

# Indexers Ink

The Newsletter of the Pacific Northwest Chapter of the American Society for Indexing

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## From the President's Keyboard

*Volunteerism through PNW-ASI Leads to Win-Win Scenarios for Everybody Involved—Especially the Volunteer*



Hello indexers! This is Ann Yager writing as 2011 President of PNW/ASI. I've learned a lot about myself and the organization working as President this year and as Vice President last year. I've found skills as a leader I didn't know I had and now understand how PNW/ASI works from the inside out. And it doesn't work all by itself. It takes many helping hands and I've been honored to meet a lot of talented people who go out of their way to be helpful and lend a hand wherever it is needed.

In fact, I'm so appreciative of PNW/ASI's wonderful volunteers I'm going to explain why their work is so important and how you can be a part of this community. Volunteers are the lifeblood of any non-profit organization, but many people wonder why they should. After all, they're not getting paid for it, and it consumes valuable time. Who would want to do that, and what could possibly be the benefit, they ask.

Paul Sweum, our very own editor and next year's Vice President, has compiled a handy list of reasons to volunteer for any organization.

10 reasons to volunteer:

1. It's a way to give back, the way others have given to you.
2. It's a way to make connections.
3. It's a way to learn the inner workings of your industry.
4. It's a way to gain experience.
5. It's a component of your marketing plan, as essentially a free ad campaign.
6. It helps to elevate your status as an expert in your industry.
7. It's good for your name, which is good for business.
8. It's a consequence-free way (usually?) to stretch your legs into new areas and test new skills.
9. It's a building block for your career path (or part of a career change strategy).
10. Maybe it's just the right thing to do?

The complete version of Paul's blog post on volunteerism can be found at <http://tophatwordandindex.wordpress.com/2011/07/17/a-view-on-industry-volunteerism/> Paul's points are all excellent ones. Giving back to the community, our community of indexers, is a wonderful practice. If your work can enhance the lives of people that you care about and interact with often, then you should give it your all. Your community ties will often be strengthened by the experience, as will your understanding of the processes that go into making it what it is.

There's an economic side to volunteering as well. Working for free may not net you a profit in the short-term, but your long-term outlook will usually become brighter. Employers think highly of volunteering, as do most people, and are more likely to pay close attention to a person who has demonstrated a love for the practice. Volunteering can help you to



**Pacific Northwest Chapter**  
American Society for Indexing  
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## PNW-ASI Info:

Spring Chapter Meeting on June 9 at Bastyr University in Kirkland, Washington

Details will be available at [PNW-ASI website](http://www.pnwasi.org)

### Board Meeting Minutes

Available online at

<http://www.pnwasi.org/mtgs-collected.htm>

### Marketing Tips for New Indexers

The Marketing Tips Booklet has personal stories of how some of our members got started in the indexing business. The booklet is available at

<http://www.pnwasi.org/marketing.htm>

### Publisher Honor Roll

The PNW Chapter has developed a process through which we can recognize publishers who value well-crafted indexes and respect the indexers who produce them. More information online at

<http://www.pnwasi.org/honor-roll.htm>

PNW/ASI serves indexers in the states of Alaska, Idaho, Montana, Oregon and Washington, as well as in the Canadian provinces of British Columbia and Alberta. We also provide general indexing information to publishing professionals and organizations, especially in the Pacific Northwest. We are a regional chapter of the American Society for Indexing (ASI).

### Officers:

President: Judi Gibbs

Vice-President / Program Coordinator:

Paul Sweum

Treasurer: Erica Caridio

Secretary: Madge Walls

Past-President: Ann Yager

### Committees:

Jane Henderson, Marketing/Community Relations and Speakers' Bureau

Martha Osgood, Webmaster & listserv manager

Veronica Hughes, Archivist

Sherry Smith, Pro Bono Program and Volunteer Recognition

Paul Sweum, Newsletter

Charlee Trantino, ASI Board Member



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*From the President's Keyboard continued*

develop unfamiliar skills and increase your knowledge base.

But ultimately, Paul sums it all up in his final point. Volunteering is the right thing to do. It's a true win-win situation; a volunteer helps others and in doing so helps themselves. I have first-hand experience of the power of volunteering, and I can attest to its positive effects on myself and my community of indexers.

There are many opportunities for volunteers in the PNW/ASI and you can decide how involved you want to be. Perhaps an officer position attracts your attention or maybe at this point in time writing a thank you note to a guest speaker at a conference suits you better. Take a look at where the chapter needs your help and feel free to give us a hand. It's a great way to make friends and stay connected in our industry. Looks pretty good on your resume too!

## VOLUNTEER OPPORTUNITIES

### NEWSLETTER

We need content writers. Some ideas for articles include but are not limited to:

- Write about a recent job success.
- Small snippets or humorous anecdotes.
- Lifestyle tips: work vs. play, taking breaks, staying healthy.
- Work methods: break strategies, eye care, desktop & workplace setup, maintaining sanity in tight deadlines, etc.

We are also looking for:

Layout assistant/backup to work with our layout volunteer Erica Caridio.

Website Administrator/backup to work with our website administrators.

Content recruitment assistant/backup.

Contact Paul Sweum at [Paul@TopHatWordandIndex.com](mailto:Paul@TopHatWordandIndex.com) if you wish to work with us.

## COMMUNITY RELATIONS/MARKETING

Have some ideas about marketing our chapter? This would be a great place for numerous volunteers. Contact Ann Yager at [yagerindexing@gmail.com](mailto:yagerindexing@gmail.com) if have ideas for this committee.

## VOLUNTEER RECOGNITION

Volunteers are needed to write thank you notes and to brainstorm ideas for future thank you gifts. Contact Sherry Smith, [indexer@sherrysmithindexing.com](mailto:indexer@sherrysmithindexing.com) if you have ideas for this committee or wish to work with us.

## PRO BONO PROGRAM

The West Plains Gazette, a historical magazine, has a few more issues to index. Jane Henderson, the mentor and coordinator of this multi-indexer project, needs 1-3 more people to help finish.

An experience indexer is needed to do a review of the index of the PNW newsletters. After that review, Martha Osgood will place it on the website.

An indexer is needed to complete the indexing of the PNW minutes.

Contact Sherry Smith, [indexer@sherrysmithindexing.com](mailto:indexer@sherrysmithindexing.com) if you wish to work with us.

## TREASURER and VICE PRESIDENT

Looking ahead for 2013:

Treasurer—Holds a two year term 2013-2014

Vice-President—A three year commitment, 2013-2015. Vice-President, then President, then Past-President.

Information about these offices can be found in the bylaws, Article XI. Duties of Officers, located on the PNW/ASI website at <http://pnwasi.org/bylaws.htm>. Contact Ann Yager, [yagerindexing@gmail.com](mailto:yagerindexing@gmail.com) if you wish to find out more about these officer positions. This has been a wonderful year for indexing and for indexers, and with your help, things will only get better. As volunteers, we will continue to focus on planning outstanding conferences, provide you with the information you need through our newsletter and online list serve, and continue our outreach to the publishing community. Come join the fun!

# Asserting the Index with the eBook: Excerpts from the IDPF Proposal



By Jan Wright, David Ream, and members of the American Society for Indexing's Digital Trends Task Force (DTTF)

On October 12, 2011, ASI submitted a proposal that indexes be encoded into the open-source ePub standard. ASI joined the IDPF (International Digital Publishing Forum) standards group this year in order to be sure that the ePub format for eBooks would have an index specification in it.

ePub is just one format for eBooks. Amazon has their own proprietary format—and will need to be addressed separately—however with this move forward on the ePub front, ASI is taking major steps to ensure that the index is a primary component of navigation in the electronic reading environment. Since iBooks also display ePub books, we will be securing a path forward on two fronts. The ASI Digital Trends Task Force will be also looking at ways to convince Amazon to incorporate live indexes in their eReaders.

Below are some excerpts from the proposal submitted to the IDPF by ASI's DTTF. We have edited the text to make it address eBooks in general, not just the ePub format.

The original document may be read in its entirety by downloading it at:  
<http://dl.dropbox.com/u/2248375/IDPF%20Index%20functionality%20in%20ePub.pdf>

## Background

Most current eBooks are displaying their index as a chapter at the end of the book, with or without linking. This file should be developed into a more effective feature, in the same way of a book-specific glossary. We recommend the user interface combine search, index, and glossary into a single screen that would allow the user to have access to all semantic actions needed in one place.

