

# The Pacific Northwest Chapter of the American Society for Indexing

presents:

## 2011 Spring Meeting



Saturday, June 11, 2011  
Bastyr University  
Birch, Room #184  
14500 Juanita Drive NE  
Kenmore, Washington

### Agenda

#### Friday, June 10

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6 p.m. Dinner (The cost is not included in the registration fee.)  
Fortune Inn (Chinese cuisine)  
6825 NE 170th Street  
Kenmore, WA 98028

#### Saturday, June 11

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8 a.m. Registration and continental breakfast

8:30 p.m. Welcome/Business Meeting

Judi Gibbs

9:30 a.m. Break

9:45 a.m. The Secrets of Rekeying

Charlee  
Trantino

A hands-on workshop to learn the traditional skill called *rekeying an index* (revising an index after the original book is repaginated for a new edition, with or without changes in the original text). Once used in the publishing industry's production departments by the "old-timers" who kept the method proprietary, rekeying became a lost art after the practice of "shooting-down" hard cover books to fit paperback format came into vogue in the 1990s and rekeying was no longer needed in-house. Charlee learned it by stealing the knowledge, shamelessly, while working in a production department. Now she will show you how the skill of rekeying can still make you money as well as save you time.

Charlee Trantino is the 2006 Wilson Award winner for Joseph Campbell's *A Skeleton Key to Finnegans Wake*, and she currently serves on the national Board of ASI. She has been a full-time indexer since the early 1990s. In the 1980s, she freelanced for the copy and production departments of several New York publishers. She is also a writer (10 novels published), CAGA certified antiques appraiser, owner of Big Red Barn Antiques, and caretaker for many cats and dogs. Her education includes a BA in English



from Drew University; a Masters from Rutgers, and an NEH Post-Graduate Fellowship at Princeton. She is a member of PNW/ASI although she lives in Pennsylvania, because she enjoys the members and the region so much!

11:15 a.m.

**Questions and Informal Networking**

Charlee  
Trantino

Charlee will start this session by talking about the production departments of publishers and freelance work from them. Then she will open the floor to questions and general networking.

12:15 p.m.

**Lunch** (vegetarian buffet in Bastyr University's cafeteria)

1:45 p.m.

**Do or Die—The ebook's impact on indexing**

Charlee  
Trantino

Ebooks are going to transform our profession whether we embrace them or hate them. But will you be ready—and willing to change? As Roosevelt said, "All we have to fear is fear itself." Charlee will share the information she has obtained from people in the book industry to predict what types of books and genres will be most affected. She'll discuss the software programs needed to create an ebook index. Then she will give a brief demonstration on how to create an index for an ebook that was created in Adobe InDesign. It's easy! But it's a huge change that many of us may fear and resist. A brainstorming discussion will follow on how to support each other and gain new skills as the publishing industry is transformed.



3:15 p.m.

**Break**

3:30 p.m.

**Questions and Informal Networking**

Charlee  
Trantino

Charlee will facilitate this no-agenda segment of the afternoon.

4:30 p.m.

**Wrap-up**

6:30 p.m.

**Dinner with bonus session from Charlee!**  
(The cost of dinner not included in the registration fee.)  
Fortune Inn (Chinese cuisine)  
6825 NE 170th Street  
Kenmore, WA 98028

Bonus session for anyone interested: Charlee's tenth novel, *Chihuawolf*, will be published by Source Books in October 2011. Knowing that many indexers are also writers, Charlee is happy to talk with other writers about the nuts and bolts of getting into print. Possible topics can include the best way to get an agent, when to submit a proposal (and how to write one), the financial realities of being an author, why joining a writers groups can be heaven or hell—and yes, how your indexing contacts may provide an avenue for reaching an acquisitions editor.



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## Sunday, June 12

9 a.m.

**PNW/ASI Board Meeting**

The location will be announced at the chapter's business meeting on June 11. All PNW/ASI members are encouraged to attend.

## Environmental Issues

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Because a number of chapter members have medically-diagnosed chemical allergies, PNW/ASI meeting sites have been declared fragrance-free zones. We request that attendees avoid using scented products such as perfumes, colognes, shaving lotions, hair spray, hand and body lotion, or soaps on the day of the meeting. All meeting rooms are, of course, smoke-free.

