

# rootsfinder

## Partner Program Overview

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### Who We Are

#### Dallan Quass

Our founder, Dallan Quass, creates family history websites. He has a Ph.D. in computer science from Stanford University and B.S. and M.S. degrees from BYU. Dallan has served as CTO of FamilySearch and a co-founder of WhizBang! Labs, FlipDog.com (acquired by Monster.com), and Jungle (acquired by Amazon.com). He is the developer of WeRelate.org, one of the first genealogy wikis, GenGophers.com, which is like Google books for genealogy, and now RootsFinder.



#### Our Team

Our team of programmers and genealogists is dedicated to developing power tools for today's genealogists. Heather Henderson has been a professional genealogist, marketer, and Software as a Service business consultant for over 20 years. Erin Harris brings a genealogy background with degrees in Computer Information Systems Technology and Technical Sales & Marketing.

We understand the important role our partners play in the genealogy community and the challenges they face.

### Our History

RootsFinder was established in 2014. After hundreds of usability tests, the site was opened to private beta in October 2016. In February 2017, we were thrilled to be selected as semifinalists in the RootsTech Innovator Showdown. Our first partners were added shortly thereafter.

### Current Partners



### Coming Soon



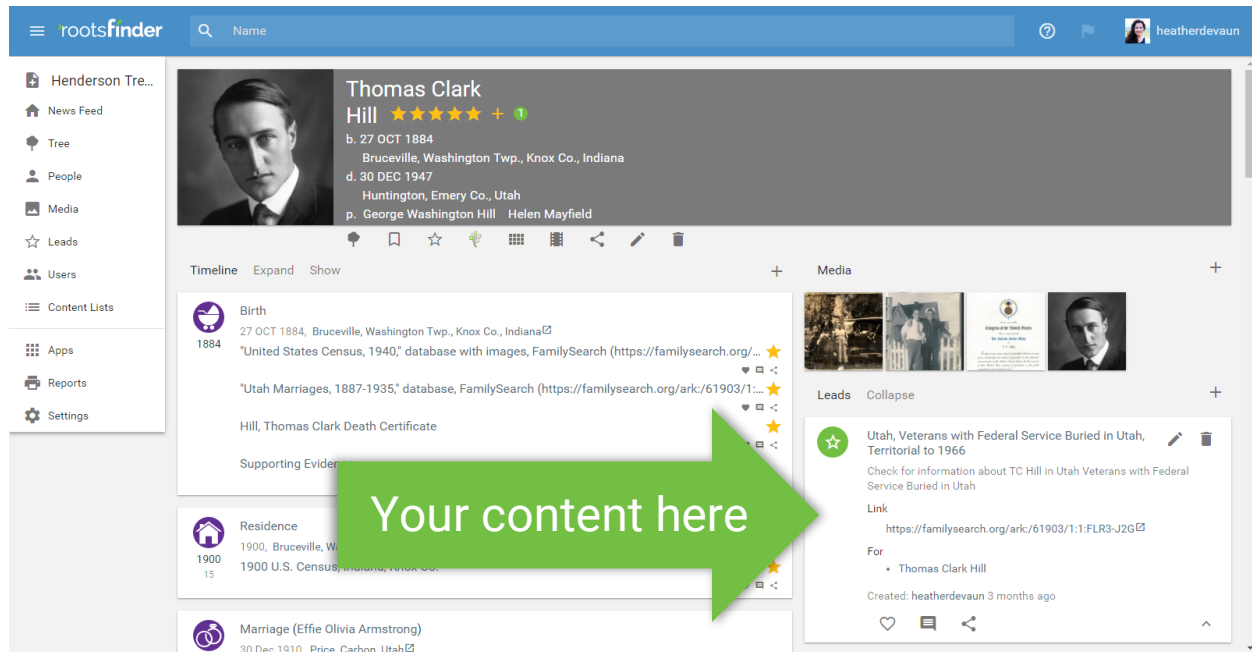
{{ Your society here! }}

Register today at [www.rootsfinder.com](http://www.rootsfinder.com)

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## Benefits

By partnering with RootsFinder, your organization will gain increased exposure to genealogists of all skill levels when hints to your content are automatically matched to our user's trees. Links in the hints will send our users directly to your website.



The screenshot shows the RootsFinder interface for a user profile named Thomas Clark Hill. The profile includes a photo, a star rating, and biographical information: b. 27 OCT 1884, Bruceville, Washington Twp., Knox Co., Indiana; d. 30 DEC 1947, Huntington, Emery Co., Utah; p. George Washington Hill, Helen Mayfield. The interface is divided into sections: Timeline, Media, and Leads. A green arrow points from the text "Your content here" to a lead in the Leads section. The lead is titled "Utah, Veterans with Federal Service Buried in Utah, Territorial to 1966" and includes a link to a FamilySearch record: <https://familysearch.org/ark:/61903/1:1:FLR3-J2G>. The lead was created by heatherdevaun 3 months ago.

## How does it work?

We index your data via:

- API (application programming interface) access
- Crawling your website, or
- Data dump (you give us spreadsheets, scanned PDF's, etc.)

## How much does it cost?

We will not charge societies to serve hints on their content! All we ask is that you include a link to us on your homepage "Get hints to our content on RootsFinder", and introduce us to two other societies.

## How do we get started?

Contact Heather Henderson [heather@rootsfinder.com](mailto:heather@rootsfinder.com) (801) 913-5030 to get started.