

# Indexers Ink

The Newsletter of the Pacific Northwest Chapter of the American Society of Indexers

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## ASI's 2009 annual conference is coming to Portland

*April 23–25, 2009*  
*DoubleTree - Lloyd Center Hotel*  
*Portland, Oregon*

Indexers in the Pacific Northwest have a wonderful opportunity to attend ASI's annual meeting at the Doubletree Hotel at Lloyd Center in Portland from April 23-25.

If you've never been to an annual meeting, it is a great place to immerse yourself in indexing by learning new skills, improving old ones, meeting fellow indexers, reenergizing, and having a lot of fun.

Kate Mertes, President-Elect and Chair of the 2009 conference, says, "The theme of this year's ASI conference, in the shadow of Oregon's Mount Hood, is "Scaling the Heights." "While sitting in front of a computer screen entering index entries or curled up on the couch marking up text doesn't physically resemble fixing a climbing rope to a narrow precipice or cutting steps into a steep ice slope, mentally it requires many of the same skills: tenacity, attention to detail, familiarity with the terrain, the right tools, a winning attitude, and the ability to think and react when the situation suddenly changes, whether you're hurtling down the side of a revised deadline or off the Lhotse Face. Our conference's aim is to help you hone the indexing skills that will let you scale the heights, whether you're a beginner on Ben Nevis or a veteran forging a new route up K2.

So strap on your backpacks, grab your ice axes, and join us in Portland!"

A wide variety of indexing workshops will be offered, and are rated for beginner, intermediate, and advanced skills, but many sessions will be useful for indexers of all levels. Several preconference workshops and one postconference workshop will be offered. The Friday breakfast keynote speaker will be Carol Fisher Saller, who will tell us about the Chicago Manual of Style's monthly Q&A feature. Social activities include a welcome reception at Powell's Books, and tours of Underground Portland and the Portland Classical Chinese Garden.

Registration fees:  
Full Conference  
\$499 ASI Members  
\$650 Non-Members  
Additional Workshops (half day/full)  
\$185/295 ASI Members  
\$ 235/395 Non-Members

For a full description of the workshops, as well as registration information, go to ASI's Web site at <http://www.asindexing.org>

See you in Portland!



# Legal Indexing Seminar

## Presented by Enid Zafran, Fall 2008 Conference

By Mary Harper

Enid Zafran, owner of Indexing Partners, started the seminar with an outline of the U.S. legal system and the source of our laws.

She recommended that the legal indexer have these three essential reference texts in their library: Black's Law Dictionary, Legal Research in a Nutshell, and The Bluebook: A Uniform System of Citation. She also mentioned that good reference material can be found online at various law school web sites.

Legal indexes are almost always done in the indented format and usually have at least three levels. The main heading is usually done with initial capitalization to help the reader distinguish the multiple levels. Very sparse use is made of prepositions in subheadings.

Different types of legal material for which indexes are needed were described. Since new laws are constantly being enacted or amended, Enid has dubbed the legal publishing field an "evergreen publishing" environment. Looseleaf legal materials are usually supplemented with updates once or twice a year. This can require indexing the supplement as a standalone document or updating a master index for the entire volume each time. Enid stressed that it's very important to archive these files for future use. She also talked about the indexing of legal textbooks, treatises and practice manuals for attorneys.

In legal indexing, each specialty area of the law has its own terms of art. When terms of art are included, the index will have a "Definitions" main heading where subheadings for the terms of art are grouped.

Latin terms are usually in italics, but you will want to match the style of the book's usage in the index.

Enid's information-packed seminar also covered topics such as forced sorting of those long alpha/numerical citations, constitutional amendments, treatment

of locators, cross references, conducting online research and more.

We learned a lot about the technicalities of working with Tables of Cases with full citations. We each tackled an exercise that required us to alpha sort a Table based on all the rules we'd just learned.

I do a little legal indexing and was very much awaiting the seminar. But, I wondered how much interest there would be among the whole group. Well, I gauged the attention level by the silence in the room; I noticed that all wiggling in chairs stopped for the entire duration of the seminar! I heard some comments afterwards of awe about the magnitude of the technicality involved in legal indexing.

