

FACT SHEET

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VISION: The Association of Personal Historians promotes personal history in the belief that the story of every person, family, community and organization should be recorded and shared. The association sets professional standards and provides professional development for the world's personal historians, especially through programs at the APH Annual Conference.

HISTORY: The APH was founded in 1995 as a membership organization for personal historians. Incorporated as a U.S. 501(c)6 trade association, membership is open to all and is currently divided into 18 regions in 10 countries, with 25 local chapters.

MISSION: The Association of Personal Historians supports its members in recording, preserving and sharing life stories of people, families, communities and organizations through a variety of media.

GOALS:

- 1) To strengthen APH's ability to provide support, education, and professional development skills to its members.
- 2) To improve appreciation of the concept and awareness of personal history to the general public and recognition of APH as the premiere professional trade organization serving that industry.
- 3) To improve member services to increase the value and desirability of membership in the APH.

ASSETS: APH website, blog, members-only listserv and forum; online newsroom; online retail store with APH-branded merchandise; APH publishing imprint; retail distribution of e-books and trade (*My Words Are Gonna Linger* and *Skills for Personal Historians*); members' sales tools and various short-run publications; tri-annual trade journal (*APH Perspectives*) supported by advertising; monthly member e-newsletter (*The Perstorian*); two annual conference publications; MP3 recordings of conference workshops and presentations; webinar platform for educational and member use; and annually awarded conference scholarships. A professional development program is under development and is scheduled to roll out in mid-2016.

REVENUE: Individual membership dues (on tiered member levels); annual conference registration fees; sales of APH merchandise; rental of webinar platform; consignment fees; advertiser support; event and product sponsorships; in-kind donations; scholarship fund contributions.

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MEMBER PROFILE:

Currently 600+ members with expertise and experience in areas that include:

- Genealogy, historical research, oral history
- Journalism, broadcasting, video and film, writing, transcription
- Photo preservation, archiving, museum & library work
- Psychology, social work, medicine, gerontology, therapy & counseling
- Graphic design, fine arts, photography, website design
- Business administration, human resources, financial & estate planning
- Education (elementary, secondary, post-secondary, community, technical)

MEMBER PRODUCTS & SERVICES:

APH members create a wide variety of products, including but not limited to:

- Books (from hand-sewn and print-on-demand to elegant hardcovers)
- Videos (individual biographies, family reunions, recorded wills)
- Audio (life stories told in the original voice, on CD)
- Photo and art collages (encapsulating a life story), retouched and archived photo albums
- Ethical wills (a statement of values and beliefs, to shared with family)
- Business and community histories (extensive interviews and research)

MEMBER REVENUE:

Members set their own fees for products and services, with client projects that range from \$1,000 to \$50,000 or more.

MEMBER RECOGNITION:

APH members have been featured in the international media, including *The New York Times*, *The Wall Street Journal*, *Money Magazine*, *MORE Magazine*, and various broadcast media, as well as in many local media in members' communities. See http://personalhistorians.org/about/aph_members_news.php for more listings.

ANNUAL CONFERENCE:

The Association hosts an annual conference featuring keynote speakers from related professions and over two dozen workshops designed to help beginners as well as experienced personal historians to improve their products and grow their businesses. Sponsorship opportunities call attention to suppliers for the personal history profession. Approximately 165-200 attend the annual conference each year and/or purchase the workshop recordings and conference syllabus.

More information about personal history, the Association of Personal Historians and its members may be found on the APH website: <http://www.personalhistorians.org>. If you have additional questions, please contact Linda Coffin, Executive Director, at 612-724-3441 or linda.coffin@personalhistorians.biz.