

The Pacific Northwest Chapter of the American Society for Indexing

presents:

PNW/ASI Twentieth Anniversary Meeting Fall 2016



Friday September 16 and Saturday September 17, 2016
Marriott Springhill Suites—Columbia Room
1421 SE Tech Center Drive, Vancouver, WA 98683

Agenda

Friday, September 16

9:45-10:00 a.m. **Registration**

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.

10:00-10:15 a.m. **Welcome**

Scott Smiley

10:15 am-1:00 pm **Indexing Narratives and Biographies**

Enid Zafran

Enid's program explores how to follow and index a personal story—either biography or narrative—with all the variants that can make the process difficult to comprehend, such as events in a life, multiple personalities, roles/titles, and interactions among numerous people. Enid will lead us through the sometimes complicated process of creating a usable index from a mass of information. These can be some of the more challenging types of projects even for experienced indexers. They require an approach different from textbooks and works already formatted into divisions. The day-long workshop covers how to create a working structure, phrase entries, and deal with metatopic issues. Hands-on exercises are included, so bring your laptop if you want to use your indexing software. Also one exercise is from the book *Into Thin Air*, so if you have a copy or want to read it in advance, you will find the story immensely interesting, but note that the book does NOT contain an index. Break included at Enid's discretion.

1:00-2:30 p.m

Networking Lunch. Lunch will be at a variety of area restaurants. Attendees will choose a nearby location and get to know someone new or catch up with old friends.

2:30-5:30 p.m.	Indexing Narratives and Biographies (continued)	Enid Zafran
5:30-5:45 p.m.	Wrap-up	Scott Smiley
6:00 p.m.	Chapter Recognition Dinner (cost for registered attendees included in registration, not including alcoholic beverages. Guests/spouses must pay their own way.) Location to be determined after we have an idea of the number attending. Vegetarian and gluten-free options will be available.	

Saturday, September 17

8:45-9:00 a.m.	Registration and welcome 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.	
9:00-11:30 a.m.	Marketing for the Shy Marketing is for any freelancer who is just starting out, needs to replace some less-than-stellar clients, or wants to shift into a new area of indexing. Explore and practice a variety of alternative marketing techniques, including effective use of business cards, how and with whom to network, persuasive mailings to publishers, Amazon, and LinkedIn. Learn how to make your own luck! Break included at Carol's discretion.	Carol Roberts
11:30-1:00 p.m.	Networking Lunch. Lunch will be at a variety of area restaurants. Attendees will choose a nearby location and get to know someone new or catch up with old friends.	
1:00 - 2:00 p.m	Business Meeting	Carolyn Weaver
2:00 - 2:15 p.m.	Break	
2:15 - 5:30 p.m.	Painless Index Editing Would you like to be able to edit a scholarly index in 30 minutes? In this workshop, Carol will take you through a step-by-step process designed to cut your index editing time substantially. She will offer tips on when to do your editing (while keying in vs. at the end), suggestions for flagging entries to be edited later, and a line-by-line systematic final edit. Although Carol will demonstrate her techniques using CINDEXTM for Mac, the concepts are not platform-specific and are adaptable to any of the professional indexing programs. Break included at Carol's discretion.	Carol Roberts
5:30 -6:00 p.m.	Wrap-up	Scott Smiley
6:00 p.m.	Dinner at a nearby restaurant (cost not included in registration) Location to be determined. Vegetarian options will be available.	

Sunday, September 18

8:30 - 10:30 a.m.	PNW/ASI Board Meeting Springhill Suites, Columbia Room All chapter members are encouraged to attend.
-------------------	--

Our Speakers:

Carol Roberts has been indexing full-time for 23 years. Most of her work has been on academic books in a variety of subjects in the humanities, and she's now expanding the trade-book side of her business. Over the years, she has presented a variety of workshops for ASI chapters (and national) and has also taught beginning and intermediate indexing courses.

