



# Santa Barbara County Genealogical Society and the Sahyun Genealogical Library

*Researching the World*

February 2023

Tree Tips Newsletter

Vol. 39, No.2

## **“Sensitive Subjects – Writing about the Hard Stuff”**

**Speaker: Rhonda Lauritzen**

**SBCGS General Meeting**

**Saturday, February 18, 2023, 9:30 - 12 Noon**



Please join us on Saturday, February 18, 2023, for a presentation by Rhonda Lauritzen.

Life stories that contain adversity can heal and inspire if you write with empathy and context. But what should you do if there does not appear to be a happy ending? Learn ways to frame these stories to satisfy readers—without going out of bounds. Another delicate area involves situations around trauma, tragedy, or abuse. Should these stories be included or left out? This class will prepare you with important mindsets and

thoughtful considerations for times when family stories might open wounds or upset others.

Rhonda Lauritzen is a professional biographer with multiple published books and a passion for teaching. She believes that when you tell your story, it changes the ending. She specializes in oral history and historical projects. Before she founded [Evalogue.Life](http://Evalogue.Life) she served as a college VP and was also a corporate CEO.

### **HYBRID Meeting!**

This meeting is in person at the First Presbyterian Church (State and Constance, Santa Barbara), and on Zoom.

Special Interest Groups will meet only in person.

**9:30 - 10:25 am on February 18, 2023**

Special Interest Groups will meet in person at the church.

**10:30 - 11:00am**

Business Meeting will be in person and on Zoom.

**~11:00 - 12:00 Noon**

Program featuring SBCGS Members

**Only Zoom attendees are required to register.**

[https://us06web.zoom.us/join/zoom/register/tZMkd-hrTssHtMAwIXskrrSU\\_cczIMVF85u](https://us06web.zoom.us/join/zoom/register/tZMkd-hrTssHtMAwIXskrrSU_cczIMVF85u)

**Problems with links? Go to Calendar at <https://sbgen.org/>**

**The library will be OPEN from 1-4:00 pm following this meeting.**

## **February Zoom and Hybrid Meetings**

Find links to all Zoom events here:

<https://sbgen.org/meetings-classes/calendar/>

### **Beginning Genealogy SIG Meeting - ZOOM ONLY**

Presented by Jean Foster  
Thursday, February 2, 2023  
11:00 am - 12:30 pm

### **Irish Genealogy SIG Meeting ZOOM ONLY**

Presented by Sheila Benedict  
Tuesday, February 14, 2023  
10:00 am - 11:00 am

### **Lunch and Learn ZOOM ONLY**

Presented by Jean Foster  
Tuesday, February 14, 2023  
12:00pm - 1:30pm

### **DNA Lunch & Learn ZOOM ONLY**

Presented by George LaPlante  
Friday, February 17, 2023  
12:00pm - 1:30pm

### **Society Monthly Meeting - HYBRID**

Saturday, February 18, 2023  
10:30am - 12:00pm  
First Presbyterian Church and Zoom

### **Crowdsourced Brick Wall Research Assistance**

ZOOM ONLY  
Friday, February 24, 2023  
12:00pm - 1:30pm  
Elizabeth Swanay O'Neal will fill in for Rosa Avolio

## **ANNOUNCING**

### **The Opening of the Santa Barbara FamilySearch Center.**

Address: 2107 Santa Barbara St.

Hours of Operation:

Wednesdays from 10 am to 4 pm

1st Saturday of the Month from 1 pm to 4 pm

NOTE: classes are starting, too. They will be held on the 1st and 3rd Wednesdays from 10 to 11 am.

Please contact Larry Basham for more information: 805 680-9572

(Please note this is not sponsored by SBCGS)

## Presidents' Message

Arthur Sylvester



The Society's Board of Directors is preparing to hold its semi-annual, long term planning retreat near the end of February. The planning committee has chosen to have a SWOT format to consider the overarching topic: "Putting Genealogy back in the Genealogical Society."

A SWOT analysis is a frame work to identify and analyze an organization's Strengths, Weaknesses, Opportunities, and Threats.

The primary goal of a SWOT analysis is to increase awareness of the factors that go into making an organization's decisions or establishing an organization's long term strategy. SWOT analyses are used by businesses to assess initiatives, products, or projects. To do this, SWOT analyzes the internal and external environment and the factors that can impact the viability of a decision.

