickets online in advance. Dred Scott filed for freedom from slavery at the Old Courthouse. Open daily, 9:00 am - 4:30 pm, with free admission. Citygarden is a free sculpture park that's too fun to miss! <http://www.gatewayarch.com/>



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Missouri Botanical Garden

Missouri Botanical Garden: This 79-acre oasis is one of the top botanical gardens and research institutions in the world and a magnet for St. Louisans as well as tourists. Philanthropist Henry Shaw founded it in 1859 and gave it to the city. Be sure to stroll around the 14-acre Japanese Garden, Seiwa-en—a “garden of pure, clear harmony and peace.” www.missouribotanicalgarden.org/

St. Louis County Library: Located just two blocks from the hotel, this library has vast genealogical resources. See Conference Workshop 4-OS for tour information. (Free) <http://www.slcl.org/genealogy>

Missouri History Museum: Intriguing permanent and changing exhibits related to regional history. Read Mission Statement online. Open daily 9:00 am - 5:00 pm; Tuesdays till 8:00 pm. (Free) <http://www.mohistory.org/> Library and Research Center: open noon - 5:00 pm Tues-Fri, 10:00 am - 5:00 pm Sat. Contact in advance regarding research.

The National Personnel Records Center, Military Personnel Records is the repository of millions of military personnel, health, and medical records of discharged and deceased veterans of all services during the 20th century. Open weekdays 7:30 am - 3:45 pm. Schedule visits in advance.

<http://www.archives.gov/st-louis/military-personnel/>

For other unique local attractions, check out the following guides: www.nytimes.com/2010/06/27/travel/27hours.html, explorestlouis.com/visit-explore/discover/25-things-to-do-in-st-louis/, and explorestlouis.com/visit-explore/discover/itineraries/



Missouri History Museum

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Your St. Louis experience begins when you enter the grand two-story reception area of the Hilton St. Louis Frontenac Hotel—an upscale, midtown hotel with a European flavor. Its central location provides easy access to shopping, dining, and local attractions. Fine shopping is just steps away at the Plaza Frontenac Mall, home to Saks Fifth Avenue, Neiman Marcus, and Williams-Sonoma.

Dining to suit every taste awaits you in The Provinces Restaurant for breakfast, lunch, or dinner, and room service is available as well. In addition, an upscale grocery store and over a dozen restaurants are within walking distance.

The hotel business center offers high-speed Internet access, two fully equipped computer workstations and photocopy and facsimile services. Complimentary Wi-Fi is also available throughout the hotel. A blend of value, luxury, and convenience, the Hilton St. Louis Frontenac offers spacious guestrooms featuring the Hilton Serenity Bed, with the Serta Perfect Sleeper Suite Dreams mattress, down duvet, and down pillows.



A special discounted rate of US\$95 per night, single or double occupancy, will be available to all APH Conference attendees three days before, during, and three days after the conference.** Reservations before and after the conference are based on availability. **To receive the guaranteed rate, reservations must be made before the cutoff date of September 24, 2012.** Don't forget to ask for the APH Conference group rate when you call the hotel to make your reservation (314) 993-1100. You may also book online (www.stlouisfrontenac.hilton.com) using the group code: APH.

**Guestrooms rates are subject to applicable state (8.425%) and occupancy (7.25%) taxes, in effect at the time of check-in.

Note: Cancellations made less than 24 hours in advance of scheduled arrival will be charged one night room and tax for the dates of the reservation to the form of payment used to guarantee the reservation.

<ul style="list-style-type: none"> • Book design, layout, and covers • Photoshop • Design consulting and tutoring • Website design 	<p><i>Helping stories come to life</i></p>
<p>johnbennettgraphics.com</p>	
<p>JOHN BENNETT</p>  <p>Graphic Art • Design</p>	<ul style="list-style-type: none"> • Online collaboration and travel to clients <p>jb@johnbennettgraphics.com</p> <p>3 1 4 - 6 0 2 - 8 9 7 9</p> <p>ST. LOUIS • SF BAY AREA</p>



Transportation Options

From Lambert International Airport to Hilton St. Louis Frontenac

Complimentary Airport Shuttle—A complimentary airport shuttle service is provided for all guests. After arriving in St. Louis, go towards the baggage claim area and use the courtesy phones to dial the St. Louis Frontenac Hilton (#20) and let the operator know that you are ready to be picked up. If you are flying SOUTHWEST, you will be picked up at Terminal 2. If you are flying on ANY OTHER AIRLINE, you will be picked up at Terminal 1.

