

PNW-ASI NEWS

Pacific Northwest Chapter | American Society for Indexing | www.pnwasi.org

Newsletter News

The PNW-ASI newsletter has been resurrected as a result of the PNW board meeting at the fall 2015 meeting in Vancouver, WA. Sam Arnold-Boyd and Judy Staigmiller are co-editors.

Watch for summer and winter issues, and please let us know of newsworthy items! Contact us at judyannst@gmail.com and arnoldsam@comcast.net.

PNW's Website: Information and Officers

The PNW-ASI's website, www.pnwasi.org has registration information for the September 16 and 17 meeting (under Next Chapter Meeting) and details about the Sherry Smith Award for New Indexers. The website also features the 2016 PNW officers.

Members of the board are: Carolyn Weaver (president), Madge Walls (past president), Scott Smiley (vice president), Margaret Berson (treasurer), and Maria Sosnowski (secretary).

Many thanks to the board members for their service!

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

Our PNW Chapter is 20!

Glance back to the past and get ready for the future at the **PNW-ASI Twentieth Anniversary Meeting September 16 and 17, 2016, in Vancouver, WA, at the Marriott Springhill Suites**. This regional conference has ramped up to two full days, and we have two nationally known indexers, **Enid Zafron** and **Carol Roberts**, who will share their expertise with attendees.

Enid will present **Indexing Narratives and Biographies** and how to deal with the various challenges inherent in these documents, from personal titles to life events. Carol will tell us about **Marketing for the Shy** (Don't worry - she won't ignore the not-so-shy among us!) and **Painless Index Editing**. Who doesn't want to cut down on editing time? Additionally all members are invited to attend the board meeting Sunday morning, September 18, to catch a glimpse of the behind-the-scenes workings.

Our conference weekend will be simplified by being able to both stay and meet at the Marriott Springhill. It's a wonderful place to stay and is very accommodating of special dietary needs. Make reservations by August 17 for a special low rate and save more money by signing up by August 30 for the conference.



The Columbia Tech Center Walking Trail connects to the hotel.

Go to pnwasi.org and click on Next Chapter Meeting to register and to learn more details about the conference, including meal information, driving directions, and fun Vancouver area attractions. Scroll down to the last page for the registration form.

If you are new to indexing and would like a chance for financial help attending the conference, find the application for the Sherry Smith Award for New Indexers while you are visiting the PNW website. More information about the award is on the next page of this newsletter. The regional meetings are a great way to learn about your new career and ease into the world of indexing conferences.

This promises to be a conference packed full of interesting and useful information. Hope to see you in **Vancouver on September 16 and 17!**

The Sherry Smith Award for New Indexers

The Sherry Smith Award will grant \$100 to help one new indexer per year attend a PNW fall conference. Applicants must:

1. Be currently enrolled in an indexing course for initial training in indexing. (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.

Apply no later than one month before the fall conference (August 16). Application is by email to the chapter secretary, indicating your name, location, course/teacher, completion date if applicable, and contact information so that we can verify accuracy. Winner must be willing to volunteer for a one year period after selection for the Program Team to 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, going first towards the conference fee, and then to defray other conference-related travel costs. Conference attendance is required.

Applications must be received by August 16.

Apply to Maria Sosnowski, PNW-ASI Chapter Secretary, at maria@index-plus.com

PNW-ASI Spotlight: Carolyn Weaver

As an indexer in the early 1990s in a Seattle suburb, Carolyn Weaver felt isolated. She had never met another indexer in the Pacific Northwest, so when Elspeth Pope asked for help with organizing meetings for indexers in Washington and Oregon, she volunteered and never looked back.



Carolyn believes that membership in the PNW chapter and the ASI has many benefits, such as continuing education, networking and communication. Referrals of work often come from contacts made at meetings. Communication among members via discussion lists, websites, and newsletters is an intangible benefit that maintains relationships year-round.

She has found the benefits of membership to be proportional to the effort one puts into the organization. Serving in a leadership position provides opportunity to shape the direction of an organization and enhances networking opportunities. Carolyn quotes from her 2015 Hines Award acceptance speech: "I can truly say that my greatest reward for 23 years of service to ASI is what the organization and its members have given back to me."

To indexing newcomers attending or thinking about attending their first meeting, Carolyn would say, "Go for it!" She points out that this year's PNW-ASI program features nationally known speakers on topics that should appeal to everyone and that a conference is also the perfect opportunity to get personal answers to your questions about indexing.