The index file can be linked to the text by the publisher through the use of anchors inserted into the text, with each uniquely named or numbered. The index should use these anchors as the basis for links into the text at precise locations, and should also allow contextual display of a specified number of words following the anchor, to show the term in context.

Small screen indexes have been available for online Help systems for 20 years, and eBooks can adopt some of the best practices and usability measures from these systems.

## Recommendations

ASI's Digital Trends Task Force has recommended for ePub eBooks that the index should be displayed from a separate file containing the index entry terms, linked to anchor points in the text. A print-like chapter is the fallback, showing a traditional book-page display, with locators hyperlinked into the text.

The user experience we envision is one in which the user highlights a word, or the user clicks on a magnifying glass icon or Search option and starts typing, and then:

- A combined screen display shows the definition from the glossary if one is available, or a fallback definition from an installed local dictionary, or a web dictionary
- A screen displays key entries for the index, if available, or
- Full text search results are displayed if no index is available

Choosing an entry, or the full text search, should show the concepts for the term in context with a specified number of contextual lines displayed to allow the user to choose a location in the book to research or go to.



Sorting order, or alphabetization, will be an issue for multi-word main entries; an issue that surfaced in early online Help systems, and will most likely surface in ePub as well. Whether or not space characters and symbols are considered as characters, or are ignored, determines the sort. Two systems are in use: word-by-word, which honors the space, and letter-by-letter, which ignores it. *NISO TR03: Guidelines for the Alphabetical Arrangement of Letters and Sorting of Numerals and Other Symbols* can be a guideline. We recommend establishing that a space character precedes any other character in alphanumeric arrangements. Hyphens, dashes of any length, and slashes should be treated as space characters.

A short example from Nancy Mulvany's *Indexing Books* shows the difference:

#### **Word-by-word**

TYPE-ADF command  
Type font  
Type foundry  
Type metal  
Typeface  
Typeset

#### **Letter-by-letter**

TYPE-ADF command  
Typeface  
Type font  
Type foundry  
Type metal  
Typeset

eReader manufacturers will need to know about this issue in order to present sorted indexes appropriately to their users.

## **Publisher workflow issues**

Information and background on publisher workflow is helpful in order to understand their issues and output needs.

Indexes usually cannot be built until after the content of a piece is nearly complete. This is often a surprise to new publishers, who feel that the index for each chapter could be completed at the same time as the chapter is, without any further revision. Unfortunately, it doesn't work that way. The unique process of indexing requires that all references to a subject throughout a book be evaluated as a whole, so that terminology that best expresses each piece of the subject can be refined when compared to later references. Therefore, merging of "very similar" terms happens when *all* the similar terms are gathered into the compiled index.

Many believe an index is completed when the entries have all been created, however it takes time to then edit the rough index into a concise, merged, congruent, and meaningful tool. Synonyms and main terms are evaluated, and the semantic structure of cross references is analyzed and solidified at the end of the process.

## **Incorporation Methods**

Indexes are incorporated into publications in a variety of ways, and each method will need to find a path to both the fallback chapter-like index and the index data file:

### ***Standalone Indexes***

Some are written as standalone files, referring to frozen page numbers in galleys, and have no active links to the text. These are currently being converted to eBook linked indexes with macros that hyperlink the page numbers and take the reader to the top of what was the print page. They are useful to a point, but can confuse the reader who has enlarged the font size, meaning that the actual term may be on a second page and not visible on the screen. The outputs from these files can be a standard book-like word processed file, a CSV file, or a tab-delimited file. XML content tags or styles can be applied to each level.

The file output needed to transform a standalone index to an eBook index would be:

- a) A print-like chapter file with hyperlinks at least to page level, if not to paragraph level, and
- b) Indexing to anchor points instead of page numbers, and converting to an XML, CSV, or tab-delimited output file.

carbon dioxide  
 medical gas supply systems... 2011 V3: 60  
 carbon dioxide (CO<sub>2</sub>)  
 color coding... 2011 V3: 55  
 extinguishing systems... 2011 V3: 26  
 feed system... 2007 V3: 125-126  
 medical gas system tests... 2011 V3: 76  
 portable fire extinguishers... 2011 V3: 28-29  
 Carbon Dioxide Extinguishing Systems (NFPA 12)... 2011 V3: 26  
 carbon filtration (absorphan)... See activated carbon filtration (absorphan)  
 carbon monoxide... 2011 V3: 76  
 carbon steel... 2011 V3: 84

*An example of standard output for standalone indexing*

carbon dioxide...medical gas supply systems... 2011 V3: 60  
 carbon dioxide (CO<sub>2</sub>)...color coding... 2011 V3: 55  
 carbon dioxide (CO<sub>2</sub>)...extinguishing systems... 2011 V3: 26  
 carbon dioxide (CO<sub>2</sub>)...feed system... 2007 V3: 125-126  
 carbon dioxide (CO<sub>2</sub>)...medical gas system tests... 2011 V3: 76  
 carbon dioxide (CO<sub>2</sub>)...portable fire extinguishers... 2011 V3: 28-29  
 Carbon Dioxide Extinguishing Systems (NFPA 12)... 2011 V3: 26  
 carbon filtration (absorphan)... See activated carbon filtration (absorphan)  
 carbon monoxide... 2011 V3: 76  
 carbon steel... 2011 V3: 84  
 carbon steel... 2011 V3: 85

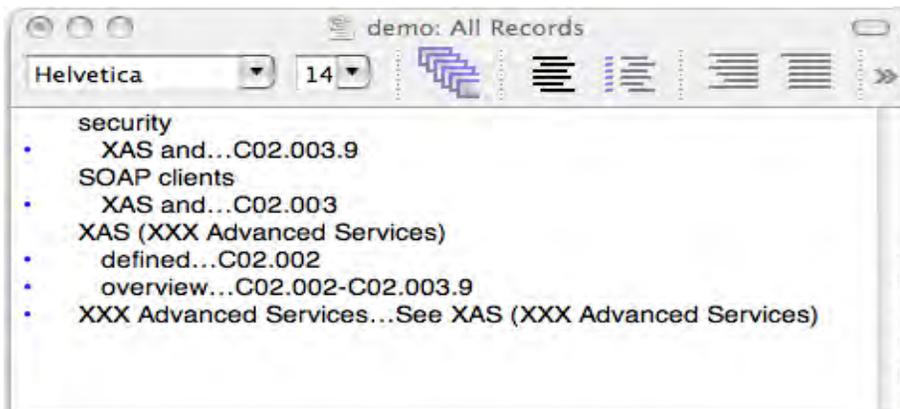
*CSV or tab-delimited output for standalone indexing*

### **Anchored Indexes**

These are standalone index files that use anchor points or unique IDs in the content at the paragraph level for locators. These can easily be updated to refer to eBook anchor points, and can lead the reader to the paragraph for the entry. Again, these are not actively interconnected. Changes to one file can require changes to the other. These files would look the same as the samples above, but the locators would be replaced with anchor point codes.

The file output needed to transform an anchored index to an eBook index would be:

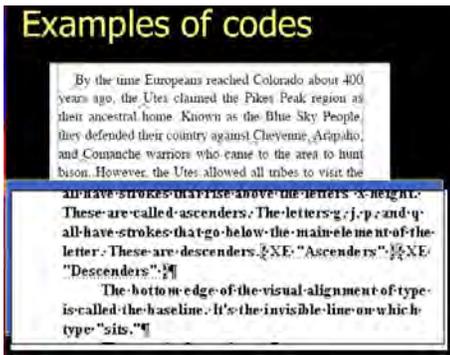
- a) A print-like chapter file with hyperlinks to the paragraph level, at the anchor, and
- b) Converting to an XML, CSV, or tab-delimited output file with the needed fields.



*Indexing to unique IDs*

### **Embedded Indexes**

These are indexes that are generated by putting index codes for each entry into the publisher's chapter files. Examples of tools that have embedding modules are InDesign, FrameMaker, Word, and OpenOffice. The DocBook DTD, used by many publishers who create their books in XML, includes the <indexterm> and five child elements for creating



*InDesign markers (upper half) and Word XE fields (lower half)*

index entries in DocBook XML files. Each of these tools uses a differing system for encoding the index entries, and compiling the final index; in the case of XML, each publisher has their own production process and specialized tools. If a publisher is outputting print, PDF, and eBook, this kind of indexing coding may be in the files, and the publisher may want to retain the indexing codes for future editions. A new system that includes adding anchor points at each index code's location in the content, and linking the compiled index to the anchor points, will be needed. A similar process currently works in PDF exports for InDesign and FrameMaker, and should be a matter of programming the tools to make it work.

