

# PNW/ASI NEWS

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

## Newsletter News

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The PNW newsletter is co-edited by Sam Arnold-Boyd and Judy Staigmiller. Watch for summer and winter issues, and 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

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

Thank you to Carolyn Weaver for maintaining this website.

## PNW Listserv

Are you subscribed to the PNW listserv? Sign up at: [http://lists.pnwasi.org/mailman/listinfo/indexing-pnw\\_lists.pnwasi.org](http://lists.pnwasi.org/mailman/listinfo/indexing-pnw_lists.pnwasi.org)

Posts on the listserv are relevant and infrequent, so signing up is an efficient way to know what's happening with PNW.

Thank you to Wanda Meck and Carolyn Weaver for maintaining the listserv.

## From the Chair: Judy Staigmiller

Hello friends,

I hope everyone had a great holiday season and transition to the New Year. Who else is amazed that it is 2020 already?

I am sure I cause confusion in my condo group because I go to physical conferences, have phone meetings, and my lights are sometimes on late at night. At the same time



I run my errands during the week when places are less crowded, and I basically go where I want when I want, unless I have a deadline looming. Recently one of my neighbors asked what my work situation is, and I explained the very basics of indexing.

My neighbor then mentioned that a friend of hers with a child graduating from high school got laid off from her job as a copy editor in the medical field just before Christmas. Bad news combined with unfortunate timing. I speculated that her friend probably already knew about indexing, and I mentioned that an indexing course is cheaper than going back to school for another degree. I found myself wishing I could visit with my neighbor's friend in person, explain more about indexing, and maybe have her look over my shoulder while I used the software.

This is the attitude that I have sensed from my PNW colleagues all along. We counsel and encourage each other, and we operate with the belief that there is room for everybody. (Well, what percentage of the population is drawn to indexing, anyway ... ???)

Along with this, PNW has a great group of volunteers, both official (chapter committee positions) and unofficial. The unofficial group includes Carolyn Weaver and Wanda Meck who handle the listserv and website. It also includes Maria Sosnowski who tracks membership and welcomes newcomers. And Scott Smiley who hosted a session for newish indexers in his home last September. *Thank you!*

Would anyone be interested in joining the group of unofficial volunteers and managing a virtual Zoom chat for PNW this spring? The chat would be informal and therefore wouldn't require a lot of planning. This informal chat could perhaps be a way for members to explore ways in which they might want to meet virtually. We're also happy to include more people in the planning process for the annual fall meeting.

One last nudge I have is to ask everyone who received an online survey about the 2019 PNW conference to take a few minutes to reflect on past and future meetings, then fill out and return the survey, if you haven't already. Lisa Fedorak created this online survey, and it uses a somewhat different perspective than the post-meeting paper one and includes people who did not attend the meeting. The two surveys together can give us great guidance in planning this year's conference.

Speaking of the 2020 conference, I hope to see a lot of people, long-time friends and newcomers alike, this fall in Vancouver, Washington!

Until then,  
Judy

## Sherry Smith Award recipient Pamela Erwin

The Sherry Smith Award was established in 2016 to encourage new indexers to become active in the chapter. The award honors Sherry Smith, an indexer who for years gave a lot of time and energy to the chapter with a particular focus on mentoring and involving new indexers.

The award is open to people who are currently enrolled in an indexing course for initial training in indexing or are within the first year after completion of such a course. A winner is selected by random drawing and receives \$100 toward conference expenses. The winner agrees to volunteer to work with the Program Chair's committee to help plan the next fall meeting.



Pamela Erwin receives the award from 2019 winner Lisa Fedorak.

This year's recipient is Pamela Erwin. Pamela has recently started indexing after a career in the corporate world. Her background in the areas of medical, legal, technology, and business development are guiding her indexing goals. Music, art, and landscape gardening are her passions, and she loves having and creating beauty.



## PNW's Leadership for 2020

In addition to Judy Staigmiller as Chair, Angela Howard is continuing as PNW's Treasurer and Sam Arnold-Boyd as Program Chair. In addition, Maria Sosnowski has agreed to continue as Membership Coordinator.

