

FamilyTrees.cc



Business Plan

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Executive Summary

FamilyTrees.cc is an internet based company that custom prints wall-sized genealogical Family Trees and charts based on the information provided by customers.

The company was started to fulfill a need for genealogists and genealogy enthusiasts who wanted to “show off” their years of research in a frameable wall charts.

FamilyTrees.cc was established in February of 1995 originally as a part-time supplemental business. Prior genealogical printing options were very limited.

Most competitors do nothing more than reproduce the output from standard genealogical applications. The result is an unattractive cumbersome display.

FamilyTrees.cc has a wonderful competitive advantage over its competitors.

FamilyTrees.cc custom formats the client’s genealogical data into a beautiful archive quality print that will be a family keepsake for generations to come. The result is that FamilyTrees.cc surpasses any other competitor in quality, price and beauty!

Due to the growing interest in genealogy and its growing sales base, FamilyTrees.cc intends to expand its business into a thriving full-time company by year-end 2004.

FamilyTrees.cc has an established website, of the same name. Traffic to the Web site has more than doubled each year since 1995. So, the company would like to increase customer sales in a similar fashion.

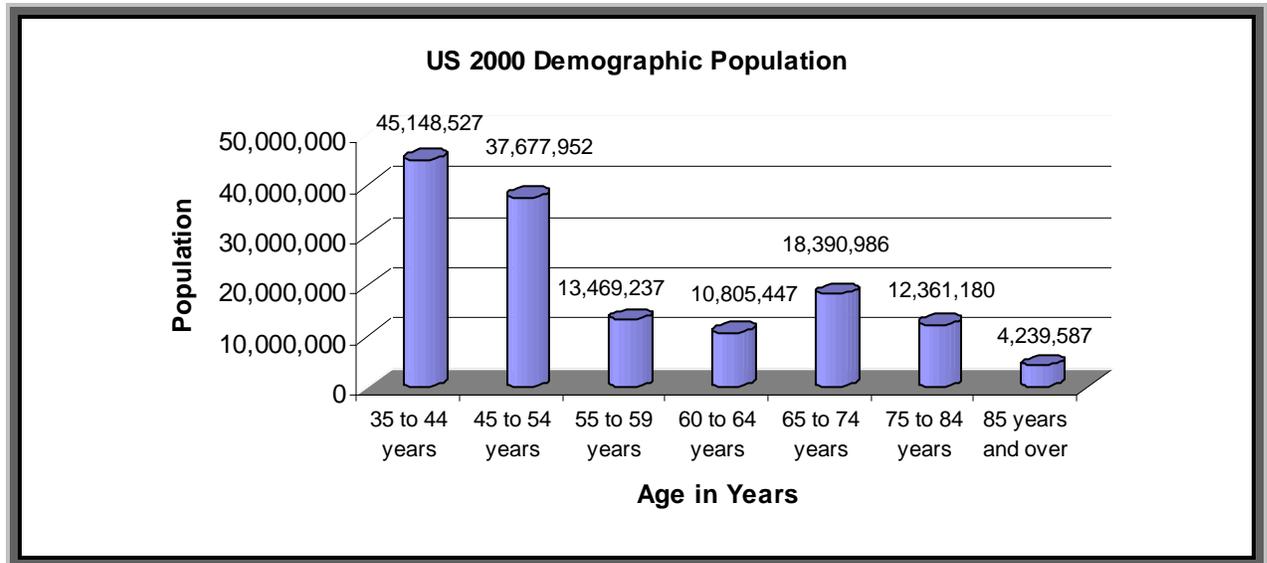
In addition to the current Web site orders, FamilyTrees.cc intends to run an aggressive market campaign for the Family Reunion season (June through September) and the Christmas holiday gift-giving season.

Furthermore, FamilyTrees.cc has already made preliminary efforts to establish a business to business market with genealogy software companies to offer their customers the benefits of FamilyTrees.cc wall-sized chart printing services. Other up and coming market areas are in gift giving (including on-line gift certificates), wedding trees and genealogical lineage societies (such as DAR, SAR, Mayflower descendants, and more.