The DocBook Project (which creates and disseminates the DocBook DTD and associated style sheets) has a beta version of style sheets to produce a complete EPUB book from a DocBook instance: <http://sourceforge.net/projects/docbook/files/epub3>. At this time, it outputs the index as a separate file, using the nearest preceding section title as the text for the locator (rather than page number). Clicking on the link in the index takes you straight to the exact location in the text. This locator style can be very confusing to readers, as it clutters a chapter-like display with long text strings that are hard to format into readable indents...but the mechanism is on the right path.

Publishers using embedded indexing need to have information about what they can currently do to convert an index from embedded codes to the index file needed in the eBook for display. Tab-delimited or CSV-delimited exports are not natively built into these page layout tools. Some publishers have further modified standard tools like Word or FrameMaker to create proprietary systems (such as Cambridge University Press' CUP-XML indexing system).

The path to transform an embedded index to an eBook index would be:

- A print-like chapter file with hyperlinks to the paragraph level, at the anchor, and
- A separate export that can output an XML, XHTML, CSV, or tab-delimited output file with the needed fields.

### ***Dynamic Indexes***

This is also known as "meeting in the middle." In this instance, three files are involved:

- Content files with anchor codes, or unique IDs
- Merger file, which connects anchor codes to sets of terms in the index file
- Index file, which groups similar concepts and synonyms into one unique id set

This style of indexing is exemplified by Microsoft's TIM tool and by taxonomy structures for large websites. It acts as more of a matchmaker, pulling locations and associations of terms together for display. The use of this system allows changes to happen in the book content files and the index file at the same time, removing the need for one group (either editorial personnel or indexing personnel) to have sole access to files for editing and updating.

The path to transform a dynamic index to an eBook index would be:

- A means of exporting a print-like chapter file with hyperlinks to the paragraph level, at the anchor, and
- A separate export that can output an XML, XHTML, CSV or tab-delimited output file with the needed fields, most likely pulled from the merger file.



Search for the keyword:  
polydactyl

Polydactyly or polydactylism (from Ancient Greek πολύς (polus) "many" + δάκτυλος (daktulos) "finger"), also known as hyperdactyly, is a congenital physical anomaly in humans, dogs, and cats having supernumerary fingers or toes. [more](#)

polydactyl cats

- abnormalities in
- described
- owned by famous people

**Polydactyl Cats** Cats normally have five toes on their front paws, but some American **polydactyl** cats have as ... [more](#)

Hemingway had a remarkable affection for these animals and many multi-toed cats still reside at Hemingway's former home near Key West... [more](#)

Having extra toes, or being **polydactyl**, is a congenital abnormality but not a health concern. Any feline breed can sport extra toes, though the CFA does not... [more](#)

"Slippers," a Hemingway cat owned by President Theodore Roosevelt, was once a resident of the White House... [more](#)

*Developed from current search interfaces, online Help interfaces, mobile Help interfaces, and Google Books by Jan Wright, Pilar Wyman and Cheryl Landes*

All of these differing publishing workflows need a path to convert their content to eBooks. Since each publisher is following a different path, many macro tools or small utilities will be needed to get from where the industry is now to a fluid workflow into eBook indexing.

Once the index file structures needed for displaying indexing in eBook formats (be it ePub or Amazon's) are established, the workflow tools can become a reality since the output format and file structure needs to be established first.

The “index + search” should remember the last searched term until a new one is entered by the reader.

Implementation of index display is dependent on the manufacturers of eReaders, but considering the usability issues of early online Help Find and Index functionality—and the data showing that multiple locations can confuse users—a display system like the one above is recommended. In the user's mind, the magnifying glass will become the one point they can count on for researching, defining, or as a resource for working with the text. Each piece of the interface, glossary, dictionary, and index, should be a separate file that is called at time of use. At some point in the development of semantic interlinkings, we may be able to display further connections as topic maps or taxonomic structures—however as a baseline, a file specification for these resources should be developed.

Best practices for online or onscreen indexes limit the number of levels presented to just two: main entries and subentries. Depending on the interface, most online Help indexes limit cross referencing, and in some cases are not used at all. In these cases, development of the index entries under each synonym takes the place of cross referencing. Print page folios limit the length of an index; however onscreen indexes can be fuller and include full coverage at synonyms.

An eBook index needs to be capable of displaying four out of the six basic components listed below. Cross referencing, and its associated switches or attributes, will be dependent on eReader functionality for an interactive display—but should be retained for the fallback chapter-style index. How these components may be encoded in XHTML or XML is open for discussion. Multiple solutions are possible, requiring different levels of eReader technology to implement them, and differing levels of tool development on the publishing side to produce the files.

	<b>Entry unique ID</b> (this can be defined by vendor or software)	<b>Main Entry Field</b> (can have duplicated contents: not unique)	<b>Sub Entry Field</b>	<b>Locator Field</b> (can have multiple anchors)	<b>Switches/ Attributes</b>	<b>Cross Reference Target Field</b>
Plain entries of one level	1001	<i>Carbon monoxide</i>	(Nothing here: it is a simple main entry)	Anchor point within text	Off	
Entries with subheads	1002	<i>Carbon dioxide</i>	<i>medical gas supplies</i>	Anchor point within text	Off	
Cross references	1003	<i>Carbon filtration</i>		Anchor point within index file	On (to turn on See behavior)	<i>Activated carbon filtration</i>

Additional fields could be added if manufacturers want to include a system for indicating targeted page ranges in the text, based on highlighting text from one anchor point to another.

More information is available at the links provided earlier in this article. Stay tuned for further developments in these efforts over the next year and beyond, as indexing furthers its footing in eBook publishing.

*As of October 2011, members of ASI's digital trends taskforce include Jan Wright, David Ream, Mary Harper, Charlee Trantino, Michele Combs, Pilar Wyman, Joshua Tallent, and Cheryl Landes.* 

# Marketing Strategies: The Perpetual Loop of Blogging, Pt. 2

*Bloggng as an in-road to opportunities....and let's repurpose that newsletter!*

By Paul Sweum

*Continued from the Spring/ Summer 2011 edition of Indexers Ink, picking up right where we left off.*

## Framing the content of your business blog

There's something to be said about building an archive of posts through a blog. In the case of *The Commuter*, I found over time that a gradual groundswell of followers emerged as I covered various subjects. Since this is a business blog, I believe in compartmentalizing the subject matter. I want to stick to business-related topics that I know something about, to the effect that I can write from a variation of one theme or another to inform readership, raise questions, or create constructive discussion on matters within my business wheelhouse; be it special events or conferences, new software, marketing, indexing, editing, industry chatter, or a gadget I just picked up that's helpful to my business.

In other words, you won't find me blogging about my favorite Mexican restaurants from when I lived in Arizona, or a favorite rock or jazz band...*unless* it's through the context of the business...so if I work on an index involving a music-related book, and want to blog about it, then sure. As far as musings and commentary on religion and politics, I absolutely steer clear and steer far. Don't do it. First, it's unprofessional. Second, I fail to see how that will help business; needless to say, it would more than likely do quite the opposite, tattoo your professional image in a negative light, and (depending on your client base) scare away current clients. In terms of personal topics on the blog, I'll occasionally throw in something with a personal lean to mix things up, but even then—barring a rare exception—there's a thread that goes back to work and the business.

When I write with an idea in mind for a blog post, I generally start with an offline draft in Word, and don't copy it into the blog until I've finished a draft and gone through a round or two of editing. A self-imposed zero tolerance policy on grammatical and spelling goofs does add to the work time-wise, as what I write must be of impeccable quality....but for Pete's sake, I'm a technical writer! So, needless to say, I had better get it right. Still, I do occasionally slip up, but the process of going through editing in Word before I port the article into the blog minimizes any discrepancies. Things I don't catch are easy to fix in the Word-Press interface after the post has been released, and it's not unusual for me to go back in and make modifications to a post for clarification or to tighten up the writing. Sometimes I'll go back in a month later to edit a post.

I belabor this point because there are so many blogs out there with typos and a lack of quality control, which drives me nuts....so I use this as an opportunity to set myself apart. Since the blog points to indexing and technical writing services I offer, I see it in my best interests to poot smoehang out thar thats edeted in avdance and errurliss (ha ha, get it?). Yes, that was intentional.

