

# Indexers Ink

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

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## PNW/ASI Spring Meeting on April 10<sup>th</sup>

PNW/ASI offers an innovative “venue” for its biannual meeting, a format we call In-Sync Indexing.

In the extremely large region that our chapter covers, this format for the spring meeting is both new and useful. Indexers will be meeting on the same date, and at the same time, but in their own geographical locations; thus Seattlites meet somewhere in Seattle, Portlanders in Portland, Eastern Washingtonians somewhere central to them, Eugeniuses in or near Eugene, etc. We won't have to travel over eight to twelve hours one way to attend a meeting, nor will we have to stay in motels for at least two nights.

On April 10th, from 10am to 1pm, with all of us meeting in our prospective places (“at a location near you”), we will follow a preplanned script. There will be no need for conferencing.

Every group will have a facilitator to manage activities and time and we will all be doing the same things at the same time—just in different places—synchronizing...or In Sync.

Each group will be provided a packet of materials to guide members through the planned discussions and activities. Whether a group of 16 or 2, the content of your meeting will be the same as other members of the chapter.

You are invited to join in a discussion of our InSync experiences in the days following our meetings. As a community we will share what we have learned via the PNW listserv.

The Program Team is recruiting a

point person from each geographical area who would find a location where indexers can meet. Some location ideas include a library, a quiet food court, or even someone's own home. Below is a list of geographical areas which have point people and locations to gather in. If your area has more than two indexers, would you be willing to help too?

### *Pacific Northwest Indexers and Locations*

<a href="#">Carolyn Weaver</a>	Seattle (Eastside)
<a href="#">Anita Goebel</a>	Vashon Island, WA
<a href="#">Tracy Wilson-Burns</a>	Spokane, WA
<a href="#">Elsbeth Richmond</a>	Vancouver, BC
<a href="#">Dana Henricks</a>	Missoula, MT
<a href="#">Rebecca Brown</a>	Portland, OR
<a href="#">Ann Yager</a>	Eugene, OR

### *Additional Locations*

<a href="#">Cheryl Landes</a>	Massachusetts
<a href="#">Rose Ippolito</a>	S. California
<a href="#">Katrin Olafsson</a>	N. California
<a href="#">Jan Wright</a>	New Mexico

Please register by email with the point person listed in the location you wish to attend ASAP so we will know how many people to expect at each site. The address/directions to the site will be emailed to each registrant prior to the meeting, along with copies of the handouts.

Is YOUR location covered? Can YOU help?

# Wordstock Festival of the Book in Portland, Oregon

By Jane Henderson

The Pacific Northwest chapter again hosted a booth at Wordstock on October 10 and 11, 2009, as the festival marked its fifth year.

Indexers volunteering their time from PNW/ASI included Rebecca Brown, Marcia Carlson, Jane Henderson, Susan Landis-Steward, Pat Mullarkey, Margy Olmstead, Cher Paul, Sheila Ryan, Scott Smiley, Kim Steffgen, and Ann Yager. They were on hand to contact publishers and other exhibitors on behalf of PNW/ASI, answer questions about indexing, and encourage people to participate in one of our activities designed to raise awareness of indexing as a profession.

The activities continue to evolve. This year participants could choose between writing an index entry for either a book on manners for middle-school kids, an adventure book for adults, or they could answer a question about the indexing process. In return for their participation, everyone won a bookmark with an indexable word on it or a book that had been indexed by one of our chapter members. This year we had a wonderful selection of books ranging from fine art and opera, to the lasting psychological damage of war, to how to radiate beauty. The books were donated by Cynthia Landeen, Charlee Trantino, Nancy Gerth, Sherry Smith, Scott Smiley, and Sheila Ryan.

On Saturday

evening, volunteers met at Russell Street Bar-B-Que for smoked shrimp, ribs, brisket, pulled pork, and topped things off with a round of pralines. Wordstock provides a great opportunity to meet publishers face-to-face and to promote the profession, our chapter, and your own business.



*About the author: Jane Henderson is a full-time freelance indexer who has been in the biz for 6 years. Her areas of expertise and interest include environmental design, visual and performing arts, geography, anthropology, gardening, human rights, and sustainability. She is coordinator of the PNW/ASI's Community Relations / Marketing Committee.*



*InSync Indexing continued*

## *Indexers outside of the Pacific Northwest*

We invite you or any other and your colleagues to participate in the InSync Indexing program. All it takes is one other indexer and a place for you to meet. PNW will send you agenda materials for the meeting. If you know of other indexers who would like to meet for InSync Indexing and if you are willing to arrange a venue for your meeting, please contact us.

## *InSync Topics*

InSync Indexing, PNW's spring meeting, will be held on April 10th, 10:00am-1:00pm (Pacific time). The activities will accommodate all indexers from beginning to experienced.

1. There will be two peer review opportunities. A short index will be distributed to all attendees. In addition, we will review the index from *The Seven Day Circle: The History and Meaning of the Week* by Eviatar Zerubavel. Attendees are encouraged to look at this book in advance.

2. Marketing techniques. The marketing session is based on the excellent workshop presented at the 2009 ASI conference by Chapter member Madge Walls. We will look at specific techniques and finish with a round robin discussion of what has worked for each of us.

