

BELIEVE IT . . .



ACHIEVE IT!

ANNUAL CONFERENCE

aph The Life Story People
Association of Personal Historians

St. Louis, Missouri
October 22-26, 2014

Invitation from the Program Chair

Recognized worldwide as an aesthetically beautiful architectural wonder, the Gateway Arch stands in tribute to the courageous spirit of both our forebears and our contemporary pioneers. The open stance of this elegant monument speaks also to the welcoming spirit of the City of St. Louis. In that same spirit, I am eager to welcome each of you, pioneers in personal history, to the 2014 annual conference of the Life Story People.

Living up to the challenge of our theme, *Believe It . . . Achieve It!*, the conference committee has pulled together an outstanding program filled with educational, inspirational, and motivational programs. Keynote speakers have been selected for their unique qualifications to support the work of personal historians. A variety of pre-conference seminars and workshops will be presented by audio, video, print, and niche experts chosen by the APH all-volunteer program ranking committee.

Known for the warmth and openness of its members, APH hosts an annual conference where attendees experience the optimum opportunity to build or expand their professional network. This is an invaluable bonus to the intense schedule of professional development presented at the conference.

Unwilling to have you leave this beautiful city without a taste of its culture and history, I invite you to join the Saturday afternoon excursion to the Missouri History Museum. The sculpted birthday cake on the walkway leading into the museum sets the mood for the festive commemoration awaiting you inside. Following the museum experience, enjoy a tour of the city's rich and diverse heritage while relaxing in the comfort of the chartered motorcoaches. Back at the hotel, we will celebrate our last evening together with dinner.

Come to the conference. Greet old friends; meet new friends. Dare to *Believe It . . . Achieve It!* in St. Louis.

Peggy Greenwood
2014 APH Conference Program Chair



Message from the President

Believe it—APH conferences are unlike any other professional association's annual conference. The generosity of our attendees, presenters, and organizers is something you have to experience to believe.

This is my twelfth year as an APH member, third year as APH's president, and the tenth conference I've attended. What began for me as an annual immersion in skills development has become an annual reunion with my APH friends and an opportunity to further APH's strategic goals. Believe it—your conference experience will expand your business skills, your support network, and your ability to take advantage of the value APH offers its members.

Achieve it—Every conference I've attended has confirmed that personal history is exciting work, but it requires constant learning. To achieve success as personal historians, we each must find a business model that works for us, and then develop the specific skills to produce quality products in our chosen media, on top of the skills we need to start, run, and promote independent businesses.

The conference planning team carefully designs the curriculum to provide what personal historians need to achieve their professional goals. You will use what you learn every day, so factor your cost of attending over 365 days. This investment in your business will cost less than a trendy microbrew, and it will energize you more than the strongest Starbucks.

Sarah White
APH President



Pre-Conference Seminars

Hilton Frontenac Hotel • Wednesday, October 22, 2014 • 8:00 am–4:00 pm

Attract Your Ideal Clients: Develop a Consistent Marketing Message

Category: Marketing **Level:** General

When your business has a consistent and confident marketing message, attracting your ideal clients becomes easy. Whether you are launching a new business or refining your existing business, this seminar will show you how to simplify your written and oral communication so that you work primarily with those people who really jazz you!

In this dynamic, interactive seminar, you will write, share, and encourage one another as you develop a message that clearly articulates your business focus. You will learn how to

- define your ideal clients;
- find your ideal clients;
- improve your vision and mission statements;
- develop your three-level elevator pitch;
- create your signature presentation.

A workbook packed with helpful tips and worksheets will help you start working toward your goal right in the seminar. Armed with a marketing message that represents you authentically, you'll quickly build awareness among your ideal clients and excite them to purchase your services.



Sam Uhl is owner of The Cheerful Word, a thriving personal history business in Hendersonville, North Carolina. A certified Guided Autobiography Instructor with the Birren Institute, Sam has more than ten years experience creating curricula and teaching adults, and she has

made dozens of presentations to networking groups. (www.cheerfulword.com)

Solopreneur Strategies for Success: Establishing Yourself as a Business

Category: Business Practices & Skills **Level:** Basic

You're ready to launch your start-up. Or maybe you've already recruited your first clients and started to build a portfolio. How do you take your business to the next level? Should you formalize your company? Become a corporation? Be a sole proprietor? What's the difference, and what are the pros and cons?

In this seminar, we'll discuss having a practical business plan, what to consider when setting prices, how to build on experiences, and how freelancing in a related field can supplement your income and also build your personal history business.

Topics to be discussed include

- your business launch to-do list;
- how and why to hire contractors;
- benefits of establishing a publishing company;
- tips and tricks to generate leads through social media and email marketing;
- how to obtain speaking engagements;
- how to quickly and inexpensively launch your business website.



Dianna Graveman, a former teacher, editor, college instructor, and corporate training designer, has coauthored four regional histories and written more than 160 articles for companies and publications, including *Writer's Digest*. She teaches workshops for the University

of Missouri-St. Louis and has presented programs for libraries, writing conferences, historical societies, and business groups. Her companies are 2 Rivers Communications & Design, LLC, and Treehouse Author Services, LLC. (<http://2riverscommunications.com>)

Register Now for *Attract Your Ideal Clients* and *Solopreneur Strategies* Seminars

No more than thirty students and no fewer than ten will be accepted for each session. APH reserves the right to cancel any or all 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): | \$160 | \$210 |
| Regular Registration (Aug. 1 - Sept. 30): | \$185 | \$235 |
| Late Registration (Oct. 1 - 15): | \$210 | \$260 |
| Last Minute Registration (After Oct. 15): | \$235 | \$285 |

Pre-Conference Seminars

Hilton Frontenac Hotel • Wednesday, October 22, 2014 • 8:00 am–4:00 pm

Strategies of Video Storytelling: How to Shape Your Ideas into a Story that Works

A West of Kin Presentation

Category: Innovative Video Production

Level: General (Prerequisite basic knowledge of video)

Are you already working in documentary and/or biography film? Do you need to find ways to breathe new life into your projects? Learn from a master documentary storyteller who has worked for years with the award-winning team of Kartemquin Films.

This in-depth seminar will provide an overview of storytelling approaches that lead to compelling nonfiction work. Using real world examples, you will learn about the many styles used in documentary film. Sharing tips, technique, and insight, presenter Gita Kiely will cover such topics as

- what makes a good film work;
- how to interview;
- how to create story;
- creative editing techniques;
- how to turn a story idea into a winning multimedia project.



Gita Saedi Kiely is an award-winning documentary producer, director, and editor. She was the series producer and story editor for Kartemquin Films' acclaimed PBS series, *The New Americans*—a seven-hour series following five immigrant families' journey to and first years in the

United States. She has served on production teams for Channel 4 in the UK, RTE in Ireland, and Miramax, CBS, and PBS in the U.S. Her credits include line-producing *Reel Paradise*, a feature documentary about indie film guru John Pierson and his family's adventure in Fiji; producing/directing *Montana Mosaic*, an NEH-funded, twelve-part DVD series for Montana Public Schools; and *Jailed For Their Words*, a documentary on free speech and the Montana Sedition Act of 1918. An adjunct professor at the University of Montana School of Journalism, Gita also has served on the board of and as festival director for the Big Sky Documentary Film Festival. She is currently line-producing Kartemquin Film's *Generation Food* project and working on her independent feature, *Mossadegh, Iran & Me*.

(<http://westofkin.tumblr.com/>)

Register Early for *Strategies of Video Storytelling!*

Don't miss this unique opportunity to learn about the best in video pre-production planning techniques from this renowned instructor. No more than forty students and no fewer than twenty will be accepted. We expect the class to fill quickly and rates will rise August 1, so please sign up early. APH reserves the right to cancel this session, in which case a full refund will be provided. A \$50 fee will be applied if a registrant cancels. Cancellations received after July 31 will be subject to review to ensure class size does not fall below minimum.