## Bloggng = new opportunities

While some posts may not generate much traffic, it only involves hitting the sweet spot on the ball with a particular post to create exposure and bring in readers. I fell into such a circumstance right before ASI's 2010 national conference in Minneapolis. A day or so before flying out to Minneapolis, I thought I'd email the President-Elect of ASI to let her know that I intended to blog about the goings on while I was there...I figured she might know some indexers unable to make it to the conference who would be interested in reading about it.



*Paul at the Sculpture Garden in Minneapolis during the 2010 ASI National Conference.*

*Photo courtesy of Dena Shorago.*



The response I received ended up mushrooming into my unexpected role of what I would call the “unofficial de facto conference blogger.” What happened with the posts on Minneapolis involved my servicing a need or interest for a particular online audience; in this case it was indexers who were unable to attend the convention or wished to read about it later on. That’s just one of an unlimited number of ways a blogger can focus on a particular subject to fill a need for an online audience, much in the way an author carries an audience focus in mind as they write a book.

I’ve also been able to use the blogging to get into industry events with a press pass, which has allowed me to check out events related to different sectors of the publishing industry or in my areas of specialty—events I wouldn’t normally shell out the cash for—but when I’ve offered to cover the event in the blog, the response has been positive every time. This is where the consistency and having 50+ posts pays off; to a conference promoter I’m viewed as a sort of industry gumshoe, as blogging has been regarded as a sort of online media conduit since the 2008 election cycle. I report about my experiences and what I see, and have a camera on-hand...and I glean a thing or two while making some new contacts.

### **Repurposing a newsletter to serve your blog**

In the last issue of *Indexers Ink*, I spoke briefly to newsletters, how they differ from blogs—and threw in a few of my perceptions—which bordered on scathing and clearly demonstrated my favoritism towards blogging. I would like to retract some of those sentiments from the last newsletter, or better yet *repurpose* those sentiments.

This pivot in “newsletter policy” stems from a conversation with another blogger in fall 2011, a full-time staffer for a prominent grocery retailer who writes about recipes and other food-related topics as part of the company’s overall marketing strategy. I described the challenges I’d experienced in the last year with the strategy of newsletter content since the blog had emerged, and how I was having trouble fitting my newsletter into the overall scheme of things.

The blogger suggested that I use the newsletter as a medium pointing *to* the blog. I thought it was a brilliant idea. In this case, the newsletter can provide your readership with a reader’s digest version of your latest blog posts, and it eliminates the “newsletter doldrums,” as I had begun to refer to it. If you’re lacking in something new to say, and zoning out over a cup of coffee in what to write, you can simply canvass some of the recent subject matter that has bubbled to the surface in your blog.

I love the idea of having a newsletter feed the blog, as it gives it stronger footing in your marketing strategy, echoes your branding, and further substantiates the voice of your blog. Personally, however, I wouldn’t necessarily make the newsletter *all* about the blog—as I always feel like I need to provide something new and fresh—but focusing the lion’s share of its energy as a conduit to point to your blog, and your business endeavors, can only give it added charge and purpose.

These are just a few thoughts, from my own personal experience, as I’ve tried to find new and effective ways to build my indexing business through a blend of blogging, newsletters, and social media environs. Methods such as this seem to develop, come, and go in the blink of an eye—so I’m sure we’re not far-removed from developments in technology—and that will reveal the next big vehicle for marketing our ideas and what we do.



# Marketing Tips: Techniques, Social Networking, Blogging, and Unusual Approaches that are Successful

*A Session by Madge Walls from the Fall 2011 PNW-ASI Meeting in Vancouver, WA*

*Written by Madge Walls*

Never in a million years did Madge Walls of All Sky Indexing in Wilsonville, Oregon, imagine that her background as a Realtor would be of use in her subsequent career as an indexer. While selling homes in a very competitive market on Maui, she became a fearless prospector. Now she uses those hard-earned skills to build her indexing business.

The most obvious, least costly and easiest way of marketing a business is through one's circle of influence, she said. Realtors, car salesmen, dentists, plumbers—everyone with a product or service to sell—begins by contacting family, friends and acquaintances to let them know they are open and to ask for their business. But in our world, who do we know that needs an index for a nonfiction book? Probably nobody!

So we have to reach out to publishers, packagers, and authors we don't know and will never meet, and who have no reason to use our indexing services over anyone else's. What to do, what to do?

First, create a business plan. It can be just a To-Do list of thing you need to accomplish or have in place before you begin prospecting, with a deadline for accomplishing each one. Things like: create a professional-looking signature that goes out with all your emails, a website (you can make your own, and there are great examples on the ASI website), an indexing agreement to use with individual authors (also on the ASI website), pre-written solicitation emails, and email responses to a query about your services are just a few. By having things in place, you can prospect and respond to queries without fumbling.

Then get a copy of Writers Market or Literary Marketplace (book or online subscription—Madge likes books so she can make notes in the margins) and begin making cold calls to publishers. Cold calls? Yes, a terrifying proposition but that's what they're called when you don't know the person you are calling and they have no idea that they want to talk to you. Get over it and pick up the phone! Target publishers who publish at least 20 non-fiction books per year—don't waste time with smaller fry.

The big trick is to *get the name of the person at the publishing house who handles indexing*. This is not always easy! Sometimes the electronic phone system is impenetrable—you simply cannot hook up with a human being unless you know someone's name. Give up and move on. Often the person who answers the phone has no idea what indexing is. Give them a one sentence lesson that you have written out in advance so you know it cold: your elevator speech. Then maybe they can send you in the right direction. If they are stumped, ask for the most likely person: an editor, an assistant editor, a production manager, or perhaps a production assistant. Any one of those may be the right person, or will likely know who it is. Whatever happens, get a name in case you have to call back.

When you finally connect with the right person, you'll need a short introductory speech, just a few sentences: "Hello, I'm Janey Cooper of Cooperstown Indexing Service. I'm calling to ask if you use freelance indexers at Big Bug Press." Whatever the answer, carry on from there. They will inevitably be polite (nobody has jumped through the phone and throttled Madge yet). If they do use freelancers, ask if you can send your credentials either by email or snail mail. Thank them on the phone, follow up with an email thanking them, and send those credentials right away in whatever manner they have requested. No matter what, al-



*Madge Walls*

ways send something by snail mail—a short note with a business card, brochure, bookmark, or some token they can keep with your business branding on it. Sometimes it takes a year or more to bear fruit, but this method works if you do it diligently.

Set goals for your calling:

- I will contact a certain number of publishers today. (What do you mean by “contact?”)
- I will keep going until I get at least 1 (2, 3?) positive responses. (What do you mean by a positive response?)
- I will spend one (two, three?) hours prospecting and then quit.
- I will contact publishers between 9 a.m. and noon.
- Don't leave messages—these busy people will rarely return your call.

Do what you promised yourself and then let it go for the day. And give yourself a reward for faithful service: a walk in the rain, a candy bar, something special for dinner, etc. Make it interesting and fun. If you persist you will get business.

Keep a record of everyone you call with dates and results. Madge uses a 3-ring notebook with pages that tear out easily. When she is finished with one publisher (dead end, or got a job), she rips out the page and files it alphabetically in a 3-ring binder for future reference. She also enters them in an Excel spreadsheet for quick reference and mailing labels for the occasional reminder mailing. She gives each publisher a full page so she can keep her notes as she talks to them. Whenever you have a break in your work, you can go back to the notebook or binder and email a reminder to those who said they were interested but have never given you a job. Shake the tree and see what falls out!

Some people prefer to prospect via email. Fine, as long as you have *the name of the person who handles indexing*. There is no point in sending an email to [info@bigbugpress](mailto:info@bigbugpress). You can bet it rarely gets to the right person. Once you know who the right person is, email is the way to go, as it is much less intrusive. But you must find the right person; phoning cuts to the quick and gets the critical name. If you can also get an email address at the same time, go for it. Sometimes you can find the names and email addresses of editorial staff on the publisher's website. In that case, email may

be the way to go. Emailing anyone in editorial may get you to the right person.

Publishers may ask for one or more of the following credentials:

- Resume
- Sample index
- Comments from previous customers
- List of books you have indexed
- List of other publishers you have indexed for
- Statement of your expertise in their subject
- Your fee

Have these documents all prepared ahead of time so you don't stumble. A quick response is important. You want them to get the material while they still remember you. If you are new, you won't have some of those items. So go with what you have and cross your fingers. Follow up in a week to make sure they got them. Once you begin getting work, ask every customer for a testimonial.