3. Shortcuts/macros demonstration. In this session, we will learn to simplify our indexing movements and increase our indexing speed with the use of abbreviations, shortcuts and macros. There will be at least one laptop at each meeting and the groups will be small enough for attendees to show and try out favorite and effective shortcuts. Even though indexers work with different software programs, watching other processes and sharing our own efficiency tools can improve everyone's productivity.

There is no fee to participate in this event. More details are forthcoming via the PNW/ASI listserv.

# Seattle Bookfest Takes Off!

After a six year absence, a bona fide book festival returns to Seattle

by Paul Sweum



The first annual Seattle Bookfest took place in October. It was rekindled from the ashes of the Northwest Book Festival, which first began on the Seattle waterfront in the 1990s and last ran in 2003.

Seattle has long been well known as a book and author-friendly city. However, unlike other Northwest book events such as Wordstock in Portland and the Montana Festival of the Book in Missoula, it had not hosted a major citywide book festival since 2003 when the popular Northwest Book Festival lost its funding and folded. Writers, readers, bookstores, and small presses missed having the annual literary bash ever since, so it appears that a void has been filled.

Paul Doyle, the owner of the Columbia City Theater, was the organizer and prime mover behind Seattle Bookfest. Co-sponsored by the Columbia City Business Association and the Rainier

Chamber of Commerce, it lacked corporate sponsorship...so the event became a grassroots effort with funding and volunteer support coming from the community, the Seattle School District, the Seattle Public Library, and enthusiastic exhibitors.

Seattle Bookfest took place at the old Columbia School near Rainier Avenue. It featured over 60 local authors; among them best-selling publishing phenom Garth Stein, mystery writer Mike Lawson, literary maven Nancy Pearl, women's fiction celebrity Jennie Shortridge, and national award-winning poets Sam Hamill and Judith Roche. It showcased over fifty exhibitors ranging from local bookstores such as Third Place Books and Fremont Place Books, as well as nonprofits like Friends of the Library, and small but influential publishers like Copper Canyon Press, Black Heron Press, and Fantagraphics. It also included a long list of panels, workshops, and special events including a Scrabble tournament, a spelling bee, bookbinding demos, and a workshop on "how to write a novel in a month." Local food merchants were on hand to feed the several thousand visitors who came over the weekend of October 24–25.

PNW-ASI members were involved, and helped with the planning and operations of the event. Cheryl Landes assisted writing author bios, while I was able to lend a hand with press releases, poster graphics, publicity, and the overall signage plan. I also unexpectedly fell

into the role of de facto videographer, making my rounds capturing various activities as they happened—while also assisting authors and publishers with various things such as stage setup—sometimes even while filming! Time permitting, some sort of video (perhaps in a series of online vignettes) should be out in 2010.

The weekend was a big success when one considers that admission was free (donations were accepted) with attendance pushing 4,000. The old charm of the Columbia School gave this first Seattle Bookfest a rather appealing "indy feel" that we hope is repeated and built upon in years to come!



*About the author: In addition to indexing, Paul provides over 15 years of technical communications and writing experience, which also involves a career as an*

*environmental and town planner. Paul's a native to Seattle, where he currently lives, and plans on retiring to Arizona someday. In his spare time he engages in local and national issues involving planning and conservation. Some of his hobbies include baseball, travel, collecting folk art, and stained glass. Find out more about what Paul has to offer at [Top Hat Word & Index](#).*



# Cataloguing Rules and Tools for Indexers

## A Session at the PNW Fall meeting by Debra Spidal

*Reviewed by Linnea Marshall*

Indexers share with catalog librarians some of the same problems when dealing with personal names. Like indexers, catalogers must consider what is the appropriate form of a person's name, what is the part of a name that should be the filing element, and what are variations of that person's name that researchers are likely to look under and therefore should be included as cross-references.

Debra Spidal, a catalog librarian at Washington State University, introduced us to some of the librarians' tools of the trade. She began by introducing us to the Anglo-American Cataloguing Rules, 2nd edition—commonly referred to as AACR2. AACR2 is the set of rules that librarians abide by when they create descriptions of books and other materials for their library's catalog. Of particular relevance to indexers are the rules AACR2 contains on forming headings for names that are unfamiliar to us, such as non-English names or Medieval names. Since catalog librarians contend with a much larger number of people than an indexer of a book, they rely more heavily on adding qualifiers and dates of birth and death to a name heading to disambiguate each individual's name heading for indexing within the library catalog.

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### LIBRARY OF CONGRESS AUTHORITIES

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However, the Anglo-American Cataloguing Rules is not available free on the Web and the published volume is expensive, so it may be of limited use for indexers. These rules are the basis for the name headings that indexers can find in the Library of Congress' name authority file (LCNAF), which is freely searchable via the Internet (<http://authorities.loc.gov>). This authority file, created

cooperatively by the Library of Congress and other libraries, is where librarians document the form of a heading that they establish for a person. This file also includes cross references from variant forms or other names a person has been known by or writes under. Once a name is established in the LCNAF libraries in the United States are generally expected to use that form in their catalogs.