If registering for a pre-conference seminar, but not the conference, please add \$100 to the stated seminar fee.

| | Members | Non Members |
|---|---------|-------------|
| Early Registration (July 1 - 31): | \$225 | \$275 |
| Regular Registration (Aug. 1 - Sept. 30): | \$250 | \$300 |
| Late Registration (Oct. 1 - 15): | \$275 | \$325 |
| Last Minute Registration (After Oct. 15): | \$300 | \$350 |

"The 2013 conference was my first, and I even considered canceling. I hadn't started my business yet and my other work had me buried. But I clearly see how much happier I will be when I bury myself in this new business ... so I'm moving forward thanks to all of you! I'm so glad I found you all!"

- Christy Lyons

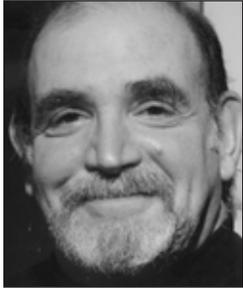
"As always it was a great pleasure to catch up with the old-timers, colleagues, and friends of so many years. It was fun to chat with the mid-timers and learn of their progress; and it was a real delight to talk with so many bright-eyed newbies and those members attending for the first time. Thank you all."

- Peter Farquhar

About the Speakers

REMNANTS, A One-Man Play **Henry “Hank” Greenspan, Ph.D.,** **Psychologist, and Playwright**

Thursday, October 23, 8:30 am



Psychologist, playwright, author, and University of Michigan professor, Hank Greenspan is world-renowned for his documentation of survivors' stories from the Holocaust atrocities in Nazi Germany. He is the author of *On Listening to Holocaust Survivors: Recounting*

and Life History and coauthor of *Reflections: Auschwitz, Memory, and a Life Recreated*.

He has performed his one-man play *REMNANTS* (originally broadcast on NPR stations across the United States) on more than one hundred stages in the U.S., Canada, Britain, Israel, and the Czech Republic. His production has won numerous public radio awards and taken top honors at festivals and competitions, including the Attic Theater Center of Los Angeles New Plays Festival, the Henrico National Competition, and the New Hope Performing Arts Festival.

REMNANTS will be the center of Dr. Greenspan's presentation. His performance will be followed by an open discussion of the intense interviewing process he has developed to learn the depth of the Holocaust experience. He also will discuss his book, *On Listening to Holocaust Survivors: Beyond Testimony* (Paragon House, 2011), the principles of which are applicable to conversations with survivors of any catastrophe. www.henrygreenspan.com.

A Fort of Nine Towers — **A Family Memoir**

Qais Akbar Omar, Author

Friday, October 24, 8:30 am



Qais Akbar Omar was seven years old when his hometown of Kabul, Afghanistan, became a war zone. *A Fort of Nine Towers* (Farrar, Straus & Giroux, April 2013) recounts his family's sojourn of escape from a brutal civil war and Taliban rule. Omar will share his journey and testify

about the power of stories to embolden, console, and bind a family together in the face of unimaginable odds.

It was not accidental to the war that the weaving of carpets became the family's mainstay. Today, Omar runs the family carpet business, and as a visiting scholar at the University of Colorado, researched eco-sensitive methods of carpet production. He also studied at Brandeis University, earned an MFA at Boston University where he taught a writing class for graduate students, and was recently accepted into Harvard University. He wrote the lead essay in the 2012 anthology, *That Mad Game: Growing Up in a War Zone*, and coauthored *Shakespeare in Kabul* with Stephen Landrigan.

Three decades of war have not broken the spirit of the Afghan people, and this young man—carpet designer, businessman, and storyteller—will weave a rich tapestry of terror and survival, humor and humanity within the rich context of the culture of Afghanistan. Visit <http://tinyurl.com/ke2xblg> to read a review of his work published by *The Washington Post*.

The Delicacy of **Probing Family History**

Steve Luxenberg,

Author and *Washington Post* Editor

Sunday, October 26, 8:30 am



Steve Luxenberg is the author of the multi-award winning memoir *Annie's Ghosts: A Journey Into a Family Secret*. The book recounts his efforts to uncover the story of his aunt Annie—who was institutionalized for thirty-one years—and his mother's decision to hide Annie's existence from the family.

Annie's Ghosts discloses the calculated invisibility of the aunt Luxenberg never knew and reveals the clash between privacy and history and the challenges of interviewing reluctant secret keepers. It is “an unexpected how-to guide for personal historians,” as APH Regions Director Susan T. Hessel wrote in the Spring 2013 issue of *APH Perspectives*. The book has gained the attention of mental health practitioners, genealogical societies, book clubs, civic organizations, and more.

Luxenberg joined *The Washington Post* in 1985 and succeeded Bob Woodward as senior editor of the Investigative/Special Projects staff in 1991. Totally resonating with the 2014 conference theme of *Believe It ... Achieve It!*, Luxenberg believes that “achieving is the message . . . and achieving it without harm to family relationships” is the foundation of *The Delicacy of Probing Family History*. www.steveluxenberg.com.

Program Highlights

Registration Desk/APH Store

Check in at the **Registration Desk** in the lobby from 3:00 to 7:00 pm Wednesday 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.

Orientation Session

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

Welcome Reception

(7:00–9:00 pm, Wednesday) Join Conference Program Chair Peggy Greenwood 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) In this popular event, veteran APH members share firsthand stories about their professional journeys, successes, and lessons learned along the way, offering sage advice for other personal historians.

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 after the conference has begun. 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.

Public Screening of *Pruitt-Igoe: The Myth*

(6:15–9:00 pm, Thursday) Personal history meets public housing through the stories of resilience shared in this 83-minute documentary film. When it opened in 1954, the Pruitt-Igoe Housing Project was lauded as a modern solution to urban slums. By the late 1960s, it had become infamous for its poverty, crime, and segregation. In 1972, its dramatic implosion made it an international symbol of

urban planning failure. But to its former residents, Pruitt-Igoe was home. Their poignant narratives give this film an unusually personal feel as it explores complex issues and stimulates discussion about the connection between community history and personal history.

This event will be open to the public at no charge, although donations at the door will help support free public programming at the Missouri History Museum, a co-sponsor of the screening. Conference attendees will enjoy a chance to meet local audience members and discuss the field of personal history during the first hour. The film will be followed by a panel Q&A with producer Brian Woodman, local historian Jody Sowell of the Missouri History Museum, and former residents Sylvester Brown and siblings Quincie (Blair) Humphrey, Edward Blair, and Michael Blair.

APH Annual Business Meeting Luncheon

(12:15–1:30 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.



PHOTO BY JJ IDARIUS

APH President Sarah White addresses members at the business meeting luncheon.

Video Share

(8:00–10:00 pm, Friday) Video biographers will show clips of their personal history productions and participate in a brief discussion afterward. APH member Debbie Brodsky will facilitate so we may view as many clips as possible. Anyone wishing to show work must provide a video clip by **October 3**. You may share your clip digitally as a .mov or .mp4 file via Dropbox or other FTP method. Clips should be three–four minutes in length, no more than six minutes. You also will need to share production information on a Powerpoint slide sent to you beforehand. Please email Debbie at debbie@dmbpictures.com to coordinate your submission. Submissions will be accepted in the order in which they are received.

Program Highlights

Show Me St. Louis Celebration Tour

(3:00–10:00pm, Saturday) The depth and breadth of the *Ol' River City* will become apparent upon our arrival via chartered motorcoaches at the Missouri History Museum, housed in the Jefferson Memorial. A special exhibit available only this year commemorates in story form the good, bad, or ugly events that gave tone and color to life in St. Louis during its first 250 years. It's actual. It's factual. It's absolutely satisfactual storytelling anchored in the city's history and projecting universal messages on the complexity of human relations. Whether your medium is print, audio, or video, the *250 in 250* exhibit will speak to your interest. After departing the museum, we'll enjoy a scenic drive through neighborhoods still bearing the ethnic hallmarks of the immigrants who settled here and then stop at the St. Louis Arch, with time to check out the Old Cathedral (completed in 1847), the newly dedicated Dred and Harriet Scott sculpture on the grounds of the Old Courthouse, and the Landing, where an 18th century riverfront trading post served as the last stop for travelers out to tame the West. We'll make a stop at Forest Park, site of the 1904 World's Fair, before we return to the hotel to celebrate our last evening together with a nice dinner and the chance to socialize with new and old friends.