SWOT analyses are also used by nonprofit organizations and, to a lesser degree, by individuals for personal assessment. It should be an interesting exercise for the entire Board.

Do you have ideas of topics we might discuss under each of the SWOT categories to put Genealogy back into the Society? Please forward any SWOT thoughts you have to the President@sbgen.com email. Your ideas will be collated and considered by the Board at its retreat.

Look forward to the next issue of Tree Tips to the topics the Board finally considered and what conclusions and action items came out of the retreat.

Art Sylvester, President

## New Content on Our Website

Robin McCarthy

**The Naturalization Petitions, Declarations of Intention, and Santa Barbara City Birth Certificates** have been added to the database in the past month. Thanks once again to Milt Hess for his continued assistance in reformatting the spreadsheets used for uploading content into the database."

Amazon is discontinuing its **Smile** program for charity donations on February 20th. Members should create a free **iGive.com** account, if they haven't already done so, and add the appropriate browser extension (to simplify use). This avoids having to log onto iGive.com before going to an online store to make a purchase. Here's a link to the PDF on our website with the instructions. [https://sbgen.org/wp-content/uploads/2022/02/iGive\\_Instructions.pdf](https://sbgen.org/wp-content/uploads/2022/02/iGive_Instructions.pdf)

### Land Acknowledgment Statement

*"The land on which many of us live and where our library is located is part of the ancient homeland and traditional territory of the Chumash people. We recognize and respect the Chumash Peoples past, present, and future and their continuing presence in their homeland as we join in stewarding this land which we all cherish."*

## Ancestors West by Kristin Ingalls, Editor



Do you have love stories about your family to share? Engagements? Heartbreaks? Huge elaborate weddings? Hasty elopements? Secret marriages? Polygamist marriages? Surprise marriages? Maybe-it-never-happened marriages? Arranged marriages? Marriages discouraged by family members? Happy-ever-after marriages?

With all that to choose from, I expect a deluge of fun, happy, sad, poignant stories to fill my inbox.

I eagerly await what you have to share, so send me:

- Between 500 and 2,500 words in a Word document.
- Send photos separately as high resolution (300+dpi) Jpeg files. Also... after writing the story, wait a few days to see if you want to edit it.
- If it involves other family members, get their input and then send me the FINAL version! Kristin at [antkap@cox.net](mailto:antkap@cox.net)

If you have any suggestions for future editions, we would love to have them.



### And, here's another idea:

After the talk from the Model A Club at our general meeting, there was quite a lot of buzz going around with our own stories involving these (and similar) cars. On behalf of the Ancestors West crew, I would like to invite you to submit a story and photos about your own family's story surrounding these beautiful cars. Whether your family had Model As, Ts, or another make during that time period, send



in your stories and photos to be included in our next Ancestors West issue. See details below.

- Details: Text: Should be 250-2500 words,
- Word document or text file
- Images: Good quality images (300dpi) - preferably over 2 MB
- Please include a caption for each picture and photo source
- Insert the caption in the location in the document where it should appear
- Please send images as separate files and not included within a word file

Submit to: Kristin Ingalls at [antkap@cox.net](mailto:antkap@cox.net)

Deadline: April 15

Questions? Email Holly Snyder at [outreach@sbgen.org](mailto:outreach@sbgen.org)

## Membership

by Kate Lima



### Welcome new members in January!

- Connie McLaughlin
- Patrick Lennon, Jr.
- Carol Lauer
- Margaret Doll Scaramastra
- Christine Johnson
- Edith Dartanner
- Mary Katherine Frink
- Victoria Gonzalez-De la Rosa

And a big, happy thank you to our continuing members who renewed in January!

### Need help?

Work with a Coach! We have many people you can contact, check out the list of Coaches after you sign in. You'll see a list under "Members Area" called "Coaches for Members." This kind of research will take off to a whole new level!

### New Membership Management System

I hope you have had time to log into SBGEN.org and update your username and password! If you need help, please contact me at [membership@sbgen.org](mailto:membership@sbgen.org).

### Trip to Salt Lake City!



It's scheduled! Our society has made arrangements to visit the FamilySearch Library in Salt Lake City. We have rooms at a discounted rate available at The Plaza Hotel. Contact Rich Williams to secure a room, 801-521-0130. And don't forget to email me at [membership@sbgen.org](mailto:membership@sbgen.org) so I can include you on our group emails!

