

The Pacific Northwest Chapter of the American Society for Indexing

presents:

2012 Fall Meeting



Saturday, September 29, 2012
Water Education Resources Center
4600 SE Columbia Way
Vancouver, Washington

Agenda

Friday, September 28

6 p.m. Dinner (cost not included in registration)

We are planning to gather for drinks and an informal pub-style dinner at McMenamin's on the Columbia River, about a mile west of the Water Resources Education Center (<http://www.mcmenamins.com/299-mcmenamins-on-the-columbia-home>). Please join us! RSVP on the registration form on the last page of this packet so that we have an accurate headcount. Thanks!

Saturday, September 29

9:15 a.m. Registration and light continental breakfast

9:45 a.m. Welcome and introductions

10 a.m. The Logic and Language of Patterns: A Deeper Look
for Cindex and SKY Index Users

Patterns, also called pattern matching or advanced find and replace, are a powerful tool for finding entries or for changing a whole set of entries that meet a particular criteria or "shape." They allow you to go beyond finding a particular word or letters to finding some particular combination characters. For example, suppose you need to find all numbers that are years, in the 1900s or 2000s; or suppose you need to take any text that is in parentheses (but letters only, not numbers) to change them into italics. With many of these scenarios, changing those entry by entry eats at the clock— but with patterns you can make these searches or replacements all at once—saving valuable project time.

However, patterns are difficult for many indexers to get their minds around. How do you decide if something will work with a pattern, and

Paul Sweum

Scott Smiley



how do you figure out how to turn that problem into a pattern? How about all those darn symbols? For users of both Cindex and SKY Index, this workshop will explore the logic of patterns—how to think about them, how to translate a problem into a pattern, and the language of patterns—those symbols that make up a pattern and tell the software what you want it to do.



Symbols for both SKY Index and Cindex will be covered, including the new pattern symbols in Cindex 3 (some have changed since Cindex 2). This will be a more in-depth treatment of the topic than I have given previously, including a chance for workshop participants to bring their own pattern questions to discuss and problems to resolve. Whether you have used patterns in the past and wish to use them more (or “more better!”), or if you have never used patterns and want to explore new ways of making efficient use of your indexing software, this workshop is for you.

Scott Smiley has been a freelance indexer, ASI member, and Cindex user for over ten years. He moved to the Pacific Northwest in 2004 and promptly plunged into PNW/ASI, including serving on the chapter Board for the better part of six years (two terms as chapter treasurer and over a year filling in as Past President). Scott teaches the Basic Indexing course offered by The Graduate School USA (formerly USDA) and coordinates the Portland Indexers group.

NOTE: Scott will determine an appropriate point to take a break during this session.

1 p.m.

Lunch (catered onsite)

1:45 p.m.

Business Meeting (while lunch is finishing up)

Judi Gibbs

2:15 p.m.

E-books and Indexing

Jan Wright

Have you been asked to index a book that will be coming out with an e-book version? Join us as we cover the current state of indexes in e-books and devices—which has seen significant developments in the last year in the industry and through the efforts of the DITF.



There are big issues facing readers who try to use an e-reader index, and big issues for publishers trying to make indexes work. We'll cover the problems indexers can discuss with clients, make sure you have a good understanding of the issues, and present some solutions so that you can recommend ideas to your clients.

A matrix of approaches to e-book indexing will also be covered. If you have an e-reader with indexed books on it, please bring it as part of the Digital Petting Zoo, when we all break up and look at examples of e-book interfaces, working indexes, and total failures.

Jan Wright, owner of Wright Information Indexing Services, has been indexing and taxonomizing since 1991. Her experience in indexing and book production includes her years as a professional librarian, as a print production specialist in the Aldus Corporation documentation department, her work at Visio Corporation on the development of online help indexes and translated indexes, and her work for several Apple, Microsoft and Autodesk departments in indexing, taxonomies, and controlled vocabularies.