For departures to the airport, please sign up at the hotel bell stand. The shuttle leaves the hotel at the top of each hour from 6:00 am until 11:00 pm. For more information call the hotel bell stand (314) 993-1100.

Driving (Hotel Parking is Complimentary)

From the Airport

Take I-70 West. Exit at Lindbergh South. Proceed about 10 miles on Lindbergh. When you cross under I-64/US 40, you will see the hotel on the immediate right.

From the South (I-55)

Take I-55 North. Exit at 270 North. Continue North to I-64/US 40 East. Exit at Lindbergh South. The hotel will be at the bottom of the off-ramp on the right.

From the West (I-70)

Take I-70 East to I-270 South. Continue to I-64/US 40 East. Exit at Lindbergh South. The hotel will be at the bottom of the off-ramp on the right.

From the North (I-270)

When crossing into Missouri from the north on I-270, follow I-270 West/South to I-64/US 40 East. Continue to Lindbergh South. The hotel will be on your immediate right.

Taxi Service (Average Fare \$35 One Way)

Chesterfield Cab Service (314) 738-0100

Premium Transportation (314) 750-1177

MetroLink

The St. Louis light rail system, MetroLink, stops at the airport but not at the Hilton Frontenac, so the hotel's free airport shuttle service will be a better option for most guests. However, during their visit, guests may find it convenient to take MetroLink to various attractions, such as the Arch, stadium, and Forest Park. The hotel shuttle offers complimentary rides to and from nearby MetroLink stations. MetroLink Fare: \$2.25 per ride. Purchase ticket at MetroLink station before boarding. <http://www.metrostlouis.org/Default.aspx>



MetroLink and Arch

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Metro Trolley

Visitors may also use the Metro Downtown Trolley or Metro Forest Park Trolley to travel to various attractions within those areas. A one-day Trolley ticket for adults is \$2. Trolley tickets may be purchased onboard.

Want to Extend Your Visit to St. Louis?

Visit www.explorestlouis.com and click on "Travel Tools" for a link to visitor services, suggested itineraries, and more.

For Our International Members

For information on U.S. travel, visa requirements, etc., visit www.travel.state.gov

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Special Invitation to Sponsors from APH, the Life Story People

The Association of Personal Historians (APH) is pleased to invite interested commercial businesses and members to participate in its 18th annual conference, Turning Points, in support of the preservation of personal, family, corporate, and community histories. Approximately 200 savvy and well-connected entrepreneurs from around the globe are expected to attend.

What are the Options and Benefits of Sponsorship?

Specific sponsorship options are offered for APH members and business colleagues. In addition to receiving tangible benefits for various levels of sponsorship (see the next page), our sponsors will also enjoy many intangible rewards. These “soft benefits” include, but are not limited to: invaluable face time and relationship building with our attendees; increased familiarity with other complementary services and products used by personal historians; and the priceless word-of-mouth referrals that our members offer to sponsors post-conference. Sponsors will be acknowledged in the conference syllabus and in the winter issue of APH *Perspectives*, our industry trade journal, which is distributed to more than 700 members.

If you are not able to attend our conference in person, we can still make arrangements for you to take advantage of some of these opportunities. Please ask and we will try to accommodate your situation.

Any of the sponsorship options listed in the chart on the next page may be adjusted or combined. If you're inclined to think outside the box, you may have some ideas of your own for ways to help support our conference. In-kind donations are gratefully accepted and will be classified at the appropriate sponsorship level. Contact Executive Director Linda Coffin at linda.coffin@personalhistorians.biz or Marketing Director Marcy Davis at marcy.davis@personalhistorians.biz for more details.

To advertise in any of APH's publications throughout the year, go to the APH website: <http://personalhistorians.org/about/advertising.php>.

NOTE: A sponsorship donation is not deductible as a charitable contribution but may be considered as a business expense. APH is a 501(c)(6) organization.

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Estate Level

Starting at \$100

- Insert branded item, brochure, notepad, etc, into attendee registration packets OR place those items on tables at meals.

Legacy Level

Options starting at \$500 (includes business-card size ad in syllabus)

- Sponsor an individual workshop, with the opportunity to introduce the workshop presenter, have a display table in the room, put a business card or brochure at each seat, and have your name on the sign at the workshop entrance.
- Host a hospitality suite or gathering place (a “conversation” or “quiet” room), with the opportunity to host a display table and get to know some attendees one-to-one. Food, a/v equipment or Wi-Fi can be included for an additional charge.