A huge issue since the 2008 economic downturn is the fact that publishers have been cutting costs wherever possible. That means that many of them now throw the indexing responsibility back onto their authors, requiring them to either create the index themselves or pay a professional. Publishers have told Madge that a “homemade” index is okay with them, as long as it looks like an index. That's bad news for indexers. In that case, an indexer's best bet is to ask to be put on their list of recommended indexers. Then you can bet the author who decides to use a professional will email everyone on the list and choose the one who strikes their fancy. A prompt and professional reply is essential, or someone else will get the job.

With the added imperative of getting directly in front of authors, social networking can help if you are into it and willing to put in the time. Madge Links In with publisher and author clients, and then often makes a statement about the books she indexes as she finishes them, but has not had much success in getting jobs this way. She believes it is like all other prospecting methods: if you do it consistently and proactively, it will work for you, and you will get better at it as you proceed.

Even though she dismissed circle of influence marketing at the beginning, she said it is still important to let everyone know

what you are up to. You never know where a secret nonfiction writer may be lurking. Also, consider joining Indexer Locator via ASI—one job will pay the annual fee, and some members have received great assignments this way. Get active in your local ASI chapter—when a fellow member has overflow it may come to you. Join writing organizations where you will meet writers. Blogging may work for you if you have interesting things to say.

The important thing is to find a prospecting method that works for you, then pursue it diligently and keep good records. Make an agreement with yourself on prospecting days and stick to it. Then reward yourself for hard labor. It's not a barrel of laughs, but it sure feels good when you actually hit pay dirt! 📖



# More Than Simply Gold Coins and a Prayer

*Stories of heroism and lessons from history by James H. Keffe III at the 2011 PNW-ASI fall meeting*

*By Paul Sveum*

In October of 2011, the Water Resources Center in Vancouver, Washington—adjacent to the majestic Columbia River—hosted the ASI Pacific Northwest chapter's fall meeting for the second consecutive year. Kicking off the weekend's program was an author, James Keffe, who took the time to drive down from his home in Falls City, Washington that morning to speak to the group.

Keffe's nonfiction book, *Two Gold Coins and a Prayer: The Epic Journey of a World War II Bomber Pilot and POW*, represents the author's efforts to capture the wartime memoirs of his father Lt. Col. James H. Keefe Jr., USAF (Ret.). A lifelong fan of flying since the age of 10, Keefe Jr. eventually became the veteran of both World War II and the Korean War...the book and presentation focused on his experiences with the former.

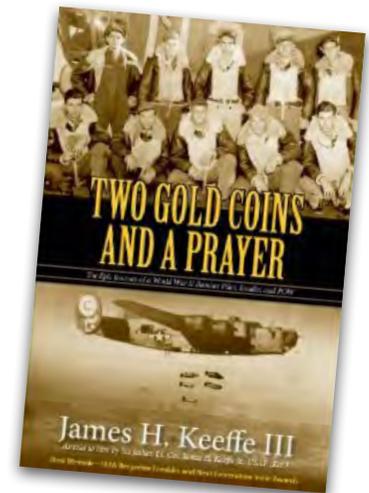
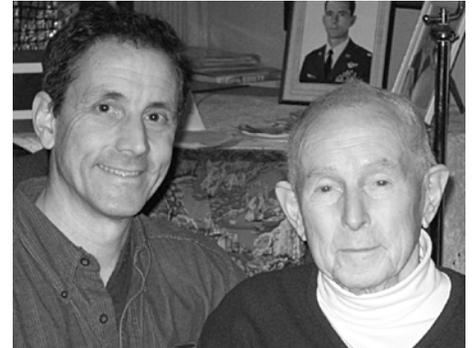
An excerpt from the back of the book states: "In August, 1942, Keffe joined the U.S. Army Air Forces and arrived at Aviation Cadet Training. On Thanksgiving Day, 1943, after months of rigorous training, he arrived in England with his crew to begin flying B-24 bombing missions. Then, on the 8th of March 1944, Keffe's airplane is shot down over Holland, catapulting him into a world squeezed colorless by the ever-tightening Nazi fist of occupation."

As Keefe described his father's ordeal of having to travel from safe house to safe house, and then as a prisoner in a German POW camp, his description of the conditions, adaptability, and survival skills employed by the soldiers was as fascinating as it was horrific. One of the most intriguing portions of Keefe's discussion centered on the camaraderie of the soldiers, the tests of character amongst the group, and reasoning skills that shone brightly in the face of adversity; such as his father determining who he could trust—and couldn't trust—to keep himself alive.

The indexers present that day were riveted and moved by the story and the discussion that followed with questions. At times during the Q & A session, it was hard to find a dry eye in the house as James chronicled the accounts of bravery and heroism summoned by both soldiers and ordinary everyday civilians living under Nazi occupation, especially during the time his father was in hiding through the Dutch Underground.

The most compelling part of this epic story, however, took place barely a month prior to Keffe's presentation in Vancouver. He described how his father had been able to reconnect recently with Helen Berman-Cohen, a Jewish lady (or girl at the time) he had been in hiding with in a safe house—and her visit to Seattle to meet with the Keffe family in person.

In my opinion, the story is in truth completed with that recent reunion—standing as testament to the perseverance of humanity under the direst of circumstances, in addition to demonstrating what it is to love and remember those who made a difference in our lives, even if they were merely strangers. *Two Gold Coins and a Prayer* represents one of many countless threads of individual heroism from World War II; a perspective that, sadly, too often goes untold and fails to be recorded as it dies with our veterans. Keffe's framing of yet another historical account of the high drama of humanity's "unfinished supernovel" is one for the ages—anytime, anywhere. 📖



# Tweeting our Horn

*Using Twitter to Successfully Market Ourselves*

By Cheryl Landes and Ed Marshall

twitter



During the past five years, social media has transformed communication. We use it to connect with friends and family, make buying decisions, and access more information than ever before. Social media has also become a powerful, effective means of promoting our services as small business and solopreneurs (one-person businesses). And, best of all, it's free!

Twitter is one of the most popular social media services used to communicate information. While it was originally associated with people's reports on what they were doing at the moment, such as being awake with a cup of coffee or eating a burger for lunch, Twitter has become a way to communicate useful information quickly, to promote special offers, to conduct research on potential clients, and even to get help on technical issues. Small business owners and solopreneurs also use it to market their services, and recruiters and corporations have adopted it as a head-hunting tool.

In this article, we're providing a brief introduction to Twitter and tips on how you can market your business' services effectively.

## What is Twitter?

The best way to think of Twitter is as a mini-blog or *microblog*, where you communicate in bursts. Each microblog post, best known as a *tweet*, is limited to 140 characters. This forces you to be clear and concise in your communications.

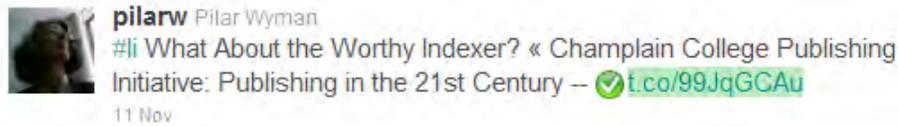
## How is Twitter used?

Twitter is used for a variety of purposes:

- Communicating information—Social media in any form is all about sharing. With Twitter, people share articles in their areas of interest, information about upcoming meetings and events, quotes that inspire, recommendations for products and services, and updates during inclement weather.
- Chatting with one another—*Followers*, people who subscribe to your tweets, sometimes have conversations about various topics of interest. These conversations can be seen by any of the people active in the conversation.
- Sending private messages—Sometimes you don't want all of your followers to see your comments directed at one person, so you can send him/her a private message. On Twitter, these are known as *direct messages*.
- Researching information and getting help for your projects—Your followers are often a vast resource for research on writing articles, getting help when facing a challenging indexing problem. You can even find a lot of information about companies you'd like to target as a client and reconnect with former co-workers.
- Promoting yourself—You can establish yourself as an expert in your target market(s). You can also announce upcoming events in which you're involved and invite others to attend.