I heard after the evaluations came in that one attendee had given Enid's presentation an "8" on a scale of 1 to 5. Sounds like others appreciated the seminar as much as I did.

See also the new blog page by Veronica Hughes where she also reports on the seminar: <http://informationhound.wordpress.com/>



Additional resources may be found at the ASI Legal Indexing SIG at <http://www.legalindexing.org/>

# Conference Update

There have been a number of changes and additions to the ASI Annual Conference schedule.

Max McMaster has had to bow out of his "knotty bits" presentations. These sessions have been replaced with two new workshops.

Seminar 4, How to Handle Illustrative Material, has been replaced with When is a Name Indexable / Not Indexable, and will be led by Naomi Linzer.

Seminar 11, Max's session on When Is a Name Indexable / Not Indexable, has been replaced with Automatic Indexing and will be led by Seth Maislin.

Seminar 15 is now the SKY Index Professional v7.0 Release Kickoff instead of a sneak peek. There will be also be more information about SKY Index in Workshop 7 on Saturday at 2:05–5:35pm.

In addition, there is another workshop available on Saturday (2:05–3:35pm): Introduction to Macrex, to be presented by Gale Rhoades and Do Mi Stauber.

As there will be no Hines Award this year, ASI is repositioning Friday's lunch as an opportunity for SIGs and Chapters to meet. The following SIGs have already notified ASI that they are planning a Friday lunch meeting: Periodicals, Science/Medicine, Scholarly, Gardening/Environment, History/Archaeology, Legal, Taxonomies/Controlled Vocabulary, Web. Look for signs on tables! Other groups who wish to hold a meeting at this time should notify ASI headquarters as soon as possible.

SIGs and Chapters are also free to organize independent meetings in the evenings, which are basically free time for all members. There will be a bulletin board by the registration table where groups can announce meetings.

The instructors for the Graduate School (formerly USDA) indexing courses have announced a get-together for current, former and potential students. They plan to meet in the bar at the DoubleTree Hotel at 8:30 on Thursday evening. It'll be an informal opportunity to get together and get to know each other.

# Trends in Indexing: a long tail or the end of the tail?

Presented by Jan Wright

By Debra Spidal

The first workshop of the fall 2008 chapter meeting was presented by Jan Wright, a well-known indexer who frequently presents on topics such as embedded and technical indexing. As advertised, the topic was not about the end of indexing but a look at working in the “Long Tail” of the book trade.

Jan started with a discussion of how the amount of information available in the Internet age has grown. She explained that a terabyte is the approximate number of words you will hear in a lifetime or about 260,000 songs on your hard drive. A petabyte (1024 terabytes) is the amount of data that Google’s servers process every 72 seconds or half the content in all U.S. academic research libraries. How to visualize it, how to search it, and ultimately how to index it is a valid question. Additionally, data on the Internet is not fixed; Wikipedia changes every 60 seconds.

So where do Indexers fit into this new world? As long as there are books, there will be a need for indexers. We probably will not see any changes in the print market during the next 5-10 years; but that does not mean we do not need to be preparing for the future. We need to learn to adapt if we want to survive. Looking ahead, we need to be thinking about what skills will be required in online publishing and how to obtain them.

Chris Anderson coined the phrase “The Long Tail” in a Wired magazine article to describe the niche strategy of businesses that sell a large number of unique items in relatively small quantities. This is also called the Pareto rule or the 80/20 rule. Examples of businesses that have successfully used the Long Tail model online are Amazon and Netflix.

Bestsellers are few in number and high in sales, while niche books are many and low in sales. Services such as Amazon increase the findability of niche books and increase the likelihood of continuing sales long after titles have slipped

to the backlist. Indexers are good at creating findability. We understand that information can be found only when properly indexed or tagged. Search engines cannot find words that are not in the text nor can they differentiate homonyms. Indexers provide a value added service in both the print and online environments.

Niche markets include non-profit publishers, print-on-demand books, and increasingly e-books. Some, such as non-profit publishers, may not pay well but could fill a slow spell in the work schedule. E-book publishing is a fast growing area. Some e-books are electronic reproductions of print books (PDFs); other manifestations make use of the flexibility of formatting to target multiple types of readers (devices, not individuals).