Heritage Level

Options starting at \$1,000 (includes half-page ad in syllabus or winter journal)

- Provide your signage near snack or break area, or at the entrance to the plenary space.
- Provide branded tote bags with your logo on one side and the APH logo and conference dates on one or both sides.
- Underwrite a meal or snack break, with the opportunity for signage, a manned display table, and a thank-you from the podium.

Heirloom Level

Starting at \$2,500 (includes full-page ad in syllabus or winter journal)

- Provide a display table in the plenary room throughout the conference, including a thank-you from the podium and acknowledgment in the conference syllabus.
- Underwrite the cost of recording about twenty eligible conference workshops. “This recording was made possible by *XYZ Company*” would be announced at the beginning of every recording sold at the conference and in the online APH store for several years afterward.
- Provide a manned display table inside the APH Conference Store, for one day or for all three at a special price, a great opportunity for public exposure and onsite sales of your materials.



2012 Robert D. Joyce Scholarship Fund

Short on money but eager to attend this year's conference?

Consider applying for a conference scholarship. Because of the generosity of its members and the enthusiasm of APH's first conference organizer, Robert D. Joyce (APH President, 1998 to 2001), APH is offering full- and half-registration fee scholarships. (Recipients will need to cover their own travel, lodging, and any other expenses.)

Bob Joyce is pictured here with three other past-presidents of APH. Left to right are Lettice Stuart (2002-2005), Paula Stahel (2008-2009) and Jeanne Archer (2006-2007).



Applicant Eligibility and Requirements

- You must be a Full Member of APH and have been so for at least one year prior to July 31, 2012.
- Previous APH scholarship recipients are ineligible.
- You must register for the conference during July, but you do not need to submit the registration fee as long as you notify Amanda Kuhnert, Registrar, admin@personalhistorians.org that you are applying for a scholarship.
- Send an e-mail cover letter with your name and contact information to Marty Walton, APH Treasurer, marty.walton@personalhistorians.biz. Attach a separate document with no identification information that contains an essay of up to 500 words including:
 - a. A description of your personal history background and commitment;
 - b. A description of your long-term commitment to APH;
 - 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;
- f. Application **must be time-stamped by midnight, July 31, 2012.**


Further Information

- The names of recipients will be kept confidential except for the APH Treasurer, the APH Executive Director, and the conference registration team.
- 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.
- Unsuccessful applicants, who still wish to attend the conference, may pay the early registration fee rate up until September 15.

If you can, please contribute to the Robert D. Joyce Scholarship Fund

We invite contributions of any amount. Please consider helping those who otherwise would not be able to attend our annual conference. You may contribute as part of your registration process or mail a check (made out to APH with "Scholarship Fund" in the note) to: Linda Coffin, APH Executive Director, 3208 East 25th St., Minneapolis, MN 55406.

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



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Conference Volunteers Needed

Special Thanks to Conference Heroes Present and Future!

Conference Program Chair Mary Harrison, Events Manager Paula Yost, and Conference Director Marianne Waller would like to thank the folks who have helped so far with the planning of this event: Dhyana Atkinson, Laura Blumenthal, John Bennett, Brina Bolanz, Jennifer Campbell, Linda Coffin, Peggy Greenwood, Karla Haworth, Loretta Heindrichs, Gillian Hewitt, Janet Holt, Rhonda Kalkwarf, Francie King, Wendy Ledger, cj Madigan, Joy Miller, Gloria Nussbaum, Carolyn Parrott, Rachael Rifkin, Beth Sanders, Philip Sherwood, Paula Stahel, Paulette Stevens, Barbara Tabach, Julie Zander, and any other wonderful folks whose names have slipped our 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. Specific details will be communicated prior to the conference, but please sign up to help in one or more of the following areas:

Registration Support

Joy Miller again will oversee on-site registration. She needs volunteers on Wednesday morning to assemble registration materials in kits. During registration hours Wednesday afternoon/evening and early Thursday morning, we'll again need help. Shift scheduling ensures that volunteers will have time to attend the Orientation Session and Welcome Reception. Please note your interest in volunteering on the registration form; contact Joy_Miller@telus.net for information about the various registration activities.