PHOTO BY DONNA SULLIVAN THOMPSON, ALL RIGHTS RESERVED

This moving statue of Dred and Harriet Scott stands at the steps of the old Courthouse, where they sued for their freedom from slavery in 1846. Created by sculptor Harry Weber, it was unveiled June 2013.

Tales from the Heart

(10:30–Noon, 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 (paula@alifesketch.com) soon if you're interested in telling your story.

Looking for new insights?

Check the aph conference store

Offering:

- Toolkits to help you plan, refine and succeed with your personal history business
- Brochures to help market your personal history business with style
- How-to personal history technique books and business guides
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If you have questions about the conference store or would like to sell your products in the store, contact maryann.mayers@personalhistorians.biz



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Pre-Conference Seminars

| | | |
|---------------------------------|--|---|
| Wednesday October 22 | 8:00 am – 8:30 am & 10:00 am – 10:30 am | Coffee Service |
| | 8:30 am – 4:00 pm | <i>Attract Your Ideal Client</i> – Sam Uhl |
| | | <i>Solopreneur Strategies for Success</i> – Dianna Graveman |
| | | <i>Strategies of Video Storytelling</i> – Gita Saedi Kiely |

Conference Calendar

| | | |
|---------------------------------|-------------------|--|
| Wednesday October 22 | 3:00 pm – 7:00 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 Arrive early to attend this preview of workshops and events. |
| | 7:00 pm – 9:00 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 October 23 | 8:00 am – 8:30 am | Continental Breakfast |
| | 8:30 am – 10:00 am | <i>REMNANTS</i> (A One-Man Play) – Dr. Henry Greenspan |
| | 8:00 am – 5:30 pm | APH Store |
| | 10:00 am – 10:30 am | Beverage Break |
| | 10:30 am – Noon | Workshops: Session 1 |
| | 12:15 pm – 1:15 pm | Networking Luncheon |
| | 1:45 pm – 3:15 pm | Workshops: Session 2 |
| | 3:15 pm – 3:45 pm | Beverage Break |
| | 3:45 pm – 5:15 pm | Circle of Sages APH veteran members panel discussion |
| | 6:15 pm – 9:00 pm | <i>Pruitt-Igoe: The Myth</i> Documentary film public screening sponsored by APH and the Missouri History Museum |
| | 7:00 pm – 9:00 pm | Salon Sessions |

| | | |
|------------------------------|---------------------|---|
| Friday October 24 | 8:00 am – 8:30 am | Continental Breakfast |
| | 8:00 am – 5:00 pm | APH Store |
| | 8:30 am – 10:00 am | <i>A Fort of Nine Towers: A Family Memoir</i> – Qais Akbar Omar |
| | 10:00 am – 10:30 am | Beverage Break |
| | 10:30 am – Noon | Workshops: Session 3 |
| | 12:15 pm – 1:30 pm | APH Business Meeting Luncheon |

Conference Calendar

| | | |
|---|-------------------------|-----------------------|
| Friday October 24 (continued) | Community Circle | |
| | 1:45 pm – 3:00 pm | Speed Coaching |
| | 3:00 pm – 4:30 pm | Print Show & Tell |
| | 4:30 pm – 6:00 pm | Marketing Show & Tell |
| | 2:00 pm – 6:00 pm | Vendors Expo |
| | 7:00 pm – 9:00 pm | Salon Sessions |
| | 8:00 pm – 10:00 pm | Video Share |

| | | |
|--------------------------------|---------------------|--|
| Saturday October 25 | 8:00 am – 8:30 am | Continental Breakfast |
| | 8:00 am – 2:00 pm | APH Store |
| | 8:30 am – 10:00 am | Workshops: Session 4 |
| | 10:00 am – 10:30 am | Beverage Break |
| | 10:30 am – Noon | Workshops: Session 5 |
| | Noon | Lunch on Your Own |
| | 3:00 pm – 10:00 pm | <i>Show Me St. Louis</i> Celebration Tour and Dinner A delightful way to spend our last evening together at the conference! |

| | | |
|------------------------------|--------------------|---|
| Sunday October 26 | 8:00 am – 8:30 am | Continental Breakfast |
| | 8:00 am – Noon | APH Store |
| | 8:30 am – 10:00 am | <i>The Delicacy of Probing Family History</i> – Steve Luxenberg |
| | 10:30 am – Noon | Tales from the Heart |
| | Noon | Passing the Torch and Conference Close |

“Thanks to all the planners, presenters, and volunteers, I filled a notebook with new ideas, marketing and business development notes, new products I can offer, and contacts to connect, share, and network with going forward.”
 - Bruce Summers



PHOTO BY D. FRANK MORLEY

Listening to stories at the 2013 conference reception.



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Workshops

The 2014 APH conference will feature twenty-five ninety-minute workshops presented in five sessions. Participants may choose to attend one workshop during each session. The majority of the workshops are general in content and are appropriate and valuable to participants at any level of experience. A few are noted as **basic** (for those new to the personal history business), **intermediate**, or **advanced**. We suggest you use your own best judgment in determining your level of experience in order to get the most out of the conference. 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 23

Session 1 (10:30 am–Noon)

1-A (*Business Practices/Skills*)

The Power of Collaboration:

From Chance Encounter to Mutual Success

This workshop will highlight how parallel businesses can create opportunities that benefit both with just a bit of “out of the box” thinking and a willingness to try new ideas. Over the past two years, entrepreneurs Cathi Nelson and Julie Morris have discovered unique ways to collaborate, and they will share their ideas about how to explore collaboration, overcome possible resistance, brainstorm ideas, and quickly gauge results. Participants will learn how to identify potential targets for collaboration and learn techniques that can be applied in many situations and with different types of businesses.

Presenter Cathi Nelson is the founder of the Association of Personal Photo Organizers, which trains individuals to help consumers rescue and organize their film and digital photos in a way that makes it simple to share their memories, lives, and traditions. Cathi and Julie have presented this topic at numerous conferences, including RootsTech. (www.appo.org)

Presenter Julie Ann Morris, a co-founder of two high-growth online businesses, has been quoted in the national press, including *The New York Times*, on topics ranging from woman in business to social media marketing. Her latest startup, FotoBridge (a photo scanning service), was highlighted in the business book *The Coolest Startups in America* and was awarded “Best Photo Digitizer” by *New York Magazine*. (www.fotobridge.com)

1-B (*Editing/Writing*) Intermediate

Laugh and the World Laughs with You:

Humor in Personal Histories

Even for those who love to make people laugh in conversation, it is seldom easy to find that sweet spot when writing memoirs. In this workshop, you will

learn how to effectively use humor in memoirs and how written humor differs from oral humor. Using techniques from improvisational acting and other methods, participants will work in small groups to learn about utilizing metaphor and simile, highlighting irony, employing hyperbole, selecting details, and integrating humor into their work. We will discuss how some of today’s hot memoir writers brought out the humor in not-so-funny situations. Expect to laugh and emerge more confident about integrating humor into your work.

Presenter Ruby Peru is an accomplished ghostwriter and improv comedy performer. She has studied with Kurt Vonnegut, David Foster Wallace, William Packard, and Alan Arkin, and believes that by taking a lighthearted view of life’s ups and downs, we can help keep triumphs from going to our heads and failures to our hearts. Her style hones in on life’s ironic and playful moments to elevate the meaning of each scene, enabling readers to laugh even when they also cry. (www.RubyPeru.com)

1-C (*Marketing & PR*) Intermediate

Mastering Your Community

Are you a “seasoned” personal historian who has found a business niche and wants to become recognized as an expert in the field? Becoming known and acknowledged within your own local community is vital. In this interactive workshop, you will learn how to raise your local profile to attract more business. Annie will help you discover how to do the essential things well and often: using community assets (libraries, community centers), networking, creating an online presence, and building community interest through local media. She will provide examples of simple projects to launch that will—with time—identify you as a personal history expert.

Presenter Annie Payne founded her personal/family history business History from the Heart in 2006, when she also joined APH. Through individual projects and

workshops she helps people to gather, organize, and preserve their family stories. In 2012 she founded Life Stories Australia, Inc. a not-for-profit organization that sets up Life Story Circles in urban, suburban, and rural communities to preserve the life stories of Australian seniors as a living legacy to leave their family.

