Bob "Bobski" Masson

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Biography: Bob Masson, aka Bobski, is a retired high-tech marketing professional blending technology and genealogy. He marketed supercomputers to industries like oil and gas, engineering, and life sciences, supporting genomics and drug discovery efforts, including the Human Genome Project. A DNA enthusiast, he's explored his Scottish and Germanic roots through testing. Now in Frederick, Colorado, he runs a consulting firm, volunteers as a tech advisor at the Longmont Senior Center, enjoys the outdoors, and treasures time with his wife Connie and four daughters.

AV / Equipment: Screen, Projector, Microphone, Laptop

Fee: contact speaker for fee

Webinars or Zoom presentations: Yes, both Virtual or in person

Other: I enjoy presenting and interacting with an engaged audience.

Travel Restrictions: No planes

Presentations:
GENEALOGY-SPECIFIC
Roots & Revelations: Unlock Your Ancestry with Modern Research Tools
Start your journey to uncover the stories of your ancestors! This session will introduce the basics of genealogy research, guide you in using DNA to find family connections, and demonstrate how AI can uncover hidden details about your roots. Whether you're just starting or looking for new data, you'll leave with practical techniques and inspiration to explore who your ancestors were and the lives they led.

When AI Meets Genealogy
This presentation explores the integration of artificial intelligence in genealogical research. The class covers AI fundamentals, its application in analyzing historical records and images, and the use of AI chatbots for research assistance. Participants will also learn about AI tools from major genealogy websites, including Ancestry and MyHeritage, and see practical demonstrations. The session aims to enhance genealogical research efficiency and accuracy through modern technology.

Using AI to Enhance Your Research
Let's explore how artificial intelligence can help streamline your genealogical research process— organizing data, searching historical records, analyzing DNA results, and highlighting patterns you might miss. AI tools can offer fresh insights and make your genealogy work more efficient.

DNA-1 Introduction to Using DNA to Help Find Your Ancestors
You have a LOT of relatives out there who can help you with your family genealogy—you just don't know who they are! A DNA test can both help you find those relatives and tell you much about where you came from. Let's explore what DNA is, how it "works," and what you can learn from your DNA. This presentation is geared towards individuals who may be considering a DNA test or have taken one and want to know more about how it can help further their genealogical research.

DNA-2 You've Done your DNA – Now What!?
You've got matches, ethnicity charts, maybe even cousin overload. But what does it all mean, and how can it help your genealogy? This session is for those who've tested but aren't sure where to go next. We'll cut through the confusion and show how DNA can unlock real discoveries about your family's past.

DNA-3 Combining DNA and Genealogical Detective Work to Discover a Rowdy G-Grandfather: A DNA Case Study
In the middle of the Great Depression, a rough-and-tumble cowboy from Canada ended up in Wyoming using an alias and with two kids in tow. He then disappeared, leaving the kids and their mother—and a mystery—behind. This presentation details the detective work used to track down the "Cotton-eyed Joe."
We describe the process of elimination employed to narrow down the possibilities regarding the identity of the mystery G-Grandfather, and the genealogical research that verified the results of that process. It is geared towards an audience familiar with autosomal DNA and fairly experienced in genealogy.

TECHNOLOGY
 Simple Steps for Scam Safety
Join us for a helpful presentation designed to protect seniors from modern scams. Learn how to recognize red flags, avoid common traps, and stay safe online and by phone. This session offers reallife examples, simple tips, and clear guidance to help you protect yourself and your loved ones. Empower yourself with the knowledge to outsmart today's scammers.

AI: What's Hype & What's Real?
We hear a lot about artificial intelligence (AI) these days. Is it real or is it just hype? We will take a look at what we mean by AI, look at some real-world examples, and discuss whether it really will take over the world! Presented by: Bobski Masson.

Clever Things Your Mac Can Do
Congratulations! This beginner-friendly presentation explores why Macs are becoming increasingly popular. We'll delve into essential tips and tricks for maximizing your Mac's potential, covering the basics of Mac navigation and setting up synchronization with your

iDevices. Gain confidence in using Finder, Photos, and iCloud to kickstart your Mac journey, making your digital life safer, more efficient, and more enjoyable.

What's new on your iPhone?
Approximately once a year, Apple releases a new version of the iPhone operating system, known as iOS. Contrary to the notion of merely replacing the old with the new to confuse us (although it often achieves that!), the primary goal is to introduce new features that help you use your phone more effectively. In this session, we'll delve into some tried-and-true tips and tricks and explore the latest whiz-bang features in the most recent release.

iPhone Settings
Your iPhone has a bazillion different settings. What are all those things anyway? Which ones are important? And which ones can help your daily life? We'll explore many of the settings and try to sort out what's important and what's just "fluff." We will also cover some of the new settings in iOS 17— the latest release for your iPhone. Presented by: Bobski Masson.

iPhone Texting Tips & Tricks
Join us for a practical session on iPhone texting. We'll walk through setting up your device, managing notifications, and customizing your texts. Learn helpful tips and tricks, explore key features like texting your Android friends, and discover how to make texting more fun. Perfect for anyone looking to enhance their iPhone messaging experience.

