

## **Association of Professional Genealogists Announces Appointment of Jennifer Shaffer as Booth Coordinator**

**POULSBO, Wash., 6 February 2023** —The Association of Professional Genealogists (APG), the world's largest association for the genealogical profession, is pleased to name Jennifer Shaffer of New Brighton, Minnesota, as the new Booth Coordinator for the association.

"We are delighted to have Jennifer on board managing APG's booth at key national genealogy conferences," said APG Executive Director Michelle Dwyer Cohen. "She brings both virtual and in-person event management skills to the role, which is key to our success at upcoming events."

Jennifer Shaffer is the co-founder of [The Formidable Genealogist](#), a family history research and genetic genealogy services company that works on cases such as locating biological parents for adoptees through autosomal DNA matches, solving "brick walls" in a client's research, and building comprehensive trees. She is also active on social media for her company and assists others in their genealogy research via social platforms. "I'm thrilled to be joining the APG team as Booth Coordinator and representing our association," said Shaffer. "I firmly believe in giving back to the genealogy community and helping others when I can."

The APG Booth Coordinator is an independent contractor who attends both in-person and virtual conferences on behalf of the association, serving as the public face of APG during industry events. At conferences, APG looks to connect with members, meet prospective members, and talk about the benefits of hiring professional genealogists. In the coming months, APG will have a virtual booth at RootsTech (2–4 March 2023) and in person at the 2023 NGS Family History Conference in Richmond, Virginia (31 May–3 June 2023).

### **About the Association of Professional Genealogists**

The Association of Professional Genealogists ([apgen.org](#)), established in 1979, represents more than 2,000 professionals in various genealogy-related businesses. APG encourages genealogical excellence, ethical practice, mentoring, and education. The organization also supports the preservation and accessibility of records useful to the fields of genealogy and history. Its members represent all fifty U.S. states, Canada, and more than forty other countries. APG is active on LinkedIn, Twitter, Facebook, and Instagram.

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