

# PNW/ASI NEWS

Pacific Northwest Chapter | American Society for Indexing | [www.pnwasi.org](http://www.pnwasi.org)

## Newsletter News

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

Amber DeDerick and Anna Laube contributed to this issue. Thanks!

Please let us know of newsworthy items! Contact us at [judyannst@gmail.com](mailto:judyannst@gmail.com) and [cascadeindexing@gmail.com](mailto:cascadeindexing@gmail.com).

## PNW's Website: Membership Information

The PNW/ASI's website, [www.pnwasi.org](http://www.pnwasi.org) has many resources.

Look for "Membership Information" on the "About Us" pull-down menu. Make sure you're taking advantage of all the the PNW chapter offers.

Are you subscribed to the PNW listserv?

The link is on this page of the website or check it out right now: [http://lists.pnwasi.org/mailman/listinfo/indexing-pnw\\_lists.pnwasi.org](http://lists.pnwasi.org/mailman/listinfo/indexing-pnw_lists.pnwasi.org)

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

## Celebrating PNW's 20th!

Twenty years of supporting indexers is a milestone that deserves to be recognized, and the PNW/ASI chapter put on a fun and informative meeting last September 16 and 17 to do just that!

Twenty members gathered at the Marriott Springhill Suites in Vancouver, WA for an event that featured two nationally recognized speakers, Enid Zafran and Carol Roberts, two casual networking lunches, and two dinners, one at Gustav's and the other at the Spaghetti Factory. Members came from Oregon, Washington, Montana, British Columbia, and California. The PNW/ASI's fall meeting is usually a more low-key one-day affair, so everyone appreciated the opportunities brought by marking twenty years. For members who missed the meeting or who need a reminder of the workshops and presentations, here's a recap.



### *Enid Zafran: INDEXING NARRATIVE AND BIOGRAPHY*

Well known veteran indexer Enid Zafran led us through the challenges and joys of indexing narrative and biography, including the similarities and differences between them. The important concepts Enid emphasized were the metatopic, the "plot" or substance, the possible need for additional levels, using action verbs in entries, the need to step back rather than focus in, and the ever-present challenge to maintain objectivity.



This was an interactive session with participants continuing indexing that Enid had started. While leading discussion and explaining her process about indexing narrative and biography, Enid used documents that gave us glimpses into the rise to power of a former American president, the disaster of a Mount Everest expedition, and the success of a puffin restoration project.

## We need your ideas for September 2017!

The 2017 PNW/ASI fall meeting will be held once again in September at the Marriott Springhill Suites in Vancouver. Planning for this event has begun, and your input is requested!

This year, we'll be returning to the one-day format and hope to tap into the talent within our chapter. Do you have ideas for topics, or do you have questions you would like to see addressed? Do you have a preference for speakers, panels, discussion, or workshop-type activities?

Please send your comments asap to the Program Committee Chair, Sam Arnold-Boyd at [cascadeindexing@gmail.com](mailto:cascadeindexing@gmail.com)

## The Purple Pen Award goes to PNW member Sam Arnold-Boyd

The Institute of Certified Indexers chose one of PNW's own for the Purple Pen Award for New Indexers, Sam Arnold-Boyd of Cascade Indexing. Sam wrote the index for *A Thousand Cuts: The Bizarre Underground World of Collectors and Dealers Who Saved the Movies*. Sam's education includes the University of California-Berkeley indexing course as well as a bachelor's degree in Linguistics and Master's Degrees in Library Science and Interdisciplinary Studies: Teaching. Her previous career



Sam with Enid Zafran

## Carol Roberts: *MARKETING FOR THE SHY*

Carol Roberts gave an inspiring talk on marketing techniques suitable for new and experienced indexers alike. She noted that marketing goals must be realistic, specific, and have a hard deadline. Would you like to have three new clients by April 2017? Write it down and make it measurable.



Carol suggested giving business cards to everyone you meet. Even if they're not in publishing, they might know someone who needs an indexer. She also relayed that spending \$1,000 on revamping her website helped her business flourish, but most of the strategies she presented only require time. Using social media (especially searching for editors on LinkedIn), asking for referrals from existing clients, and using Amazon's advanced search feature to research prospects are all great strategies. She recommends dedicating two to three hours per week to marketing and to be creative, persistent, and a little bit bold.