Enid L. Zafran started indexing in 1975 in Cleveland, Ohio, where she learned the skill as part of her job at a law publishing company there. She later managed the indexing department at the Cleveland company and then from 1990-2002 was Director of Indexing Services at the Bureau of National Affairs (BNA) in Washington, D.C. She started her own indexing business, Indexing Partners, in 1989, and has specialized in legal indexing as well as scholarly, art, psychology, public policy, and education indexing. She trains other indexers in her Indexing Boot Camp, and has written extensively about indexing style and business topics. Winner of the Hines Award in 2010 for her contribution to the field of indexing, Enid has had an association with ASI for over 30 years serving the organization in many capacities.

Lodging

Marriott Springhill Suites

Overnight accommodations are available September 15 to 18 at the special rate of \$109 per night (three 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).

[Book your group rate for PNW/ASI here.](#) Or you may call 1-360-260-1000 and ask for the PNW/ASI rate. The special rate is guaranteed for Thursday, Friday, and Saturday night. If you wish to extend your stay at the hotel, please contact Courtney Knott directly at Courtney.Knott@marriott.com. Breakfast is included in the price of the reservation (full buffet, not just a continental breakfast).

There is a walking trail very near the hotel. Other amenities include free WiFi and parking. Please note that the **discounted rate is guaranteed only for reservations made by August 17**. You are encouraged to reserve your room early, even if you have not yet registered for the conference.

Directions

Marriott Springhill Suites is located at 1421 S.E. Tech Center Drive, Vancouver WA.

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:

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

Transportation

Shuttle Services

Their shuttle is available to take hotel guests to locations within a five-mile radius of the hotel, so if you would like to visit the local area, you can make arrangements with them. They will also drop off at the airport during certain hours, although they do not make pick-ups there.

Need a ride?

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

Area Information

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, <http://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>
- Classical Chinese Garden, 127 NW 3rd Avenue, near the Old Town/Chinatown Max stop, <http://www.portlandchinesegarden.org/>
- Ikea, shopping near the Portland Airport, <http://www.ikea.com>
- Japanese Gardens in Washington Park, <http://www.japanesegarden.com/>
- 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, <http://www.oregonzoo.org/>
- Pearl District (for eating and shopping), <http://pearldistrict.com/>
- Pittock Mansion, 3229 NW Pittock Drive <http://www.pittockmansion.org/>
- The Portland Art Museum, 1219 SW Park Ave. (downtown), <http://www.pam.org/>
- Ridgefield National Wildlife Refuge and Steigerwald Lake National Wildlife Refuge, both near Vancouver. <https://www.fws.gov/refuge/ridgefield/> and https://www.fws.gov/refuge/steigerwald_lake/
- World Forestry Center, 4033 SW Canyon Road <http://www.worldforestry.org/>

The Visit Vancouver website has information about the area and a calendar of events.

<http://www.visitvancouverusa.com/things-to-do/events/> and a Visitor's Guide

<http://online.fliphtml5.com/nxcu/chst/#p=1>

Environmental Issues

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.

Registration Form

Yes, I plan to attend the PNW/ASI 2016 Fall Meeting on September 16-17!

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

Early Bird registration (received by August 31):

\$70 for ASI, ISC/SCI, and STC members

\$85 for non-members

Regular registration (received after August 31):

\$90 for ASI, ISC/SCI, and STC members

\$105 for non-members

TOTAL AMOUNT SENT WITH REGISTRATION: \$ _____

Please make checks payable to PNW/ASI. (A credit card payment option is available via PayPal only for non-US currency transactions. To use PayPal, either send a completed registration form via email to pnwasi@gmail.com, or send a paper copy of the registration form to Margaret Berson at the address shown below for registration. We will then send you an online invoice from PayPal that can be used to complete your transaction.)

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? (Friday dinner is included in your registration fee; Saturday 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: _____

Will you attend the board meeting on Sunday? Yes No

Please send this registration form along with your check (if paying by check) to:

Margaret Berson, PNW-ASI Treasurer
5142 SW Multnomah Blvd.
Apt A
Portland, OR 97219

Cancellation policy: Cancellations before September 9 receive a 75% refund. Refunds will not be given after September 9.