

PNW chapter of the American Society for Indexing
Board Meeting Minutes
October 22, 2011
Vancouver Washington

Madge Walls, Judi Gibbs, Sheri Smith, Paul Sweum, Erica Caridio, Cathy Martz, Ann Yager, Veronica Hughes

Call to order at 9:16 am.

Board actions since our last meeting on June 11, 2011:

1. June 14, 2011 The board voted unanimously to approve rental fee of \$267.50 for the WRC for the chapter meeting on October 22, 2011.
2. August 10, 2011 The board voted unanimously to approve an additional fee of \$50 for the Montana Book Festival.
3. August 20, 2011 The board voted unanimously to approve the minutes of the previous meeting as corrected.
4. August 24, 2011 The board voted unanimously to accept the nominations of Paul Sweum as Vice President/Program Chair, and Madge Walls as Secretary.
5. September 2, 2011 The board voted unanimously to approve the revised budget for the fall 2011 meeting.
6. September 9, 2011 The board voted unanimously to approve the registration fee structure for the fall meeting, including waiver of registration fees for presenters and purchase of a \$50 Powell's gift card for guest speaker Jim Keeffe.
7. September 15, 2011 The board voted unanimously to approve purchase of an ad in *Publishers Weekly* for the chapter's Publisher's Honor Roll. Total cost is estimated at \$600 to \$650. Funds from this year's raffles are estimated at \$225 to \$250. The remainder will come from the chapter treasury.
8. September 28, 2011 The board voted to approve a non-ASI member to submit a nomination to the Publisher's Honor Roll for a \$15 fee. Voting for the motion were Ann Yager, Cathy Martz, and Erica Caridio. Voting against the motion were Judi Gibbs and Nancy Gerth.
9. October 17, 2011 The board voted unanimously to accept the results of the election of Paul Sweum as Vice President/Program Chair, and Madge Walls as Secretary.

Committee Reports:

Newsletter Paul reported on the newsletter. Rotation of new members continues. Joni Savage is no longer on the staff. We may have picked up some new committee members at the fall meeting. More people contributing to the newsletter would make it easier to distribute the workload. Paul recommends we continue with two issues per year. We could use Indexing-PNW to ask for help and/or suggestions.

Pro Bono Sherry reported on the pro bono committee. Periodically we're approached by an author not affiliated with a nonprofit. It's come up again. Discussion of the scope of the pro bono committee. Judi suggests if an author comes to our chapter we could offer to *review* their index. Sherry isn't comfortable directing work to individual authors. We decided the committee's work should remain for nonprofit organizations. We have partnerships with other chapters to work with us in the pro bono program.

Marketing communications Instead of having one committee coordinator, we will divide the duties.

Jane Henderson & Sherry - Publisher's recognition committee – we'll put an article in Key Words and Indexer's Ink. We'll ask the SIGs and national to see if we can get partnership with the Publisher's Honor Roll.
Tami Robinson is coordinating the Montana Festival of the Book.
VP/program chair will help publicize chapter meetings.
Madge has chapter brochures and will hold on to them.

Volunteer recognition Everyone who volunteers for a committee receives a bookmark as appreciation for offering to help the chapter.

Archives Sherry suggested using the web site to retrieve materials from the archives. Erica and Veronica will coordinate that. Cathy will get old newsletters to archivist Veronica Hughes, and will let Paul Sweum know when she has done so. In the future, the Secretary will send hard copies and digital format to Veronica.

Treasurer's report

Erica Caridio – preliminary estimate is that we broke even on this meeting.
We made \$90 on the raffle. Proceeds go to the Publisher's Honor Roll.
Our current bank balance is \$3,701.45.

New Business

Number of meetings per year:

ASI meeting will be in San Diego in April. A spring PNW meeting needs to be 6 weeks ahead or behind. Paul will check with national on this. A meeting before school is out may draw more people.

The board wants to make sure Paul isn't overwhelmed with meeting planning. He will check with the committee members to see if they want to continue. Paul's style will be to delegate. Let the board know if you need help.

AdminLoop function

Sherry gave us a brief history of the AdminLoop. Its function was to have more people involved in decision making progress. Officers + committee coordinators + people one year after their term ends. A list of 2011 AdminLoop participants is attached to these minutes.

Our purpose is to work efficiently long distance. Sherry distributed copies of Seven Habits of Highly Effective People by Steven Covey (attached.) Suggestions include posting netiquette once a year; maintaining a professional tone; personal conflicts should be handled one-on-one, not on the list; take time to praise people. Occasional board meetings on Skype would be helpful.

Is there a digest option or archives on the AdminLoop? Erica will let us know.

Paul on possibility of having the newsletter be a platform for advertising and an income source for the chapter. A resort or lodge in Montana wants to advertise as a meeting location. Would there be a conflict with our nonprofit status? Madge will check with national on that. Payment would be in advance via Paypal.

Program committee

Judi Gibbs summarized the program evaluations.

Very good feedback on presentations. Suggestion that Madge do more about social media.

Evaluations for the sessions are as follows:

Question #1: Author

5-8; 4-1; 3-3

Question #2: Marketing

5-4; 4-5; 3-2

Question #3: Sherry Smith

5-8; 4-4

Question #4: Facility

5-8; 4-4

Comments about the author talk ranged from *Great* and *More of this* to *Irrelevant to indexing*.

Comments about the meeting as a whole ranged from complimentary to *Focused too much on new indexers* or *Not enough content for a chapter meeting*.

Comments about the facility were overall good. Three people commented on the breakfast. Hooray!--Because it was a lot of work.