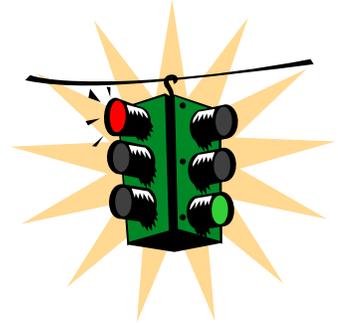
## Directions

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**Bastyr University** is located at 14500 Juanita Drive NE in Kenmore, northeast of Seattle. The directions below were taken from Bastyr's Web site.

### Southbound on I-5 (from Vancouver, BC)

1. Take Exit 177 (Lake Forest Park) onto Ballinger Road NE.
2. Follow Ballinger Road NE for about 3 miles to Hwy 522, also called Bothell Way.
3. Turn left on Hwy 522/Bothell Way to 68th Avenue NE in Kenmore.
4. Turn right on 68th Ave NE, which becomes Juanita Drive NE, and follow it south to sign on the right indicating Bastyr University (NE 145th).
5. Turn right and follow drive until it forks. Continue straight ahead until you reach Bastyr University.



### Northbound on I-5 (from Portland)

1. Take Exit 175 (NE 145th) and turn right at the end of the exit ramp onto NE 145th.
2. Follow NE 145th to Hwy 522/Bothell Way.
3. Follow steps #3-5 above.

### Southbound on I-405

1. Take Exit 23/Hwy 522 (third Bothell exit).
2. Follow Hwy 522 west to 68th Ave NE in Kenmore.
3. Turn left; continue on 68th Ave NE, which becomes Juanita Drive NE. Follow it south to sign on the right indicating Bastyr University.
4. Turn right and follow drive until it forks. Continue straight ahead until you reach Bastyr University.

### Northbound on I-405 (from the airport)

1. If coming from Sea-Tac Airport, follow the signs to the freeway, then specifically to I-405 North.

#### Once on I-405 North:

2. Take Exit 20A (NE 116th) and turn left at the end of the exit ramp onto NE 116th (this is a northbound exit only).
3. Follow NE 116th to the second signal light (98th Ave NE) and continue through this intersection. You are now on Juanita Drive NE.
4. Follow Juanita Drive NE for 4 miles to sign on your left indicating Bastyr University (NE 145th).
5. Turn left and follow drive until it forks. Continue straight ahead until you reach Bastyr University.

A copy of these directions and a map, are available at <http://www.bastyr.edu/about/map.asp>.

### **WARNING:**

Traffic on I-405 is unpredictable, especially from Southcenter (now Westfield Mall) to I-90. Heavy traffic and slowdowns can happen outside of rush hours (7-9 a.m. and 4-6 p.m. weekdays). Allow extra time if you plan to travel on this major highway.

## Transportation

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### Buses (Mass Transit)

Bus service is not available to the Bastyr University area on the weekends. We recommend arranging a ride with another attendee or taking a shuttle if you're flying into Sea-Tac Airport. **Shuttle Express** (see information in the "Taxis and Shuttle Services" section below) serves the Bothell area. If you need a ride, see the "Need the ride" section below for more details.



### Taxis and Shuttle Services

The Seattle area has a host of cab companies, but the two that provide the best service are **Orange Cab**, (206) 522-8800, and **Farwest Taxi**, (206) 322-8844. One word of caution: The cab companies in the Seattle area charge for "wait time," an extra fee per minute while waiting for traffic lights to turn green or when traveling less than 10 miles (16 kilometers) per hour in traffic. To reduce these charges, try to take a cab before or after rush hour.

If you're using Orange Cab, you can also make a reservation online at [https://www.ridecharge.com/s/wa-seattle/taxi/branded/orange\\_cab](https://www.ridecharge.com/s/wa-seattle/taxi/branded/orange_cab). Farwest Taxi does not have an online reservation system.

**Shuttle Express** is the major airport shuttle service in the Seattle area. It provides door-to-door service from Sea-Tac Airport to your hotel, home, or office and vice-versa. When scheduling rides to the airport, plan for a pick-up at least two hours in advance (also remember to add time to get through the security checkpoints at the airport). For fees and reservations, call (425) 981-7000 or toll-free, (800) 487-7433.

**Seattle Airport Express & Limo Service** provides service from the airport to destinations in King (Bastyr University's location), Pierce, and Snohomish County. For more information, call (206) 877-3642.