Highlights of FamilyTrees.cc

- **Unique custom products.** FamilyTrees.cc has been one of the market leaders in genealogical chart printing since its origin in 1995. FamilyTrees.cc provides a unique service in the degree and quality of its custom charts. In addition, FamilyTrees.cc is the originator of the “Family Immigrant Tree”, copyrighted Feb 1995.
- **Trademarks.** The company plans to register a corporation under the name of FamilyTrees.cc and operate under the same name.
- **Large growing market.** According to some sources, genealogy is the number one hobby in the United States (Rigby, W.; Genealogy and family history 21 Nov 2000). Interest in genealogy is growing at an astounding rate according to a 2000 Maritz Marketing Research poll, which found that up to 60 percent of the American population is interested in their family history (See APPENDIX B). Based on the year 2000 US Census Demographics, there are 281,421,906 people living in the US. That would equate to 168,853,144 individuals have an interest in their Family History, there is a great market pool to draw from. In

addition there are 34,991,753 people in the US that are in the retirement age 65+ (see graph below).



- Of further interest is that traffic to popular genealogy Web sites also demonstrates the growing interest in tracing family history online: for example, the FamilySearch Web site of the Family History Library gets six to seven million hits per day!
- **Seasoned management.** The company's management is highly experienced and qualified. The current owner, Rebecca Olson, is an experienced business manager, genealogy researcher/enthusiast and excels in computer graphics and technology.

FamilyTrees.cc projects that between January 1, 2003 and December 31, 2003 it will generate revenues of \$35,000. Projected revenues for 2004 and 2005 are \$50,000 and \$75,000, respectively. FamilyTrees.cc is seeking \$15,000 in debt financing to be used for:

1. Establishing a business loan for current personally financed company assets including: NEW Epson Style 9600 plotter, custom pc system, eMac computer system and miscellaneous LAN setup costs. - \$10,000.
2. Enhancement of existing website (software and search engine registration costs) - \$2,000.
3. Business travel costs for establishing business to business contacts and genealogical seminar contacts. - \$3,000.

Please note that two-thirds of the requested financing amount will be secured with the existing hardware assets as collateral. Company revenues are sufficient for paying the monthly amortized payments.

Company Vision & Mission Statement

To encourage and support the growing interest in Family History by offering heirloom quality genealogical prints for our clients

Our goal is to captivate the viewer young and old, to make them thirst for more family history information, and to celebrate and share the graphical representation of their Family's life for generations to come.

FamilyTrees.cc will work with professional and amateur genealogists to strive to provide the highest quality, accurate yet beautiful, option for promoting and supporting love of Family relatives.

Business Concept

FamilyTrees.cc's business concept would be to develop a strategic plan to enhance the current business operation. The current operation is a web-based service that custom prints customer-provided genealogical information into archival Family Trees and charts that are suitable for framing or other means of display.

The original source for the business idea, was based both on a hobby and on observing deficiencies in existing products. The existing FamilyTrees.cc business has been established for several years, but to date has been operated more as a hobby than as a defined business venture. There is a definite market for the product and a baseline has been established for name recognition and customer references. This formal business plan when implemented will guide FamilyTrees.cc in its anticipated growth in sales and market share.

Ownership Form

FamilyTrees.cc has been operating as a sole proprietorship since its founding in 1995. This form of business ownership has worked well to date. It has allowed much flexibility in product line and management decisions.

But because of FamilyTrees.cc's aggressive growth plan, alternate forms of ownership are being reviewed with a small business tax lawyer.

Recommended options will be reviewed and implemented as part of this business plan.

Marketing & Promotional Plan

Marketing Mix

FamilyTrees.cc will use a marketing mix including: Product, Place, Price and Promotion.