What's new on my Mac?
Approximately once a year, Apple releases a new version of the Mac operating system (MacOS). In this class, we'll talk about what's new in MacOS "Sequoia" which came out in September 2024. We'll look at features like iPhone mirroring, window tiling, new Safari tools, and messaging options. We'll also talk about the new password management system and all the new windows tiling options.

Master Photos with the Mac Photos App
The Photos app (free with your Mac) helps you organize and enjoy your digital memories effortlessly. Learn to create albums, sort photos, and use powerful AI-based search tools to find images quickly. You'll also explore easy editing tools, sharing options, and tips for syncing across devices with iCloud. Whether you're a casual photographer or a professional you'll gain practical strategies to simplify photo management. Presented by: Bobski Masson.

Using AI to Find Stuff on the Internet
Discover how search engines work and how Artificial Intelligence (AI) is transforming them. We'll explore the evolution of search engines, their essential features, and the role they play in finding information online. Learn about the latest AI advancements in search technology and how they enhance accuracy, personalization, and efficiency. We'll also discuss privacy concerns and data sharing. Presented by: Bobski Masson.

Smart Ways to Tame Your Passwords
Tired of forgetting passwords or struggling to keep track? Smart Ways to Tame Your Passwords will show you how to manage them safely and easily—whether you prefer tried-and-true methods like pen and paper or want to explore tools like spreadsheets, password

managers, and passkeys. Learn tips that work for all comfort levels and help reduce password stress. Presented by: Bobski Masson.

Organizing Photos on iCloud (Mac & PC)

People with iPhones/iPads and Mac computers know how well everything "just works." But what if you have an iPhone and that computer is a Windows PC? Well, iCloud still works, and it lets you synchronize things like photos, calendars, and contacts across your devices—even if that device is running Windows! Note: this presentation is mainly about using iCloud to manage information (including photos) between an iPhone and a Windows PC. Google Photos on Android phones is a separate topic. Presented by: Bobski Masson.

Apple iCloud Essentials

People with Apple Devices (iPhone, iPad, Apple Watch, Mac computer) know how well everything "just works." The reason is Apple iCloud and how everything is magically synced. This session will cover the basics of iCloud–it securely stores and backs up your photos, contacts, and files across your Apple devices. Discover how to enable iCloud, manage storage, and use key features like iCloud Drive, Photos, and application integration. We'll also cover the management of iCloud storage, including strategies for optimizing space across multiple devices. Presented by: Bobski Masson.

Search Engines

This presentation introduces the world of search engines—the tools that help you find information on the Internet. Dive into how they work, their key features, and why they are crucial for navigating the vast online world. We'll also cover some notes on security (how much of your information do they share?), and the latest uses of Artificial Intelligence (AI) in search engine technology. Presented by: Bobski Masson.

Organizing Photos on Your iPhone/iPad

Discover powerful tools built into your iPhone/iPad to organize and manage your photo collection. We will cover features like photo albums, facial recognition, geotagging, and automatic categorization, along with simple tips for organizing your library. Learn how to quickly sort, search, and share your memories without the hassle of manual organization, while using some AI enhancements for efficiency. Presented by: Bobski Masson.

What's this "Cloud" Thing?

What's all this about "the cloud?" Is it a good thing? And if it is, how do I use it? And is it safe? In this session, we'll unravel the mysteries of "the cloud" (whether you're on a Mac, iPhone, iPad, Android device, or Windows PC) and explore how it works, what it will do for you, and if it's secure. Presented by: Bobski Masson.

What's This "Browser" Thing?

A web browser is a window into the Internet. It gets information from the web, displays it on your devices, and allows you to interact with websites to transfer information. But there's more to it than that! There's cookies and privacy and "404 errors." Oh my! Presented by: Bobski Masson.

How AI Helps Organize Photos on Your Mac

Your Mac has an array of amazing features to help you sort, select, and edit your photos and videos — many of which use Artificial Intelligence. We'll discuss what those features are, the best way to use them, and how to configure your Mac and iPhone/iPad to take advantage of them. And, with iCloud, you can synchronize your photos and videos across all your devices (even PCs!) for sharing and presenting. Presented by: Bobski Masson.

Apple iCloud Essentials
People with Apple Devices (iPhone, iPad, Apple Watch, Mac computer) know how well everything "just works." The reason is Apple iCloud and how everything is magically synced. This session will cover the basics of iCloud–it securely stores and backs up your photos, contacts, and files across your Apple devices. Discover how to enable iCloud, manage storage, and use key features like iCloud Drive, Photos, and application integration. We'll also cover the management of iCloud storage, including strategies for optimizing space across multiple devices. Presented by: Bobski Masson.