When approaching the e-publishing market an indexer will have to decide whether they have the skills required and what those skills might be. With multiple e-publishing standards, it takes flexibility and adaptability to keep up with the changes. Jan used the example of the Kindle book reader that uses the .epub standard, which looks like html markup. However, Word index markup

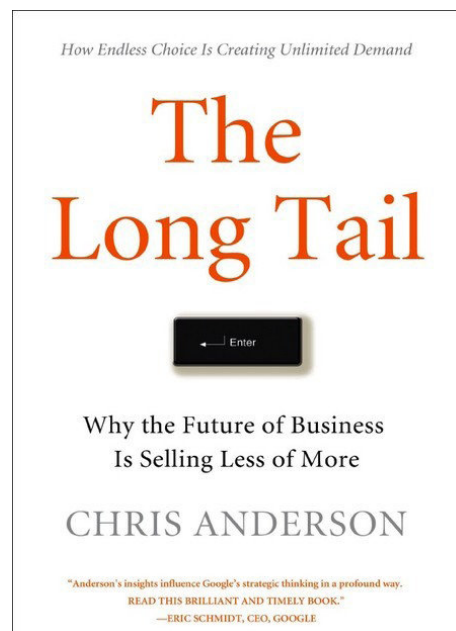
and inDesign files do not transfer into the Kindle standard. Kindle files have to be marked up post conversion.

Based on Jan’s research, the Kindle book indexes are inactive, meaning the locators are not active links into the text. The Kindle search feature searches all your downloaded books, not just a selected title. A Kindle book editor has found a way to link the indexes so some Kindle books do have live locators. His name is Joshua Tallent ([www.kindleformatting.com](http://www.kindleformatting.com)). Jan recommended knowing a programmer to write conversion or markup helper applications for specific jobs when needed. Because the market for this type of indexing is still small, there are no off the shelf applications to assist with these types of jobs.

The other question is who will pay the indexer to do this kind of work? The author? publisher? consumer? Wages have been stagnant for years. The only way for an indexer to make a living wage is to work faster or work more. By expanding skills sets into the long tail of publishing there is an opportunity for more work. By collaborating with other freelance workers with different skill sets, it is possible to create new tools to increase productivity. Partnering or collaborating may also allow indexers to share skills and software in a cooperative manner. Jan referred to these as intelligent partnerships sharing specializations of subject, skills, etc. Subcontracting is another option.

The long tail also involves keeping the industry viable. Indexers help people find what they are looking for whether it is through traditional indexes, online indexes, search tools, controlled vocabularies, taxonomies, or tagging. The terminology may be different but they require similar skill sets.

Traditional indexes are not going away for the time being. They are still of use to readers and scholars. Indexes are especially important in stand-alone



books not connected to the Internet. They are also of use in e-books where search functionality remains inadequate. Jan's example was searching for a discussion of the use of which/that in a grammar book... Pretty hard to find without some form of index or controlled vocabulary searching. PDF files are still prime candidates for indexing and live links can be created manually or using tools like Sonic BookEnds.

Websites tend to be too fluid for indexes to work well. Her example was Wikipedia, which is updated every 60 seconds. Some websites like company intranets may be good markets for indexing if the content is stable, or the topic of each page is fixed. These are areas that indexers might consider marketing themselves to, if they have the skills.

Jan discussed the differences between controlled vocabularies such as the Library of Congress Subject Headings and taxonomies/thesauri, which are very mature and well known by many people. Tagging is popular now but lacks the control available in LCSH or a true thesaurus. For a discussion of tagging, Jan recommended Tagging by Gene Smith.

"Maniacs" are people willing to spend their own time tagging their favorite social networking sites but without controlled vocabulary; this may or may not help people find what they are looking for. Maniacs can be very knowledgeable in their chosen interest areas and very dedicated. Examples of tagging include Flickr and LibraryThing. Oddly, asking people to supply metadata for work related documents such as information on an intranet or institutional repository is generally less successful than social networking sites.

Jan demonstrated some of the features of LibraryThing. Individuals assign tags to resources (books) they own. These tags and tag clouds can be fun and even useful in finding recommendations for reading. People with similar interests form online communities. Tim Spalding of LibraryThing does consult with the library community and now has several employees working behind the

scenes to create linkages between tags so werewolves will also bring up werewolf. Librarians would call this authority control. This type of work is not always evident from the social network site but it is another niche for people with our skills.

