

The Pacific Northwest Chapter of the American Society for Indexing

presents:

2010 Fall Meeting



Friday-Saturday, August 27-28, 2010
Water Education Resources Center
4600 SE Columbia Way
Vancouver, Washington

Agenda

Friday, August 27

- 9 a.m.-noon Board Meeting: Everyone is welcome.
- 12:15 p.m. Registration
- 12:30 p.m. Welcome/Business Meeting
- 1:30 p.m. Break
- 1:45 p.m. Price Negotiations and Personal Brand Value

Ann Yager

Jeff Barlow

In an economy of shrinking budgets, it's important to be valuable to your potential customers. This presentation covers how to approach the subject of money with budget-conscious clients, and how to build your value by creating a personal/company brand.

Jeff Barlow specializes in idea generation and brand-building. His work and ideas have been featured in *Communication Arts*, the *HOW International Design Annual*, and the *HOW Self Promotion Annual*. His annual report and non-profit work have also been honored by *Creativity 27*, *Print* magazine and other publications. His strategic and design experience includes work for Expedia, The National MS Society, The Make-A-Wish Foundation, Nickelodeon, and Disney.

But creative strength is only a part of his success. In addition to being a skilled designer, he has bridged the gap from being just the creative lead to acquiring the skills needed to be a successful business operator—because creativity is most valuable when it's backed by keen business sense, collaborative client relations, and meticulous project management ability.

Jeff is also currently the president of the Seattle chapter of AIGA (the professional association for design) and is responsible for leading the 700+ local members in the use of designing as a professional craft, a strategic business tool, and a cultural force. For more information about Jeff's experience and services, see <http://www.jelvetica.com>.



2:45 p.m.

Break

3 p.m.

Effective Job Search Techniques for Social Networking

Ed Marshall

During the past five years, social networking has grown rapidly in popularity. Today, it's an essential component in promoting small businesses and finding work.

In this presentation, Ed Marshall, an independent technical communications consultant who has used social networking successfully to land paying projects, introduces us to some of most popular, helpful professional and social networking sites, such as LinkedIn, Twitter, and Facebook. He also explains how to use each site for expanding your job search beyond your immediate network to:

- Advertise that you are looking for work
- Post your resume
- Collect recommendations
- Research companies

In addition, Ed covers these topics:

- Best practices and examples for using social media safely
- Lesser-known tips for effective online resumes, profiles, and snapshots
- The advantages of having your own Web site and blog

Ed Marshall is an independent technical writing consultant and sole proprietor of Marshall Documentation Consulting in Boston, with more than 22 years of experience. He specializes in APIs/SDKs (application programming interfaces/software development kits), Web services products, and other types of documentation aimed at developers. Throughout his career, Ed has developed expertise in using tools to "let the computer do the work," such as advanced tools for editing files, comparing files, and searching and replacing text in files.

Ed is a popular speaker at a variety of professional development conferences, locally and nationwide. His previous appearances include events sponsored by the Society for Technical Communication (STC), WritersJA, and DocTrain. For more information about Ed's experience and services, see <http://www.marshalldocumentation.com>.



6-7:30 p.m.

Dinner

We've reserved a room in the restaurant at the Red Lion at the Quay overlooking the Columbia River (cost of dinner not included in registration).

Saturday, August 28

10 a.m.

Editing and Polishing Your Index

Enid Zafran

An opportunity to spend a day learning from an expert!

Enid Zafran will present a full-day workshop explaining the steps involved in editing and polishing your index. Remember that when you have finished indexing, you have not completed the job—the edit is an essential step and requires its own skills and checklist. Tips will include "editing-as-you-go" and various self-checks that will make indexing easier and more accurate. The workshop will have something for newer indexers as well as for those with more experience. A hands-on exercise will be included, and there will be time for questions.

Here is praise from the Denver chapter: "The many useful nuggets Enid packed into her presentation made it more than worth the price of admission, but it was her snappy style and knack for reinforcing practical information with useful handouts, examples, and the hands-on exercise that made this workshop a real standout." We are flying Enid in from



Delaware, so be sure you don't miss this chance to participate.

Well known for her writing and presentations about indexing, **Enid Zafran** heads her own business, Indexing Partners LLC, located in Rehoboth Beach, Delaware. She is a past president of ASI and served on its Board of Directors for six years. Her publishing background spans more than 25 years: starting at Banks-Baldwin Law Publishing Co. in Cleveland, Ohio, where she held the positions of Manager of Indexing, Vice President/Editorial and Vice President/New Product Development; subsequently, she worked at Prentice Hall Information Service as Editorial Director of Non-Tax Services; and from January 1990 until January 2002, she was the Director of Indexing Services at The Bureau of National Affairs, Inc. (BNA) in Washington, DC, where she oversaw a department of 36 in-house indexers.