The PNW Board (Chair, Treasurer, and Program Chair) are elected annually in the fall. Find descriptions of the duties of these officers on the PNW website under "Officers & Committees" on the "About Us" pull-down menu. The direct link to the descriptions is [http://pnwasi.org/wp/?page\\_id=1177](http://pnwasi.org/wp/?page_id=1177).



Sam Arnold-Boyd, Judy Staigmiller, and Angela Howard

The Board meeting was on Zoom this year, and the 2020 Board meeting will also be on Zoom soon after the annual fall meeting. You are welcome to participate! The time will be announced at the fall meeting and on the PNW listserv.

## "Basics and Beyond" at PNW's 2019 Fall Meeting

The PNW chapter met for a full day of programming on Saturday, September 14, in Vancouver, Washington, with an optional gathering for new indexers on Friday afternoon. This **Friday gathering** for new indexers and people curious about indexing was hosted by **Scott Smiley** at his home. The thirteen attendees greatly appreciated the opportunity to ask questions and get answers from an expert in a comfortable, welcoming atmosphere.



Program Chair **Sam Arnold-Boyd** hosted the main meeting on Saturday at the SpringHill Marriott with twenty-one participants. **Angela Howard's presentation on Technical Indexes with a Structured Approach** kicked off the day. Angela began with an overview of what is meant by technical books and some unique aspects of indexing them. She emphasized the importance of being familiar with the subject matter. Next, drawing on the approaches of Fred Leise on structured indexing and Kay Schlembach on metatopics, Angela explained granularity and her process of creating a high-level map of the book's content as a security blanket to guide her as she drills down to the more specific levels of details. She paid special attention to nitty-gritty aspects of technical books, such as acronyms, gerunds, classifiers, and symbols.



## “Basics and Beyond” 2020 PNW Meeting (continued)

Later in the day, Angela demystified **Embedding Index Tags in XML files** by demonstrating her approach. Angela explained that the publishers create proprietary XML and provide the syntax for the index tags which she embeds. The publisher also includes a program that creates a PDF file which generates an index with active links from these embedded index tags. Angela made sense of this process by showing us how the index tags are embedded in an XML file. She saves time by using macros to insert the standard syntax for the index entries.



Before Dave Ream’s passing, Angela used IXML Embedder. Since then, she has been doing the embedding without software but has recently begun to explore Index Manager. She hopes that this program will soon be able to handle all the different “flavors” of XML.

The day also included two panels. In the morning, **Scott Smiley, Madge Walls, and Carolyn Weaver**, with moderator **Lisa Fedorak**, shared their expertise on **Client Relationships**. They shared many approaches to good customer service, including having a welcoming, informative website, sending seasonal cards to stay in touch in between jobs, and using the phone. They discussed when and how to use contracts, letters of agreement, or email communications to formalize business transactions. Honoring deadlines is the cardinal rule of client relationships, but if the client is late delivering the manuscript, the client must work around your schedule. Advice about dealing with difficult clients, which usually means difficult books, focused on avoiding future jobs by “being unavailable.”



**Bidding and Rates** was the topic of the afternoon panel of **Scott Smiley, Madge Walls, and Maria Sosnowski**. They started the wide-ranging discussion by summarizing rate ranges from the ASI rate survey and the

Editorial Freelancers Association. Strategies for bidding (per page, per word, per project, etc.) and the pros and cons of working for the low rates of packagers were two of the areas the panelists covered next. Their suggested rates for scholarly books ranged from \$5.00 to \$7.00 per page, with \$3.00 to \$5.00 for trade books; bids for *Bringing the Arts to Life* ranged from \$3.50 to \$4.50 per page.



The book *Bringing the Arts to Life*, in addition to being the subject of a sample bid, was the centerpiece of the **Index Comparison Activity**, which rounded out the day. In small groups, participants compared and contrasted two indexes created by PNW experts for the same book. Questions discussed centered on issues of audience, usability, and access; analysis with main headings and subheadings; approaches to the metatopic and gathering of concepts scattered throughout the book; and consistency in choices made.