First of all FamilyTrees.cc continually reviews and updates its product line. The company has an advantage of being in business a few years. Statistics can be reviewed to determine which product styles have been the most popular based on sales history. What may be the favorite product of the company owners, may not be necessarily a favorite of its customers. FamilyTrees.cc needs to spend additional effort on those Family Tree styles that are more desirable for my customers. In addition the company needs to update the on-line catalog.

The "Place" or method of distribution is an area that is also constantly being reviewed. Currently FamilyTrees.cc has chosen a "manufacturer to consumer" channel in which the company sells directly to the customer. There has already been established a few opportunities to establish a possible "manufacturer to retailer to consumer". This proposed plan would be to develop a written agreement with an established genealogy software company where they would consider a mutually benefiting situation. For example, they would offer to their customers a direct source to print their Family Trees that they have formatted and created with the software. Currently the majority of genealogical software users are not able to print the Family Trees they create on anything larger than a legal size paper. FamilyTrees.cc would be able to create this custom need for them.

Pricing the products is one of the greatest challenges that faces most companies. FamilyTrees.cc is no exception. Initially management was concerned that customers would think their services were too pricey. Instead it was learned, that especially in a custom created product, a low price sometimes equals “cheapness” to customers. FamilyTrees.cc found that when they would raise prices, customers felt that they were getting a truly valuable product and are MORE willing to buy the products and services. Actually FamilyTrees.cc intends to review the pricing with the expectation of raising all of the current stated prices.

Promotion is an area that also needs to be reviewed. Currently FamilyTrees.cc's products are promoted by advertising and personal selling. Current advertising for the company involves: an ad in a notable genealogical magazine, “Genealogical Helper/Family History Magazine” (see APPENDIX D) and a website with targeted keywords and submissions to various web directories (see APPENDIX E). Personal selling involves promotion of the company through attendance at selected genealogical conventions/fairs; guest speakers at genealogical/historical events; and joint projects volunteering some services with a benefit of name promotion (ie: I'm currently doing a joint project with a professional genealogist. She is documenting/updating Margaret Tobin Brown's genealogy (Molly Brown) and I have volunteered to create an heirloom Family Tree which will be displayed at the Molly Brown house here in Denver and at the Molly Brown home in Hannibal, MO.)

Target Market Characteristics

Research on past customers has indicated a growth pattern. Highly publicized genealogical statistics (ie: Maritz. (1996, March) also supports this. One study by Maritz Marketing Research, states that 60% of the US population is interested in Family history. ("To what extent are you involved in genealogy?" Retrieved July 16, 2001 from Maritz Marketing Research http://www.maritzresearch.com/files/results/p_70.tbl).

The target market is both the middle age and senior population throughout the US (ages 35+) and is not dependent on race or sex. As listed in the "Executive Summary" of this document, the US Population of individuals over the age of 35 is 142,092,916. If FamilyTrees.cc can capture just 0.001% of this market per year with an average sale of \$100, the revenues would conservatively be at \$142,000/year.

Further characteristics would include those that have at least an average or higher income and are family oriented

The media message for advertising strategies.

Current advertising messages include: "Family Trees ~ "An Illustration of your Family's History". Also: "Your Family Tree custom printed. YOU provide the genealogical data, WE design a beautiful Family Treasure." (please see current FamilyTrees.cc website view in APPENDIX E).

Other messages used are "Don't HIDE your Family's genealogical information in notebooks – Show it OFF! In your own Custom Family Tree. FamilyTrees.cc ~

Specialists in Genealogy Family Trees & Other Large Graphics! Originators of the "Family Immigrant Tree".

Promotion strategies.

Publicity: Expand local promotion by contacting local TV/radio stations and offer to be interviewed; offer a seminar on creating Family Trees; Requesting genealogical experts to review and endorse our product; and writing news releases and FAX/e-mail them to media. Reviewing the possibility of contacting a recognizable family-oriented and/or highly respected individual such as a celebrity, politician or national or local Family promoter.