Another useful online tool is OCLC's WorldCat Identities (<http://www.worldcat.org/identities/>). This site provides a search box to enter a person's name. The search pulls information on individuals and their works from the millions of bibliographic records that have been entered by catalog librarians into OCLC's WorldCat database. WorldCat Identities provides information on materials by and about the person, the audience level of those books, and related subjects. This site will also lead the researcher into WorldCat.org to find libraries that own these materials, whether they are books, sound recordings, video recordings, or other format.

The Virtual International Authority File (VIAF) (<http://viaf.org/>) is a joint project of the Library of Congress, the Deutsche Nationalbibliothek, the Bibliothèque nationale de France, and several other national libraries. This project makes the name authority files of each of these institutions searchable through a single search box. Debra showed us that our chapter's own Cheryl Landes can be found in the VIAF.

In conclusion, Debra pointed out that even if indexers do not have access to AACR2, Mulvaney and Wellisch provide

a lot of information in their books on forming name headings. Also, if you do not find the name of the specific person you are looking for in the online files of LCNAF or VIAF, these databases are useful for finding similar names that you might be able to use as a pattern. Certainly, indexers can take advantage of the work of the library field: catalogers confront the same difficulties with unusual names and have the same concern for the readers' ability to find what they need.



*About the author: Linnea Marshall is a librarian at the University of Idaho Library, in Moscow, Idaho, set in the rolling Palouse wheatlands. As a cataloger, Linnea*

*creates bibliographic records for a variety of library resources and authority records, which establish name headings for people and corporations.*

# Share Your Approach

A Session at the PNW Fall meeting  
presented by Sherry Smith

Reviewed by Tracy Wilson-Burns

During the September 26th conference of the Pacific Northwest chapter of ASI, Sherry Smith led participants through a stimulating discussion during her workshop “Indexing Problems: Share Your Approach”.

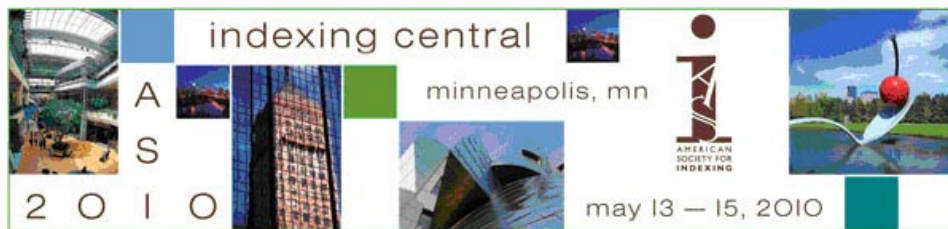
The purpose of the workshop was for attendees to talk about specific indexing issues and share their approaches to solving them. Topics ranged from how to motivate oneself through the indexing doldrums (group suggestions included setting a daily goal, going for a walk, rewarding with chocolate!); to formatting/style issues; to challenges with the meta-topic.

Workshop participants had a variety of indexing experience, both in terms of the kinds of content they indexed and the number of years in the business. This diversity contributed to a good conversation as participants shared their experiences and suggestions. The discussion highlighted how there is no “one-size-fits-all” solution for many indexing issues, and often the biggest challenge is how to explain and justify one’s approach to one’s editor. Being able to explore these topics in a supportive small-group format made for a very worthwhile workshop.



*About the author: Tracy is new to indexing, enjoying the change from her previous career as a software engineer. She is also a fiction writer; and teaches English and web*

*design as an adjunct instructor. In her free time (what’s that?), she enjoys biking, canoeing, kayaking, rafting, and camping. Tracy lives in Spokane, Washington with her husband and three cats. Learn more about Tracy at [www.CascadeIndexing.com](http://www.CascadeIndexing.com).*



## Planes, Trains, or Automobiles?

*Getting to ASI’s 2010 annual conference in Minneapolis*

*by Paul Sweum*

May 13–15, 2010

Marriott City Center Hotel

Minneapolis, Minnesota

Following up on last year’s conference in Portland, indexers in the Pacific Northwest have some adventurous options to enjoy travel to ASI’s annual conference in Minneapolis, MN at the Marriott City Center Hotel from May 13-15, 2010.

If you’ve never attended the annual conference of the American Society for Indexing, it is a great place to immerse yourself in the field by learning new skills, improving on old ones, learning new technologies, meeting fellow indexers, reenergizing, and having lots of fun. The theme of this year’s ASI conference in Minnesota is “Indexing Central,” which points to the location of the event being at a central location within the 48 states. This should allow for the attendance of indexers from all over the country, including members from the Pacific Northwest chapter of ASI.

Minneapolis is closer to indexers in our corner of the country than some may think...and I will use Seattle as the starting point for travel in following examples. Airline flights are plentiful and reasonably priced if you make a reservation in advance, however I won’t spend time reviewing airfares since pricing is constantly in flux, and as it serves as today’s popular distance travel option most everyone is familiar with...until cross-continental high speed rail comes along (which will be many years from now—if not decades—but that’s a whole different discussion).