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 have planned to attend. Sign up when registering or contact our friendly Workshop Host Leader, Wendy Ledger, at eventsmanager@personalhistorians.biz

Workshop Recording Support

Under the guidance of Vikky Daucianus, president of Vikkyd Productions, Inc., experienced volunteers are needed to ensure optimal recording of workshops. Sign up when registering or contact Vikky at vikkyd@rockisland.com

Speed Coaching Support

Interested in helping as a host at our speed coaching event or possibly volunteering as a coach? Sign up when registering or contact Laura Blumenthal, pastforward2@yahoo.com, or Rhonda Kalkwarf, rkalkwarf@gmail.com.

PHOTO BY BRINA BOLANZ



APH Conference volunteers are greatly appreciated. Wendy Ledger (left) and Michele Buhler were among those helping at registration last year.

Greeters

Meeting and greeting new APH members and those attending their first APH conference at the reception Wednesday evening is a satisfying way of ensuring that newcomers are warmly included in the APH family. Greeters enjoy mixing, mingling, and getting to know other APHers. Please sign up when registering or contact Joy_Miller@telus.net

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2012 APH Conference Registration Information

Full Time Registration Fee Includes

- Conference Materials
- Newcomer Orientation
- Welcome Reception
- Daily Refreshment Breaks
- Two Luncheons
- Vegetarian/Vegan Options
- Dinner & Entertainment
- Five Inspiring General Sessions
- Choice of 26 Informative Workshops (attend up to 5)
- Evening Activities (Video Share, Salon Sessions, Members Conversation Café)
- Community Circle Event (Print Show & Tell, Marketing Show & Tell, Speed Coaching)
- Tales from the Heart Event

Partner/Guest Information

Non-participating guests (spouses, friends) are welcome to join registrants for meals at the listed rates. Their names may be added during the registration process and meal costs paid at the same time.

Registration Deadlines

Early Registration:	July 1 - 31
Regular Registration:	August 1 - September 15
Late Registration:	September 16 - October 10
Last Minute Registration:	After October 10

Hotel Information

Hilton St. Louis Frontenac

1335 South Lindbergh Blvd.

St. Louis, Missouri 63131

www.stlouisfrontenac.hilton.com

APH Rate for Standard Room (SGL/DBL):

US\$95/night + 8.425% state & 7.25% occupancy tax

Group rate available for stays from Oct. 14 – Oct 23.

You must make your own hotel reservations. Call the hotel at 314-993-1100 and ask for the APH Conference group rate, or book online at www.stlouisfrontenac.hilton.com using the group code APH. Reservations before/after the conference are based on availability.

Reservations Cutoff Date: September 24, 2012

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

Note: Cancellations made less than 24 hours in advance of scheduled arrival will be charged one night's room and tax.

For Free Hotel Shuttle schedules and more information about the Hilton Frontenac, see pages 20-21.

Registering for the Conference Online

Online registration is easy and fast at

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 (US\$), using the check confirmation page that summarizes your fees. Direct all registration questions to Amanda Kuhnert, Registrar, at admin@personalhistorians.org

Registering for the Conference by Mail

If you register by mail, please use the form in this program. If you are registering for two people, be sure to make a copy beforehand. Only one person may register per form.

Cancellation and 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 15, our hotel commitments are binding and no refunds are possible.

Photos for Conference Directory

No later than September 15, please e-mail your 300 dpi .tif or high-resolution .jpg photo (minimum 2"x3" portrait-style headshot, b/w or color), to cj Madigan, at 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 two in-depth, full-day pre-conference seminars (*Building a Business that Works* and *Boot Camp for Personal History Writers*) on October 17. Enrollment is limited, and fees are discounted during Early Registration (July 1 - 31).

Sponsorship Opportunities

See page 22 and 23 for sponsorship opportunities.

Scholarship Opportunities

See page 24 for scholarship opportunities.

Volunteer Opportunities

See page 25 for volunteer opportunities.

Join APH First, Then Register at Member Rates and Save

APH offers three membership options for new members: Full Membership annual dues \$200; Associate Membership annual dues \$150; Introductory Membership annual dues \$125. To read about membership benefits and to join, visit www.personalhistorians.org/join/



2012 APH Conference – Turning Points

Wednesday, October 17 – Sunday October 21, 2012 • Hilton Frontenac Hotel, St. Louis, Missouri

If possible, please register online: www.personalhistorians.org/conference/register_now.php
 Or you may use this mail-in form. Please use only one mail-in form per registrant.

