

PNW Chapter of the American Society for Indexing

**Board Meeting**

September 18, 2016

Springhill Suites

Vancouver, Washington

|            |   |  |
|------------|---|--|
| Attendees: | Carolyn Weaver, President<br>Scott Smiley, Vice-President<br>Margaret Berson, Treasurer<br>Maria Sosnowski, Secretary | Sam Arnold-Boyd, 2017 Vice-President Elect<br>Amber DeDerick, 2017 Treasurer Elect<br>Judy Staigmiller, Archivist<br>Judi Gibbs, ASI secretary |
|------------|---|--|

President Carolyn Weaver called the meeting to order at 8:35 a.m.

*Conference debriefing:*

Maria collated the Program Evaluations for the 2016 meeting and data was reviewed. The findings are attached to these minutes.

There was a discussion regarding accommodations for annual meetings in Vancouver and it was agreed that Springhill Suites, the current site of the meetings, is the best value and meetings should continue to be held there.

There was a discussion of topics for future meetings, as well as program style. There was a discussion of meeting logistics, including how many meetings to have each year and where meetings should take place. The board would like to have one in-person fall meeting and look into the idea of a second meeting using audio/video conferencing. Carolyn will look into chapter use of Zoom. Judi mentioned that meeting topics should not duplicate ASI webinars which might diminish meeting attendance.

*Outreach/retention of members:*

Amber indicated that she was charged for chapter membership in online registration and had to be refunded. If this is happening to others it might discourage people from signing up. Amber will email ASI in case it is systemic.

Maria gave a summary of ASI materials/idea to reach out to new chapter members as well as contact those who did not renew. She will continue to do that. Suggestion was made to introduce students/first time meeting attendees, have more getting-to-know-you activities, etc., so that new members get to know people and feel welcomed into the chapter.

*ASI bylaws:*

Discussion about future issues with ASI bylaws changes, and the impact is unknown at this point. There was also some discussion about money handling. **The board voted 4-0 to authorize the PNW ASI treasurer to close the US Bank checking account at such time as the treasurer determines it is indicated based on policies of the national organization.**

*New officers:*

Sam Arnold-Boyd has been elected Vice-President for 2017 then President for 2018 and Past President for 2019. She will take office January 1, 2017.

Amber DeDerick has been elected Treasurer for 2017-18 and will take office January 1, 2017.

**TO DO LIST**

Carolyn will contact ASI regarding use of Zoom by chapter.

Amber will contact ASI regarding concern about others being charged chapter membership dues.

Carolyn declared the meeting adjourned at 10:25 a.m. Minutes approved 4-0 by attending officers on 9/26/16, and approved with "new officers" paragraph added for clarity on 1/9/17.

Respectfully submitted,

Maria Sosnowski  
Secretary, Pacific Northwest Chapter/American Society for Indexing

Program evaluations Fall 2016

**Indexing Narratives and Biographies – Enid Zafran**

|    |   |   |   |   |
|----|---|---|---|---|
| 5  | 4 | 3 | 2 | 1 |
| 10 | 5 | 2 | 0 | 0 |

Comments:

1. Book sounded interesting but was not entirely relevant to the exercise. Also could have been shorter – some good ideas but wasn't really particular to biog & narrative as much as indexing basics.
2. Enjoyed seeing Enid's index entries. It's interesting to see how another experienced indexer handles text.
3. Very good session. Would have liked a little less discussion about the books themselves and gotten more indexing wisdom instead.
4. Very helpful. I would have appreciated opportunity to ask questions about other kinds of narratives.
5. Excellent.
6. Very clear.
7. Well organized, interesting, useful. Good balance of lecture and hands-on.
8. Enid always excellent. Wealth of experience to share and conveys it with warmth and humor.
9. Very useful glimpse into this type of indexing. At the end I did find I was wanting more discussion of the elements and Enid's process.
10. Was great as new indexer. Helped me think of ideas about how to approach narratives and make helpful useful indexes.
11. Excellent
12. Good specific tips
13. Would like less storytelling about the book and more discussion of indexing decisions, particularly seeing what other people did and pros/cons of their decisions.
14. Appreciated the distinction between narrative and biography, and the specific techniques which apply when indexing them. After the afternoon hands-on session, I would have liked small group time too, which would have made the discussion more participatory.

**Marketing for the Shy – Carol Roberts**

|   |   |   |   |   |
|---|---|---|---|---|
| 5 | 4 | 3 | 2 | 1 |
| 7 | 7 | 2 | 0 | 0 |

Comments:

1. Some good ideas. I liked the LinkedIn ideas but it felt very introductory and the other marketing ideas felt out of date.
2. Carol's ideas got me reenergized. Can't wait to try some of her suggestions.