Personal selling: Participate at major genealogical (and possibly expand to family or hobby) seminars/fairs and present a dynamite display of products; enhance the FamilyTrees.cc website and provide a much-needed on-line catalog/brochure.

Advertising: *FamilyTrees.cc would like to become more creative in the MANY different advertising media that are cost effective. The internet provides various low cost and effective opportunities for advertising through the existing website. FamilyTrees.cc will research direct e-mail lists and also e-mails to posted upcoming family reunion contacts. They will also continue the ad in the Genealogical Helper/Family History Magazine, but will also try some spot ads in other genealogical magazines to see if they are more effective. In addition, FamilyTrees.cc will promote the company at new types of trade shows and research cooperative/sharing advertising.*

The company will look into new areas of exposure such as offering genealogy Family Tree creating workshops with AARP, and with national and local genealogy societies.

The Competition

There is no single large competitor in the genealogical printing market. Since FamilyTrees.cc was established in 1995, many competitors have gone out of business.

One of the best looking graphic competitors creates hand water-color renderings of genealogical information (see APPENDIX C). Their pricing is considerably high and the capability of including many generations of information is limited.

Budget for the first year's new promotion strategy

*Currently FamilyTrees.cc annual advertising budget is quite low (less than \$500). FamilyTrees.cc will increase its advertising budget to 15% of last year's gross sales amount ($\$6,250 * 15\% = \938). This increase will help expand the types of current advertising and capture a greater sales base.*

Staffing & Management

Description of Management Team

The key personnel for FamilyTrees.cc is the owner and manager, Rebecca Olson.

Highlights of Rebecca's skills and benefits for the company are listed below:

Olson, Rebecca - Owner & CEO.

- *Owner/Manager of Olsongraphics FamilyTrees.cc since May 1995.*
- *Graphic Designer of Genealogical Family Trees for over 8 years.*
- *Genealogical researcher and lecturer – Family Trees, immigration and Swedish research specialties.*
- *BA Computer Information Service candidate winter 2003 from Regis University, Denver CO, with a minor in Business Administration.*
- *Past corresponding secretary and current member, Colorado Genealogical Society. Current member of the National Genealogical Society and the German Palatines to American Society.*
- *Project initiator and co-lead, Molly Brown Museum genealogy Research and Family Tree graphic.*
- *Guest professional and designer of Family Tree project for the Family of Glen Miller – presented at the National Genealogical Conference banquet and Conference, Denver Colorado May 1999.*
- *Management position at First Data Corporation (FDC), Greenwood Village Colorado for 5 years. Rebecca personally identified process improvements and cost savings for FDC of over 8 million dollars during 2001-2003.*

Please see complete résumé for Rebecca Olson at APPENDIX, #A).

Additional human resource team includes:

- Todd Olson – back-up company administrator manager.
- Accountant/CPA – NEW – To be determined
- Legal counsel – Rebecca Wallace – tax/small business Lawyer
- Insurance – Martina Segeth-Grodkiewicz/State Farm
- Genealogical Resources – Team of Rebecca's personal contacts through the members of the Colorado Genealogical Society.
- Jobs by George – local business that provides jobs for high-school level students that can be used as needed for basic computer work and shipping tasks when FamilyTrees has periods of high volume orders. Taxes and insurances for the students are included in the cost of \$16/hour.

Plan of Operation

FamilyTrees.cc is currently operated as a sole proprietorship. This type of business ownership works well for FamilyTrees.cc. Due to the special sales niche that FamilyTrees.cc fills, it can operate profitably with only one owner/manager.

Daily tasks by Rebecca include as needed:

- E-mail/voice correspondence
- Family Tree estimate preparation and submission to clients
- Family Tree design, printing, invoice preparation/submission and shipping
- Customer service

Weekly tasks by Rebecca include as needed:

- Accounting entries (Quick Books)

- Marketing contacts per business plan
- New products/services design
- Genealogical Fairs/seminars/workshop presentations and/or guest speaking
- Misc professional contacts

The company is structured with the CEO/Owner, Rebecca, to have total business operations and decision making authority. FamilyTrees.cc is currently operated as a part-time business. Company goals anticipate that Rebecca will build the business to a full-time operation by year-end 2004. At that time, company personnel needs will be re-evaluated.