E-Mail	Business Name
Last Name	First Name (for nametag)
Address	City
State/Province	Zip/Postal Code
	Country
	Phone

Registration for: APH Member Nonmember Main conference full time Main conference part time

Optional Pre-Conference Seminars: Choose one: Building a Business that Works Boot Camp for Personal History Writers

These six-hour seminars are held prior to conference registration. Seminar fees are not included in main conference registration fees.

If registering for a pre-conference seminar but not the main conference, please add \$100 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 _____	Session 2 _____	Session 3 _____	Session 4 _____	Session 5 _____
Thrs 10:30am	Thrs 1:45pm	Fri 10:30am	Fri 2:00pm	Sat 10:30am

Dietary Requirements: Vegetarian Vegan Food allergy _____

I can help with: Registration/Store Greeting Workshop Hosting Workshop Recording Speed Coaching

Registration Fees: Please circle appropriate fee(s). If total of part-time fees exceeds full-time fee, pay full-time fee.

Please pay fees in U.S. dollars. Fees do not include hotel accommodations.

Registration Date	Member Status	OPTIONAL Pre-Conf Seminar (Wed)	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	\$150	\$545	\$60	\$200	\$200	\$200	\$90	\$100
	Nonmember	\$200	\$695	\$60	\$250	\$250	\$250	\$90	\$150
Regular 8/1 - 9/15	Member	\$175	\$645	\$60	\$225	\$225	\$225	\$90	\$125
	Nonmember	\$225	\$795	\$60	\$275	\$275	\$275	\$90	\$175
Late 9/16 - 10/10	Member	\$200	\$745	\$60	\$250	\$250	\$250	\$90	\$150
	Nonmember	\$250	\$895	\$60	\$300	\$300	\$300	\$90	\$200
Last Minute After Oct 10	Member	\$225	\$795	\$60	\$275	\$275	\$275	\$90	\$175
	Nonmember	\$275	\$945	\$60	\$325	\$325	\$325	\$90	\$225

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

Wednesday evening reception = \$60. Thursday & Friday lunches = \$40 each. Sat. Night Dinner and Entertainment = \$90.

Name(s) of guest(s): _____

APH Annual Membership Dues: \$200 Full Membership, \$150 Associate Membership, \$125 Introductory Membership

Take advantage of member conference rates by joining APH now. (Join online BEFORE registering for the conference online!)

Go to www.personalhistorians.org/join/

Payment Information

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

Mailed-in registration forms must be accompanied by money order or check and must be in US dollars, payable to the Association of Personal Historians. Mail form and payment to:

Amanda Kuhnert, APH Registrar

PO Box 3362

Stowe, VT 05672

Optional Pre-Conference Seminar	\$ _____
Main Conference Registration Fee	\$ _____
Guest meals (total)	\$ _____
APH Membership Dues	\$ _____
Scholarship Fund Contribution	\$ _____
Less Workshop Presenter Credit	- \$ _____
TOTAL ENCLOSED	\$ _____

Questions? Email admin@personalhistorians.org or call 802-371-9777.

Not an APH Member Yet?

Attending an APH conference is one of the most inspiring educational experiences you can have. But as stimulating and resource-rich as the conference is, it lasts only five days. If you join APH, you'll have access to our ongoing LISTSERV and Forum, where members discuss challenges and share expertise. You'll receive informative newsletters, enjoy resources in the Members' Area of our website, including listings of online classes, webinars, and regional meetings. Best of all, you'll be part of an international community of people passionate about preserving personal stories.

We invite you to join APH prior to registering for the conference in order to receive the discounted registration rates for members. You may join as a Full Member (annual dues \$200), an Associate Member (annual dues \$150), or an Introductory Member (annual dues \$125). To join, please follow instructions on our website (www.personalhistorians.org/join/) or contact Membership Director Annie Payne at annie.payne@personalhistorians.biz.



APH Vision and Goals

The Association of Personal Historians sets professional standards and provides professional development for the world's personal historians. APH promotes personal history around the world in the belief that the story of every person, family, community, and organization is valuable and should be recorded and shared.

- Improve APH's ability to thrive, through better communications, administration/operations, and financial stability
- Improve marketing of the concept of personal history and APH as the premier professional organization
- Improve member services to increase the value we deliver to our members



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www.personalhistorians.org/store/members_store.php

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