What tools like LibraryThing provide is a way for people to manage personal information. Our skills can help bring precision to this process. Therefore, we are seeing people learning to index but calling it tagging as they try to make sense of the overwhelming amount of information coming at them every day. Remember those early paragraphs about terabytes and petabytes? What we are seeing is people reinventing the wheel we call indexing.

So now that people are tagging information at no charge how do we convince publishers to continue paying us for our services? First, we provide precise indexing saving the time of the reader. Tagging is free but it has to be motivated. Controlled vocabularies have greater precision and recall than tagging. Maniacs tend to over or under analyze text because they only work on what personally interests them.

Indexers bring the following qualities to the field: we recognize that it is an important field, we know how to build controlled vocabularies and taxonomies, we know how to gather terminology and we bring standardization. Pain brings gain. Tagging in Flickr has no pain; tagging a corporate intranet brings pain. Pain dictates rules. Sometimes you have to let the customer hurt to realize how much they really need your services and then find a way for them to believe it is their own idea.

Jan shared a chart to show how she judges and evaluates projects. If the data is ephemeral like Twitter or Flickr it would change too quickly to take on as an indexing project. The scale moved through blogs, company sites, corporate intranets, single sourced/embedded indexes, and book galleys. When change in data is slow as in books, then the project is the most feasible. She uses this

as a metaphor for discussing the doability of projects.

At this point Jan opened up the session for Q&A with the audience. One of the points raised was that indexers need to be aware of what is happening in the publishing world and not assume they can do traditional book indexing forever. We also have to be prepared to educate the publishers. They may know they want to do things differently but not know what is or is not available. This is especially true of embedded indexing.

This was a great session and really thought provoking. Thinking about all the possible niche markets in the "Long Tail" of publishing provides the scope for each of us to expand our skills and our specializations with the understanding that it is a moving target and we can never assume we know all we need to know until we decide to retire.

n.b. While I have tried to report Jan's session accurately, I have to admit that other discussions and readings may have influenced my interpretation. I apologize in advance for any inaccuracies and expansion of the discussion that may have occurred because of this. I found the topic very interesting and quite timely as we watch the trend towards e-books and on demand publishing grow.



"Not surprisingly, librarians love LibraryThing."

—*Library Journal* (March 15, 2007)

Check it out for yourself at  
<http://www.librarything.com/>

# Networking: Give to receive, but give unconditionally

By Cheryl Landes

As the economy continues to decline, more professional development organizations' publications and career development sites are publishing articles about networking. Networking, the authors say, is the key to finding new jobs or contracts from clients. But often, they provide few, if any, tips on how we should network. Typically these articles focus on the receiving end of the deal—our objective in any networking experience is to get a job or a freelance project now.

This is not how networking should be done, according to Mark Tranter, a recruiter and career coach at CFO Selections in Bellevue, Washington. "The most powerful thing you can do as a networker is give to get," he said at "Job Search Strategies in a Slow Economy," the monthly meeting of the Puget Sound Chapter of the Public Relations Society of America (PRSA) in Seattle on January 21. "Give to get is my motto."

Instead of approaching networking solely as receiving something from someone, ask the colleagues you meet, "How can I help you?" Be sincere in your request. If they respond with a request and you agree to help, fulfill your commitment as promptly as possible. When you're genuine about helping someone and carry out your commitment, you will be remembered for your kindness...not because you expect something in return.

Maintaining your contacts is also important, Tranter said. Often this can be as simple as an e-mail forwarding some information related to your colleague's interest areas. For example, two weeks ago, I met an entrepreneur in Seattle—a referral by a former coworker for freelance work. During our conversation over coffee, we talked about creating tutorials in Adobe Captivate. A few days after our meeting, I saw an article that described the new features in the latest version of Captivate, which was just released. I forwarded a copy of the article to her. One of the new features described in the article may help resolve a challenge

her instructional design team is facing for one large project.

During the PRSA meeting, Tranter stressed that networking takes time. Don't expect results overnight. Networking is like tending a garden. When you plant the seeds and care for the seedlings as they grow, you'll produce a healthy, beautiful crop. With the same patience, cultivating leads in your network will produce the same results.