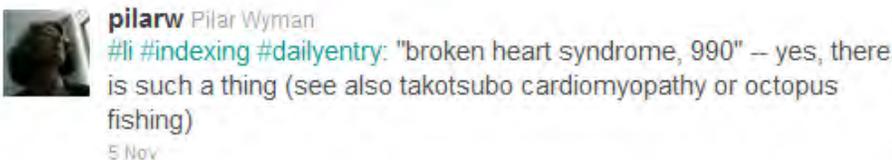
Here are some examples of tweets. In the first tweet below, Pilar Wyman is sharing an article she found about the future of indexing. The second article is a *retweet*, where Pilar is reposting an article that indexer Rose Ippolito originally shared with her followers. When Pilar retweeted the article, she's now sharing it with her followers, which expands the article's coverage. One or more of Pilar's followers might also retweet the article to their followers.

(NOTE: The check marks next to the links in the examples below indicate that these links are safe. This is a feature of Cheryl's virus protection software. Her computer was used to create these screenshots.)



The #li in Pilar's first tweet is called a *hash tag*. This particular hash tag allows Pilar to cross-post her tweets on LinkedIn, another social media tool that is used for professional marketing and job hunting (LinkedIn is beyond the scope of this article). Hash tags are also used to categorize information in tweets; Think of them as Twitter's version of an index.

Another example is shown below, where Pilar has created her daily index entry for other indexers to ponder and enjoy. In addition to cross-posting these to her LinkedIn profile, she also categorizes these entries under #indexing and #dailyentry. This gives Pilar exposure for her entry writing talents as a medical indexer and can attract new clients. At the same time, she's also establishing herself as a professional indexer, someone who can be respected in the indexing community for her abilities.



Here's yet another example of using hash tags. When an organization is holding an event and is active on Twitter, it will create a hash tag so that anyone who is interested in the event can find information about the event. Also, during the event, people who attend post noteworthy comments they hear from the speakers for others who aren't there or are attending simultaneous sessions to see.

This tweet promoted a recent special "Indexing Day" event sponsored by the Toronto Chapter of the Society for Technical Communication (STC).



...or sometimes the event will be tagged in a generic category like #indexing, such as this tweet by Sheila Ryan. The @ASIndexing is the identifier, or *handle*, for the American Society for Indexing's Twitter account.



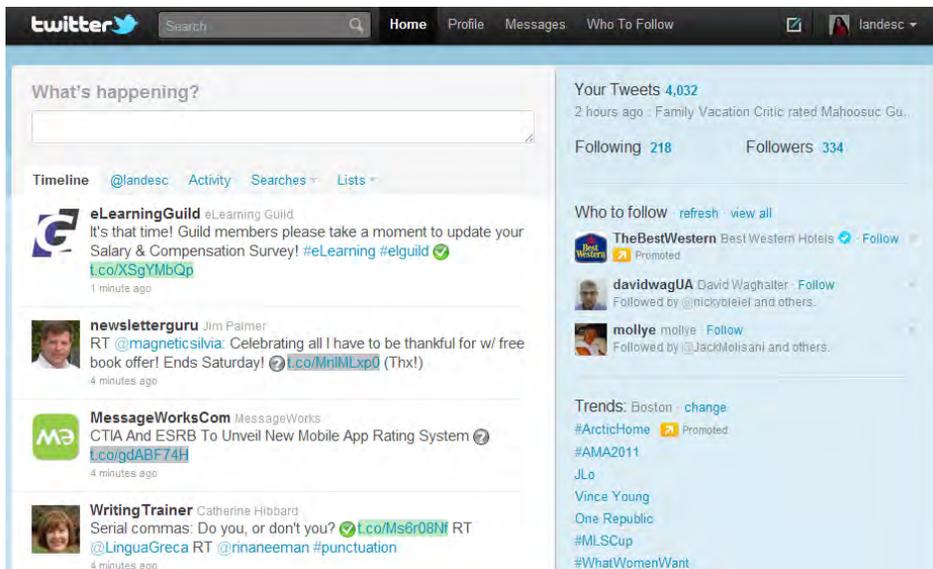
Speakers will also promote themselves by posting notes from their conference presentations and announcing when they're scheduled to talk at an event, as in this example. These are to promote a panel discussion featuring Ed, Cheryl, and colleague Neil Perlin at the STC-New England Chapter meeting on November 16.



As you've probably noticed, all of these tweets are subtle ways of promotion, which can be very powerful. You're providing useful information to your followers, which is often retweeted by your followers. Retweeting reaches a wider audience.

Subtlety is key in social media. Bragging is frowned upon in social media etiquette. We will talk more about etiquette under the later in this article under the section, "Using Social Media Safely."

So now that you've seen some examples of how information can be communicated on Twitter, how do you actually use it? We'll show you how next.



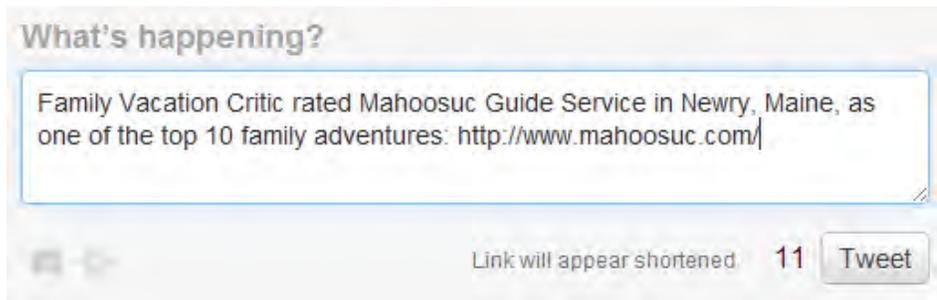
## A Twitter Tour

When you log into your Twitter account, you see a Home page. Here is a screen shot of Cheryl's home page on Twitter. All of the tweets from the people Cheryl follows are displayed on this page. You can also see the total number of tweets Cheryl had posted, the number of people following her, and the number of people Cheryl follows. Twitter provides recommendations on who Cheryl should follow, based on her activity, along with *trending topics* (topics that are popular at the moment she logged into her account).

To create your own tweet, type what you want to share into the "What's happening" box at the top of your home page. As you

type, Twitter will keep track of how many characters you have left. The limit for any tweet is 140 characters.

If you include a link to a website, Twitter shortens it automatically when you press the Enter key. Twitter still keeps track of the remaining character count as you're setting up your tweet, though.



When you're finished, click the "Tweet" button to post your microblog. If you included a link to a website, it will now appear in its shortened form in blue text.



Here is a screen shot of Cheryl's profile, where she provides some information about herself and a link to her business website. Her profile contains her name, a bio limited to 140 characters, her Twitter handle and website address, the total number of tweets, the number of people who follow her, the number of people she follows, and lists to which she has been added. It also shows all of her tweets, retweets, and replies to other people's tweets.



Here are some other examples of profiles from people with different backgrounds. As you can see, you need to be brief and include the critical information that you want others to see about your interests and services. As mentioned earlier, you're limited to 140 characters in your bio. This is another way you promote, or *brand*, yourself on Twitter.

## Indexers on Twitter

These are the indexers we are currently aware of on Twitter.

- Dianna Avacyn-@LadyAvacyn
- Paula Clarke-@Paula\_Clarke
- April Michelle Davis-@EInspirations
- Heather Dubnick-@tornasolada
- S.A. Fifer-@SAFiferIndexing
- Global Indexing-@Globalindexing
- Jenny Halteman-@jigsawindexing
- Lucie Haskins-@LucieH
- Heather Hedden-@hhedden
- Sue Heim-@sue\_sd
- Rose Ippolito-@IndexerRose01
- Suzi Kaplan-@suzik
- Kari Kells-@KariKellsInfo
- Cheryl Landes-@landesc
- Tia Leschke-@IndexerTia
- Christine Lindemer-@BostonRd-Comm
- Seth Maislin-@SethMaislin
- Alyona Medelyan-@zelandiya
- Irene Pappas Dean-@irenepappasdean
- Debbie Olson-@dgonson
- Janet Perlman-@janetcactus
- Thérèse Shere-@knitfinder
- Sobel Writing-@SobelWriting
- Jennifer Spanier-@jendexer
- Joann Sprott-@muselady11
- Do Mi Stauber-@dmstauber
- Paul Sweum-@TopHatIndexer
- Lynda Swindells-@Book\_Indexer\_UK
- Jocelyn Truitt-@truitt\_edit
- Paula Unger-@paulaindexer
- Lori Van Deman-Iseri-@IndexOutdex
- Mary Wendt-@WendtIndexing
- Jan Worrall-@JanWorrall
- Jan Wright-@WIndexing
- Pilar Wyman-@pilarw
- Ann Yager-@yagerindexing



## Ed Marshall

@EdMarshall

Consultant technical writer specializing in developers documentation: APIs, SDKs, Web Services, etc. Free-lance bass player (classical, jazz, etc).