One person asked why we can't have meetings in the Tri-Cities. That probably deserves an individual response, which I can send, since I know her from the days when I lived in the Tri-Cities.

Raffle feedback

We lost an opportunity not being able to conduct the raffle at the Water Resources Center.

Officer responsibility Q&A

1. President – be a facilitator for everyone else. Keep track of what other officers are doing, provide support when necessary. Facilitate the vote.

We'll need to change the signers on the bank account; remove Ann Yager, add Judi Gibbs after January 1.

Record-keeping.

Archivist would like copies of all materials.

Erica will check to see if there is a way to archive the AdminLoop emails.

Vice President/Program Chair meeting budgets. Treasurer Erica Caridio will help with this.

Madge Walls and Cathy Martz will meet in January to hand off Secretary's materials.

Madge suggested an upcoming meeting topic. She heard someone give a good presentation on social networking. Have participants choose one thing they are using effectively, something they're having fun with.

Suggestion: Make indexer inns more successful. Travel expenses add a lot to the meeting costs.

Meeting adjourned at 11:24 am.

Cathy Martz

Secretary

2011 PNW Admin Loop (updated Fall, 2011)

Eligibility per board decision 8/08: all current officers and those who left office within the past year, committee coordinators, candidates for office (who should be removed if they are not elected), and any ASI board members from our chapter. These are the listed folks as of 1/01/11 with their final month listed.

NAME & e-mail address

Ann Yager yagerindexing@gmail.com
 Judi Gibbs judi@writeguru.com
 Cathy Martz catharyn@mac.com
 Erica Caridio ecaridio@gmail.com
 Nancy Gerth docnangee@nancygerth.com

Officers

President, 12/13
 Vice-President, 12/14
 Secretary, 12/12
 Treasurer, 12/14
 Past-President, 12/12

Sheila Ryan ryanindexing@gmail.com
 Scott Smiley scottsmiley@earthlink.net

Officers, one year past term

Treasurer, 12/11
 Past President, 12/11

Madge Walls
 Martha Osgood
 manager indexer@backwordsindexing.com
 Veronica Hughes hughesinformation@gmail.com
 Sherry Smith indexer@sherrysmithindexing.com
 Paul Sweum Paul@TopHatWordandIndex.com

Committee Coordinators

Marketing/Community Relations
 Webmaster & listserv
 Archivist
 Pro Bono Program
 Volunteer Recognition
 Newsletter

Madge Walls madge@allskyindexing.com

Incoming officers

secretary

ASI Board Member

Charlee Trantino charlee@epix.net

-thru 2012

TASKS DURING 2012

- Nominated officers added after election
- Welcome letter sent to each one
- Welcome letter sent to new coordinators
- Thank you notes sent to departing officers & coordinators
- Emails to the above people with 2011 dates about the unsubscribing.
- Updated list to Martha & Erica
- Make new list at end of December

STRATEGIES FOR SUCCESS

VIEW CHANGE AS A CHALLENGE

Traits that encourage people to handle pressure and to change with confidence.

- View change as a challenge.
- Be stimulated by the stress.
- Maintain a sense of control.
- Believe that you can influence events.
- Be committed to and involved with your work.

Remember that "this too shall pass" when hard times occur.
Convert fear into energy.

BUILD COMMITMENT

- Enjoy what you do.
- Be sure to do the things you enjoy.
- Set realistic goals...for every area of your life.
 - Write them down & be specific.
 - Imagine yourself attaining the goal.
 - List action steps you need to reach your goal.
 - Estimate how long it will take to reach your goal.
 - Review your goals often.

STAY COMMITTED

- Persist.
- Search for alternatives.
- Remember your mission.

KNOW WHEN TO CONTROL & WHEN TO LET GO

- Refuse to rush. If you feel harried, slow your breathing.
- Pick your battles. Don't fight the uncontrollable.
- Believe and act as if you can influence events.
- Think about how to turn situations to your advantage.

Keys to gaining control

- Focus on what you can control, not on the obstacle.
- Make a plan and refer to it after interruptions.
- Keep trying.
- Think objectively, not emotionally.

DEAL WITH SETBACKS

Keep the faith.
Believe that setbacks make you smarter and stronger.
Change direction if needed.

BE OPTIMISTIC

To achieve the impossible, you must believe in the possible.
Seek out the positive elements and build on them.
Concentrate on the good.
Find one positive every day.
Think of all the positive that might happen.
Tell yourself stories with happy endings.

USE HUMOR

LEARN FROM MISTAKES

Avoid perfectionism because it will paralyze you.

Perfectionists make these errors in thinking.

- They overgeneralize.
- They think in all or nothing terms.
- They make "should" statements.

Talk back to your inner critic.

"I made a mistake. I'll do better next time."

To survive mistakes:

- Admit you made a mistake.
- Analyze what happened.
- Assemble a plan.
- Apologize.
- Adjust your strategy.

MAINTAIN PERSPECTIVE

Strategies for seeing the big picture

- Get spiritual.
- Vacation.
- Take breaks.
- Use deep relaxation twice daily.

TUNE THE BODY

Exercise to reduce the anxiety.
Fitness boosts confidence.
Exercise increases optimism.
Fitness sharpens thinking.
Exercise boosts energy.

BUILD YOUR CONFIDENCE

"I am a self-confident person."
Master a skill.
Visualize competence.
Prepare.
Practice.
Pump yourself with positive thoughts.

COMMUNICATE WITH AND HELP OTHERS

Have a support system. USE IT
Stay in touch with those you know.
Network
 Make a list of people you know and what they do.
 Communicate with them on a regular basis.
 Ask for help when you have a project.
 Offer help on other people's projects.
Lend a hand to others.