For those who don’t wish to fly, Amtrak’s Empire Builder route provides a viable travel alternative. It’s an approximate 36 hour train ride from Seattle to Minneapolis/St. Paul, with a round trip fare costing \$270 (10% off the \$300 fare with a AAA discount) or \$255 (15% off for seniors 62+, students and military with proper identification). Sleeping quarters are extra...I calculated \$450 (w/10% off base fare) and \$435 (w/15% off base fare) per person when splitting the cost of the Superliner Roomette with another passenger in a round trip scenario. While I also noticed the purchase of a sleeper car included meals, the details of that should be explored further if that interests you (and an indexer travel buddy). See the Amtrak website <http://tickets.amtrak.com/itd/amtrak> for details, trip planning, sleeper car packages, and the full menu of fare discounts. \*\*\*\*

A third option involves driving, and from Seattle or Portland I figured it can be accomplished in two days over the course of approximately 10-12 hours each day—definitely an ambitious itinerary—however I suggest only doing that with a colleague or partner. If two or three individuals carpool, costs and time may be split in half (or thirds), and the physical toll of driving may be minimized with a rotation of driving shifts—making the trip much easier. In addition, the route

# What Kind of Kohlrabi Are You?

## A Session at the PNW Fall Meeting with Scott Smiley

Reviewed by Paul Sweum

There was an interesting variety of informative sessions and discussions that took place in Richland at the PNW-ASI fall meeting. One of them, an analysis of the indexers in the room and their tendencies, was put on by ASI member and The Graduate School indexing course instructor Scott Smiley. The activity was structured, logical, and organized—just what one would expect from an experienced indexer!

I asked Scott to add some insights on what initiated the session's design. "What got me started thinking about this, if I recall, was pondering the way indexers disagree with each other, particularly on lists such as Index-L, and what differences in perspective could be behind some of those disagreements. So I started thinking about it in terms of personalities or style preferences."

A method of analysis typically used by education professionals was employed by Smiley; one which is now becoming more common with speakers at conventions and conferences in an effort to spice up sessions and make them more interactive. To help capture that spirit, the attendees moved the tables and chairs in the room to sit in a rectangle facing one another so they could maximize their interaction through the exercise.

Smiley added, "I called this session 'What Kind of Kohlrabi Are You?' partly



to be catchy, partly to be a little mysterious, and partly to get across that this was something to have a little fun with."

Through this Kohlrabi Survey, Smiley set up an exercise of written questions in a handout. The indexer's response was based on a contained points system as the questions asked about approaches and tendencies on subject matter. On the back end, the exercise achieved statistics revealing where indexers fall amongst traditionalists, pragmatists, and innovators through the actions and characteristics revealed by the survey.

"The quiz was pretty much just an ad hoc thing to try to make this hands-on, engage, and not just (be) theoretical," mentioned Smiley.

The design of the exercise accomplished several things. First, it engaged the audience through its interactivity. Secondly, the exercise allowed the presenter to organize his thoughts with his material to appeal to the audience. Last, it helped the participants understand their reactions as indexers, and developed their interest in the content. Smiley's methods seemed to work effectively, as the detail and information revealed through the survey engaged the group and brought on discussions about various approaches related to the craft of indexing.

Following Richland, I was curious to know what kind of future Scott intended for the data, if any. Perhaps it serves as a component of a larger analysis that he is conducting? One might imagine charts, graphs, and statistical tests being compiled through the data! Smiley shed some light on the theories I was starting to cook up. "As for data, I don't have any plans to do anything further with this at this point. This was really intended just as a discussion-starter at this meeting."

is simple; from Seattle, Portland, Spokane, or Boise a driver will make their way to Interstate-90 going east, then at Billings, Montana hook up with I-94 going east until they reach Minneapolis. So there you are at Indexing Central! \*\*\*

When comparing the train option (train fare, sleeper room, & meals) to driving (gas, food, & lodging) for two passengers, the total costs turn out to be close.\*\* Either way, I wouldn't expect driving, nor the train experience for that matter, to reveal the bliss of first class accommodations. The argument for driving is the unknown variable of train delays; and although I haven't seen much written of delays on the Seattle-Minneapolis route, I highly advise checking reviews of the Empire Builder on Tripadvisor or another travel site for passenger accounts so you may inform your travel decisions. In addition, a fuel efficient vehicle may allow you to experience some cost savings over that of the train, and in driving you have more control over options such as where you eat and sleep.

On the contrary, the argument for the train is that no driving is involved! Passengers may be fresher upon arrival at their destination (depending on how heavy a sleeper you are as a traveler or on a train). In addition, electrical outlets are available on Amtrak, allowing work to get accomplished on a laptop during the trip (I'm not sure about internet availability—you may have to bring along your own special gadget for a signal). You can also enjoy the view of the countryside by train and experience the feel and romanticism of old time Americana...and of course if



# Cheryl Landes receives award for article published in *The Indexer*

PNW/ASI member Cheryl Landes' article, "Testing usability: 'Experience an index usability test' at the ASI Conference," received an Award of Excellence by the Toronto Chapter of the Society for Technical Communication in its annual technical publications contest. The article, which was published in the December 2009 issue of *The Indexer*, focused on the results of an index usability test Landes conducted at the 2009 ASI Conference in Portland, Oregon.

The award is the second highest that a chapter bestows on technical documents and publications. The annual contest recognizes work from technical communicators that meet high quality standards in the field.

