
JEN BALDWIN

LECTURE TOPICS

General Methodology

- **After the War... They Came West.** The Civil War had a significant impact on building the American West, and much of that was felt after the guns were silenced. Everyone from tired veterans, to corporations, to politicians and “exodusters” - newly freed slaves - were headed west. This session will explore the events that carried the most impact, resulting in a better understanding of the growth of a nation, and its affiliated records for genealogists. (All)
- **Chasing the Elusive Religions.** Finding records for minority religions can be challenging - but not impossible. Explore opportunity through gaps in traditional religious records with a focused effort. Examples from the Moravian religion will be utilized. (I)
- **Filling the Gaps with PERSI.** The PERiodical Source Index is an excellent tool for replacing lost records! Find your way through research gaps such as the 1890 Census using material provided by local organizations and authors. (B-I)
- **Genealogical Adventures Overseas: Exploring the Findmypast Collection.** “Crossing the Pond” within our family history is something many of us are working towards, but once you get there, what do you look at? We will examine the standard and creative research opportunities from Britain, Ireland, Wales and Scotland, made available on Findmypast. (All)
- **Go Back to School: Utilizing University Resources.** The local college or university can be one of your best tools for family history research. What they offer, how they are interconnected and how you can access these materials will all be covered in this lecture, as well as examples of using some of the unexpected or untraditional genealogical resources. (I)
- **Innovation in Ireland: Creative Resources for Your Irish Research.** Irish genealogy is notoriously difficult, so researchers must apply creative tools and techniques - as well as use creative records - to obtain positive results. Explore a variety of routes through Irish family history and learn more about the collections available on Findmypast and elsewhere. (All)
- **Mapping Your Way Through Your Family History.** Using maps to tell the story of your ancestral journey, as well as using them as a research tool. Discover amazing online and offline collections that will add great depth to your story no matter where in the United States your ancestors ventured. (I)
- **One Place Studies: Examining the Intricate Details of Your Ancestor’s Community.** Many of us are entirely focused on *names*; so it may be time to consider the *place* instead. A One Place Study (OPS) can give you a more complete view of your family, their day-to-day life, and open opportunities for new areas of research and discovery. (B-I)

- **The Empire State and the Big Apple: Online Resources for New York Genealogists.** Those with family connections to New York are lucky; there are copious online resources to investigate. We will discuss everything from the "must utilize," to the "hidden gems" across this historically vital territory. (All)
- **The World of WorldCat.** WorldCat is the world's largest network of library content, and using its resources can be a huge benefit to your genealogical research. Walk away from this session with tips, tricks, and best practices to navigating this incredible tool. (B)
- **Time Management: Moving Yourself Forward.** Most of us work on our genealogy in snippets, and keeping ourselves moving in the right direction can be tricky. Apply the right tools, mechanisms, and techniques to managing your research time effectively and ensure progress on your family story rather than standing still. (B)

Social Media / Technology

- **Being More than Social on Social Media.** A good social media plan will go a long way toward promoting your family history research, genealogy society, or business. Understanding how to put that plan together, however, is a bit more than just being "friendly" on Facebook. (I)
- **Blogging: Telling the Story Behind Your Research.** Blogs can be an outstanding tool for telling the stories of your ancestors and putting your "cousin bait" online. This getting started guide will have you "geneablogging" successfully in short order. (B)
- **Excel – the Genealogy Software You Need to Implement.** A good spreadsheet software can do amazing things with numbers, but it is also an incredible companion for your genealogy research. Walk through the process of building and using a research plan on Excel. (B)
- **Finessing Facebook: The Ins and Outs of the World's Most Popular Place to Share:** Facebook can be an incredible tool for your genealogy, but the ever evolving nature of the platform can make it difficult to get your message seen. Explore the various options that Facebook offers and how to set yourself up for success. (All)
- **Organizing the Chaos: Practical Application of Social Media:** Social media can be a really outstanding platform for sharing our research, collaborating with others and forming an online community. How do you know, out of all the various options, which social media platform is best to achieve your goals? And how do you "tame" the beast after jumping in? (B)
- **Paperless Genealogy: Eliminating the Binders, File Cabinets and Post-It Notes.** Have you ever found yourself in a library or archive only to be without that one essential document you need to evaluate a new piece of evidence? Going paperless can solve that problem, and allow you to take every shred of your research with you in mobile form... but how do you actually accomplish this seemingly overwhelming task? (I)

- **Preserving Your Personal Archives.** The technology we need to digitize our family collections is all around us, and it can be stunningly simple. Take away easy to apply methods, great hacks for getting the job done, and action items you can start on today! (I)
- **Project Management: Your Genealogy Project, Your *Anything* Project.** Using apps, software, and other collaborative tools, you can design, manage, and organize your family history research... and just about everything else in your life! (B)
- **Working with Weebly:** A Drag and Drop Website Tool. Weebly is just one tool now available to us to create our own unique websites. It's a drag and drop format, its free, and you can get started very easily; there are no more excuses for not having an online home for your family history. (B)

Niche Topics

- **A Pine Post Four Inches Square: Staking a Claim on Mining Records.** The gold rush produced more than flakes and nuggets, it produced a paper trail. Explore mining records through the story of one man's decade in the Rocky Mountains. (A)
- **First in the U.S.: The North Carolina Gold Fields.** North Carolina was the site of the first major gold discovery in America, with the first strike occurring in 1799. In the Antebellum South, however, there was no *rush* to the precious mineral; it was a slow crawl as gold entered the history books. (I)
- **Danger and Disaster Underground: Researching the Hazards of Mining.** Researching an occupation like mining means you need to be ready for just about anything, including accidents, disasters, and tragedies. At times these are human failures in the mining process, at times they are naturally occurring. Global resources of this industry and way of life will be explored in this talk, and will allow the audience to apply these techniques to many historical occupations. (A)
- **Pledging Brotherhood: An Introduction to Fraternal, Benevolent, and Secret Societies.** During the 1800s, 1 in every 7 people in the United States was a member of a fraternal society. Explore the various types of organizations and understand how they differ from each other, and gain your own secrets to accessing their record collections. (B)
- **Yeast, Grain, Hops, and Water: the Significant History of Beer in America.** Beer. It traveled with our ancestors over the seas, and made a significant impact on the culture and economy of our country. Explore the stories and the records from this industry, as we move from Plymouth to California to Asheville. (B)

Society Management Topics

- **Now What Do I Do? Your First Year as a Board Member.** You've just been voted into office in your genealogy society. What happens now? Defining your role early in your first year will be important to steady success and a significant contribution to the organization.

- **Connecting with the Next Generation:** Join the Conversation! Most organizations are focused on connecting with young genealogists online or on social media. But how do you reach them in your offline community? A round-table discussion format will allow attendees to participate in the conversation.
- **Society Website and Search Engine Optimization:** No Fear. Search engine optimization can provide a huge boost for your website. Learn the basics of SEO techniques, taking home tools you can use today to enhance your visibility online.
- **Engaging Your Long Distance Members.** As our access to each other increases with virtual tools, so should our ability to manage our long distance membership in our societies. This session will cover the basic elements of identifying this demographic, and provide potential solutions to broadening your reach.
- **Online Collaboration: Managing Your Society Together.** Bring your society into a virtual space and learn about the tools that can help you achieve this! Review of online collaboration platforms, specifically those designed for project management.

(B) Beginner, (I) Intermediate, (A) Advanced