What are the best ways to network? Tranter suggested three:

1. Get involved in professional organizations in your field, such as ASI. Joining is not enough, he said. When you volunteer for activities in these organizations, other people in your network become acquainted with your work and how you relate to others. This is a good way to get referrals and recommendations when you are looking for another job or project. Through my involvement in ASI and the Society for Technical Communication, I have met and become friends with a lot of wonderful colleagues, and honed skills that I would never have developed elsewhere. Not only have these experiences contributed greatly to my career success, but I've also had a lot of fun along the way!

2. Attend meetings outside your discipline. Often leads you generate there produce unexpected results. One of my successful encounters was in the spring of 1998, when I attended a trade show in Portland, Oregon, sponsored by the State of Oregon. The show was advertised as an event where business owners could meet representatives from state agencies to promote their services. When I arrived, I quickly realized that the event was misrepresented in the ad. As I pondered what to do, I met Ted and Beverly Paul, the owners of Beautiful America Publishing, in Woodburn, Oregon. They bought a booth at the fair in hopes that they could sell their publishing services to the state. As they were setting up, they were asking themselves the same ques-

tion, "Why are we here?" Our common question sparked a long conversation, when finally they asked me about my profession. I mentioned my experience as a travel writer and gave them a copy of my promotional packet. Two weeks later, they called and asked me to update Beautiful America's Seattle, which was originally written by true crime author Ann Rule 10 years earlier. I rewrote the book, which was published in 1999. My version of the book is now in its second edition, which was published in 2006. One year after my first edition of Beautiful America's Seattle appeared in the bookstores, the Pauls hired me to update another travel book, Beautiful America's Idaho. They have also referred me to other potential clients seeking writers for travel projects.

3. Speak at conferences and other events. This is a great way to promote yourself and to improve your speaking skills. Communication is important in any type of work, and by speaking in front of groups, we learn about how to tailor presentations to audiences with different backgrounds and learning styles so that they will receive and understand our messages effectively.

"Relationship building is like a PR (public relations) campaign," Tranter concluded. We must constantly create awareness of our existence, but also be cognizant of giving over getting. When we give unconditionally, we pave the way to receive. It's a never-ending process that, with continued diligence, produces ongoing benefits.

# Cheryl Landes Honored by Society for Technical Communication

PNW's own Cheryl Landes has been selected as an Associate Fellow by the Society for Technical Communication (STC)

Each year, the Society for Technical Communication (STC) selects one or more senior members who have attained distinction in the field of technical communication as an Associate Fellow. Senior STC members have been a member of the society for at least 10 years. In addition, an Associate Fellow candidate must have a minimum of 15 years of experience in technical communication before s/he can be considered for this rank.

Associate Fellows are recognized for their contributions toward the field of technical communication. Examples include developing a new technique or

process for effective technical communication, mentoring others in the field, or promoting other aspects of technical communication, such as usability or indexing.

Associate Fellow candidates cannot apply for this rank on her/his own within STC; a member must nominate the candidate. When a candidate is nominated, the nominating member and the candidate work together to complete an extensive application (15 pages!) that documents the candidate's work experience, education, and contributions to STC and related professional development organizations. The application is then submitted to a national committee, composed of Fellows and Associate Fellows, for consideration, and the committee decides which applications

are approved. Candidates with approved applications receive the Associate Fellow distinction.

After two years as an Associate Fellow, this person can be considered for the rank of Fellow. The committee reviews the Associate Fellow's contributions over the past two years to determine whether her/his rank will be raised to Fellow. The new Associate Fellows and Fellows will be recognized at an honors banquet at the annual international STC conference this year on May 5 in Atlanta.

Congratulations, Cheryl!



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## The Art of Indexing

By Paul Sweum



Friday evening, in an Indian restaurant in Juanita, I knew I'd come to the right place. As a newcomer, I sat down to dinner with a group of experienced indexers, and after

introducing myself brought up a story on how this writing niche first caught my attention.

Heads nodded and smiles exchanged as I ventured to tell the group at our end of the table on how I organize my music collection. I explained a system that echoes my brain map of sorts; in which I organize by genre, artist, and then recording date, not album release date (an idea that came to mind as delayed jazz

reissues began to appear on the shelf).