The index usability test is part of an ongoing project that started in 2003 by

members of PNW/ASI to compare two indexes written by indexers with different backgrounds to determine which one is easier to use. The test at the ASI Conference was the third conducted at the time of the conference. The other two were completed with students at Ooligan Press at Portland State University in April 2007 and with students in an advanced writing class at Washington State University in April 2008. Since then, one test has been conducted with a book club in Sandpoint, Idaho.

Landes will conduct another usability test at the NEASI Chapter's spring meeting in Chelmsford, MA, on Saturday, April 17.

For a detailed summary of this ongoing project, see <http://www.newengland-indexers.org/STC-06-Landes.htm>.



*Cheryl Landes, an award-winning technical writer, is the owner of Tabby Cat Communications in Seattle. She has more than 19 years of experience as an indexer and a technical writer in*

*several industries: computer software, marine transportation, manufacturing, and the trade press. She is a member of ASI's national Board of Directors and active in the Society for Technical Communication (STC) on the chapter and international levels. She speaks frequently at ASI and STC meetings throughout the United States and Canada.*



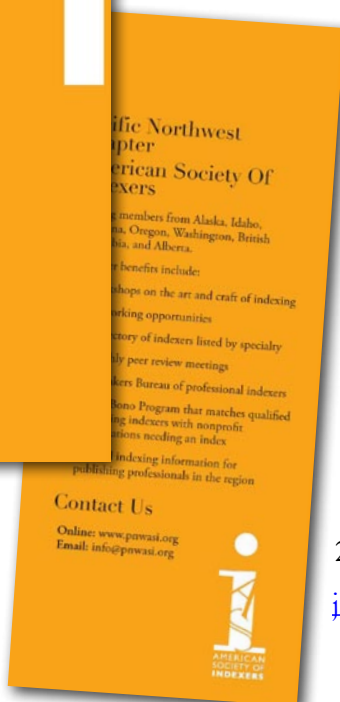
## PNW/ASI Brochures Available

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

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# PNW-ASI Board Meeting Minutes

*Richland, Washington, September 27, 2009*

In attendance: Cheryl Landes, Nancy Gerth, Sheila Ryan, and Maria Sosnowski (board members); Ann Yager and Debra Spidal (officers-elect); Scott Smiley and Sherry Smith (members). The meeting was called to order at 8:30 a.m.

## 1. Minutes

The minutes from the Fall 2008 meeting were already approved via email.

## 2. Previous Action Items

There was no discussion of the action items.

## 3. Reports

Secretary – Maria Sosnowski read the board actions taken since the last board meeting. She also provided a summary of feedback on this meeting.

Results were as follows:

- People were positive about the community center for meetings, with the exception of several comments that it was too cold. It received 8 scores of 5, 4 scores of 4, and 1 score of 3.
- Cataloguing Rules by Debra Spidal received 6 scores of 5, six scores of 4, and 2 scores of 3.
- What Kind of Kohlrabi are You by Scott Smiley received 4 scores of 5, 7 scores of 4, and 2 scores of 3.
- Indexing Problems by Sherry Smith received 9 scores of 5 and 5 scores of 4.

Future topics people indicated that they would like to see were marketing (2), editing, efficiency, and more indexing problems.

Treasurer – Scott Smiley (former treasurer) reminded the board of the need to have an annual report as well as the year-to-date provided at this meeting. Sheila Ryan indicated that her year-to-date report was contained in the financial report included in the meeting packets, and that she would also be preparing an annual report covering the calendar year.

Committee Reports and Volunteers available online.

## 4. Future Meeting Formats

We discussed the fact that we had agreed to have an informal meeting in the spring and a formal meeting in the fall, and what that would look like. Sherry proposed that we put together a spreadsheet on each meeting for the last few years to gather better data. That could include the location, the speakers, the ratings, the revenue raised, and the costs broken down by speakers /food / rental /etc. Sheila Ryan volunteered to do this as she has most of that data in the treasurer's information.

We discussed other chapters and what they charge for meetings and what their costs are. It's hard to compare costs, Cheryl pointed out, because some chapters have free locations they use.

Sherry made a suggestion to do simultaneous "virtual" meetings which would entail small groups of indexers in areas where they are clustered all meeting on the same day and having a general structure that all would use. For example, index the same material ahead of time and compare notes on how different indexers handled it. This would reduce travel as people could meet up with other indexers locally in 5-10 locations throughout the region, it wouldn't involve a big time commitment in terms of planning beyond coming up with a concept, and one local person in each area could arrange a location.

Cheryl pointed out that it is hard to get volunteers in some areas. Seattle in particular is so spread out. Nancy also saw an issue where people live more remotely and there are only one or two other indexers in the area. She really values the face time of chapter meetings.

Part of the meeting is the face time, the networking, and the social piece. There would be less of that with the in-

formal setup. We might, Sherry pointed out, get more participation because people would not have to travel. It might be a way to increase membership by getting people who don't ordinarily go to meetings to participate, and perhaps become more willing to attend meetings. Tied in with an informal meeting is having a stronger, longer formal meeting, we agreed. They should be longer, have more national speakers to increase their draw, and more programming time.

Webinars are also something that could be explored. ASI is planning to do some, and we could learn from their experience or use their materials.