Enid graduated from Mount Holyoke College, and has a J.D. from Cleveland Marshall College of Law, a Masters of Library Science from the University of Kentucky, and a LL.M. in Labor Law from Georgetown Law Center. She has given presentations to various librarian, publishing, and information groups in the U.S. and Canada. Enid offers various workshops, including an Indexing Bootcamp, which consists of three intensive days of one-on-one training aimed at newer indexers and tailored to their needs. Indexing Partners, one of the largest indexing businesses in the U.S., meets more than 320 deadlines a year.

NOTE: Breaks will be provided during this workshop. Enid will determine the best times for these breaks.

noon

Lunch (catered at the Water Resources Education Center)

1-5 p.m.

Editing and Polishing Your Index (continued)

Enid Zafran

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.

Directions

The Water Education Resources Center is located at 4600 SE Columbia Way in Vancouver, Washington. To get there:

- **From Interstate 5**—From Interstate 5, take state Highway 14 to Exit 1, bearing right. Turn east (left) at the Columbia Shores intersection onto SE Columbia Way and continue to head east about 3 miles. Follow the signs at the turnaround to the Center.
- **From Interstate 205**—Take state Highway 14 west to Exit 1 toward the Vancouver National Historic Reserve. Turn left onto Columbia House Boulevard and follow Columbia under the railroad tracks to the Columbia Shores intersection. Turn east (left) at the Columbia Shores intersection onto SE Columbia Way and continue to head east about 3 miles. Follow the signs at the turnaround to the Center.



More information about the Water Education Resources Center is available at <http://www.cityofvancouver.us/watercenter.asp?waterID=25038&waterSubID=27437>.

Lodging



The **Red Lion at the Quay in Vancouver**, located at 100 Columbia Street three miles west of the Water Resources Education Center, has extended a courtesy rate of \$79/night, plus tax, to the chapter. Rooms must be reserved by Friday, August 13, to take advantage of this special rate. To make a reservation, call the Red Lion directly at (360) 694-8341 and mention the “Northwest Indexers courtesy rate.” A complimentary airport shuttle is available.

For more information about the Red Lion at the Quay, go to <http://redlion.rdlm.com/>. Please note that if you make a reservation through the Web site, you will not receive the special negotiated room rate above. Call the Red Lion directly to receive the discounted rate.

Other hotel options:

- Motel 6, 221 NE Chkalov Dr. (formerly the Quality Inn), (800) 466-8356. This is just off I-205 at Mill Plain, about 6 miles from the Water Resources Center.
- Homewood Suites by Hilton, 701 SE Columbia Shores Blvd., (360) 750-1100. This is the closest hotel to our meeting site, located on the river between the Red Lion and the Water Resources Center.
- Heathman Lodge, 7801 NE Greenwood Dr., (360) 254-31000. This is farther out (about 9 miles from the Water Resources Center). It is a national-park style lodge.

Indexer Inns

Indexer Inns are local folks with a spare bed or couch to offer. These were created in 1999 to help out-of-towners reduce travel costs and network with other Pacific Northwest indexers. If you are interested in hosting or staying in an Indexer Inn, contact Maria Sosnowski at maria@index-plus.com.

Want to See a Little of Portland While You're Here?

Come a little early or stay a little after the meeting and take advantage of what the Portland 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! An entire city block and multiple floors, this is the largest independent bookstore in the U.S.
- 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/>
- World Forestry Center, 4033 SW Canyon Road, <http://www.worldforestry.org/>



For more ideas, check out Portland's official tourism site at <http://www.travelportland.com/visitors/>.

Registration Form

Yes, I plan to attend the PNW/ASI 2010 Fall Meeting!

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

Early Bird registration (received by August 20):

- \$95 for ASI and ISC members
 \$125 for non-members

Regular registration (received after August 20):

- \$125 for ASI and ISC members
 \$155 for non-members

Is this your first PNW/ASI meeting? If it is, you can register at a special \$70 rate. To take advantage of this discount, your registration must be received by August 20.

TOTAL AMOUNT SENT WITH REGISTRATION: \$ _____

Please make checks out to PNW/ASI. Sorry, we cannot accept credit cards.

Registration information:

Name: _____

Address: _____

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

Phone: _____ Cell Phone: _____

E-mail address: _____

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

On Saturday, lunch is provided. Vegetarian and non-vegetarian options will be available.

Will you be joining us for dinner on Friday? (Dinners are not included in your registration fee.)

- Yes No

Will you be attending the board meeting? Yes No



Send this registration form and your check to:

Sheila Ryan
1653 SE Marion Street
Portland, OR 97202

Cancellation policy: Cancellations before August 24 receive a 75% refund. Refunds will not be given after August 24.