Emergency back-up, in case of Rebecca's illness, insanity or death, will be Todd Olson, spouse of Rebecca. Legal documents are (will be) prepared to outline details of this contingency plan.

Compensation and benefits package includes the following for Rebecca Olson:

- Estimated salary – Half-time – Year 2004 = \$30,000.

Full-time – Year 2005 = \$60,000.

- New 401(K) – Details to be established with current communications with NEW Accountant/CPA. Yearly investment amount also to be determined by accountant/CPA.
- No major medical plan is currently needed as Rebecca and Todd Olson have existing coverage through First Data Corporation. However, as the business

grows to fulltime operation by Rebecca, it will become the sole source of income.

Future plans will include major medical and retirement plans.

Current established vendors for FamilyTrees.cc include: Rainbow Papers (media), Plotters Supply (large printers/plotters hardware and media) and Office Supply (computer and office supplies).

Although Rebecca is the sole decision making authority for FamilyTrees.cc, she has established professional contacts (previously listed) for legal, accounting, and professional advice. In the case of indecision, emergency or other unforeseen business need, Todd Olson is the established contact. Legal details in case of conflicting business recommendations are/will be itemized within the FamilyTrees.cc legal documents.

FamilyTrees.cc high volume times are during the Family Reunion season (June – Sept) and during the Christmas holiday season. Extra workers can be hired through the “Jobs by George” program. In addition, Todd Olson is available for fill-in type work. When workers are on site working, they are covered under the current umbrella policy established for the Olsons’.

Human Resource Policy for any contract worker for FamilyTrees.cc is as follows:

- Every individual will be treated with respect and dignity
- Job descriptions/expectations will be clearly presented before any work begins

- Should a full-time position arise at FamilyTrees.cc, existing and previous contract employees will be notified (at most recent address submitted) for job opportunity based on current requirements.
- FamilyTrees.cc provides equal opportunities to all individuals without regard to race, religion, national origin, disability, age, marital status, sex, sexual orientation, disability, military reserve status, or any other status protected by law.
- Additional benefits, tenure guidelines, insurance and retirement options can be discussed if part-time or full-time employment is established.

Financial Plan & Projections

FAMILYTREES.cc - Financials

Nature of Operations. The company currently operates as a sole proprietorship. The company is intended to provide supplemental income through 2004. After 2004, the company is expected to be the sole source of income for its owner.

Revenues. FamilyTrees.cc will generate revenues from the sale of a variety of printed products to end user customers. The company's products and services will be available to customers through the Olsonetc.com and FamilyTrees.cc.

FamilyTrees.cc will not recognize revenues until the product is shipped and the invoice payment received from the customer. The company will record the cost of promotional products that it will give away at genealogical seminars and fairs at no charge as a sales and marketing expense.

Expenses. The company's expenses will be primarily those of owners draws, cost of sales and marketing, and office costs. The company will categorize its operating expenses into research and development, sales and marketing, and general and administrative.

Research and development expenses will primarily consist proposed costs related to consultants and outside contractors.

Sales and marketing expenses will consist of the cost of free promotional products, the cost of marketing programs including advertisements, costs to acquire email lists, website costs, and participation in trade shows.

General and administrative expenses will primarily consist of owner draws.

Cost of sales. Cost of sales will primarily consist of direct expenses relating to printing products, rework and reprinting charges, shipping and handling fees, and bank charges.

Cash Flow.