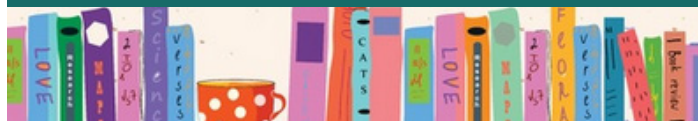
### Genealogy Research Tip:

Tip #10 from [FamilyTreeMagazine.com](http://FamilyTreeMagazine.com):

When you're at your wits' end, try these measures: Organize and re-examine your records, write a research report on the steps you've taken and records you've found, or focus on another branch for a while.

## All About Our Books at the Sahyun

by Chris Klukkert



Donations continue to come in from both members and also some generous people living elsewhere. We are so honored this month to receive some of valued member Judith Cardinal's wonderful book collection. She is a seasoned and well-respected researcher as well as a member of several of our local "heritage" societies. Be on the look-out for several of her relevant titles to be available on the New In The Library shelf in the next couple of weeks.

We look forward to your library visit and we encourage and welcome suggestions for other genealogy books for our collection.

We want to thank the following generous donors:

**Mona M. Chapin      Judith Cardinal**  
**Nancy & Robert Basler      Frances McDowell**

### Book Angels

Please be an angel and help us make these important acquisitions. These books have been approved and/or purchased by the SBCGS Book Acquisition Committee. The price listed here is half of what it cost SBCGS to purchase it.

To be an Angel and make a donation, click here:

<https://sbgen.org/get-involved/book-angels>

### CONTACT SBCGS

**[www.sbgen.org](http://www.sbgen.org)      [info@sbgen.org](mailto:info@sbgen.org)      806-884-9909**

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**\*BOARD MEMBERS**

## Outreach

by Holly Snyder

### Speaking Engagements in the Community



We had a very successful start to the new year with three speaking engagements and a joint effort with Dr. Larry Basham giving a talk with Model A Club's Randy Douglas at our general meeting- all in January! We have one scheduled in March and one in April. Let's keep the momentum going!

Are you part of a group who has a speaker series or know of a great place to give a talk? Please contact [Outreach@sbgen.org](mailto:Outreach@sbgen.org). Our speakers can go to your group's meeting location, or your group is welcome to hear the talk at Sahyun Library. We can also arrange group tours of Sahyun Library if interested!

### Santa Barbara Asian American Exhibit



**Save the Date! Our exhibit opening party will be on May 7 from 12-4pm at Sahyun Library.**

Are you from Santa Barbara or have been a long-time resident and know of a local Asian family who has lived in Santa Barbara County prior to 1960 and should be included in our exhibit? Or maybe you have a connection with a local Asian American organization who may want to participate in our exhibit and/or exhibit opening. Please contact Holly at [Outreach@sbgen.org](mailto:Outreach@sbgen.org) if you can help us connect with an individual/family or organization who should be recognized.

### Santa Barbara & Montecito Neighbors Magazines



Copies of the **Santa Barbara Neighbors** and **Montecito Neighbors** magazines arrived at Sahyun! Look for our article in both issues.

### Free Webinars from Legacy Family Tree Webinars in February

Register here for all classes: <https://familytreewebinars.com/upcoming-webinars/?category=methodology>

*These free webinars are not sponsored by SBCGS.*

Places and Ethnicities - Ireland  
**Hints & Tips for Solving Irish Cases of Unknown Parentage**  
Wed, Feb 8, 2023: 11:00 am PST  
Register for free

**Family Statistics on MyHeritage**  
Uri Gonen  
Tue, Feb 14, 2023: 11:00 am PST  
Register for free

Methodology and Skills

**When a Place is New**

Michelle Patient

Wed, Feb 15, 2023: 5:00 pm PST

Register for free

Places and Ethnicities - O Canada  
**Family History on the Canadian Prairies**  
Dave Obee  
Fri, Feb 17, 2023: 11:00 am PST  
Register for free

BCG - Methodology and Skills - DNA  
**The Bengali and English Ancestry of Thomas Chapman: A Case Study with DNA**  
Meryl Schumacker, CG  
Tue, Feb 21, 2023: 5:00 pm PST  
Register for free

Methodology and Skills  
**Flying Under the Radar – Discovering Charles Olin's Alias**  
Mary Kircher Roddy, CG  
Wed, Feb 22, 2023: 11:00 am PST  
Register for free

Down Under Series - Places and Ethnicities  
**Tips and Tools for Navigating the English Probate System**  
Paul Milner, FUGA, MDiv  
Tue, Feb 28, 2023: 5:00 pm PST  
Register for free

# The Story of Our New Website

by Milt Hess

As you're undoubtedly aware by now, the Society has a new website. This is the story of how the new site came to be, the rationale for its design, and how we will manage it going forward.