(www.historyfromtheheart.com.au)

(www.lifestoriesaustralia.org)

1-D (Niche Services)

Working with Military Veterans:

What You Need to Know and What You Don't

The military is a strange world where a mess shouldn't be messy. There's nothing petty about a petty officer, a private often has absolutely no privacy, and policing an area has nothing to do with law enforcement. To get the most out of an interview with a veteran or an active military person, you need to know a little bit about their world. And in this workshop, that's just what you'll learn. Through discussion and mock interviews, you'll learn a bit about the military world and gain an understanding of military attitudes such as pride, purpose, discipline, and respect.

Presenter Joe Zentis spent five years as an officer in the United States Army, including one year as a captain in Vietnam. He has written more than 200 published personal histories, 122 of which he republished in four volumes of *Lives of Quiet Inspiration*. Additionally, he is the author of more than one hundred veterans' stories published on the Avenue of 444 Flags website. He serves as communications officer for the Avenue of 444 Flags Foundation. (www.avenueofflags.com)

1-E (Editing/Writing)

Electronic Editing:

Tools to Improve Your Writing

You created a great story for your client, accomplishing all the tasks necessary to make the manuscript shine. But what about those annoying mistakes that hide in your blind spots? In this workshop, you will discover a variety of free or inexpensive software tools designed to root out typos, overused words and phrases, and redundant sentence structures, and you will learn how to use these tools to improve your writing. The workshop will include demonstrations of the various software packages, question and answer sessions, and sharing of experiences on how best to implement electronic tools into the editing process.

Presenter Patricia Charpentier, author of the multi-award winning book, *Eating an Elephant: Write Your Life One Bite at a Time*, teaches, writes, edits, ghostwrites, and publishes personal and family history. A sought-

after presenter, Patricia offers both in-person and online workshops and ongoing courses as well as individual and group coaching. (www.WritingYourLife.org)

Session 2 (1:45–3:15 pm)

2-A (Print Design)

Working with a Book Designer

Learn how to easily and successfully collaborate with a book designer to create beautiful, professionally designed books for a variety of project types and budgets. We'll cover a range of topics, including why you should (or shouldn't) hire a designer, what to ask when interviewing potential designers, the ins and outs of subcontracting, how to prepare your manuscript and images, and how to get the design you envision, even if your designer doesn't nail it on the first try. The workshop will feature five short lectures, each followed by a facilitated discussion. Participants will have the opportunity to share their experiences and ask questions.

Presenter Emily García has a background in book arts, graphic design, writing, and publishing. She has been designing and producing personal history books since 2006, when she began working with her grandfather to complete his memoir of growing up in Cuba. Emily's business, Cathemeral Press, specializes in creating heirloom-quality, illustrated personal history books, often in collaboration with other personal historians. (www.cathemeralpress.com)

2-B (Interview Skills) Advanced

Tools for Walking Down Memory Lane

Understanding how the brain stores memories and how best to retrieve them can enrich the strolls we take down memory lane with our clients. In this workshop, Mary will share what brain researchers have discovered about memory and offer suggestions, based on this research, about how to prepare clients for interviews and how to elicit memories during them. To give attendees firsthand experience retrieving memories, Mary will expose participants to five different stimuli, one for each sense. Everyone will share the memories that surface as a result and then discuss what the exercise reveals about the brain and how to incorporate such a tool with clients.

Presenter Mary Johnston, the child of a psychiatrist, has always been interested in how the brain works. A retired high school English teacher and the owner of Wordworks, an editing business, and Tell Your Stories, a personal history business, Mary has found a way to couple her interest in the brain with her commitment to help people communicate through the written word.

When she isn't editing, interviewing a personal history client, or leading a writing group, she's reading books about the brain and trying her best to remember as much as she can. (www.tell-your-stories.com/personalhistory)

2-C (Niche Marketing)

Art-Full Personal Histories:

Using Art to Engage Your Clients

In this hands-on workshop, you will learn innovative, enjoyable activities related to art that will engage clients in stories and trigger memories. A range of activities and techniques will be shown, including writing prompts, color, paints, markers, photos, ephemera, and more. Some activities are particularly suited for clients in early or later stages of dementia, when getting a sense of personal stories can be difficult yet sought after and still valuable. Participants will learn how to help clients reminisce and tell their stories in creative, meaningful ways that, while not traditional, are valuable and enduring nonetheless. No previous art experience or talent is required.

Presenter Maureen McCauley is a writer, editor, and artist with a professional background in social services advocacy. She has been trained as a facilitator of ethical/spiritual wills and has presented writing workshops related to personal stories. In her personal history work, she particularly enjoys the challenges of helping clients fill in missing pieces to create a robust, satisfying history. She is in the process of getting certified by the Alzheimer's Association in quality care of dementia and Alzheimer's patients. (www.lightofdaystories.com)

2-D (Video Production) Intermediate

Reality in Three Acts:

Video Presentations that Pop!

In this interactive workshop, a panel of award-winning APH filmmakers will show you how to create a framework to transform any personal history narrative from an ordinary experience to one that will keep your viewers glued to the screen. Learn how to use pre-production research, a well-crafted opening, and "plot" development to enhance your story. Learn how to reorganize the chronology to create suspense and interest. Midway through the session, participants take center stage, screening their video clips for critique and discussion. Panelists will provide specific, custom feedback and a critique tailored to the storytelling issues in each clip.

Presenter Julie Miller is an award-winning producer/writer/director and owner of Life Story Media. She has more than twenty years experience creating personal and business histories for companies large and small,

as well as documentaries, tributes, and legacy programs for individuals and families. Her broadcast productions have been shown at festivals and on public and cable TV. (www.lifestorymediasf.com)

Panelist Jane Shafron co-founded Your Story Here LLC in 2006, a boutique documentary production company in Southern California creating bespoke personal and corporate history documentaries. Her award-winning public documentaries have screened at film festivals across the United States and Canada. Jane travels extensively for her work, including to Australia in 2013. (www.yourstoryherehome.com)

Panelist Debbie Mintz Brodsky is a three-time Emmy Award-winning producer with more than twenty years of video production and television experience. She founded DMB Pictures, a boutique video production company, in January 2006 to create documentary-style broadcast-quality video stories for families, non-profits, and small businesses. (www.dmbpictures.com)

Panelist Stefani Twyford, Founder and President of Legacy Multimedia, has more than fourteen years experience designing, developing, and implementing award-winning digital media solutions for families, organizations, and companies. Before starting Legacy Multimedia, she was president of a successful Houston-based web design, e-commerce and marketing firm. (www.legacymultimedia.com)

2-E (Teach Life Story Writing)

Classroom Culture:

What Works and What Doesn't

When helping people write their life stories, it's critically important to create a classroom culture that is safe, encouraging, and inspiring. But how do you do that? How do you meet a class member where he/she is and help each individual improve his or her storytelling abilities? In this interactive workshop, using real life classroom examples, you'll learn how to do that from a fifteen-year veteran of the adult classroom who has assisted thousands of people in writing their life stories. Find out what works and what doesn't, how to motivate and educate, and have a great time doing it.

Presenter Patricia Charpentier, author of the multi-award winning book, *Eating an Elephant: Write Your Life One Bite at a Time*, teaches, writes, edits, ghostwrites, and publishes personal and family history. A sought-after presenter, Patricia offers in-person and online workshops and ongoing courses as well as individual and group coaching. (www.WritingYourLife.org)

Friday, October 24

Session 3 (10:30 am–Noon)

3-A * (Marketing & PR) Advanced

Inbound Marketing for Personal Historians: What is it? How do you use it?

Inbound Marketing focuses on finding ways to attract potential clients by offering them something interesting, informative, and of value to pull them toward you, your business, your website, and your products. In this workshop, we will discuss various “attractive content” strategies and will address the basic challenge of marketing a personal history business: the fact that most personal historians are looking harder for potential clients than potential clients are looking for them! You will leave with an understanding of the difference between inbound and outbound marketing and why inbound marketing is less expensive, more effective and growing all the time.

