



Founder's Bio

Rory's Story – Born to be a “Story Catcher”

Rory Siefer is the creator and founder of Catch My Memory (CMM). It is her love of storytelling and a passion for family that led her to create the company that prides itself on helping others save their life stories. It's no surprise then that Siefer's own journey to becoming a premiere family biographer is quite a tale in itself.

The Italian Adventurer

A graduate of Trinity University, Siefer's first job out of college was working in Milan, Italy. Always ready for a challenge, she accepted a position abroad, which required fluency in Italian and a willingness to learn a new job, industry, and culture. Despite the challenges, Siefer thrived in the new surroundings. She quickly realized the thrill of a challenge and became a great communicator, no matter what language she used.

The Entrepreneur

Upon her return to the states, Siefer began exploring different business opportunities. She wanted the challenge of owning her own business and the thrill of creating something completely new! She quickly gravitated towards becoming a professional family biographer, where she could fully utilize her skills in listening, interviewing, editing, graphic design, photography, and the love of family. But before she could begin, there was much to research.

Siefer decided to focus on the art of the life history interview. She believed that with the right questions and tactful approach, anyone could uncover a loved one's best stories. She spent months developing a unique interview guide and an easy-to-follow process that encourages the most reserved participant to open up and begin sharing.

The First Interview

To help fine-tune her program, Siefer worked with her own grandfather. Sitting down after a Thanksgiving supper in 2003, she began to ask him about his life. Two hours into the interviews she knew that she had found her calling. Her grandfather was reeling off stories that she'd never heard before and both of them loved every second of it. After several hours, they decided to call it a night and promised to complete the interviews upon his next visit – but unfortunately they never had the chance. Her grandfather passed away unexpectedly the following month.

Suddenly those few hours of interviews she'd captured became more than priceless. The recordings meant that someday her own children would get to know her grandfather, just as she had! In a way, part of him had been saved forever – and all because of her new business idea! That's when Siefer knew she had started something important, something that could help a lot of other people capture their loved one's tales before it was too late for them.

The Texan Biographer

The loss of her grandfather gave Siefer the strength and motivation to begin her family biography business, Timeless Memory Productions, in 2004. After only six months she was creating biographies for individuals across the country. Word began spreading fast about this “Texan Biographer” who could save your parent’s life stories.

Although the idea was novel, the finished biographies were a work of art in their own right. Each biography was filled with over 200 pages of thoughtful stories and hundreds of restored photographs, woven together into a priceless leather-bound keepsake. Grandparents were suddenly finding a new type of bedtime story to read to their grandkids, and this time it was their life story that was taking center stage.

The MemoryCatchers

In 2006, with biography projects booked months and sometimes years in advance, Siefer saw the need to spread her services to help even more families across the country. She spent over a year crafting her newest venture: do-it-yourself family history kits, dubbed “MemoryCatchers.” It took over a year of writing, a team of photographers and graphic designers, but finally in late 2007 her two flagship kits debuted. The two kits, the PhotoCatcher and StoryCatcher, were created so anyone could capture a loved one’s photographs and stories simply by following Siefer’s unique program.

Looking Forward

Siefer continues to be the Texan Biographer, traveling throughout the country to work with families and create her personalized biographies. However, with the launch of CatchMyMemory.com, Siefer is now able to offer her kits to families located across the United States and abroad. She’s excited to have the chance to help so many more families make sure their loved ones will always be remembered!