

Facts & Genes from Family Tree DNA
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(Issue 2.5.1)

A Note from the Editor:

This is a Revised/Corrected version of Genetic Genealogy Volume 2 Issue 5: The Past and the Future.

As the Editor of Facts & Genes, I am responsible for the accuracy of the newsletter. I regret to inform you that an error was made in the most recent issue of the newsletter, in the article titled: "Genetic Genealogy: The Past and the Future".

Initially, the FamilyTreeDNA database was not as comprehensive as it is today, and did not track the date that a Surname Project was initiated. The database started tracking Surname Project setup dates in 2002. Therefore, to determine the first Surname Projects, as well as to determine the count of Surname Projects as of January 1, 2002, we have to go back to our records.

Today, the date a Surname Project is established appears in the database.

The staff at FamilyTreeDNA went back through the records several times today, to check the results of the previous counting procedure. As a result of this effort, the article has been corrected on the web site, and the new version is included below for you.

I apologize to those Group Administrators whose Surname Project did not appear on the list in the article.

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Genetic Genealogy: The Past and the Future
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Just three (3) years ago, in late May 2000, Family Tree DNA began offering a Y DNA test and an mtDNA test. Family Tree DNA was the first commercial testing service to offer Genetic Genealogy tests to the public. The initial Y DNA test was for 12 Markers, and the mtDNA test was only for the HVR1 region.

Prior to offering these tests to the public, extensive research and testing was performed by Dr. Hammer and his team. Once these Genetic Genealogy tests met the stringent criteria developed jointly between Dr.

Hammer at the University of Arizona, and Family Tree DNA, the lab and Family Tree DNA were ready to offer these tests to the public.

At the same time, Oxford Ancestors, under the direction of Professor Brian Sykes, announced mtDNA testing, and stated that Y DNA testing would soon be available. Gene Tree, Inc., a company that was performing

paternity testing, was planning to enter the Genetic Genealogy market as well.

The first Surname Project established in the world, outside of an academic institution, was the Mumma Surname Project, which selected Family Tree DNA as the service provider. One of the criteria for selecting Family Tree DNA as the service provider, as stated by the Group Administrator, Doug Mumma, is that Family Tree DNA offered the most markers. At that time, Family Tree DNA offered 12 Markers, and Oxford Ancestors planned on offering 10 Markers for their Y DNA test. Today, Family Tree DNA offers 25 Markers, and Oxford Ancestors still offers only 10 Markers.

Over time, and slowly in the beginning, Surname Projects were started. At the end of 2001, a year and a half after first offering Genetic Genealogy tests to the public, there were about 100 Surname Projects. Today, there are over 500 Surname Projects at Family Tree DNA. The first Surname Projects at Family Tree DNA to have enough participants and results so that advantages of DNA testing could be seen, appear in the list below. These projects are in chronological order through December 31, 2001.

Mumma
Steadham
Duerinck
Glennon
Bolling
Dyas
Kerchner
Craycraft
Guggisberg
Johnson
Walker
Dooley
McTernan
Skeen
Baker
Pennington
Randolph
Graves
Roper
Rose
Franklin
Kincaid
Rice
Brown
Meates

Many changes, innovations, and discoveries have occurred in Genetic Genealogy during the past 3 years. These past 3 years represent the beginning of the market for Genetic Genealogy testing services. This time period at the beginning of a market is known as Stage 1, or the Introduction Stage, in a business life cycle model. During the Introduction Stage, a new market is developing, and those that purchase the product or service are the first to try a new product/service. These people who purchase the products/services and the businesses who offer the products/services are the pioneers, who blaze the trail.

In the opinion of the management of Family Tree DNA, the Introduction Stage has ended, and we are now entering the next stage in the development of the Genetic Genealogy market. In the Introduction Stage, the customers are typically those with a technical background, and who are comfortable exploring "new" products and services. In the next stage of market development, the products/services begin to be accepted by a broader segment of the market. This next phase of market development is typically called Technological Growth and Diversity, or Stage 2. In this next phase, more people will hear about Genetic Genealogy tests, and get an understanding of what the tests can provide for their family history research. In this stage, we will see a significant increase in Surname Projects, as well as participants in the Surname Projects. In addition, in this stage we expect to see rapid product improvement, a higher variety of products, and a higher rate of new product introduction. Family Tree DNA expects that this next market stage will last about 3 years.

The following market stage, after the next 3 years, is where the market experiences very rapid growth, and the Product/Service becomes a household word, and an intricate component of Family History Research. Many exciting innovations and research discoveries will occur between now and then. We are looking forward to the journey of discovery over the next 3 years, as we make these discoveries together, with you, our valued customers.

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