Ann volunteered to set up the first informal meeting this spring, as it was her idea to try it. The board agreed to try this approach to the informal meetings for spring. All four members voted yes to try this approach and put Ann in charge.

Cheryl reported that she had two speakers in mind for spring. Both of them were available in Seattle on the same day. Ed Marshall is a technical writer who speaks on the social networking site LinkedIn. He can talk about using that for marketing. As he would be in Seattle anyway all we would have to pay is his hotel. Jeff Barlow lives in Seattle and can discuss pricing issues, negotiating rates with clients, and his principles can apply to any field. Ann knows Raymond from Los Angeles who does webinars and a blog on social networking. He also works with authors, so he may have some interesting things to say to indexers.

Cheryl pointed out that planning farther ahead works better. It's easier to work on a program a year ahead than a few months. She will contact these potential speakers to check on their availability for the fall 2010 meeting (or even 2011).

The board voted unanimously to have the formal meetings in a central location, which would be the Water Resource



Center in Vancouver. We hope that by putting them in a central location, it would make it easier for everyone to attend by lowering travel time. This will start with the fall 2010 meeting.

### *5. Communication*

Maria pointed out that Jane mentioned the admin loop wasn't used much this year. It was pointed out that Carolyn had warned the board about putting "board business" such as financial or legal issues out for general discussion when they were things the board should be voting on and discussing privately. Sheila said that there should be more give and take between the board and the membership – that we are invisible to the members and we should both elicit their feedback and provide more information.

Sherry suggested having the secretary post a summary of the board meeting to the list after each meeting. Maria will do so and also add this to the list of secretary duties. We talked about taking turns having an officer post something to the list each month. We wondered if that was something that Martha Osgood could send out a reminder about to the loop each month. Sherry agreed to follow up on the monthly reports idea. Perhaps Martha could send an email out each month on a rotating basis just letting people know it is their turn to post something.

### *6. Nominations*

It was suggested that we need more discussion about nominations. One person shouldn't be in charge, and in fact for the last couple of years it has been a discussion among the board members about potential candidates. It was felt that this was something that could be discussed on the loop as then we could get feedback from committee heads about people they are working with who might be a good fit for a position.

### *7. Board Membership*

The board discussed the fact that there is no discussion in the bylaws about what to do when a board member simply stops

participating and fails to fulfill their duties.

Sherry said she could investigate the bylaws to have a procedure set up when an officer just doesn't fulfill their responsibilities. We need a procedure in place for this. She will see if the ASI bylaws address this topic.

### *8. Donation to Ice Age Institute*

Sheila moved to make a donation to the Institute as a thank you for doing the tour for our membership. The board voted unanimously to give an honorarium of \$100 to them, along with a note that Nancy or Sheila will write.

#### Action items

- Maria will post a summary of the meeting to the list.
- Sherry will follow up on having monthly reports to the membership.
- Sheila and Nancy will take care of the donation to the Institute.
- Ann will plan a topic/format for the spring informal meeting.
- Sheila will prepare a spreadsheet of past meetings so we can get data on what works.
- Cheryl will find out about speaker availability for fall 2010.
- Sherry will look into updating the bylaws to address board members who fail to participate.

The meeting was adjourned at 10:00 a.m.

Respectfully submitted,

Maria Sosnowski, Secretary

Minutes APPROVED by vote on October 6, 2009



you can rough it without a sleeper car, you can travel for a screaming deal—perhaps even cheaper than a round trip airfare. You'd just need to cover food, but with some advanced planning packed meals could be brought on board the train.

Flying, of course, trumps both the aforementioned travel options in terms of travel time...however in the end it's simply a matter of personal preference.

At the conference, a wide variety of indexing workshops will be offered and are rated for beginner, intermediate, and advanced skills as in previous years...but many sessions will be useful for indexers of all levels. Several preconference and post conference workshops will be offered. Here's a reprinted excerpt from Francis Lennie, ASI President-Elect.

Dear Indexing Colleague:

The aim of the 2010 ASI national conference is threefold: provide opportunities for experienced indexers to learn new skills that better equip them to remain competitive in a rapidly changing publishing environment; build upon established practical and theoretical foundations for newly practicing indexers; and introduce prospective indexers to this intellectually rewarding profession.

I invite you to read the program carefully. Between the skills-and technique-specific sessions you will find presentations on award-winning indexes, ideas and examples on how to handle business aspects of indexing, sessions on working with overseas production editors, and so much more.

For example, Ruth Pincoe is reprising

# The PNW-ASI newsletter needs article writers and volunteers!

This is a callout to all writers and volunteers, to be part of a stellar newsletter team that has set a standard as the ultimate ASI chapter newsletter! We're looking for indexers to write articles...and any ideas you might have (including crazy ones!) are most welcome. For those of you who have not written an article for a newsletter before, this is a PERFECT opportunity to unleash that writer in you that's yearning to break out!

We're also looking for indexers interested in helping out with the newsletter, as it's a big job for one person to call out for, report on, collect, write, and organize the information on the front end. The following newsletter volunteer roles are open and in need of being filled:

- **Official title: Newsletter Public Relations Pooh-Bah**

**Codename: "Nightcap"**

**Positions available: 1**

Volunteer description: "Nightcap" assists with public relations for the newsletter, and getting the word out on various listservs to promote interest in writing for the PNW newsletter...and does your codename insinuate that we'll want you to stay up late calling everybody (literally) about the newsletter after they've gone to bed? Probably not, as that's not the start we have in mind for newsletter P.R. ...but of course you knew that.