FamilyTrees.cc - Cash Flow			
	2001	2002	Projected 2003
Cash Received			
Cash from Operations:			
Cash Sales	0	0	0
Cash from Receivables	\$4,200	\$6,250	\$14,250
Subtotal Cash from Operations	\$4,200	\$6,250	\$14,250
Additional Cash Received			
Non Operating (Other) Income	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0

Sales of Long-term Assets	\$0	\$0	\$0
Subtotal Cash Received	\$4,200	\$6,250	\$14,250
Expenditures	2001	2002	Projected 2003
Expenditures from Operations:			
Cash Spending	\$3,257	\$2,499	\$6,141
Payment of Accounts Payable	\$0	\$0	\$2,088
Subtotal Spent on Operations	\$3,257	\$3,751	\$8,229
Additional Cash Spent			
Non Operating (Other) Expense	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Subtotal Cash Spent	\$3,257	\$3,751	\$8,229
Net Cash Flow (Income)	\$943	\$2,499	\$6,021
Cash Balance	\$3,403	\$2,901	\$3,541

Income Statement

The following table outlines some key financial information for FamilyTrees.cc

FamilyTrees.cc - Income Statement	2001 Revenue	2001 Expense	2002 Revenue	2002 Expense	Projected 2003 Revenue	Projected 2003 Expense
Revenues						
Service Revenue	\$4,200		\$6,250		\$14,250	
Total Revenue	\$4,200		\$6,250		\$14,250	
Expenses						
Owners Draws Expense		\$2,400		\$2,400		\$3,600
Advertising Expense		\$225		\$307		\$938
Utilities Expense		\$0		\$0		\$0
Media and Ink Expense		\$207		\$355		\$485
Office Supplies Expense		\$125		\$189		\$172
Misc Expense		\$0		\$0		\$0
Interest Expense		\$0		\$0		\$0

Total Expense		\$2,957		\$3,251		\$5,195
Net Profit		\$1,243		\$2,999		\$9,055

Balance Sheets

The following table shows the previous two years of sales for FamilyTrees (2001 and 2002). It also shows the projected sales for 2003. The 2003 projection is based on increased sales due to targeted marketing for the Family Reunion and Christmas holiday seasons. The 2003 projection also includes the purchase of major assets: new Epson 9600 plotter, custom PC and new eMac computers.

FamilyTrees.cc - Balance Sheet for Jan 1 2003 – Dec 31 2003

Assets				
Current Assets		2001	2002	Projected 2003
Cash		\$3,403	\$2,901	\$3,541
Accounts Receivable		\$225	\$75	\$250
Inventory		\$75	\$125	\$250
Other Current Assets		\$500	\$500	\$8,995
Total Current Assets		\$4,203	\$3,601	\$13,036
Long-term Assets				
Long-term Assets		\$0	\$0	\$0
Accumulated Depreciation		\$0	\$0	\$0
Total Long-term Assets		\$0	\$0	\$0
Total Assets		\$4,203	\$3,601	\$13,036
Liabilities and Equity				
Liabilities		2001	2002	Projected 2003
Accounts Payable		\$0	\$0	\$8,995
Current Borrowing		\$0	\$0	\$0
Other Current Liabilities		\$0	\$0	\$0
Subtotal Current Liabilities		\$0	\$0	\$8,995

Long-term Liabilities	\$0	\$0	\$0
Total Liabilities	\$0	\$0	\$8,995
Equity	2001	2002	Projected 2003
Opening Bal Equity	\$250	\$250	\$250
Owner's Capital	\$500	\$500	\$500
Draws	\$0	\$0	\$0
Investments	\$0	\$0	\$0
Owner's Capital - Other	\$0	\$0	\$0
Total Owner's Capital	\$750	\$750	\$750
Retained Earnings			
Net Income			
Total Liabilities and Capital	\$750	\$750	\$9,745
Net Worth	\$750	\$750	\$750

Funding Summary

Current Accounts Payable for FamilyTrees.cc consists of new high resolution large-scale plotter (Espon 9600) and 2 new computer systems (custom pc and eMAC):	\$8,995
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The projected sales for 2003 are very attainable by following the company's business plan.