When someone at dinner asked about how I handle guests putting back CDs incorrectly, I mentioned something about the nights of music with friends and the "in-basket" that collects them after they're finished...similar to the way things work at your local library. I blissfully sort them out the following day and put them back in their appropriate spot, knowing there are no goofs or unpleasant surprises waiting for me later.

That is how I see indexing. It gives each of us an opportunity to put chaos in order in our own customized, artful manner that serves our readers. Certainly rules exist; however, as Nancy Mulvany mentions, "...it is a mixture of art and craft, judgment and selection."

As I continue to hone an indexing rhythm, I put this thinking process into play and apply much of the helpful information from that Saturday session at Bastyr University. As a trained newbie trying to build a client base, it was help-

ful to hear stories about the work and challenges involving other indexers and ASI.

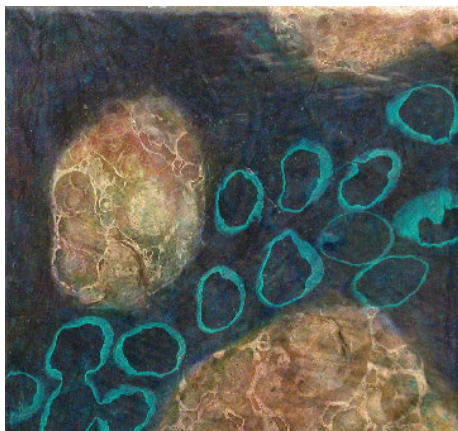
I want to thank everyone who took the time to chat and give advice. I also need to get myself to the mountain town of Index, WA to see the span of forest the group helped to save! I look forward to chatting with all of you again in the near future.

# Solving business problems by connecting with art

By Cheryl Landes, Past-president and Program Committee Coordinator

“The Intersection of Art and Business” subject line instantly jumped out at me as I checked messages one morning in mid-December. Intrigued, I opened the message. It was the subject of the January meeting sponsored by the Seattle Chapter of the Association of Women in Communications. Betty Hageman, owner of Betty Hageman Graphic Design in Seattle, was the guest speaker.

Betty designs marketing pieces and educational materials for businesses and non-profit organizations. She has received awards for her graphic design work from the Puget Sound Chapter of the Society for Technical Communication. She also exhibits her paintings, which are inspired by nature, at galleries throughout Puget Sound (see <http://www.bettyhageman.com/>).



“Is that possible?” I thought while reading the invitation. “How can art and business have anything in common?”

I wanted to know more, so I immediately registered for the meeting at the Oasis Art Gallery in Wallingford on January 14.

The small, intimate gallery was the perfect choice for this meeting. As we munched on hors d'oeuvres and sipped coffee and wine in a room filled with paintings and sculptures from Seattle artists, including Betty's, she presented a convincing case on how these two seemingly opposite fields complement each other and that by tapping into art's creative side, entrepreneurs and managers



can become more innovative and even improve their bottom lines, even during a slow economy.

Creativity, she said, is the key to solving business problems.

Now, each of us has heard this at some point in our lives. To accomplish this or that, we must be creative. How can we do that, especially if we're not artistically inclined?

Well, Betty had an answer. We don't need to be artists to be creative. We're all creative in our own ways. Some people are adept at crafting brilliant prose, while others can build beautiful houses, develop an innovative software program, design an electrical board for a new product, or even write an index. Regardless of our special talents, we can tap into our creative sides to inspire new ideas and solve our business problems.

But Betty didn't stop there. She presented a 10-step plan on how we can tap into our creative sides.

1. Define the problem as a question. Use a noun and verb so that you have a real question that you can answer.
2. Look at the question and pick out keywords from it. Look up the definition of each keyword in as many dictionaries as you can access.
3. Once you've collected as many definitions as you can find, “gather existing ideas and recreate them into something new,” Betty said. Try different variations.
4. Collect images of the concepts you're dealing with, even clichés. Often

clichés can help you come up with a brilliant solution to your problem. Collages are also good for coming up with new ideas.

