

# The Pacific Northwest Chapter of the American Society for Indexing

presents:

## Basics and Beyond September 13-14, 2019



Marriott SpringHill Suites—Columbia Room  
1421 SE Tech Center Drive, Vancouver, WA 98683  
Friday September 13 - Beginner's time, Dinner  
Saturday September 14 - Sessions and Dinner

### Agenda

#### Friday, September 13

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**3:30-5:30 p.m.** A question-and-answer time for “newish” indexers  
Hosted and moderated by Scott Smiley  
Additional fee of \$10 for members, \$12 for nonmembers

Are you a beginning indexer with a lot of questions? Are you thinking about a career in indexing? Do you have some experience but have basic questions that you need answered? A “yes” answer to any of these questions indicates that this session is for you!

Scott Smiley, veteran indexer and indexing instructor, will answer your questions in the comfortable atmosphere of his house, located a few minutes from the SpringHill Marriott.

If you are staying at the Marriott and your room is not ready, you are welcome to store your luggage in a secure area of the hotel. We will gather in the lobby at 3:15 to carpool to Scott's house, or you can drive and meet us there.

Please indicate on the Registration Form at the end of this packet if you'd like to attend this session and include the fee in your registration check.

If you have questions, please contact Sam Arnold-Boyd at [cascadeindexing@gmail.com](mailto:cascadeindexing@gmail.com).

**6:00 p.m.** **Friday Dinner (pay your own way)**  
We will be choosing a restaurant near the Springhill Marriott. Plan to gather in the lobby at 5:45 to carpool or walk if you are staying at the Marriott, or meet at the designated restaurant. Vegetarian and gluten-free options will be available.

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## Saturday, September 14

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8:30-8:45 a.m.	<b>Registration</b> Note: Breakfast for hotel guests is included in the price of hotel registration, and is available in the lobby area. Please have breakfast before the meeting.	
8:45-9:00 a.m.	<b>Welcome and Introductions</b>	Sam Arnold-Boyd
9:00-10:45	<b>Technical Indexes with a Structured Approach</b> Angela will explain the unique characteristics of technical books that make indexing them more challenging in some ways and less challenging in others. Technical books include computer software or programming books, science or engineering books, medical books, or instructional books in any field. Angela will then describe how she applies Fred Leise's structural indexing techniques to technical books, including the metatopic, pan-granularity, and the top-down and bottom-up indexing processes.	Angela Howard
10:45-11:00	<b>Break</b>	
11:00 - 12:00	<b>Client Relationships</b> Positive client relationships are key to the success of our businesses. The panel will present a variety of strategies for establishing good working relationships with clients that cover the bidding process, determining style specifications, and using contracts. They will also discuss how to handle complaints and disengage from difficult clients. Audience participation encouraged.	Panelists: Scott Smiley Madge Walls Carolyn Weaver
12:00-1:30 p.m.	<b>Networking Lunch.</b> Lunch will be pay-your-own-way at a variety of area restaurants. Attendees will choose a nearby location and get to know someone new or catch up with old friends. A delivery option is available for those who would rather remain on-site.	
1:30-2:00 p.m.	<b>Business Meeting/Volunteer Recognition</b>	Judy Staigmiller
2:00-3:15 p.m.	<b>Index Comparison</b> A small and large group activity that involves one book, two indexes for the book, and activities that lead participants in a comparison and contrast of the two indexes. We'll focus on audience, usability, and access, as well as how the indexes handle subheadings, the metatopic, and gathering scattered topics. The book, <i>Bringing Art to Life</i> , will be available for download before the meeting.	Two indexes completed by highly experienced indexers
3:15-3:30 p.m.	<b>Break</b>	
3:30-4:15 p.m.	<b>Embedding Index Tags in XML Files</b> Angela will demonstrate how to manually embed XML index tags in XML files, explaining how it is less difficult than you might think. She will also discuss a couple of alternative approaches that might make it easier.	Angela Howard
4:15-5:15 p.m.	<b>Bidding and Rates</b> This interactive panel will give guidance in principles of setting rates, discussing expected rates for different types of books and strategies for successfully raising your rates. Approaches to bidding, handling special requests, and protecting yourself from unforeseen changes will also be addressed, along with an opportunity to do a sample bid. Audience participation expected.	Panelists: Scott Smiley Maria Sosnowski Madge Walls
5:15-5:30 p.m.	<b>Wrap-up and Feedback</b>	Sam Arnold-Boyd
6:00 p.m.	<b>Chapter Dinner (pay your own way)</b> We will be choosing a restaurant near the Springhill Marriott. Vegetarian and gluten-free options will be available.	

