



## Company Snapshot: Catch My Memory

The website CatchMyMemory.com was launched in December of 2007 by Family Biographer Rory Siefer. The company is under the umbrella of Timeless Memory Productions, Siefer's well-established family biography business.

The company motto, "Because your family's stories are worth saving," provides Siefer with the motivation to spread the word about saving life history.

Catch My Memory was first conceptualized in 2006 as an offshoot of Siefer's biography business. As word began to spread about the priceless custom biographies she was creating, there were more requests than Siefer could handle. In response, she spent a year developing her MemoryCatcher kits. Siefer wanted to provide families with an easy-to-use program that could save them valuable time, give them a process to follow, and let them have fun, while saving their parent's or grandparent's stories.

With the help of professional photographers, graphic designers, and using her experience as a family historian, she was able to create two do-it-yourself kits: the PhotoCatcher and the StoryCatcher. Since her biographies focus on saving a loved one's stories and photographs, Siefer wanted to help families do the same thing through her kits. The StoryCatcher helps capture the entire oral history of a loved one, while the PhotoCatcher saves the priceless snapshots from their life.

Since the launch, CatchMyMemory.com has sold their line of MemoryCatchers to families across the country, from New York to California.