- **Official title: Information Guru for Events**

**Codename: "Iggy"...**

**Positions available: 1**

Volunteer description: "Iggy" will help to collect information regarding upcoming local and national indexing conferences, and any other events relative or helpful to informing the PNW indexing professional masses...oh, and this position is not to be confused with (nor does it require similar antics to) the onstage performance art of rock star Iggy Pop...at least most of us hope not.

- **Official title: Officially Super-Secret Conference Undercover Reporter(s)**

**Codename(s): "Oscar"**

**Positions available: no limit!**

Volunteer description: The "Oscar(s)" will take on certain special assignments in terms of covering a conference speaker, as well as reporting on impressions and observations at seminars, conferences, or various events attended for the benefit of the PNW-ASI newsletter audience...the undercover hat, sunglasses, overcoat, and wristwatch radio are optional, of course...because nobody would take notice if you dressed like that at a conference anyway, right?

So come and join the newsletter team! We'll have fun and it's an excellent way to get involved with the PNW chapter. New (and improved) ideas on articles, methods, and maintaining the newsletter are always more fruitful when there's several of us putting our heads together for a little brainstorming. One person can't do it alone! PNW-ASI greatly appreciates (and recognizes) anyone who's willing to volunteer some time to contribute their talents.

Please contact Paul Sweum, the PNW-ASI Newsletter Coordinator (codename: "Nicco"), at [Paul@TopHatWordandIndex.com](mailto:Paul@TopHatWordandIndex.com) with any ideas or questions about writing articles for the chapter newsletter or on volunteering with the newsletter committee. I know there's untapped writing talent out there...and if you haven't written to a newsletter before and you're "sitting on the fence" about it, just drop me a line and we can float around some ideas.

*Paul Sweum would like to personally thank Erica Caridio, Sherry Smith, Cathy Martz, and Cheryl Landes for their encouragement, support, and advice during his transition into the role of the PNW-ASI newsletter coordinator. To those who were generous with their time in submitting articles and photos of events with little notice, thank you for your patience and understanding!*

# PNW/ASI

## Contact List

### Officers:

President: [Nancy Gerth](#)

Vice-President / Program Coordinator:

[Ann Yager](#)

Treasurer: [Sheila Ryan](#)

Secretary: [Maria Sosnowski](#)

Past-President: [Scott Smiley](#)

### Committees:

Jane Henderson, Marketing/  
Community Relations and Speakers'  
Bureau

Martha Osgood, Webmaster & listserv  
manager

Veronica Hughes, Archivist

Sherry Smith, Pro Bono Program and  
Volunteer Recognition

Paul Sweum, Newsletter

Charlee Trantino, ASI Board Member

### Newsletter Volunteers:

Thank you to the volunteers who worked on this issue: Jane Henderson, Cheryl Landes, Linnea Marshall, Maria Sosnowski, Paul Sweum, Tracy Wilson-Burns, and Ann Yaeger, along with Erica Caridio, our layout person, and Sherry Smith, our advisor. A special thank you goes out to Paul Sweum for volunteering to be our Newsletter Coordinator. Please see page 10 if you would like to help with the chapter newsletter.

Additional information about the PNW/ASI Chapter is always available online at <http://www.pnwasi.org/>



*Planes, Trains, or Automobiles continued*

ing her talk on cross-references given at last year's ISC/SCI meeting in Toronto. Her seminar is the most comprehensive I've ever heard on the subject and know that you too will want to hear and learn from it. Also, at the 2009 ISC/SCI meeting Enid Zafra spoke on public policy indexing. I almost didn't attend (late spring sunshine and blossoms were a competing temptation) because I thought it did not apply to much of the indexing I do. How wrong I was. So if you think that public policy indexing is not for you, then think again because it encompasses all areas of daily life—smoking in public places, gay marriage, energy efficiency, taxes, health, race relations, and gender issues—as well as war and international trade.

And our keynote speaker, Katherine Barber, will speak on some of the words that link us to our indexing origins. Always entertaining and informative, Publishers Weekly says of her: "No matter what word she puts under the microscope, Barber clearly takes its history seriously, but her light, witty descriptions make each discovery a pleasure." Conference attendees will also receive a copy of her book *Six Words You Never Knew Had Something to do with Pigs*.

After last year's conference you asked for more "naked" indexing—you've got it; Margie Towery and Fred Leise compare their approaches. You asked for more time for SIGs to meet—you've got it; non-compete time in dedicated meeting space. You asked for post-conference tours to pick up at the hotel—you've got it; a guided bus/trolley tour of Minneapolis on Saturday afternoon. You asked for no pre-dawn meetings—well, we will still have early morning starts but not before 7 am!

As far as I'm aware Minneapolis has no mountains on which to base experience levels as in last year's Ben Nevis/Aconcagua/K2 session classifications. But Minnesota does have lakes—more than 10,000 in all—and fish!

