



*The Santa Clara County Historical  
and Genealogical Society presents:*

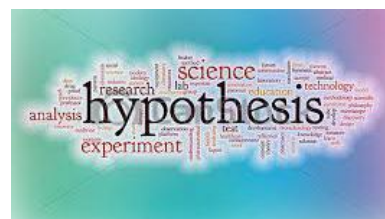
**Dr. Jan Joyce**

**Tuesday, March 19, 2019**

**6:30 pm – 8:30 pm**

## **Creative Hypothesis Development for Complex Genealogy Problems**

We all have difficult genealogical puzzles (also known as brick walls). This presentation focuses on teaching how to develop multiple hypotheses to solve these road blocks. Often, researchers will develop one scenario, or hypothesis, that can explain the situation. The working hypothesis takes root and we move forward, supporting it without considering alternative hypotheses. This approach often works out. However, in more complex genealogical challenges, developing multiple hypotheses early can be more successful to opening up our thinking, exploring additional possibilities, and arriving at a successful conclusion.



Dr. Joyce is a genealogy researcher whose personal work has focused on Ohio, Pennsylvania, England, and Norway. She began researching in 1998 to understand genealogy customers when she managed the marketing initiatives at [Genealogy.com](http://Genealogy.com). Before beginning her genealogy career, she earned a B.S. in Business, Marketing from Miami University, an MBA, Marketing from The Ohio State University, and a Doctor of Business Administration from Golden Gate University. She recently earned her Certified Genealogist accreditation from the Board for Certification of Genealogists. She enjoys teaching genealogy as well as writing research articles.

**Refreshments and Conversation: 6:30 pm**  
**Business Meeting and Program: 6:45 pm**

**Margie Edinger Room – 1<sup>st</sup> floor**  
**Santa Clara Central Park Library**  
**2635 Homestead Road**  
**Santa Clara, California**

**Our meetings are free and open to the public.**

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