3. Fun presentation, good information, good presentation of caveats.
4. I was at her presentation years ago. It has been greatly expanded. Greatly appreciate info on LinkedIn and Amazon.
5. Why not do the LinkedIn portion first?
6. Lots of good info. Perhaps could have included a method for keeping track with marketing.
7. Such a helpful and relevant (even essential) workshop for me.
8. Really enjoyed this before I came I did not know how to find clients now I do.
9. Wanted more examples
10. Too much general info at first. Would have loved more specific ideas and examples specifically for LinkedIn – that portion should have been longer, more detailed, and with examples. Instead it was skimmed over quickly while lots of time spent on some general methods.
11. Session was perfectly timed for me, and I found every topic helpful in some way. It actually made me look forward to marketing. Can't wait to order car magnet.

#### **Painless Index Editing – Carol Roberts**

|   |   |   |   |   |
|---|---|---|---|---|
| 5 | 4 | 3 | 2 | 1 |
| 7 | 5 | 2 | 0 | 0 |

#### Comments:

1. Macro session useful. Appreciated the mac demo because workshops are almost all PC focused. Too long.
2. This is second time hearing Carol and I learned something new each time.
3. Very useful.
4. Excellent ideas.
5. Fascinating.
6. Some good hints, although much of it was keyed to cindex and hard to follow by Sky users.
7. Wonderful
8. Macros! changed my life. Amazing.
9. Good tips
10. Session was perfectly timed for me and I plan to order Quick Keys tomorrow and begin to apply the editing approach this week. The precise methodology resonated with me and I have no doubt that it will increase my productivity.

#### **Program overall**

|    |   |   |   |   |
|----|---|---|---|---|
| 5  | 4 | 3 | 2 | 1 |
| 12 | 5 | 0 | 0 | 0 |

(one person gave a 3.5, which I put as a 4)

|                    |    |   |   |   |   |
|--------------------|----|---|---|---|---|
| <b>Facilities:</b> | 5  | 4 | 3 | 2 | 1 |
| Location           | 14 | 3 | 0 | 0 | 0 |

|                |    |   |   |   |   |
|----------------|----|---|---|---|---|
| Meeting room   | 12 | 4 | 0 | 0 | 0 |
| Food           | 13 | 2 | 1 | 0 | 0 |
| Parking        | 13 | 1 | 0 | 0 | 0 |
| Accommodations | 10 | 3 | 0 | 0 | 0 |

Comments:

1. Loud roomful of party people down the hall
2. Like how I can get to it from the east without having to drive through town.
3. Their breakfast wasn't great but I was glad they had oatmeal. Scrambled eggs looked like powdered eggs and too many sweet carbs.
4. I'd prefer lunch brought in.
5. This is a really good venue and central location let's keep it
6. Prefer lunch brought in
7. Meeting room temperature alternated between too cool and too warm, especially Friday.  
It wasn't a big deal to me but I guess that some people were uncomfortable.

#### **Attendance factors:**

|             |    |
|-------------|----|
| Topic       | 12 |
| Connections | 8  |
| Location    | 4  |
| Cost        | 3  |

Comments:

1. Networking and meeting with colleagues very important
2. Traveling from Seattle was tough but manageable. Certainly would be more likely to attend if the meeting was in Seattle.
3. Liked the idea of going out for lunch
4. Always enjoy the networking. There is always something to learn even for the very experienced.
5. Location first, topic second.
6. Connection almost as important as topic. Going out for lunch – I liked it, easier to deal with celiac.
7. Eating out was fun keep doing that.
8. Connections are also extremely important (after topic)
9. Meeting not only helped me tremendously in my business, they are also a good time to get to know some amazing people.

#### **Time indexing:**

|      |   |
|------|---|
| 0-2  | 5 |
| 5-10 | 6 |
| 11+  | 6 |

#### **Future topics:**

Embedded/electronic indexing/XML, EPUB, etc

Embedded indexing, ebooks  
Handling subtopics for large page spans and large numbers of locators  
How to index directly from PDF on screen  
Cookbooks  
Problems specific to various indexing subjects  
Data/file management  
Cyber security  
Specialities with broad appeal – history, arts, trade books, maybe cookbooks  
Subheadings  
Panel in which veteran indexers describe how they found a way through knotty problems  
Twitter

**General comments:**

Many people said they liked going out for lunch  
Outstanding program and choice of speakers  
Thanks for your hard work to organize this meeting  
Thanks to committee for excellent job.  
Excellent meeting, love being inspired and education and this program gave both.  
Very informative – look forward to next year.  
Would rather have simple sandwich/lunch brought in as we've done in past – too much back/forth decisions if we have to go find our own lunch each day.  
Many thanks.