Coincidentally, our 2010 conference in Minneapolis takes place the same weekend as the opening of Minnesota's walleye fishing season\*. Medium in size, the walleye is Minnesota's official state fish, elusive in nature but prized for its handsome shape and coloring. Our Intermediate-level conference sessions aim to provide a similar reward for conference attendees: variety and substance along with a challenge. Beginning anglers are most likely to catch sunfish (or bluegill) before pursuing the rewards of the more elusive walleye. Sessions classified as Basic offer introductory material and techniques essential for pursuing the craft of indexing. Advanced sessions are akin to the pursuit of the largest and most elusive fish in Minnesota—the muskellunge (muskie)—this fish has a reputation as a fighter and to which many anglers dedicate themselves exclusively.

Regardless of your experience level you will not return home empty-handed (or empty-headed), and will certainly have many "fishy" tales to tell. This year we will be holding all receptions and awards ceremonies in the conference hotel providing plenty of time for networking with colleagues during meal and refreshment breaks. We also have some member-led activities (indoor and outdoor) planned, but you have to be in Minneapolis to learn about them.

If you've never attended an ASI conference before, Richard Shroul is again organizing a "buddy system" to match first-time attendees with regular conference-goers. Look for information about this on the conference registration form.

And there is still time to submit a proposal for a Poster, ideal for presenting nuggets of information or a topic for future debate. The deadline for this is April 10. Full details and guidelines are available on ASI's website at <https://www.asindexing.org/i4a/forms/form.cfm?id=61>

Planning this year's conference has been a delight. I have received unlimited support and guidance from a stellar group of colleagues who serve as my 2010

Conference Committee: Terry Casey, Ina Gravitz, Terri Hudoba, David K. Ream, Kay Schlembach, Galen Schroeder, Lyle Warren, Diana Witt, Enid Zafran. My grateful thanks to them all.

Frances S. Lennie

President-Elect

Chair, 2010 Conference Committee

The registration fees for Minneapolis are as follows:

Full Conference:

\*\$499 ASI Members

\*\$550 Non-Members

Information for Friday only /Saturday only conference registration, signing up for the additional workshops, and a full description of all the conference workshops may be found at the ASI website at <http://www.asindexing.org>. Hotel and travel information is also provided at the site.

\* - After April 9, 2010 add \$100.

\*\* - That's an off-the-top calculation of the very basic travel essentials...other personal needs, purchasing tendencies, and travel elements of preference can potentially vary travel costs dramatically. That being said, I'd CAREFULLY AND REALISTICALLY calculate your anticipated costs, then add a cushion of extra finances to have on standby...as unanticipated expenses arise, and you'd be surprised how things can add up!

\*\*\* - Drive times may vary...it's suggested travelers use a road map, GPS device, or other navigation tool to find their way to the conference.

\*\*\*\* - Per estimates from the Amtrak website, <http://tickets.amtrak.com/itd/amtrak> viewed on 2/11/2010.

We'll look forward to seeing you in Minneapolis. Enjoy your travel adventure there, no matter which mode of travel you choose!

## More things to see and do while in Minneapolis

Reprinted from the Twin Cities Chapter website.

Though your main reason for visiting Minneapolis may be ASI's Annual Conference, don't miss out on all the great opportunities the Twin Cities have to offer. And budget conscious travelers, don't fret, many of these activities are free or very inexpensive! While a wealth of information can be found at [www.minneapolis.org](http://www.minneapolis.org), here are a few other suggestions.

Minneapolis Institute of Arts [www.artsmia.org](http://www.artsmia.org)

2400 3rd Ave S. 1-888-642-2787

Free. Open until 9 p.m. on Thursdays and 10 a.m.–5 p.m. on Fridays and Saturdays

Parking is free in the ramps south of the Institute on 3rd Ave or it is also accessible by Metro Transit Bus. <http://www.metrotransit.org/>

Weisman Museum [www.weisman.umn.edu](http://www.weisman.umn.edu)

333 E. River Rd. 612-625-9494

Free. View the interesting architecture as well as the American Modernism collection of works at this University teaching museum.

Open until 8 p.m. on Thursdays and 10 a.m.–5 p.m. on Fridays, 11 a.m.–5 p.m. on Saturdays. There is a fee to park in the parking garage.

Bell Museum of Natural History [www.bellmuseum.org](http://www.bellmuseum.org)

10 Church St. SE 612-624-7083

Free on Saturdays, 10 a.m.–5 p.m. There is a fee to park in the garage.

Como Zoo and Conservatory [www.comozooconseratory.org](http://www.comozooconseratory.org)

1225 Estabrook Dr., St. Paul 651-487-8200

Admission is \$2 for adults and \$1 for children; open every day of the year. You can see polar bears, large cats, birds, and aquatic animals among many others. Indoor and outdoor gardens include a Japanese Garden, the Orchid House, and a Bonsai Gallery.

Minneapolis Sculpture Garden and Walker Art Center [www.walkerart.org](http://www.walkerart.org)

1750 Hennepin Ave. 612-375-7600

Free on Thursday nights.

Tours of the State Capital and visits to the Mall of America are always free.

More information about the conference and local attractions may be found on the Twin Cities Chapter website at <http://sites.google.com/site/asitwincities/conference>.