Presenter Dhyan Atkinson is a business marketing consultant who specializes in working with personal historians. Since 2003, she has worked with more than 200 personal historians through private consulting, classes, webinars, and teleclasses. She has presented numerous highly rated workshops at previous APH conferences, teaching participants specific strategies that can be woven into a coordinated program that turns interested prospects into paying clients. (www.TheFiveEssentialSkills.com)

3-B (Print Publishing/Binding)

How to Print, Bind, and Publish Books

In this workshop, you will learn about all aspects of book production and discover the best quality methods and materials for your projects. Fred will show samples and compare offset to digital printing, cover and text materials, cover decorating, binding styles, and more. Participants will receive take-home samples related to the various topics. Interaction is encouraged, and there will be plenty of time for discussion, questions, and answers.

Presenter Fred Perrin is general manager for Friesens, Canada’s largest printer of hardcover books, where he helps authors, publishers, corporations, and others publish quality books. Among other projects, Fred was creative/production director and an editor for the *American Idol* commemorative book, *Backstory and Season 9 Highlights*, and production director for school yearbooks appearing on the television series, *Glee*, and in the movie, *America Pie–Reunion*. He also is an award-winning author of juvenile and young adult fiction novels. (www.books.friesens.com)

3-C (Business Practices/Skills) Basic But Can I Make a Living?

Experienced Personal Historians Tell All

You love your work, but will it pay the bills? Come explore a question on the minds of many new personal historians, not to mention experienced ones! APH Education Director Stephanie Nichols surveyed a group of members who have succeeded as full-time personal historians. What does it take to make a career of personal history? The members’ answers were generous and detailed and may surprise you. Stephanie will present the results, and a panel of experienced, self-supporting personal historians will be on hand to answer questions.

Presenter Stephanie Nichols has built a full-time personal history business over the past five years and realizes the value of tapping into wisdom and insights from more experienced professionals in our field. As education director on the APH board, she recognizes that classes can provide some of the education we need to become skilled personal historians, while open discussions with colleagues who have “been there and done that” provide invaluable support. (www.nicholstories.com)

3-D (Audio Technology/Editing)

Personal Histories in Audio: A Primer

Working in audio format is a great way to produce personal histories, whether this is your primary service, an added value to a book project, or another tool for your tool kit. In this workshop, you will discover the joy of working in audio. You will learn all the basics, from preparing for and conducting the interview, to equipment needed, to step-by-step basic audio editing. Note, Gloria will use Sound Studio software on a Mac computer for editing demonstrations, but the basic info should be helpful to PC users as well.

Presenter Gloria Nussbaum is the founder and owner of Real to Reel, recording personal stories, in Beaverton, Oregon. Since starting her business in 2001, she has worked solely in audio format because of her passion for preserving the actual voice of her storytellers. Gloria joined APH in 2001 and served as membership director on the APH Board for four years. She has presented numerous conference workshops on audio recording and has presented the orientation session at the conferences since 2010. (www.real-to-reel.org)

3-E (Elderly/Aging)**Coaching/Coaxing the Elderly to Write**

In hundreds of workshops over the past few decades, Charley Kempthorne has encouraged students aged 60 and older to write something of their life story to leave as a legacy. Older people do present some special problems—and solutions—that Charley will share and discuss. Participants will review narrative writing techniques and then write and share their own stories, learning techniques that will give them the confidence to go forward and lead a workshop in memoir writing for

older people at a retirement community, senior center, or other appropriate venue.

Presenter Charley Kempthorne liked teaching the elderly so much that he became one. Now 76, he has taught workshops across much of the US and western Canada. Since 1991, he has published *LifeStory*, a newsletter about writing memoir, and his book, *For All Time: A Complete Guide to Writing Your Family History*, is still in print after 12,000 copies. Charley is married and has six grown children and ten grandchildren. He has lived on rural acreage he calls The LifeStory Institute since 1971. (www.thelifestoryinstitute.com)

Saturday, October 25**Session 4 (8:30–10:00 am)****4-A (Interview Skills)****Take Your Interviews to the Next Level**

In this hands-on, interactive workshop, you will learn the lost art of true listening and how this skill is essential for good interviewing. Arielle will discuss simple techniques and practical considerations for before, during, and after the interview and demonstrate how to really listen to bring out the best in your interview subjects. Using provided short interview questions, participants will pair up to interview each other and then share experiences for feedback from the instructor and other workshop participants. Expect to leave with more confidence in your interview skills.

Presenter Arielle Nobile, an alumna of New York University's Tisch School of the Arts, is the award-winning producer/director and founder of Legacy Connections Films (formerly Family Legacy Productions), founded in 2005. She has completed more than one hundred legacy films and is working on many more. In 2012, she received a Hugo Television Award for the Boulder, Colorado, cable television program she produced and directed, *Belonging in Boulder*. She was formerly on the faculty at the Second City Training Center in Chicago. (www.legacyconnectionsfilms.com)

4-B (Niche Services)**Fabulous Photo Books:****Tips to Create a Photo Book with BLURB**

Yesterday's photographs are stored in a shoe-box or in yellowing photo albums. Today's photographs are stored in a computer folder, on a flash drive, or inside a cell phone. Photo books are the definitive and economical way to enhance, display, share, and preserve your family photos. In this fun, interactive workshop, you will learn

how to create a photo book from start to finish, using the print-on-demand technology of BLURB, adding text so that the stories behind the photos are never forgotten. We will touch on scanning and using PhotoShop magic. You will leave the workshop ready to create your own fabulous photo books.

Presenter Steve Cranford is the owner of Pixilated, a video production and book publishing company with a storefront office in New Melle, Missouri. He studied film production at SIU Carbondale, Illinois, and acquired a bachelor's degree in psychology from Webster University. His list of video clients include IBM, Boeing, Dance St. Louis, YMCA St. Charles, St. Louis Genealogical Society, St. Charles Historical Society, and more. Today, he works mainly with local families to capture, enhance, highlight, and preserve their family memories. (www.Pixilated.net)

4-C (Editing/Writing)**Writing Through Grief**

For a personal historian, looking back involves more than just capturing slippery memory on the page. What are a writer's tools for bringing emotionally difficult material to the page, moving through trauma to create powerful work? In this workshop, Jessica will lead a facilitated, craft-focused discussion of our writing. Participants will discuss examples from classic memoirs and generate new material from writing prompts, short exercises, and discussions in the workshop. Plenty of time will be given for questions and answers.

Presenter Jessica Handler is the author of *Braving the Fire: A Guide to Writing About Grief and Loss*. Her first book, *Invisible Sisters: A Memoir* is one of the "Twenty-Five Books All Georgians Should Read." Her nonfiction has appeared on NPR, in *Tin House*, *Drunken Boat*, *Brevity*, *Newsweek*, *The Washington Post*, and *More* magazine. Honors include residencies at the Josef and

Anni Albers Foundation, a 2010 Emerging Writer Fellowship from The Writers Center, the 2009 Peter Taylor Nonfiction Fellowship, and special mention for a 2008 Pushcart Prize. (www.jessicahandler.com)

4-D (Video Production)

The Video Smorgasbord

With the dizzying advances in information technology in recent years, what goes into making and preserving a video has changed dramatically. Many options are now available, and in this workshop we'll explore the relative merits of each and discuss how to creatively leverage these technologies to enhance our clients' stories. We will look at what's available now, from "traditional" DVD formats to cloud-based video storage, video for tablets, talking slideshows, hybrid print/video projects, and archival considerations and discuss how each can be acquired, edited, processed, output, and preserved.

Presenter Dan Darling has witnessed and embraced the evolution of video technology for the past three decades and enjoys exploring the possibilities of video storytelling through his company, Heartstring Video, in New Hampshire. He holds a BA in Theater Arts and an MFA in Radio/TV/Film. A proud member of APH since 2011, he is also currently serving as the APH Education Services Administrator. (www.heartstringvideo.com)

4-E (Business Practices/Skills) Intermediate

Take Charge Running Your Business:

Be Purposeful to Maximize Effectiveness

In this workshop, participants will explore techniques to ensure that time spent on daily business activities is time well spent. You will learn about setting goals that can be accomplished, networking that will add value, and marketing that will be noticed. A long time successful business owner, Barb will share her experiences and provide a flexible framing technique that can be adapted for all aspects of running any type of personal history business. Participants will be encouraged to share tips and tricks to add to the framework of the session.