PNW’s **business meeting** included information about upcoming elections and the PNW Board meeting on Zoom, volunteer recognition, and the awarding of the Sherry Smith Award for New Indexers to **Pamela Erwin** by last year’s winner, Lisa Fedorak (see side panel of previous page). The meeting included opportunities for **social time and networking**, with breaks, a variety of choices for lunch, and dinners on Friday and Saturday evenings. About fourteen of us gathered at **Petra House Traditional Mediterranean Food** for dinner on Friday evening and on Saturday after the meeting, about twenty of us enjoyed a meal and drinks at **Pacific House Union Station**.

Thanks to everyone who had a hand in making this event possible! We’d like to thank our main speaker, **Angela Howard**, and our panelists **Carolyn Weaver, Scott Smiley, Madge Walls, and Maria Sosnowski**, and moderator **Lisa Fedorak**. We’d also like to extend a special thanks to **Scott Smiley** for opening his home and generously sharing his expertise during the Q&A session for Newbies. Thanks also to **Sam Arnold-Boyd**, Program Chair, and the planning committee of **Judy Staigmiller, Lisa Fedorak, and Angela Howard**. Thanks to **Cher Paul** for the great labels and to **Sherry Smith** for the many useful materials. *Thank you!!!*

## Looking Ahead to PNW's 2020 Fall Meeting

### *A new date in October ...*

Planning for the 2020 fall meeting has begun by PNW's Program Chair, Sam Arnold-Boyd, and planning committee members Judy Staigmiller and Pamela Erwin. They were alerted by Vancouver resident Scott Smiley that traffic snarls are expected in September because of construction work on the bridge. Therefore, our fall meeting will be in October instead of September this year, most likely on **Saturday, October 3**. Please hold that date and watch for the "Save the Date" announcement on the PNW listserv once the date is confirmed.

### *A familiar location ...*

PNW's meeting has settled in at **Vancouver's SpringHill Marriott** since 2014. Though it would be wonderful if we could vary the location of the venue between the north, south, and central parts of our region, the logistics of planning such a variety precludes it. Because a small number of volunteers have limited time, the central location of Vancouver is a good compromise. It's also been better for attendance than other locations.

A brief investigation of other possible venues in Vancouver shows us that the SpringHill Marriott is a cost-effective choice that also benefits from an array of choices for lunch. Therefore, it's highly likely that the fall meeting will continue with the SpringHill Marriott location.

If you have ideas about the location and timing of the meeting, please share them with Sam at [cascadeindexing@gmail.com](mailto:cascadeindexing@gmail.com).



### *A survey for programming needs and ideas ...*

Thank you very much if you have already completed the **PNW survey!** It will be available until February 1. We are interested in your participation even if you did not attend last fall's meeting. If you did not receive the email that invited you to take the survey and would like to complete it, please contact Sam at [cascadeindexing@gmail.com](mailto:cascadeindexing@gmail.com) so that she can send you the link.

The results of the survey will guide the planning committee as they build the program for the Saturday meeting. If you have other ideas about this process, please don't hesitate to contact Sam.

We also invite you to volunteer. It's a great way to get to know other PNW indexers and ensures that we can continue to host programs that help us all. Volunteering in small ways is possible!

Thanks in advance for sharing your ideas and a bit of your time to help ensure that PNW members will have another worthwhile meeting!

### *A possibility of an online "chat" ...*

Our PNW region covers a lot of distance, making it impossible for some members to attend the meeting in Vancouver. We hope to explore the possibility of doing an **informal virtual "chat"** using Zoom sometime in March. The current planning team is unsure if they will have time to make this happen. Is there anyone who would be willing to take the lead on this idea? We want to keep it simple - a time for PNW indexers to ask questions and get answers from fellow indexers.

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## *ASI 2020 Annual Conference in Raleigh, NC*

ASI's annual conference is scheduled for April 23-25, 2020 in the beautiful city of Raleigh, North Carolina. The "City of Oaks" is a great place for sight-seeing and easy on travelers.