She has specialized in encoding and embedding indexing into documents, allowing single-sourcing, translations, and repurposing materials into multiple output formats and versions. Much of her work is done in InDesign, FrameMaker, XML, and other embedding tools.

Jan has been a member of the American Society for Indexing since 1991, has won several awards from the Society for Technical Communication, and in 2009 won the ASI/H.W. Wilson Award for Excellence in Indexing for her index to *Real World InDesign CS3*, the first technical trade book to win the prestigious award.

Since 2011, she has co-chaired the American Society for Indexing's Digital Trends Task Force, which is focused on e-book and device-based indexing. She ushered ASI into membership with the International Digital Publishing Forum in order to get indexes included in EPUB 3.0 specifications, and co-wrote the Charter Document for the IDPF's Indexes Working Group. In her DTF role, she has focused on outreach to publishers, conversion houses, tool developers, and software manufacturers, and is serving as indexing's liaison to an Adobe InDesign working group focusing on better EPUB output. She can be reached at www.wrightinformation.com, www.facebook.com/pages/Wright-Information-Indexing-Services, and followed on Twitter at @Windexing.



NOTE: Jan will determine an appropriate point to take a break during this session.

4:45 p.m.

Wrap-up

6 p.m.

Dinner (cost not included in registration)

Thai Orchid, 1004 Washington Street, Downtown Vancouver
(<http://www.thaiorchidvancouver.com/>)

During dinner, raffle items to raise money for our Publishers Outreach Program will be on display and tickets can be purchased. We will hold the drawing for these items during dessert.

Sunday, September 30

9 a.m. (tentative)

Board Meeting

All members are welcome. The location will be at the Comfort Inn downtown Vancouver, in the conference room. The time of the meeting will be verified and announced at the chapter meeting on Saturday.

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 fragrant 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**, 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



PNW/ASI has a block of rooms available at discounted rates at the **Comfort Inn downtown Vancouver**, 401 E. 13th Street, approximately 4.5 miles west of the Water Resources Center (see directions below). These rates range from \$69 for a single to \$88 for a king. To take advantage of these special rates, call the Comfort Inn directly at (360) 696-0411 and mention “PNW-ASI” (or “Pacific Northwest indexers”). These rates are not available online.

This Comfort Inn serves a hot breakfast in the hotel’s downstairs nook, which is included in the special rates listed above. Please be mindful that limited continental breakfast items and coffee will be available in the meeting room at the Water Resources Center, so you are advised to have breakfast on your own beforehand.

Directions from the Comfort Inn downtown Vancouver to the Water Resources Center (WRC): Drive west (away from I-5) on 13th Street to Columbia Street. Turn Left on Columbia Street and proceed about 3.5 miles to the WRC (Columbia St. changes to SE Columbia Way after you cross under the freeway). Follow the signs at the turnaround.

Other hotel options:

- Red Lion, 100 Columbia Street, (360) 694-8341. The Red Lion is three miles west of the Water Resources Education Center.
- Motel 6, 221 NE Chkalov Dr., (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.

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 2012 Fall Meeting!

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

Early Bird registration (received by September 21): **Regular** registration (received after September 21):
 \$80 for ASI, ISC, and STC members \$110 for ASI, ISC, and STC members
 \$110 for non-members \$140 for non-members

Is this your first PNW/ASI meeting? If it is, you can register at a special \$55 rate. To take advantage of this discount, your registration must be received by September 21.

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 join us for dinner? (Dinners are not included in your registration fee.)
On Friday? Yes No On Saturday? Yes No

Will you attend the board meeting on Sunday morning? Yes No



Send this registration form and your check to:

Re: PNW-ASI fall meeting
Erica Caridio
33686 Row River Road
Cottage Grove, Oregon 97424

Refund policy: Cancellations received by the treasurer by September 21 are eligible for a 75% refund. Cancellations after this date may be eligible for a 50% refund if the registrant is forced to cancel due to illness or emergency. All requests for refunds must be received in writing to the treasurer within 14 days following the meeting date.