## **Our Speaker and Panelists**

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**Angela Howard** has been indexing since 1999. Prior to that, she was a technical writer for 12 years for database and web client/server software. She specializes in indexing technical manuals and trade books on software applications, programming, and methodologies, but she has also indexed books on education, grant writing, arts and crafts, nutrition, and alternative medicine. She has done embedded indexing in Word, Framemaker, InDesign, and XML, and uses Sky for standalone indexes. Angela served as Treasurer of the Southern California chapter before transferring to the Pacific Northwest Chapter.

**Scott Smiley** is a full-time freelance indexer who is the past-chair of PNW/ASI. A member of ASI since 1999 and of PNW/ASI since 2002, he previously served two terms as chapter treasurer. Scott was an instructor for the Graduate School (USDA) indexing course from 2009 until its demise in 2015 and has a Ph.D. in geography. He indexes primarily scholarly works in the social sciences, humanities, and other fields.

**Maria Sosnowski** started indexing part-time in 2005, and balances that with part-time employment in a law library. Her indexing centers around law, social sciences, and education, plus a variety of other topics, and she avoids hard science, medicine, and anything that sounds like philosophy and literary criticism. Her clients include authors, packagers, publishers, and other indexers, and she likes to be creative about pricing structures for her work.

**Madge Walls** has been indexing for 12 years, after many years in real estate. Through no fault of her own, she has specialized in scholarly books with an occasional math text thrown in. She enjoys travelling and writing fiction. Her two published novels reflect her life growing up and raising her children in Hawaii.

**Carolyn Weaver**, a founding member of the Pacific Northwest Chapter, has served multiple times as President and Treasurer of ASI, and as an exam reviewer for the ASI Training in Indexing course. She is the recipient of the 2015 Hines Award. She was a medical librarian for 35 years, including 11 years as a moonlighting indexer, before transitioning to full-time indexing in 2000. Her indexing specialties include health, behavioral, and social sciences.

## **PNW/ASI Board Meeting**

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Instead of holding a Board Meeting at the SpringHill Marriott on Sunday morning, the Board meeting will be held as a Zoom meeting later in September. We hope that it will be at a time that enables more people to attend. Details about the time, along with instructions for accessing the Zoom meeting, will be posted on the PNW website and sent out to the PNW listserv and to meeting registrants.

## **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. Look for “fragrance free” on labels, not “unscented” which may still include fragrances. All meeting rooms are, of course, smoke-free.

## Lodging

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### Marriott SpringHill Suites

Overnight accommodations are available September 13 to 15 at the special rate of \$119 per night (two nights available at this group rate). These are small suites that consist of a king bed, plus a sitting area with a sofa that opens to a double bed, a chair, a desk, and a mini kitchen with microwave and small fridge. (Hot plates are available upon request.) A room with 2 queens can be requested instead, if available, for an additional fee. [Book your group rate for PNW-ASI \(https://www.marriott.com/event-reservations/reservation-link.mi?id=1556757674772&key=GRP&app=resvlink\)](https://www.marriott.com/event-reservations/reservation-link.mi?id=1556757674772&key=GRP&app=resvlink), or you may call 1-360-260-1000 and ask for the PNW/ASI rate. The special rate is guaranteed for Friday and Saturday night. If you wish to extend your stay at the hotel, please contact Eric Schneider at [eric.schneider@marriott.com](mailto:eric.schneider@marriott.com). Breakfast is included in the price of the reservation (full buffet, not just a continental breakfast). Please note that the **discounted rate is guaranteed only for reservations made by August 14**. You are encouraged to reserve your room early, even if you have not yet registered for the conference.

There is a walking trail very near the hotel. Other amenities include free WiFi and parking.

## Transportation

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### Shuttle Services

The Marriott SpringHill has a shuttle to take hotel guests to locations within a five-mile radius of the hotel. If you would like to use this service, make arrangements with the staff at the Marriott.

### Need a ride?

Post a note on the Pacific Northwest Indexers Listserv (INDEX-PNW) at [indexing-pnw@lists.pnwasi.org](mailto:indexing-pnw@lists.pnwasi.org) to request or offer a ride to your colleagues.

## Directions and traffic note

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**Marriott SpringHill Suites** is located at 1421 S.E. Tech Center Drive, Vancouver WA, less than 9 miles from the Portland International Airport (PDX).

Plan for heavy traffic on Friday afternoon. Beginners, arrive early for the Q&A at 3:30 at Scott's!

### Southbound on I-5 (from Seattle)

1. Take I-5 to exit 7, I-205 south.
2. Take the exit for Highway 14 east.
3. Follow steps 4-6 below.

### Northbound on I-5/I-205 (from Eugene)

1. Take I-5 north to I-205.
2. Follow I-205 across the Columbia River into Washington.
3. Take the exit for Highway 14 east.
4. **Take exit 8 for 164th.**
5. **Left onto 164th, and drive until you reach Tech Center Drive (light after 15th)**
6. **Right onto Tech Center Drive. Hotel is on your right.**

### From Portland

1. Take I-5 or I-205 north across the Columbia River into Washington.
2. Take the exit for Highway 14 east.
3. Follow steps 4-6 above.