Presenter Barb Cagley owned a \$1 million marketing firm for fifteen years where she built strategic marketing plans and websites based on in-depth interviews with clients. This experience was invaluable in creating her new personal history company, Stories Worth Retelling, which captures people's stories using video. Barb has conducted numerous presentations on aspects of running a business, and is a past president of the Cleveland Chapter of the National Association of Women Business Owners. (www.storiesworthretelling.com)

Session 5 (10:30 am–Noon)

5-A (Marketing & PR)

Show and Tell It:

Promote Yourself and APH

Personal History Show & Tells are fast becoming the hot new events, and in this workshop you will learn how to promote and build credibility within your community through this fun, object-oriented storytelling event. Martie will talk about how she started these events in New York City almost two years ago. She and co-presenters Sam, Deborah, and Debbie will share case studies and what they have learned from these events. Together, participants will brainstorm about how we can improve these events and use them to grow our businesses and promote personal histories and APH.

Presenter Martie McNabb, founder of Memories Out of the Box and Show & Tell in New York, creates visual narratives of the lives of individuals, families, and organizations in book form and via multimedia displays. She offers her clients peace of mind, joy, reflection, appreciation, understanding, and healing through the preservation of their photos and stories. (www.memoriesoutofthebox.com)

Presenter Sam Uhl is a past vice president of APH and founder of The Cheerful Word, whose mission is to honor, encourage, and inspire individuals and their families by preserving their legacies and connecting them across the generations. Sam accomplishes this by way of Conversational Memoirs, Life Story Books, guided memoir workshops, and individual coaching. (www.cheerfulword.com)

Presenter Deborah Tomasetti Perham spent thirty-two years as the owner of a court reporting business before she founded her company, A Lifetime Legacy, to help connect generations and preserve memories. Her interest in saving stories dates back to childhood, when she helped her grandmother preserve her stories after her possessions were lost in a flood. (www.ALifetimeLegacy.com)

Presenter Debbie Marks, owner of Marks in Time, wants to help families and businesses connect generations, preserve stories, and be remembered. With more than twenty years experience in TV broadcasting and print journalism, she has received several awards throughout her career, including one for her work on the documentary *Living with Breast Cancer*. (www.marksintime.com)

5-B (Genealogy/Family Tree) Intermediate**Not Just the Facts, Ma'am:****Storytelling Through Genealogy Research**

Genealogy research doesn't come naturally to personal historians. It seems too cut-and-dried, too left-brained, too focused on data. In fact, genealogy research can greatly enhance a narrator's stories by providing context and detail. Using actual case studies, this workshop will demonstrate how a little bit of genealogy research can add life, background, motivation, and history to a manuscript or videobiography. Participants will learn what genealogy research is, and what it isn't, and leave with a broader understanding of how genealogy can be applied to a variety of projects.

Presenter Linda Coffin, APH Executive Director, founded HistoryCrafters in 2004, enabling her to combine a professional graphic design background with a deep love for genealogy, storytelling, and history. She is a member of the Association of Professional Genealogists, the National Genealogical Society, and both the Minnesota and Wisconsin genealogical societies and gives frequent presentations to those groups on the subject of how to add narrative stories to genealogy research, just the reverse of today's workshop. (www.HistoryCrafters.com)

5-C (Public Speaking)**Public Speaking Secrets:****Conquer Your Fears**

Does your mouth dry up and your heart quake when faced with the prospect of public speaking? Group presentations are one of the most efficient and successful ways to market your services to prospects, and in this workshop, you will learn how to calm your fears and present yourself professionally. Jana will discuss content ideas for engaging your audience and putting the focus on them, strategies for creating interactive exercises, and mental exercises and tips for how to put fear to work in your favor! Participants will practice tried and true stress-relief exercises.

Presenter Jana Bourne is proof that introverts can speak successfully and not only live to tell about it, but actually enjoy it. She has found public speaking to groups of people interested in preserving their family history and telling their personal stories to be one of the most effective marketing tools in her business, Electra Copy. She has an MFA in creative writing, has taught college level classes in memoir writing, and given numerous presentations on writing memoir and personal and family history. (www.electrastories.com)

5-D (Archive/Preservation) Basic**Discovering the Titanic: Preserving the Legacy**

In this workshop, you will learn how to implement best practices for preserving legacy materials (photographs, film, documents). Using case studies, including digitizing footage of the Titanic when it was rediscovered in 1985, Taylor will demonstrate proven methodology for archiving, preserving, and repurposing historical collections. In this interactive session, you will gain technological insight through observation of cutting-edge underwater cinematography techniques, split-screen demonstrations of before/after SD to broadcast-quality HD. Preservation standards for inspecting, cataloging, digitizing, and documenting metadata will be discussed as well as preparing legacy collections for cold storage.

Presenter Taylor Whitney is president and founder of Preserving The Past, LLC. She worked in film preservation for several years before expanding her knowledge base to include photographic preservation by earning an MA in Photographic Preservation and Collections Management. Organizing, archiving, preserving, cold storage, and documenting stories behind the images are a few of the many services her company offers. A member of APH since 1998, Taylor has offices in Los Angeles, California, and Rochester, New York, with clients worldwide. (www.preservethepast.com)

5-E * (Print Publishing/Binding)**Print on Demand****Your EZ Guide to Online Publishing**

In this workshop, participants will learn about a variety of online book publishing sites and explore what each has to offer regarding ease of design, quality of product, cost, pitfalls, and additional services such as distribution. You will handle sample books from each site and become comfortable with finding online publishers for your books, gaining knowledge about what to look for, terminology, and the right questions to ask. Ultimately, this workshop will show you how to be more competitive and how to save your time and your clients' money while creating a product you are proud of.

Presenter Deborah Wilbrink is writer, editor, and publisher for her personal history business, Perfect Memoirs. She learned online publishing in the crucible of demand, in a quest to offer clients the best product. For more than twenty years, she has written and published features, news, and advertising as a freelancer. She is an active public speaker to independent retirement communities, a blogger, workshop teacher, and regular columnist about senior memoir writers in *Mature Lifestyles of Tennessee*. (www.perfectmemoirs.com)

APH Community Circle

Friday, October 24

Speed Coaching

1:45–3:00 pm

APH member Rhonda Kalkwarf will facilitate this event. Don't miss the opportunity to seek advice from some of our association's most successful personal 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 such topics as Marketing, Interviewing Techniques, Publishing, Video, Audio, Operating a Small Business, Teaching Personal History Workshops, Ethical Wills, Websites, and more. We are grateful for our veteran members who volunteer their time and expertise to participate in this popular program. If you are interested in being a coach this year, please contact Rhonda at rhonda@mystorysaved.com.

Print Show and Tell

3:00–4:30 pm

APH Board member Mary Beth Lagerborg will facilitate this session, which affords attendees a great chance to meet with members working in print. 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. Email Mary Beth at marybeth.lagerborg@personalhistorians.biz if you're interested.

Marketing Show and Tell

4:30–6:00 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. Please sign up early for the limited number of slots available.

Vendors Expo

2:00–6:00 pm

Explore new technologies and talk with service and product providers who can help you improve or even expand your business. Members will have a chance to look at equipment, explore online solutions, and talk to potential subcontractors with a variety of skills. See page 23 for more information on participating as a vendor.



Vendor Expo 2013

PHOTO BY JJ IDARIUS

Introducing The Self Discovery Tapestry *Perfect for Life Review and Structured Reminiscence*

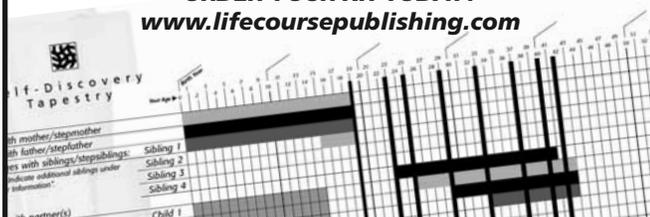
The **Self-Discovery Tapestry** provides a valuable foundation for any Personal History Project. Using colored pens, individuals "weave" their lives on paper, visually disclosing continuous behaviors, important events and future goals.

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City Sights

St. Louisans pride themselves on the hometown atmosphere of their bustling metropolis. Located at the crossroads of the nation, St. Louis is a mosaic of nationalities, ethnic groups, religions, languages, and more. The cover of this program is a miniature panorama of this diverse city (see chart on page 27).