## Our previous website

Our previous website had been in place for over 10 years, and it looked it. But it worked well, for committee chairs as well as members, and it was easy to keep up to date. A company called EasyNetSites hosted and maintained the software.

One day in December 2020 we learned that EasyNetSites was in legal trouble and would cease operation on July 1, 2021. Because of the software design, it wasn't possible to simply move our website to another hosting company. We had to develop a new site from scratch. Since EasyNetSites hosted over 100 sites like ours, there was a lot of discussion about a replacement system that we could share. Options were discussed, but we concluded that we would have to proceed on our own.

In the spring of 2021, we learned that another website company was purchasing EasyNetSites and would continue operations seamlessly. Whew, what a relief!

But the work we had done made us realize that we needed a new website anyway. We no longer wanted to be locked into the proprietary architecture of EasyNetSites, and we wanted a site with a modern look and feel.

## Toward a new website

While considering our options, we became aware of a database system developed by OurRoots, which would provide vastly enhanced access to the Society's Local Records Database. During our discussions with OurRoots, we learned that they planned to create a complete framework for a genealogical society's website. Each society could tailor it, but the software foundation would be common. We worked with OurRoots on a proof of concept to ensure that the recommended components would meet our needs.

With confidence in the proof of concept, we proceeded to request proposals for the development of our new website. Based on their proposal, cost, and our interview, we selected GreenixMedia as our development firm. We then contracted with Julia McHugh, a local public relations consultant, to prepare the content for the site. Julia had done this for other clients and brought a clear vision to the project.

In the latter part of 2021 and early 2022, the website team – Dorothy Oksner, Robin McCarthy, Rosa Avolio, Milt Hess, and Julia – worked together with GreenixMedia to create the new website. We went live on July 26, 2022.

As is typical with new software, we identified some errors

(I dislike the term 'bugs') and some things we wanted to add. GreenixMedia and Robin collaborated to fix the errors, and Robin implemented some of the enhancements.

Robin provided training to the Society members who would add information on a regular basis – events calendar, announcements, Tree Tips, webinar archive, and class handouts. (At the end of the Events Calendar and Zoom Attendance training both Elizabeth O'Neal and Dorothy Oksner said, "Wow! That's a lot.")

## Trouble in paradise



Not everything was satisfactory, however, especially with regard to membership management. We had adopted a system called PaidMembershipsPro, and Kate Lima and the Membership Team found that it didn't meet their needs in several important ways. Although highly rated in surveys, PaidMembershipsPro is oriented to organizations that monetize their members – encourage them to spend more money on the site. That's not us. Also, Robin found the software difficult to work with from a technical perspective. It was decided that we should replace it if a better system is available.

Ted Myers, the Society's President-Elect, formed a steering committee to address and resolve the issues. It consists of all the stakeholders, and under Ted's leadership it has been successful. A search by Mary Hall identified another membership management system, MembershipWorks, that promised better reporting for the Membership Team as well as a friendlier user interface for members. Rosa Avolio took the lead to install it on our test website and tailor it for our Society. The results were favorable, and we decided to replace PaidMembershipsPro with MembershipWorks.

## Looking to the future

The website team has long recognized that we will need consulting services to take over the long-term maintenance and support of the website. We contracted with a MembershipWorks consultant to complete the transition to our live site, which occurred on January 16, 2023. Going forward, we will put a contract in place for website maintenance and support.

With the new software, you'll find it easier to manage your membership account. You can change your membership level, renew ahead of time, request a coach, and go paperless with Ancestors West – all on the same page. For the Membership Team, the system provides detailed information about the composition of the membership and about recent and upcoming renewals.

We hope that you enjoy using the website and will explore its features – especially the enhanced cemetery records and Local Records Database in Start Your Search, Outreach exhibits in In the Community, and helpful information in Visit the Sahyun Library.

If you identify an error on the site or an enhancement that you would like to recommend, we encourage you to report it in an email to [webmaster@sbgen.org](mailto:webmaster@sbgen.org).

Milt Hess  
January 22, 2023