<http://MarshallDocumentationServices.com>



## Sheila M Ryan

@ryanindexing Portland, Oregon

Locating the information readers seek as professional indexer of books and other nonfiction publications ~ Rowing on the Willamette with Station L Rowing Club

<http://www.ryanindexing.com>



## Paul Sweum

@TopHatIndexer Seattle & travel gent

Indexing, tech writing & editing...town planner, glass artist, eco-warrior, blogger...I'm into music, travel, folk art, baseball, fly fishing, & crazy ideas.

<http://www.tophatwordandindex.com>

## Using Social Media Safely

Many people avoid using social media because of the high-profile news reports about privacy concerns and security breaches. Despite these reports, you can keep your accounts secure and promote yourself safely by following some standard best practices. These also apply to Twitter.

First, if you want to be taken seriously on social media sites and/or avoid being typecast as someone to avoid, do not post anything on the following topics—unless your goal is to be controversial:

- Politics
- Religion
- Sex

We do not recommend being controversial if your goal is to attract clients and promote your services, however.

The other best practices are:

- Read the social media service's privacy statements.
- Learn about the social media service's security settings and understand what each one does. Also check your accounts regularly for software changes. Some services do announce these changes, and these can affect your security settings.
- Don't click on any messages, buttons, or links that prompt you to invite friends or import contacts.
- Don't automatically accept all requests and invitations.
- Don't criticize your employer or clients.
- Don't post anything embarrassing. If it isn't embarrassing or offensive to you but might be to others, reassess before you post. Everyone has a different tolerance level, so it's better to err on the side of caution.
- Include a picture and use professionally-photographed headshots. You are considered more credible on social media when you include a picture of yourself.
- Avoid applications that pinpoint your location. 📍

# Promoting Indexing in Montana

*A report on the joint Western Literature Association/Montana Festival of the Book events in Missoula, October 5-8, 2011*

*by Cheryl Landes*

For the fourth year in a row, PNW/ASI hosted a table at the annual Montana Festival of the Book in Missoula. This year, we were treated to two back-to-back book festivals: the Western Literature Association and the usual Montana Festival of the Book. The Western Literature Association's book festival was held on October 5-7, and the Montana Festival of the Book overlapped on October 6-8. The exhibit hall was open October 6-8.

The festival organizers gave us a prime table location at the entrance of the exhibit hall; we were the first table anyone saw as they entered. Many stopped by out of curiosity, or for candy (chocolate, of course) but didn't chat, while others stayed to talk about indexing.

Four volunteers staffed the table during the three days of activities. Cheryl Landes from Seattle covered the first day and the morning of the second day, Joyce Brusin from Missoula came for the afternoon of the second day, and Tami and Scott Robinson from Spokane covered the third day.

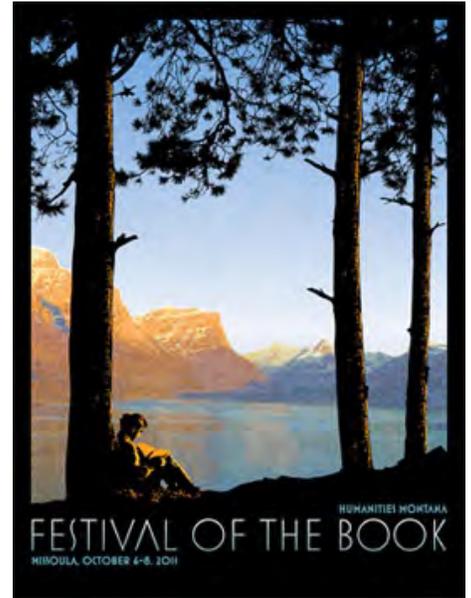
On the first day, Cheryl talked to 10 people who stopped at our table who wanted to have conversations about indexing. Nine had never heard of an indexer and didn't know there was an indexing profession. All of these people were academics—professors who teach writing classes. One of the professors taught IT classes and had connections with a technical communications department. The other person was interested in indexing and asked about how to get training.

Most of the professors who stopped by said that they had students writing theses and dissertations who would be interested in hiring indexers. Cheryl provided links to the indexer directories on the PNW/ASI website and ASI's Indexer Locator, along with information about other resources where they could read more about indexing.

On the second morning, Cheryl met only one other person who wasn't aware of indexing of indexing as a profession. During that time, she talked to seven people. One is working on his MLIS and is interested in taking indexing courses. Cheryl also met two of the librarians from the Missoula Public Library. One stopped by the table and said she is interested in taking indexing courses.

The other librarian staffed the library's table in the exhibit hall. The librarian staffing the table gave Cheryl some information about an eBook forum scheduled on October 13 at the library. She also mentioned that the Missoula Public Library is among the top libraries in the country that are keeping up on eBook technology and tracking trends in electronic publishing. Cheryl gave her information about ASI's Digital Trends Task Force so that she could see what's taking place on that front.

Overall, the event was successful again this year in us promoting the profession of indexing. It's also a great experience as a table staffer, because we meet a lot of people from various disciplines—all of whom are passionate about books. 📖



*The PNW-ASI booth in Missoula, Montana  
Photos courtesy of Cheryl Landes*

# Indexing by Canoe

by Cheryl Landes

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Indexers have an unusual talent – we can organize anything, at any time, on almost no notice. My latest challenge came during a weekend canoe camping trip covering two states, hosted by Mahoosuc Guide Service in Newry, Maine (<http://www.mahoosuc.com>). We put in at Errol, in eastern New Hampshire, paddling upstream on the Androscoggin River before crossing Umbagog Lake into the Rapid River.

We camped for two days at a site on the Rapid River. The total distance we paddled was 18 miles round-trip. Umbagog Lake straddles the New Hampshire-Maine border, which is why we traveled two states despite the short distance.

On the last day of our trip, we took a lunch break in a secluded spot three miles east of Errol, also our pull-out point. As the guides unpacked lunch, one of the guests who knows that I'm an indexer pointed to the picnic table with a challenge: "Index those bottles!" She referred to our water bottles. There were six in different shapes and sizes and made of different materials. Some bore brand names while others were nondescript.

So, what's the best way to index a bunch of water bottles? Everyone reading this will have a different opinion, I'm sure, but here's what I did: I organized alphabetically by color. If I were writing the index on paper, this would be my structure. (NOTE: I'm assuming that "water bottles" is my metatopic in this scenario.)

blue bottle  
green bottle  
orange bottle  
purple bottles  
    big  
    little  
red bottle



Of course, I could have created entries by brands, by material (metal or plastic), shape, size, or the types of lids...the list goes on and on! But lunch and our continued journey took precedence. For more information about Umbagog Lake, see <http://www.nhstateparks.org/explore/state-parks/umbagog-lake-state-park.aspx>. 📖



*photos are from the New Hampshire Parks & Recreation website*

# My San Diego for ASI

by Loraine Schacher

I imagine that if anyone has heard of San Diego, California, it may be for beautiful weather. This is not accidental, as the year-round average temperature for the city is 72 degrees Fahrenheit. Every year, as people in freezing snow country watch the Rose Parade and Rose Bowl Game in Pasadena, we expect thousands of them to decide to move to SoCal—at least for the winters!

This year we are breaking heat records for January in San Diego, with readings of 77 and 80 degrees during the first week of 2012.

By the time of the ASI conference in April, we'll have returned to more normal temperatures. We hope to have some rainfall, but we'll try to have nice days during our conference week...just for you!

A couple of blocks from the Bahia Hotel you will find Mission Beach, where you can walk on the sand and play in the surf, or take a ride on the roller coaster in Belmont Amusement Park. A bicycle path parallels the beach, and this is a challenging ride when there are crowds of pedestrians. I prefer the paved bicycle path that encircles Mission Bay (the body of water where the Bahia is located) because fewer people walk there.

Besides the weather, San Diego is a very nice place to live. I am not a native, but I

do consider it to be my hometown since I moved here at the age of 8.

If you do not have time to visit Mexico (in which the border crossing just south of San Diego can take hours), then a visit to Old Town is a good substitute. You will find shops selling souvenirs, and many restaurants with authentic Mexican food; I especially enjoy the Old Town Mexican Café (across from the haunted Whaley House, an old courthouse) where you can watch the creation of hand-made tortillas that enfold your delicious enchilada, taco, or burrito.