Show Me St. Louis **Celebration Tour Highlights**

The sites bolded and described in the first column will be included in a special tour sponsored by APH on Saturday afternoon. See page 7 for more details about the tour.



Old Courthouse

The **Missouri History Museum**, our first stop on the APH tour, will feature an exhibit titled *250 in 250*, celebrating the city's 250th birthday. The museum is located in the historic Jefferson Memorial at Forest Park. www.mohistory.org

No tour of St. Louis would be complete without a visit to the **Gateway Arch**. Visit the Arch or meander through the underground **Museum of Westward Expansion**. Within walking distance are the **Old Cathedral** (1841) and the **Old**



Gateway Arch

Courthouse (1828) with its magnificent statue of Dred and Harriet Scott. Just east of the Arch grounds is **The Landing**, where the city's historic roots are celebrated in refurbished warehouses serving as restaurants, nightclubs, and jazz halls.

Site of the 1904 World's Fair, **Forest Park** is home to The Muny, the St. Louis Zoo, St. Louis Art Museum, Steinberg Ice Skating Rink, the St. Louis Science Center, the Jewel Box, and acres of lakes and open fields. Directly across Lindell Boulevard, several mansions built to house the World's Fair dignitaries still stand. Enjoy a great photo op when our tour buses stop at the **Grand Basin** on the way back to our hotel.

Other Points of Interest

Pulitzer Foundation for the Arts: Featuring nearly fifty works of art including pieces by Picasso, Matisse, Sargent, Cezanne, and others. www.pulitzerarts.org

Citygarden:

An urban oasis featuring imaginative uses of water, stone, and lush plantings, with two dozen incredible sculptures scattered throughout the rich landscape in the shadow of the Gateway Arch.



Citygarden

St. Louis Zoo: A world-renowned animal research and education facility with free admission.

Soulard Neighborhood: The historic brick streets and brick townhouses in this area reflect the influence of the French settlers. The Soulard Farmers Market, opened in 1779, is the oldest open-air market in continuous existence in the United States.

The Hill: Settled by immigrants from northern Italy, The Hill is a colorful neighborhood where even fire hydrants are painted green, white, and red, and the premier location for those who savor authentic Italian food. The courage and dignity of this population is memorialized in a statue at St. Ambrose Catholic Church.

For other unique local attractions, visit www.explorestlouis.com

So much to do . . . so little time! Plan now to spend an extra day or so before or after the conference to explore the city and join the celebration as St. Louis honors its 250 years of American history.



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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 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 or Bar & Grille for breakfast, lunch, or dinner, and room service is available as well. In addition, an upscale grocery store and more than 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 guests spacious guest rooms featuring the Hilton Serenity Bed, with Serta Perfect Sleeper Suite Dreams mattress with down duvet and pillows.

A special discounted rate of \$101** per night, single or double occupancy, will be available to all APH Conference attendees. Reservations for dates up to three days before and three days after the conference are based on availability. **To receive the guaranteed rate, reservations must be made before the cutoff date of September 28, 2014.** Ask for the APH Conference group rate when you call to make your reservation at (314) 993-1100 or (800) 325-7800. You may also book online at <http://tinyurl.com/kjld2nw>.



**Guestrooms rates are subject to applicable state (8.613%) and occupancy (7.25%) taxes, in effect at the time of check-in.

Note: Cancellations made less than twenty-four 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.

For Our International Members

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

A simple currency converter calculator is at www.xe.com/ucc

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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. Or you may dial the hotel directly at (314) 993-1100. 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, please call the bell stand at (314) 993-1100.

Driving (Hotel Parking is Complimentary)

From the Airport

Take Highway 70 West. Exit at Lindbergh South. Proceed about ten miles on Lindbergh. When you cross under Highway 40/64, you will see the hotel on the immediate right hand side.

From the South (Highway 55)

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

From the West (Highway 70)

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

From the North (Highway 270)

When crossing into Missouri from the north on Highway 270, follow Highway 270 West/South to Highway 40/64 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 is not practical for trips to and from the Hilton

Frontenac, which is six miles from the nearest station. 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 the Brentwood MetroLink station. MetroLink Fare: \$2.50



MetroLink and Arch

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For comprehensive map, see <http://tinyurl.com/mxchmmkl>

For schedules, see www.metrostlouis.org

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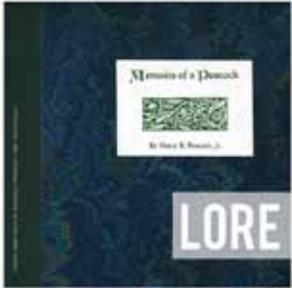
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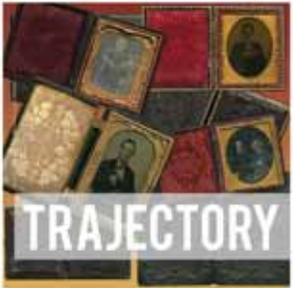
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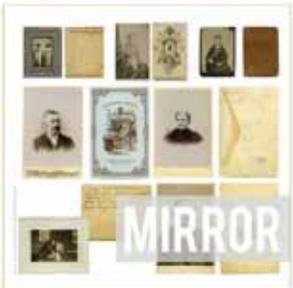
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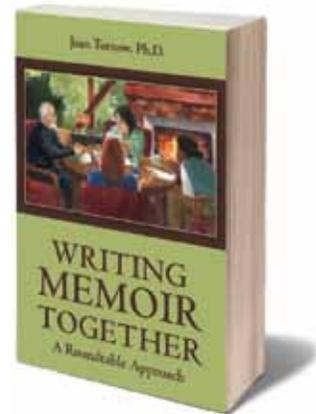
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—Phyllis Mitchell



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Amazon.com
www.writingmemoir.com

Advertising and Vendor Opportunities

Options starting at \$60

- Place an advertisement in the printed conference syllabus.
- Insert branded items, brochure, notepad, etc., into the attendee registration packet OR place those items on the tables at meals.
- Sign up for a thirty-minute time slot at a vendor table in the conference store.
- Staff a display table during the four-hour vendor expo.

Sponsorship Opportunities

Legacy Level Sponsorship

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

- Provide branded shopping bags for the conference store.
- Sponsor an individual workshop, with the opportunity to introduce the 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.
- Sponsor a general session, with the opportunity to have a display table at the door and receive a public thank-you from the podium.
- Offer a cash donation and receive special mention as a Legacy Sponsor in conference signage and in all APH publications for a year.

Heritage Level Sponsorship

Options starting at \$1000 (includes a half-page ad in the conference syllabus or winter journal, plus acknowledgement on the APH website "appreciation" page)

- Provide a branded tote bag or carryall for conference registration packets.
- Provide a branded notepad or notebook for each participant.
- Sponsor a meal, with the opportunity to staff a display table outside the dining space. Sponsor would be mentioned on conference signage.
- Sponsor multiple general sessions, with the opportunity to have a display table at the door and receive a public thank-you from the podium.
- Offer a cash donation and receive special mention as a Heritage Sponsor in conference signage and in all APH publications for a year.

Heirloom Level Sponsorship

Options starting at \$2500 (includes a full-page ad in the conference syllabus or winter journal, plus acknowledgement on the APH website "appreciation" page)

- Sponsor the workshop recordings, receiving special acknowledgment at the beginning of each one for maximum exposure as they are re-sold later.
- Staff a display table in the conference store throughout the conference (one vendor only).
- Offer a cash donation and receive special mention as a Heirloom Sponsor in conference signage and in all APH publications for a year.

*For information on these options and others, please contact
Linda Coffin, Executive Director, at linda.coffin@personalhistorians.biz.
See the Special Invitation to Sponsors and Advertisers
on the back cover of this brochure to learn more about potential benefits.*

2014 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, the late 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.)

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, 2014.
- 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 Marty Walton, Registrar, at registrar@personalhistorians.org that you are applying for a scholarship.
- Send an e-mail cover letter with your name and contact information to Solomon Kahn, APH Treasurer, at solomon.kahn@personalhistorians.biz. Attach a separate essay of up to 500 words that does not identify you in any way. It should include:
 - 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, 2014.**

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 30.