Stay tuned to the [ASI website](https://www.asindexing.org/conference/2020/) for the specific line-up of sessions and other opportunities for networking in Raleigh in April:

<https://www.asindexing.org/conference/2020/>

North Carolina Museum of Natural Sciences: <https://www.goodfreephotos.com/united-states/north-carolina/raleigh/secu-daily-planet-north-carolina-museum-of-natural-sciences.jpg.php>

## *PNW/ASI Spotlight: An interview with Do Mi Stauber*

*How and when did you learn about indexing?*

When I graduated from college, having followed my multiple interests into courses across the social sciences and humanities including the beginnings of three foreign languages, I panicked when I realized that I hadn't prepared for a career. The exercises in *What Color Is Your Parachute* gave me a description of my ideal career: working with books and writing, organizing, being creative, and running my own business. I couldn't make sense of that except that organizing books sounded like librarianship, so I worked in the university library for a couple of years. Then I found myself at Twin Oaks Community, the oldest and largest non-religious income-sharing community in the country. Among its work choices was an indexing collective, and as soon as I heard about it I started hounding the manager to train me.

I learned on the job, very easy in the way the collective worked back then: the main indexer, or "redliner," wrote entries on the pages and passed them to a "carder," who wrote each entry on an index card, to be handed back and edited by the redliner. Carding was a great way to learn because I was following an experienced indexer along as they made their entries. (Of course, Twin Oaks Indexing Collective, still going, is now using indexing software, and I sure love mine!)

I ended up managing the collective and gaining good experience in dealing with clients. When I left Twin Oaks to move to Oregon, I did about 200 cold calls and my experience helped me to get good clients to start my own business.

*If you were starting again, what would you do differently? Does any of it translate into advice for newcomers to the field?*

My experience is a good example of the diverse and serendipitous ways people get into indexing! I was very lucky to train on the job and I recommend that new indexers find ways to compensate experienced people for any kind of input or participation.



Do Mi presenting at PNW's 2015 meeting.

## ***PNW/ASI Spotlight: An interview with Do Mi Stauber (continued)***

*How do your musical talents and your indexing skills interrelate with each other? Do they reinforce each other? Or does one give you a needed break from the other?*

I am a musician and artist as well as an indexer. (See my work at [www.reverbnation.com/domistauber](http://www.reverbnation.com/domistauber) and [www.domistauberart.com](http://www.domistauberart.com).) I find that music and art use different parts of my brain than indexing (or maybe use it in different ways? Indexing does seem to use my whole brain!) I think that probably my ability to visualize and to discern patterns strengthen my indexing, and the indexing experience in pattern recognition and holding multiple threads of meaning in my mind probably helps me to be more creative! I often have the composing process for a new song going on while I am indexing.

*If you could choose a great project for yourself, what would it be?*

I have been lucky enough to index some wonderful books, high points including the Chicago Manual of Style and the History of Cartography as well as Simone de Beauvoir's diaries. If I could invent the perfect project, it would be a large reference work focusing on some kind of artistic or musical topic, with beautiful images, good pay, and a very very loose deadline!

*How do ASI and PNW membership impact your indexing life?*

When I was leaving Twin Oaks and starting my own indexing business, the Washington D.C. chapter gave me invaluable business advice. Later I was able to afford to go to national ASI meetings, and loved connecting with other indexers and learning about all that goes into our work! I remember arriving at my first national meeting, Denver in the 1990s, very nervous. I walked into the lobby of the hotel, and even before I spoke to any of the indexers around me, I thought, "these are my people!" Indexers I've met through ASI are to this day some of my very best friends!

I'm proud to have started the Oregon half of the PNW chapter by getting a list of ASI members in Oregon and inviting them to my house for lunch; Ed Serdziak and Julie Kawabata were the other two working indexers who came, along with a bunch of interested newbies. We had a few more meetings before combining with the Washington State group, at which point others carried the project forward!

ASI offered me the chance to participate in the Wilson Award judging committee, which gave my confidence a great big boost. When I began to think that I might have some good ideas to offer other indexers, I was able to give workshops to all of the chapters, meeting more colleagues and honing the ideas that eventually formed my book, *Facing the Text*.

*Find out more about Do Mi's book, Facing the Text, at [www.domistauberindexing.com](http://www.domistauberindexing.com).*



[www.reverbnation.com/domistauber](http://www.reverbnation.com/domistauber)