Historically, Old Town features original buildings from the first Spanish settlement, founded in 1769. The many Spanish names of towns and geographic features is the result of California having been first settled by the Spanish, then owned by Mexico until the United States took it over after the Mexican-American War of 1846-1848. In 1867, a smart Yankee named Alonzo Horton purchased the land and sold lots to encourage the development of the present city's downtown as the center of commerce, closer to the big deep-water bay, but many of the old original houses survive in Old Town from the colonial period—complete with ghosts!

I hope you will thoroughly enjoy your visit to San Diego, and benefit from the ASI conference. 📖



## Attractions in San Diego proper

- The famous Gaslamp district: <http://www.gaslamp.org/>
- The Little Italy district: <http://www.littleitalysd.com/>
- Sea World: <http://seaworldparks.com/seaworld-sandiego>
- San Diego Zoo: <http://www.sandiegozoo.org/zoo/index.php>
- Balboa Park with all its museums and the largest outdoor organ in the world, with free concerts on Sundays at 2:00 p.m.: <http://www.balboapark.org/>
- Numerous beaches and points of interest, such as the old lighthouse on top of Point Loma, where one can see a sweeping panoramic view of the entire city and bay: <http://www.rudyalicelighthouse.net/Callts/PtLoma/PtLoma.htm>

*photos courtesy of The San Diego Convention and Visitors Bureau*

# PNW/ASI Fall 2011 Chapter Meeting



# PNW/ASI Newsletter Volunteers



Erica Caridio has worked in the printing and publishing field for over 20 years and is the owner of [The Last Word Indexing & Design](#). She enjoys graphic arts and does the page layout for *Indexers Ink*.



Judi Gibbs, the current PNW-ASI President, has been indexing since 1999. In previous lives, she was a university librarian, medical and technical writer, and studio potter. She lives and works in Seattle. Judi's indexing business is [The Write Guru](#).



Cheryl Landes  
Cheryl, an award-winning technical writer and STC Fellow, is the owner of [Tabby Cat Communications](#) in Seattle. She has more than 21 years of experience as a technical writer and indexer in several industries ranging from computer software and marine transportation to retail and the trade press. Cheryl frequently speaks and trains at STC and ASI meetings, has authored of two handbooks on digital indexing, and more than 100 articles. Follow Cheryl on Twitter @landesc.

[DTTF \(Digital Trends Task Force\) of ASI](#)  
The DTTF is a group of individuals commissioned by the Board of the American Society for Indexing to research ebook technologies with the intent to further the inclusion of indexes. As of October 2011, the core group of the DTTF includes Jan Wright, David Ream, Mary Harper, Charlee Trantino, Michele Combs, Pilar Wyman, Joshua Tallent, and Cheryl Landes.



Ed Marshall  
Ed, a STC Associate Fellow, runs [Marshall Documentation Consulting](#), with more than 24 years of experience. He specializes in APIs/SDKs (application programming interfaces/software development kits), Web services products, and documentation aimed at developers. Ed has developed expertise in using tools to "let the computer do the work," such as advanced tools for files editing, comparison, search, and text replacement. Follow Ed on Twitter @EdMarshall.



Margy Olmstead  
Leaving a career at Stanford Medical Center and moving to Oregon with her husband, Margy Olmstead wanted to find a lucrative way to use all the barrels of medical terminology fermenting in her brain. Back of the book indexing! Brilliant! Completing an indexing course through USDA and placing a listing on the PNW/ASI web site helped launch [Oak Grove Indexing Services](#), and Margy has been happily (OK, mostly) indexing since.



David Ream  
Mr. Ream is [Leverage Technologies'](#) chief consultant for publishers. He has a M.S. degree in Computer Science from Case Western Reserve University. Mr. Ream has spent over 30 years working with publishers in the areas of typesetting design and production, database creation, editorial systems, and electronic publication design and production.



Loraine Schacher  
[Loraine](#) has been working as an independent technical writer since 1986, and as an editor. Indexing since 1996, she specializes in medicine, biotechnology, and other technical subjects....her indexing work ranges from travel guides and cookbooks to science textbooks. She authors articles and case reports accepted for publication by peer-reviewed medical journals. Away from her office she is interested in literacy and English-as-a-second-language teaching programs, conservation organizations, travel, sewing, and quilting.



Paul Sweum  
Paul has been running [Top Hat Word & Index](#) since 2006. His core specialties include the green industries, geography, urban planning, and the arts. He indexes to jazz as an army of bobble head dolls stand guard behind him in his home office. Paul also advises indexers on marketing methods, some of which are featured in various newsletter articles or through his blog [The Penny Farthing Commuter](#), and he will present at ASI San Diego. Follow Paul on Twitter @TopHatIndexer.



Madge Walls  
Madge runs [All Sky Indexing](#) and began indexing in 2006, after a long career in real estate in Hawaii and Colorado. For many years she wrote articles for newspapers and magazines on a freelance basis, and has four published books. Indexing is much more in line with her literary inclinations. She served as Programs Chair for the ASI Rocky Mountain Chapter, and enjoys

presenting her Getting Started in Indexing workshop at ASI national and regional events. She lives in Wilsonville, Oregon.



Jan Wright  
As the owner of [Wright Information Indexing Services](#), Jan has been indexing and taxonomizing since 1991. She specializes in embedded indexing and single-sourced documents translated into multiple languages; repurposed into multiple output formats and versions. Jan 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 manual to win the prestigious award. Follow her on Twitter at @Windexing.



Ann Yager  
Ann Yager is sole proprietor of [Yager Indexing Services](#), providing quality back-of-the-book indexing for a variety of subjects including forensic science, criminology, and other science texts. As of 2012, Ann is the past President of the PNW/ASI and has recently moved to Chico, CA.

**2012 PNW-ASI Spring Meeting**  
**Saturday, June 9**  
**Bastyr University, Kirkland, WA**

Kickoff with David Burch, Starpath Publications

“Indexing with Adobe InDesign”  
with Cheryl Landes

“Indexing Passing Mentions”  
with Judi Gibbs and Cheryl Landes

“Holistic Office Fitness”  
with Larry Swanson, LMP

A continental breakfast, lunch, afternoon snacks, and in-room beverage service are included. Please see the meeting page at the [PNW-ASI website](#) for more details.



# It's Your Newsletter...So Please Give Input!

In the last few months, *Indexers Ink* staff went through a brainstorming process to expand the list of topics for articles in the newsletter.

Thus far, staff came up with the following as possible topics:

- Adobe Acrobat tips
- Advertising space (for your business or on this newsletter)
- Board member focus
- Book reviews
- Business planning
- Business-related concerns
- Cookbook indexing
- Cryptograms, crossword puzzles, & the like
- E-book challenges
- Edward Tufte's presentation of information
- Email management systems & tips
- Embedded indexing (benefits, reemergence with e-books, tools & add-ons, etc.)
- Electronic/website indexing
- Financial planning and management for your business
- Foreign languages
- History of indexing (important people & events)
- Indexing in outer space (indexer humor; caught your attention, did it?)
- Indexer profiles
- Industry events
- Information architecture
- Information explosion trends
- Information retrieval process in the brain
- Information theory
- Internet: browser comparisons, info resources, search techniques, etc.
- Language semantics
- Legal indexing

- Library-related
- Maya Lin's information organization on the Vietnam memorial
- Marketing (plans, strategies, & tips)
- Networking: general how-to's or success stories
- Newbie-related: introductions, retrospectives & related concerns
- Non-indexing articles and writers
- Non-indexing events
- Online document indexes
- Organizing your space
- Pricing strategies
- Professional Training: ASI, Berkeley School, The Graduate School/USDA, Indexing Boot Camp, etc.
- Reprinting articles: originally printed inside or outside of *Indexers Ink*?
- Resumes & portfolios
- SBA resources
- Social media
- Software reviews/tips
- Speaking skills
- Taxonomies
- Thesauri: history & types
- Volunteer position focus
- Websites for your business
- Workday habits & exercises
- FTP sites - how to send big files

We need your input! Perhaps you see something here that did not previously occur to you, or you may have an idea that has not occurred to us. If you have any thoughts, we would like to hear from you.

Please send your thoughts and comments to [Paul@TopHatWordandIndex.com](mailto:Paul@TopHatWordandIndex.com). Your input is most appreciated!

As always, *Indexers Ink* is looking for article and content writers.