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.

"I'm still on a high from the wonderful conference . . . met so many great people and learned more in five days than I've learned in the past year of setting up my business. Thank you!"

- Nechamie Margolis



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Conference Volunteers Needed

Special Thanks to Conference Heroes Present and Future!

Conference Program Chair Peggy Greenwood, Events Manager Paula Yost, and Conference Director Kandy Davidson would like to thank the folks who have helped so far with the planning of this event: Dhyan Atkinson, Ronda Barrett, Brina Bolanz, Debbie Brodsky, Jennifer Campbell, Lynne Choy, Steve Cranford, Diane Dassow, Peter Farquhar, Mary Harrison, Karla Haworth, Lori Jurgiel, Rhonda Kalkwarf, Eileen Kent, Francie King, Mary Beth Lagerborg, Wendy Ledger, cj Madigan, Pat McNees, Margaret Manos, Julie Miller, Stephanie Nichols, Gloria Nussbaum, Robbi Ryan, Michelle Sullivan, Stefani Twyford, Sam Uhl, Marianne Waller, Marty Walton, Sarah White, and any other wonderful folks whose names may 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

Gloria Nussbaum and Marty Walton will oversee on-site registration. On Wednesday, October 22, volunteers will be needed during registration hours (3:00-7:00 pm). Shift scheduling ensures that volunteers have time to attend the Orientation Session and Welcome Reception. Please note your interest in helping with registration on the registration form.

Greeters

Meeting and greeting new APH members and those attending their first APH conference, at registration or 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.

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 register to attend. Please sign up when registering or contact Wendy Ledger (wendy@VOTYPE.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 Rhonda Kalkwarf (rhonda@mystorysaved.com). For more information, see Community Circle listing on page 18.

PHOTO BY JJ IDARIUS



"2013 was my first APH conference and I have never felt so welcomed. I learned, I laughed, I cried, and I laughed some more! I made lasting relationships and am so jazzed about my business and the family history business as a whole. Can't wait until next year!"

- Debbie Marks

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2014 APH Conference Registration Information

Full Time Registration Fee Includes

- Conference Materials
- Orientation Session
- Welcome Reception
- Four Continental Breakfasts
- Daily Refreshment Breaks
- Two Luncheons
- Vegetarian/Vegan Options
- Chartered Tour of St. Louis and Catered Dinner
- Four Inspiring General Sessions
- Choice of 25 Informative Workshops (attend up to 5)
- Evening Activities (Video Share, Salon Sessions, Private Screening of Documentary Film)
- Community Circle Event (Print Show & Tell, Vendors Expo, Speed Coaching, Marketing Show & Tell)
- Tales from the Heart Event

Partner/Guest Information

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

Registration Deadlines

| | |
|---------------------------|-----------------------|
| Early Registration: | July 1–31 |
| Regular Registration: | August 1–September 30 |
| Late Registration: | October 1–15 |
| Last Minute Registration: | After October 15 |

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\$101/night**
State Tax (8.613%) & Occupancy Tax (7.25%)
Reservations at the group rate within three days before or after the conference are based on availability.

You must make your own hotel reservations.
Call **(314) 993-1100** or **(800) 325-7800**
and ask for the APH group rate, or book online at
<http://tinyurl.com/kjld2nw>.

Reservations Cutoff Date: September 28, 2014

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

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

Transportation Options Information: See page 21.

Optional Pre-Conference Seminars

Please see pages 3 and 4 for details about the opportunity to attend one of three in-depth, full-day pre-conference seminars on October 22. Enrollment is limited, and fees are discounted during Early Registration (July 1–31).

Vendor/Sponsorship Opportunities

See page 23 and back cover for vendor and sponsorship opportunities.

Scholarship Opportunities

See page 24 for scholarship opportunities.

Volunteer Opportunities

See page 25 for volunteer opportunities.

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 our designer, 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. If we don't have a photo, you will be shown as an anonymous silhouette!

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/

Registering Online for the Conference

Registration is entirely online this year. It's fast and easy at www.personalhistorians.org/conference/register_now.php You can pay electronically in US\$ using your charge card via PayPal OR pay by check or money order (US\$) by clicking on the payment link on the page that summarizes your fees. The PayPal link or instructions for mailing your payment will appear. Direct all registration questions to Registrar Marty Walton at registrar@personalhistorians.org

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 October 1. Cancellation of a pre-conference seminar or a one-day registration will incur a \$50 penalty. As of October 2, our hotel commitments are binding and no refunds are possible.

Conference and Event Fees

All full-time, part-time, and pre-conference seminar fees for members, non-members, and guests are shown on page 27. Direct all registration questions to Registrar Marty Walton at registrar@personalhistorians.org

2014 APH Conference Registration Fee Chart

| Registration Date | Member Status | OPTIONAL | | FULL TIME | PART TIME FEES | | | | | | |
|-----------------------------|---------------|----------------------------------|------------------------------|----------------------|-------------------|------------------|----------------|------------------|--------------|--------|----------------|
| | | Pre-Conf Business Seminars (Wed) | Pre-Conf Video Seminar (Wed) | Full-Time Weds.-Sun. | Wed Eve Reception | Thursday Program | Friday Program | Sat. Day Program | Saturday Eve | | Sunday To Noon |
| | | | | | | | | | Tour | Dinner | |
| Early July 1 - 31 | Member | \$160 | \$225 | \$575 | \$50 | \$225 | \$225 | \$225 | \$35 | \$60 | \$125 |
| | Nonmember | \$210 | \$275 | \$725 | \$50 | \$275 | \$275 | \$275 | \$35 | \$60 | \$175 |
| Regular 8/1 - 9/30 | Member | \$185 | \$250 | \$675 | \$50 | \$250 | \$250 | \$250 | \$35 | \$60 | \$150 |
| | Nonmember | \$235 | \$300 | \$825 | \$50 | \$300 | \$300 | \$300 | \$35 | \$60 | \$200 |
| Late 10/1 - 10/15 | Member | \$210 | \$275 | \$775 | \$50 | \$275 | \$275 | \$275 | \$35 | \$60 | \$175 |
| | Nonmember | \$260 | \$325 | \$925 | \$50 | \$325 | \$325 | \$325 | \$35 | \$60 | \$225 |
| Last Minute After Oct 15 | Member | \$235 | \$300 | \$825 | \$50 | \$300 | \$300 | \$300 | \$35 | \$60 | \$200 |
| | Nonmember | \$285 | \$350 | \$975 | \$50 | \$350 | \$350 | \$350 | \$35 | \$60 | \$250 |

If registering for a pre-conference seminar, but not the conference, please add \$100 to the stated seminar fee. Part-time fees include catered meals for the day(s) except for Saturday night tour and dinner.

If total of part-time fees exceeds full-time fee, pay full-time fee.

Guest Policy: Spouses and friends not participating in the conference are welcome to join attendees for catered events and/or the Saturday evening tour/dinner at the following prices:

Wednesday Reception: \$50; Thursday–Sunday Breakfast: \$20 ea; Thursday or Friday Lunch: \$55 ea; Saturday City Tour: \$35; Catered Dinner: \$60

Online registration is easy and fast at

www.personalhistorians.org/conference/register_now.php.

Please pay fees in U.S. dollars and direct all registration questions to Registrar Marty Walton at

registrar@personalhistorians.org.

Fees do not include hotel accommodations.

Cover Photo Information



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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 journals, 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 (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

Conference Program Chair, Peggy Greenwood
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Special Invitation to Our Sponsors and Advertisers

The Association of Personal Historians is pleased to invite interested commercial businesses and members to participate in its annual conference, *Believe It . . . Achieve It!*, in support of the preservation of personal, family, corporate, and community histories. Approximately 175 savvy and well-connected entrepreneurs from across the globe are expected to attend. This is your opportunity to establish personal relationships with members of a focused target market. We also offer cash-based organizational sponsorships, in exchange for special acknowledgment in our publications.

What Are the Options and Benefits of Sponsorship?

In addition to receiving tangible benefits for various levels of sponsorship (see page 23), our sponsors will enjoy 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 when the conference is over. 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 arrange 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 page 23 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 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 a business expense. APH is a 501(c)(6) nonprofit trade organization.