5. Brainstorm by combining the four items above. Don't be judgmental at this stage; gather and synthesize. “Make mistakes,” Betty said. “Be wrong. Have fun. Emphasize quantity over quality. The crazier the suggestion, the better!”
6. Visualize the perfect scenario in the perfect world where everything works. Betty gave an example of imagining the most perfect person you would ever emulate and what s/he would do.
7. Now, imagine the most negative, devastating scenario possible.
8. “Pretend you're from Mars.” The goal of this step is to pretend you know nothing about the concepts and scenarios you've developed in the above steps and try to explain these so that you can understand them.
9. Collect everything you have from the above steps.
10. Mix and match everything you have collected to come up with a solution.



“Art is not about making something up,” Betty concluded. “It's about getting something down.” Once we do that, then we can mold and shape it into something that's perfect for us—whether it's drafting that next index or creating marketing strategies to promote our business. The paths we choose from listening to our creative sides will lead us to success.

# Networking dinners unite and reunite indexers from far corners

By Cheryl Landes, Past-president and Program Committee Coordinator

One of the biggest challenges of chapters that cover a broad geographic area face is keeping connected with its members. We communicate by e-mail and post announcements to listservs and Web sites, and even hold two meetings every year. In the meantime, it can be hard to maintain personal contact, especially when the geographic region covers more than a million square miles.

In an attempt to reconnect with indexers from our far corners of the chapter and meet new faces, we started scheduling networking meals last spring. Our first dinner was in Richland, in southeastern Washington, in April. A few days later, we held our first dinner in Boise.

The Richland dinner was sparsely attended, but we reconnected with an indexer whom we have not seen for a few years. She was very busy and was not able to attend our other meetings. The dinner was scheduled at a time where she could join us.

At the Boise dinner, we met three in-

dexers who were not aware of ASI or the Pacific Northwest Chapter. After the dinner, two more people contacted me who could not come but were interested in keeping in touch. We kept in contact as much as possible by e-mail since the dinner and started planning a lunch in December.

Bad weather caused us to postpone the lunch until January 31. So far, five people have confirmed that they would attend; one is a new contact who could not come to the first dinner.

Since then, we have scheduled another dinner in Missoula, Montana, for Wednesday, January 28. The dinner resulted from heavy interest when the Pacific Northwest Chapter sponsored a table at the annual Montana Festival of



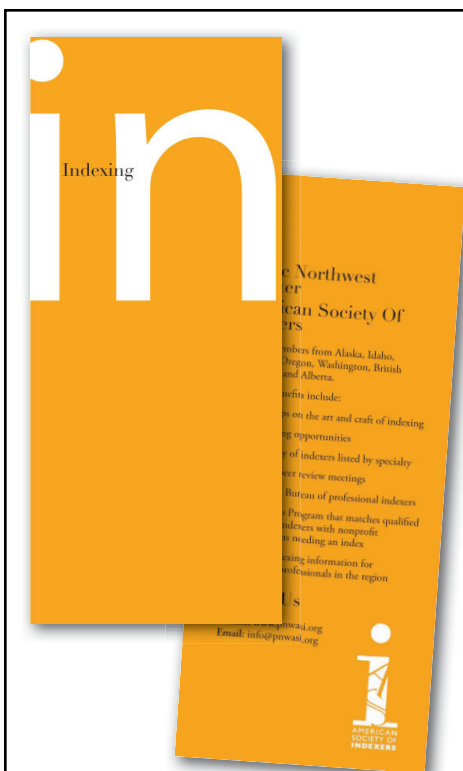
the Book in October in Missoula. During that event, we met several professional indexers and some student indexers who had not heard of ASI or the Pacific Northwest Chapter. We also met many editors and publishers who advocated quality indexes in their books. We hope that the dinner will draw more people interested in indexing.

## PNW/ASI Brochures Available

Just in case you've been away or otherwise out of the loop... We have a chapter brochure! It was designed by graphic artist, Simon Black, and includes information about what makes a good index and how to find an indexer. It has been professionally printed in color and in black & white (grayscale). It is, in my opinion, not only eye-catching but quite handsome as well. As a benefit of membership, each chapter member is entitled to up to five (5) brochures free of charge. Additional copies are available to members for the below-cost rate of \$0.50 each for color or \$0.20 each for black & white. Any person who has a speaking engagement about indexing through the Speakers Bureau can request brochures at no cost for each audience member or participant.