SWOT Analysis

Strengths: FamilyTrees.cc is an established name in the genealogical printing market. No other competitor offers the quality and beauty of the finished designed graphic.

Weaknesses: FamilyTrees.cc needs to actively pursue the recommended target markets identified in this business plan.

Opportunities: Statistics show an ever-growing genealogical hobby market base. With increased number of older aged computer and internet users, the numbers could grow considerably.

Threats: The biggest threat to FamilyTrees.cc is the larger genealogical software companies. They could try to capture the genealogical printing market.

~ *Appendix* ~

*EXPERIENCE***FamilyTrees.cc**, Denver, CO**Owner/Manager**, February 1995 – present

- Creator of business concept and marketing products.
- *Graphic Designer of Genealogical Family Trees for over 8 years.*
- *Genealogical researcher and lecturer – Family Trees, immigration and Swedish research specialties.*
- *Past corresponding secretary and current member, Colorado Genealogical Society. Current member of the National Genealogical Society and the German Palatines to American Society.*
- *Project initiator and co-lead, Molly Brown Museum genealogy Research and Family Tree graphic.*
- *Guest professional and designer of Family Tree project for the Family of Glen Miller – presented at the National Genealogical Conference banquet and Conference, Denver Colorado May 1999.*

Honors

First Data Corporation (FDC), Englewood, CO**Manager, Telecom Analysis IT Finance**, December 2001 - present

- Responsible for Telecommunications Expense Management and accurate reporting for FDC internal business partners in order to support quality decision-making.
- Experience managing multiple client relationships, internally and externally, at all levels.
- Experience managing multiple projects simultaneously including project committee member and subject matter expert for the large Six Sigma C2G Telecom project.
- 2001 FDC Guardian of Excellence Award.
- FDC/CFO 3rd Quarter 2001 Leader of the Pack Award.

Honors

Nissan Corporation USA, Englewood, CO**Administrative Specialist, Networking Department Data Center**, May 1998 – December 1998

- Responsible for creating, updating and enhancing Nissan's entire LAN/WAN documentation using VISIO. This included writing Visual Basic code to enhance Visio's capabilities.
- Assisted in the design and implementation of Nissan's intranet Web site.
- Responsible for various communication methods to data center employees.

*EDUCATION***Regis University**, Denver, CO

Bachelor of Science in Computer Information Systems –Winter 2003 candidate

G.P.A. 3.98

- Major: Computer Information Systems, Minor: Business Administration

Denver Technical College, Denver, CO

Associate of Applied Science - June 1998

- Major: Network System Administration
- President's and Dean's List; 3.99 GPA

Honors

College of St. Teresa, Winona, MN

Honors

- Major: Music Therapy; Minor: Art 1973-1976

OTHER

- Recent Coursework: Managing Web Technologies, Database & Project Management.
- Recent Training: Six Sigma Green Belt Training May 2002/First Leaders Aug 2002.
- Computer Skills: Advanced level office, graphics, programming and Web site applications.

Appendix B: <http://genealogy.about.com/library/weekly/aa011502a.htm?terms=genealogy+hobby>

[About](#) > [Hobbies & Games](#) > [Genealogy](#)



[Web Hosting](#)



Genealogy

with [Kimberly Powell](#)

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Grow Your Family Tree in Salt Lake City

Genealogy is the Fastest Growing Hobby in North America

By [Kimberly Powell](#)

Of the many visitors who travel to Salt Lake City on vacation or business each year, hundreds of thousands make a side trip to the Family History Library, the world's most popular destination for people in search of their ancestors. The great library, run by the Church of Jesus Christ of Latter-day Saints and open free to everyone, traces its own roots back to 1894. It boasts the world's largest collection of family history resources - over 2.2 million rolls of microfilmed genealogical records, 742,000 microfiche, 300,000 books and 4,500 periodicals - with records from more than 100 countries, covering everything from 14th century English church records to African oral histories. An average of 2,400 people, including many visitors from Europe and Asia, visit the library each day. It can actually be easier and cheaper to travel to Salt Lake City and find all of the information in one place than to have to travel from one small town to another to gather records.

