

PNW/ASI NEWS

Pacific Northwest Chapter | American Society for Indexing | www.pnwasi.org

Newsletter News

The PNW/ASI newsletter is published in January and July. Sam Arnold-Boyd and Judy Staigmilller are co-editors.

Please let us know of newsworthy items! Contact us at judyannst@gmail.com and cascadeindexing@gmail.com.

PNW's Website: Membership Information

The PNW/ASI's website, www.pnwasi.org has many resources.

Find the "Officer/Committee Job Descriptions" page under the "About Us" -> "Officers & Committees" pull-down menu. These descriptions present the duties of our new officer designations.

Are you subscribed to the PNW listserv?

Sign up at:
http://lists.pnwasi.org/mailman/listinfo/indexing-pnw_lists.pnwasi.org

Thank you to Erica Caridio and Carolyn Weaver for maintaining this website.

PNW's Virtual Peer Review

Mark your calendars: Feb. 22 at 10:00-11:30 am Pacific time

On Feb. 22 at 10:00-11:30 a.m. Pacific time, PNW will host a "Virtual Peer Review" meeting using ASI's Zoom subscription. The meeting will include peer reviews of three anonymous indexes which will be emailed to all participants ahead of time. A moderator will guide the discussion of each index as participants weigh in with their observations and questions.



There is no fee for this meeting, but pre-registration is required so that you can receive the indexes, a peer review guide, and the access instructions for Zoom in advance. Contact Sam Arnold-Boyd at cascadeindexing@gmail.com if you'd like to participate, or if you have questions.

Vancouver in September 2018

We need your ideas and help with planning for September!

PNW's Program Chair, Sam Arnold-Boyd, is starting to lay the groundwork for this September's PNW meeting in Vancouver. We've had good luck with the central location of Vancouver's Springhill Marriott in recent years and will plan to make it our destination once again in 2018. We are working on ideas to mitigate the Friday afternoon/evening traffic problems. If you have ideas, please share them with Sam.



Continue reading this newsletter for coverage of the well-received meeting in September of 2017. Then, think about what you'd like to explore and learn in the upcoming fall of 2018 and get your ideas to Sam Arnold-Boyd at cascadeindexing@gmail.com.

If you are willing to help out with the the September meeting, let Sam know, along with the parameters of your ability to help.

Thanks in advance for sharing your ideas and a bit of your time to help ensure that PNW members will have another worthwhile meeting!

PNW Board transitions: New ASI bylaws guide PNW elections

The biggest change in PNW's recent elections is with the new job titles and duties under the new ASI bylaws. Read about these duties on the PNW website at http://pnwasi.org/wp/?page_id=1177.

Many of last year's officers have transitioned into roles in the new structure. Scott Smiley, last year's President, is now PNW's Chair. Sam Arnold-Boyd, last year's Vice President, is this year's Program Chair. Past President Carolyn Weaver is now Treasurer. Last year's secretary, Maria Sosnowski, is continuing as Membership Coordinator. Many thanks to Amber DeDerick who served as Treasurer in 2017.

The PNW Chair, Program Chair, and Treasurer are elected annually in the fall. Please consider taking your turn to help keep the PNW chapter committee relevant to its members, and be sure to thank the 2018 leadership team:



Scott Smiley
Chair



Sam Arnold-Boyd
Program Chair



Carolyn Weaver
Treasurer



Maria Sosnowski
Membership
Coordinator

“Better Skills, Better Business”

PNW held their “Better Skills, Better Business” fall meeting on September 16, 2017 in Vancouver, Washington at the Springhill Marriott. Eighteen people, mainly from Oregon and Washington with a few from as far away as Montana and Southern California, gathered for a full day of programming.

The day started with a session on tax deduction tips by **Scott Smiley**. He provided valuable information about deductions related to conferences (including actual expenses vs. per diem allowance), home offices, and health insurance premiums, as well as information related to self-employment tax and other details in IRS Publication 536. His presentation sparked a lot of engagement from attendees, who got many tax-related questions answered in the follow-up discussion.

A lively session of Speed Networking, led by **Sam Arnold-Boyd**, rounded out the morning. Every participant met every other participant and exchanged résumés, index samplings, and/or other creative introductions. Everyone came away with a folder marked “PNW Contacts” holding all of the introductions. It was definitely a good way to precede a networking lunch in which members walked to a variety of nearby restaurants.



After lunch, chapter president **Scott Smiley** and ASI Board member **Paul Sweum** conducted a business meeting in which members discussed the changes in ASI-chapter relations.

The meeting shifted back to the nitty-gritty of indexing with an excellent presentation on cookbook indexing by **Thérèse Shere**. Drawing on her extensive experience with indexing cookbooks and working with food in many capacities, Thérèse shared a substantial amount of information about the unique needs and challenges of this specialty along with best practices related to the metatopic, main headings, subheadings, locators, and cross references. Her decision-making process about which ingredients to include in the index and her workflow process were especially helpful, and she engaged the audience with two hands-on activities.