Parking at the hotel is complimentary. You can see maps and directions at:

<https://www.marriott.com/hotels/maps/travel/pdxvs-springhill-suites-portland-vancouver/>

## Area Information

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Come a little early or stay a little after the meeting and take advantage of what the Portland/Vancouver area has to offer. Here are a few ideas:

- Powell's City of Books, W. 10th and Burnside, <https://www.powells.com/>. This is an experience not to be missed! This is the largest independent bookstore in the U.S, covering an entire city block with multiple floors.
- Fort Vancouver National Historic Park (Vancouver) <https://www.nps.gov/fova/index.htm> (our Friday afternoon destination!)
- Lan Su Chinese Garden, 239 NW Everett Street, near the Old Town/Chinatown Max stop, <https://www.lansugarden.org/>
- Ikea, shopping near the Portland Airport, <http://www.ikea.com>
- Japanese Gardens in Washington Park, <https://japanesegarden.org/>
- OMSI, the Oregon Museum of Science and Industry, 1945 SE Water Ave., <http://www.oms.edu>
- Oregon Historical Society, 1200 SW Park Ave. (downtown), <http://www.ohs.org/>
- Oregon Zoo, 4011 SW Canyon Road, <https://www.oregonzoo.org/>
- Pearl District (for eating and shopping), <http://explorethepearl.com/>
- Pittock Mansion, 3229 NW Pittock Drive <http://www.pittockmansion.org/>
- The Portland Art Museum, 1219 SW Park Ave. (downtown), <https://portlandartmuseum.org/>
- [Ridgefield National Wildlife Refuge](#) and [Steigerwald Lake National Wildlife Refuge](#), both near Vancouver.
- World Forestry Center, 4033 SW Canyon Road <http://www.worldforestry.org/>

Visit Vancouver has more good ideas: [http://www.visitvancouverusa.com/things-to-do/events/Visitor's Guide](http://www.visitvancouverusa.com/things-to-do/events/Visitor's%20Guide) with a 2-minute video: <https://www.visitvancouverusa.com/howtovancouver/>

## Sherry Smith Award for a new indexer

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The Sherry Smith Award of the Pacific Northwest Chapter of the American Society for Indexing will grant \$100 to help one new indexer per year attend a PNW fall conference. In order to apply, you must:

1. Be currently enrolled in an indexing course for initial training in indexing. This includes the ASI Training in Indexing course, the UC Berkeley Extension Indexing: Theory and Application course, or individual instruction from an established professional indexer.

OR

2. Be in your first year after completion of one of the courses above, as of the date of the fall conference.

AND

Apply no later than one month before the fall conference (August 14, 2019). Application is by email to the membership coordinator, Maria Sosnowski, at [maria@index-plus.com](mailto:maria@index-plus.com). In the email, include your name, location, course/teacher, completion date if applicable, and contact information for verification. Winner must be willing to volunteer for the Program Team for a one year period after selection, which is a group of indexers who help plan the fall conference. The purpose of the award is to help emerging indexers experience the benefits of networking with other indexers while we harness your ideas and energy to invigorate future conferences.

The winner will be selected by random drawing from the pool of applicants who meet the criteria. The winner will be awarded \$100 which will be allocated first towards the conference fee, and then any balance remaining will be paid to the winner at the conference to defray other conference-related travel costs. Conference attendance is required. Prior winners are not eligible.

## Registration Form

**Yes, I plan to attend the PNW/ASI 2019 Fall Meeting on September 14!**

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

Early Bird registration (received by August 31):

- \$80 for ASI or affiliated society members  
 \$100 for non-members

Regular registration (received after August 31):

- \$100 for ASI or affiliated society members  
 \$120 for non-members

Will you attend the Q&A for beginning indexers on Friday, Sept. 13?  Yes  No

If so, please add \$10 for the member rate or \$12 for non-members.

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

Please make checks or money orders (US\$) payable to ASI. Please write "PNW chapter" in the memo field on the check. We cannot accept credit cards at this time.

### Registration information:

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

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

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

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

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

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

Will you join us for dinner? (dinner is pay-your-own-way.)

On Friday?  Yes  No      On Saturday?  Yes  No

I will have guests:  Yes  No       Yes  No  
Number of guests: \_\_\_\_\_      Number of guests: \_\_\_\_\_

Food sensitivities/dietary restrictions: \_\_\_\_\_

**Please send this registration form along with your check or money order, made payable to ASI (with "PNW chapter" in the memo field), to:**

**Angela Howard, PNW-ASI Treasurer  
PO Box 60355  
Santa Barbara, CA 93160**

*Cancellation policy: Cancellations are fully refundable before August 31 and 75% refundable between September 1 and 7. Refunds will not be given after Sept. 7.*