More of this Feature

- [Visitor's Guide to the Family History Library](#)

Related Resources

- [Family History Center 101](#)
- [FamilySearch Online 101](#)
- [Genealogy Libraries](#)
- [Genealogy in the News](#)
- [Research Standards](#)
- [Surname Search Tips](#)

From Other Guides

- [Latter-day Saints](#)
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Family Newsletter

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North America's Fastest Growing Hobby

- For a hobby that revolves around dead people, genealogy is remarkably popular. It is considered by most to be the fastest-growing hobby in North America, with many surveys and media sources proclaiming that it has surpassed quilting, stamp collecting and even gardening in popularity.



Visitors line up outside the Family History Library waiting to research their family tree. On average, 2,400 people visit the library each day.

- Interest in genealogy is growing at an astounding rate according to a [2000 Maritz Marketing Research poll](#), which found that up to 60 percent of the American population is interested in their family history. That's up 15 percent from a similar poll conducted in 1996.

APPENDIX C – Competitor Website example
<http://www.fmlytree.com>



Welcome to Family Tree

Artist Sandra Diehl transforms genealogical research into original watercolor paintings. Wedding Trees that celebrate the marriage of two families are painted as well. Also available are prints of the family tree of Christ.

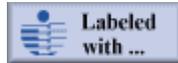
Click on a Tree to see more about each type.



Individual
Family
Trees

Genealogy of the Son of God

Wedding Trees



APPENDIX D – Sample FamilyTrees.cc ad from the Genealogical Helper/Family History magazine:

~ Genealogy Family Trees ~
"An Illustration of Your Family's History"

Your Family Tree Custom Printed

*YOU provide the
genealogical data,
WE design a
beautiful Family Treasure.*

Many Styles Available
Ready to frame Sizes up to 3 ft x 10 ft!
From 3-99 generations!

For our FREE brochure send SASE to:

FamilyTrees.cc

2424 S. Krameria St. • Denver, CO 80222
303-759-4228 email: og@olsonetc.com

APPENDIX E: FamilyTrees.cc website main page: <http://www.FamilyTrees.cc>

Family Trees ~ "An Illustration of your Family's History"

Your Family Tree Custom Printed
YOU provide the genealogical data, **WE** design a beautiful Family Treasure.



[[FAMILY TREES](#)] [[FAMILY REUNIONS](#)] [[LINEAGE SOCIETIES](#)] [[ORDERS](#)]
[[QUOTES](#)] [[SHOWCASE](#)] [[COMPANY INFO](#)] [[FAQs](#)] [[FREE BROCHURE](#)] [[LINKS](#)]



*Don't **HIDE** Your Family's Genealogical Information In Notebooks*

*... **Show it Off!** In your own Custom Family Tree.*

"Olsongraphics created a handsome chart of the President's family...
I am pleased to recommend them."

~ Becky Hill, Co-Head Librarian, Rutherford B. Hayes Presidential Library



FREE Genealogy T-shirt for all orders \$75 and more - *While supply lasts!*

Please click on t-shirt above for more information.

[FamilyTrees.cc](#) by Olsongraphics

Specialists in Genealogy Family Trees & Other Large Graphics!
Originators of the "Family Immigrant Tree".

Yes! We can use your genealogical files that you have already created in Family Tree Maker, Generations, Ultimate Family Tree, PAF, Generations, and other Genealogy computer software programs.

FamilyTrees.cc prints Genealogy Family Trees and Genealogy Charts such as:
Ancestral Charts, Descendant Charts, Family Immigrant (Emmigrant) Trees,
Family Reunion Wall Charts, Genealogy Wall charts, Genealogy Fan Charts, Baby
Trees, and Wedding Trees.

Ready to Frame from 3-99 generations and in sizes up to 3 ft x 10 ft!

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