Happy 20th Birthday, PNW-ASI: Our Roots

The roots of the PNW chapter of ASI go back to 1991, when Do Mi Stauber organized the first meeting of Oregon indexers at her home. Early in 1992, Carolyn Weaver and Elspeth Pope (who has since passed away) held a meeting at Carolyn's home in Washington. The Washington indexers started meeting informally every other month and began contemplating the idea of starting a chapter in 1993. In 1995 plans for forming a chapter took shape with a survey, drafting of bylaws, and creation of a website. On December 31, 1995, the petition to ASI for chapter formation was signed by ten members, including Carolyn Weaver, Jan Wright, and Kari Kells. The PNW Chapter became official in April, 1996. Carolyn started the Index-NW listserv in January of 1998.

The celebration of the chapter's tenth anniversary included the publication of *A Commonplace Book of the First Decade, 1996-2006*, which testifies to the fact that these indexers knew how to have fun while getting the job done. Thanks to all the indexers who launched the PNW chapter and those who now keep it going!



ASI/ISC-SCI 2016 Chicago Conference

The Drama of Indexing ASI/ISC-SCI Conference held the stage in Chicago, June 17-18, 2016. The participants were rewarded with networking opportunities, insightful keynote speakers, a wide array of stimulating sessions, ASI business, and a beautiful and welcoming location.

Being a joint conference of the American Society for Indexing (ASI) and the Indexing Society of Canada/La Société canadienne d'indexation (ISC-SCI), the large number of attendees from the United States and Canada was not a surprise. It was a surprise to meet indexers from Turkey, Australia, South Africa, India, Egypt, the UK, and the Netherlands. With this international scope of over 100 indexers, opportunities for sharing abounded.

Larry Sweazy, the first keynote speaker, told his life story as a way of answering the question, "Are indexers made or born?" His life combines writing and indexing, and he also combines the two in his mystery novels *See Also Murder* and *See Also Deception*. As a writer, he calls himself a "pantser" (as opposed to a "plotter") because he flies by the seat of his pants and doesn't know what will happen next until he writes it. The audience enjoyed applying the "pantser" approach to indexing.

The second keynote speaker, Dominique Raccach of Sourcebooks, Inc., explained how creative innovation has resulted in her company's impressive growth over recent years. She emphasized the need for publishers to broaden their value to customers by becoming their creative and retail partners.

With 26 sessions over two days, the main problem for attendees was not being able to be in two places at the same time. The webpage for the [ASI/ISC-SCI 2016 Conference](#) lists the wide array of sessions with descriptions and presenters.

At the annual general meeting, ASI's outgoing president Fred Leise recognized the notable achievements of the year, including the *Best Practices for Indexing* publication and the salary survey, results of which will be published in the fall issue of *Keywords*. The new president, Diana Witt, was installed, and the new officers and board members recognized: Kendra Millis (president-elect), Anne Fifer (treasurer), and directors Paul Sweum, Meghan Brawley, and Jennifer Spanier. (Judi Gibbs continues as secretary.) Departing board members were recognized: Charlee Trantino (past president), Janet Perlman (treasurer), Kay Schlembach, and Elizabeth Walker. At the stupendous awards dinner at Chicago's family-style Cajun restaurant *Heaven on Seven*, Ina Gravitz received the [ASI Hines Award](#) and Douglas Lowry received the [Web & Electronic Indexing SIG's 2016 Web Indexing Award](#). Mary Newberry received the 2016 Tamarack Award and the Ewart-Daveluy Indexing Award from the ISC-SCI.

Chicago was the perfect backdrop for the conference, with its beautiful parks; astounding architecture; and outstanding restaurants, museums, theaters, and music.



Photos by Sam Arnold-Boyd

Indexers who wandered over to Millennium Park at the conclusion of the conference were greeted by a free concert: the Chicago Symphony Orchestra playing Beethoven's Symphony No. 1 in the Pritzker Pavilion, designed by architect Frank Gehry. It was a fitting way to wrap up the stimulating and rewarding 2016 Drama of Indexing Conference!



The Matrix Group, Int'l: Dave Ream, Pilar Wyman, Jan Wright, Glenda Browne (Not pictured: Michele Combs)



Sandi Schroeder congratulating Ina Gravitz