### Other Numbers

**Amtrak** (303 S. Jackson Street, downtown Seattle), (800) 872-7245  
**Greyhound Bus Lines** (811 Stewart Street, downtown Seattle),  
(800) 231-2222

#### Airlines:

**Air Canada**, (888) 247-2262  
**Alaska and Horizon**, (800) 252-7522  
**Delta**, (800) 221-1212  
**Southwest**, (800) IFLYSWA [(800) 435-9792]  
**United**, (800) UNITED-1 [(800) 864-8331]

### Need a ride?

Check the Pacific Northwest Indexers Listserv (INDEX-NW) at [indexing-pnw@lists.pnwasi.org](mailto:indexing-pnw@lists.pnwasi.org) for more information or contact Tami Robinson at [trobenson@whitworth.edu](mailto:trobenson@whitworth.edu).

## Lodging

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Indexer Inns and a wide variety of hotels are available near Bastyr University.

### Indexer Inns

Indexer Inns are local folks with a spare bed or couch to offer. These were created in 1999 to help out-of-towners reduce travel costs and network with other Pacific Northwest indexers. If you are interested in hosting or staying in an Indexer Inn, contact Tami Robinson at [trobinson@whitworth.edu](mailto:trobinson@whitworth.edu).



### Hotels

We have reserved a block of rooms at the Baymont Hotel, which is 5.4 miles east of Bastyr University. The rates are \$65 per room plus tax for one king bed. The rate includes free Internet access and a free continental breakfast. Two restaurants—The Brown Bag, a coffee/sandwich shop open for breakfast and lunch only, and a Shari's that's open 24 hours—are in the hotel's parking lot.

Baymont Hotel  
12223 NE 116th Street  
Kirkland, WA 98034  
(425) 822-2300

To take advantage of these rates, reserve your room by Friday, May 20. After that, the regular hotel rates will apply. Call the number above to make your reservation, as these rates will not be granted if you go through Baymont's website. Also, when you call, tell reservations that you're with the "Pacific Northwest Indexers" to receive the discounted rates referenced above.

### Other Hotels near Bastyr University

Other hotels are listed in order of distance from Bastyr; distances are indicated in parentheses. Most Kirkland hotels are near I-405 exit 22 (124th St.). Most Bothell hotels are near I-405 off exits 23 or 24.

**Comfort Inn (5.9 miles, 9.4 kilometers)**  
12204 NE 124th Street, Kirkland  
(425) 821-8300  
\$99.99-179.99 per night

**Motel 6 (6 miles, 9.6 kilometers)**  
12010 120th Place NE, Kirkland  
(425) 821-5618  
\$57.99-\$63.99 per night

**Residence Inn by Marriott (6 miles, 9.6 kilometers)**  
11920 NE 195th, Bothell  
(425) 485-3030  
\$109.99-149.99 per suite/night

**Comfort Inn and Suites (6.3 miles, 10.1 kilometers)**  
1414 228th St. SE, Bothell  
(425) 402-0900  
\$104.00-114.00 per night

**Extended Stay America (7.6 miles, 12.2 kilometers)**  
923 228th St. SE, Bothell  
(425) 402-4252  
\$69.99-89.99 per night

**Best Western Alderwood (8.1 miles, 13 kilometers)**  
19332 36th Avenue W, Lynnwood  
(425) 775-7600  
\$89.00-120.00 per night

## Attractions

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A guide to tourist activities will be posted on the PNW/ASI website shortly. Check the INDEX-NW listserv and ASI-L for more details.

## Registration Form

**Yes, I plan to attend the PNW/ASI 2011 Spring Meeting!**

My check or money order (in U.S. dollars) is enclosed for (select one):

*Early Bird* registration (received by June 3):

\$95 for ASI and ISC members

\$125 for non-members

*Regular* registration (received after June 3):

\$125 for ASI and ISC members

\$155 for non-members

Is this your first PNW/ASI meeting? If it is, you can register at a special \$70 rate. To take advantage of this discount, your registration must be received by June 3.

TOTAL AMOUNT SENT WITH REGISTRATION: \$ \_\_\_\_\_

*Please make checks out to PNW/ASI. Sorry, we cannot accept credit cards.*

Registration information:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State/Zip or Postal Code/Province, Country:

\_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

E-mail address: \_\_\_\_\_

We will include your first and last name on your name tag, plus the city where you're from, unless you request differently here:

\_\_\_\_\_

On Saturday, lunch is provided. Vegetarian and non-vegetarian options will be available.

Will you join us for dinner? (Dinners are not included in your registration fee.)

On Friday?  Yes  No

On Saturday?  Yes  No

Will you attend the board meeting?  Yes  No



Send this registration form and your check to:

Erica Caridio  
33686 Row River Road  
Cottage Grove, Oregon 97424

*Cancellation policy: Cancellations before June 7 receive a 75% refund. Refunds will not be given after June 7.*