The day concluded with a group discussion, led by **Madge Walls**, for solving “Knotty Bits,” perplexing indexing problems that participants submitted ahead of time. Hearing multiple perspectives on numerous quandaries gave new depth to the adage “it depends” when it comes to indexing rules and practices.

After the sessions, most of the participants gathered for dinner at the nearby Old Spaghetti Factory to continue to get to know one another and to plan for the future. Do you have ideas for 2018? Contact **Sam Arnold-Boyd** at cascadeindexing@gmail.com.

Many thanks to **Sam**, Program Chair, and the awesome planning committee of **Maria Sosnowski**, **Judy Staigmiller**, and **Amber DeDerick**.

PNW/ASI Spotlight: An interview with Maria Sosnowski

How and when did you learn about indexing?

I read about indexing in the 1990s when I was practicing law and pretty miserable doing so. I remember reading about the USDA site. I can't recall how I stumbled across that, but I know I had a book called *What Can You Do With a Law Degree?* that I was reading back then, so maybe I read about it there.



If someone had told you during high school or your later education that you would be compiling indexes for work, what would you have thought?

Well, at least I knew what an index was in high school! So perhaps that alone put me ahead of many of the kids at that age. I vacillated between psychology and law when I was in high school and asked to think about career goals. I picked psychology as a major when I went to college, and went into a PhD program after graduating. After one year of that, I ended up applying to law school and then switched. Indexing as a career never crossed my mind until much later. Like most people I never thought about how those indexes came to be.

What's funny is that this career is a really good fit for me. I've always said that I would have gotten more degrees if someone else paid me to go to school. Indexing allows me to essentially read about a variety of topics and get paid for it. And I like reading enough that I read fiction in the evenings when I'm done for the day.

If you were starting your indexing career over, is there anything you would do differently? If so, does it translate into advice for newbies?

Hmmmm....for me it has worked out pretty well. The timing was important for me – I started getting into indexing when my kids were young thinking that it would offer more flexibility and allow me to be home more. My boys were two and four when I started. My day job in the law library was four days per week at that point, but it's not a job where you can go in late or leave early or work from home, so flexibility was a goal. I had read that people average three years to build up enough clients to have a reliable indexing income, and I figured if I indexed part-time then I would need maybe half that long. I had my first paid job in 2006 and by the beginning of 2008 I was working three days a week at the law library and indexing at home the rest of the time. If I had a crystal ball I would have started indexing sooner, before my kids were born, so that I could have had a reduced schedule sooner.

Advice for newbies would be, just get started and work on both your indexing skills and your marketing. I've learned a lot about marketing over the years, and any time I approach a potential client now I feel much more like I'm offering them something valuable and less like I'm begging for something from them. Think creatively about how to approach people, try different kinds of marketing emails, and look for reasons to contact potential clients. I'm to the point now where most of my work is repeat clients, or clients who find me. I do very infrequent active marketing.

Do you index any topics in addition to law? Do you have a favorite topic?

I actually do quite a bit of indexing in addition to law. Law seems to ebb and flow for me. For example I did four legal titles in 2017 and fourteen in 2014. This might change in 2018 because I just picked up a new legal client that might have a substantial number of projects for me this year. My most common topics are education and the social sciences. I do a lot of psychology/social work type books in the broad sense, from statistics and research to Encyclopedias on psychological topics. Education books are frequent, both titles for teachers and for those learning about education. I do a fair number of business books which I

find really interesting. They are often creative books about thinking outside the box and are a fun read. In the past year I did about 8,000 pages of encyclopedias which was rather challenging. I enjoy the challenge and structure of legal books, but like the light business books I do the best as they are the most fun.

Do you have any spare time at all????

Not a lot! I work three or four days a week, about seven hours a day. Recently I was working a lot more than that, over 35 hours a week, from about August until into December, training a new employee who left and then training the next new employee. I'm back to my normal three to four days a week again now. I index two days a week, and I also do some indexing after work, or in the evenings, or on weekends, depending on what is going on in my family and what the work requires. My boys are both in high school now and do not require the time that they did when they were young. But my husband works full time, teaches as an adjunct professor, and has a fledgling counseling supervision LLC, so between us we juggle five jobs. I'm the Legal SIG manager, I just finished up another stint as PNW secretary, and I'm helping a bit on the programming for the chapter with Sam. My normal "down time" is from about 7:00-9:00 p.m. when one of my cats insists on quality lap time. And then I go to bed early because I'm up at 6:00 the next day.

ASI 2018 Annual Conference in Cleveland, Ohio



<https://www.pinterest.com/explore/cleveland-ohio/?lp=true>

ASI's annual conference is scheduled for April 26-28, 2018 in the vibrant city of Cleveland, Ohio. Find a surprising variety of reasons to visit this heartland city at <https://www.asindexing.org/conference/guess-2018-conference-city/>.

Stay tuned to the ASI website for the specific line-up of sessions and other opportunities for networking in Cleveland in April: <https://www.asindexing.org/category/conference/>.