Please find more of Carol's suggestions on indexing in *Marketing Your Indexing Services*, 3rd ed., edited by Anne Leach.

## Carol Roberts: *PAINLESS INDEX EDITING*

In her second session, Carol Roberts presented practical approaches for "Painless Index Editing." Her time-saving techniques aim to streamline the indexing process, automate repetitive tasks, and focus the final line-by-line edit.



When indexing initially, Carol makes a checklist and flags entries with questions so that she doesn't lose her train of thought. Once she's finished with the first pass, it's much more efficient to solve these problems in groups. She also doesn't want to recheck locators, so she is scrupulous about page numbers on this first pass.

For entries that involve repetition (flipping headings and subheadings, acronyms, authors and titles), Carol creates macros that give instructions to the software to perform a series of tasks. She uses QuicKeys, a macro program for the Mac that works with indexing and other software. By grouping entries that need the same changes, she saves oodles of time by doing them en masse after the initial index is completed. Her final steps involve a methodical line-by-line edit in which she applies a checklist to each line. When she needs to go to another part of the index, she sets a bookmark with the record number so that she can return to her place. These approaches are guaranteed to increase productivity.

## PNW/ASI Spotlight: Scott Smiley

When Scott Smiley finished his doctorate in geography at Louisiana State University in 1999, he wasn't sure about his next career step. He didn't want to return to his earlier career in accounting which he had pursued after undergraduate school at Berkeley. A friend had recently started doing freelance indexing, and Scott recognized that it would fit him perfectly. He enrolled in the USDA Basic Indexing course, taught by Kari Kells, and joined ASI. By 2002, he was supporting himself with his indexing business and was able to move from Baton Rouge to Portland. Ten years after taking the USDA course, he was teaching the same course.



The aspects of indexing that he enjoys the most are, in Scott's words, "the great variety of books I get to read and work on, being able to feel like what I do helps people connect with books and the information in them, and the chance to work at home on my own schedule." He shares that networking has helped him the most in his business and has allowed him to learn about indexing, make friends, and find work. He's glad that he didn't originally realize how important networking is to indexing because it might have scared him off.

The top two challenges of indexing for Scott are uncertainty (especially in the early years) and managing time and schedules. He does a lot of scholarly work that is scheduled ahead of time, but the schedule can go haywire when proofs are late or early, or when jobs take longer than expected. He finds that managing the day to day schedule can also be a challenge.

Even with these challenges that make it feel like indexing is taking over all his life, Scott finds time to be an active member of the diverse, progressive congregation of Trinity Episcopal Cathedral. In March on Wednesday evenings, Scott will co-facilitate a class on Jewish philosopher Martin Buber's notion of I-Thou relationships. "All are welcome!" Scott is also a published poet, relishes his book and film collections, and tends to the needs of his aging parents in Oakland, California.

As the PNW chapter president this year, Scott will be focusing on the effects of the new ASI bylaws. He wants to reassure the members that the new bylaws aren't expected to have an impact on the Fall Meeting or the core of what PNW/ASI is and does.

## PNW Board transitions: new members and new ASI bylaws

Thank you to Madge Walls, who finished her term as Past President at the end of 2016. Carolyn Weaver has moved from President to Past President, making way for Scott Smiley to be the 2017 President. Maria Sosnowski is in the second year of her term as Secretary. Congratulations to the incoming Vice President Sam Arnold-Boyd and new treasurer Amber DeDerick, who succeeds Margaret Berson. Thank you all!

The new officers will be operating under the revised bylaws of the American Society for Indexers. PNW will be governed as a committee by ASI's board of directors, and our board will work closely with the national organization in order to comply with IRS regulations.



The 2016 PNW/ASI Board: Madge Walls, Margaret Berson, Scott Smiley, Carolyn Weaver, and Maria Sosnowski.

## ASI 2017 Annual Conference in Portland, Maine: Call for Proposals

Are you interested in visiting the *other* Portland and getting the opportunity to see the sun rise over the ocean instead of setting? Then you might want to consider attending this year's annual ASI conference. It's scheduled for June 15 to 17 in the beautiful city of Portland, Maine at the Holiday Inn By the Bay.



Conference planners have put out the call for presentation proposals, and you have until February 3 to submit one.

Find out more on the ASI website at <http://www.asindexing.org/conference/2017-presentation-proposal/>.