Send your requests to me. If you order more than the five freebies, include a check payable to PNW/ASI. I'll mail brochures out to you and forward checks to our treasurer for deposit.

S. Jane Henderson, Indexplorations,  
2939 NE 19th Avenue, Portland, Oregon 97212  
[janeh@indexplorations.com](mailto:janeh@indexplorations.com)





# Meet your chapter officers: focus on Secretary

By Maria Sosnowski, PNW/ASI 2008-2009 Secretary

Do you know who the current officers of the PNW chapter are? Do you know what they do? This column will highlight the Secretary position.

According to the bylaws, the Secretary performs these duties:

- (a) Record accurate minutes of the proceedings of all meetings of the Chapter and Executive Committee.
- (b) Complete all necessary correspondence for Chapter activities.
- (c) Assist the Vice-President/President-Elect with meeting registration.
- (d) Preserve in a permanent file all records and letters of value to the Chapter and its officers. This preservation may be delegated to the Chapter archivist.
- (e) Deliver within 2 weeks after expiration of term of office, all books, records, and papers to the newly elected Secretary.

What does this mean in day-to-day activities? For each meeting, the Secretary creates, gathers, copies, and collates

the handouts for each meeting. That means creating the agenda, evaluation form and roster of attendees; gathering reports from the Treasurer and from Committee heads, asking for handouts from the speakers; and any other items such as directions to restaurants. The Secretary also helps out with registration for the meeting, brings brochures for ASI and the chapter, and is available to help with things that arise during the meeting.

The Secretary also participates in the board meetings, taking the minutes, and presenting them to the other board members for comment and approval. The Secretary keeps track of board actions on which the board has voted during each year, and totals ratings from the evaluation forms at the meeting.

During the year, the Secretary sends welcome emails to new members as they join the chapter (ASI sends a list of members each month), answers questions that members and potential members send,

reminds PNW members of lapsed ASI membership, discusses issues with other board members as they arise, and votes on anything requiring board action.

The term of Secretary is a two-year term, elected in alternating years with the Treasurer. This means that there is continuity on the board, as when the Secretary starts on the board, the Treasurer is in at least the second year of the position and the previous year's VP is now President. (And the Past-President is also still a board member)

Our organization is totally volunteer-run, and you can help. Think about running for office. Most of the officer positions involve bursts of activity with lots of time when little or nothing is required. The current Secretary is in office through the end of 2009, and elections will happen that fall. Let me know if you have any questions!

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## PNW/ASI Contact List

**President: Ed Rush**  
[ed@edrene.us](mailto:ed@edrene.us)

**Vice-President/Program Coordinator: Nancy Gerth**  
[docnangee@yahoo.com](mailto:docnangee@yahoo.com)

**Secretary: Maria Sosnowski**  
[maria@index-plus.com](mailto:maria@index-plus.com)

**Treasurer: Sheila Ryan**  
[ryanindexing@gmail.com](mailto:ryanindexing@gmail.com)

**Past-President: Cheryl Landes**  
[clandes407@aol.com](mailto:clandes407@aol.com)

**Archivist: Elspeth Pope**  
[ludgate@earthlink.net](mailto:ludgate@earthlink.net)

**Marketing & Publisher's Guide: Jane Henderson**  
[janeh@indexplorations.com](mailto:janeh@indexplorations.com)

**Nominations: Sherry Smith**  
[indexer@sherrysmithindexing.com](mailto:indexer@sherrysmithindexing.com)

**Pro Bono: Sherry Smith**  
[indexer@sherrysmithindexing.com](mailto:indexer@sherrysmithindexing.com)

**Speakers Bureau: Cynthia Landeen**  
[bookindexer@comcast.net](mailto:bookindexer@comcast.net)

**Web Site: Martha Osgood**  
[indexer@backwordsindexing.com](mailto:indexer@backwordsindexing.com)

**Newsletter Coordinators: Gayle Davies and Catharyn Martz**  
[Davies2065@comcast.net](mailto:Davies2065@comcast.net)  
[clmartz@comcast.net](mailto:clmartz@comcast.net)

**Newsletter Volunteers:**  
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