

PNW-ASI NEWS

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

Newsletter News

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

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

PNW's Website: Directory of Indexers

The PNW-ASI's website is at www.pnwasi.org. One of its features is the Directory of Indexers. This directory lists regional indexers alphabetically by both personal and business names and also by specialties. It is an opportunity for us to make ourselves known to publishers in this area and also to each other.

The listing is free to PNW chapter members, and this chapter membership is included in the ASI dues. This free listing is a great perk of membership. If you wish to have your name and business included, go to pnwasi.org, click on Directory of Indexers (alphabetical), click on Application and follow the easy instructions. Thank you to Erica Caridio for maintaining this website.

PNW Chapter Fall Meeting

A theme of "Winning the ASI/EIS Award: A Not-So-Impossible Dream" drew 15 members of the Pacific Northwest Chapter of ASI to the Springhill Marriott in Vancouver, Washington the first weekend of October, 2015.



Do Mi Stauber's presentation

Do Mi Stauber, author of *Facing the Text: Content and Structure in Book Indexing*, provided a view of her process during real-time indexing. The informal presentation encouraged lively participation from the audience which reminded us that everyone's process and outcome will be somewhat different. Do Mi related her process and work to the ASI/EIS criteria and judging. We had a chance to compare

Do Mi's first draft of an index to the finished product. Participants also discussed other challenges such as the fine balance between the opportunity to consult with a scholarly author and the danger of the author having too much input into the index.

The award theme continued with attendees breaking into small groups and performing a mock judging of book indexes, using the criteria for the ASI/EIS Award. This gave us a sense of the time constraints that the judges work under when checking many indexes against the numerous criteria. Indexes created by Scott Smiley and Judi Gibbs were chosen anonymously as "best of show" from different groups. Five former ASI/EIS judges, Carolyn Weaver, Scott Smiley, Sheila Ryan, Do Mi Stauber, and Maria Sosnowski, led a group discussion on how awareness of the award's criteria can be applied by indexers to their own work.

Madge Walls conducted a brief business meeting, and Sheila Ryan recognized the chapter's volunteers with bookmarks crafted by Ruth Satterlee. Plans were made to resume sending a semi-annual newsletter, co-edited by Judy Staigmiller and Sam Arnold-Boyd.

We thanked the outgoing PNW Board of Directors: Madge Walls, Carolyn Weaver, Margaret Berson, and Linda Stumbaugh. We welcomed the new board: Carolyn Weaver (president), Madge Walls (past president), Scott Smiley (vice president), Margaret Berson (treasurer), and Maria Sosnowski (secretary).

ASI/ISC-SCI Chicago



2016 Conference

When we tell people we are indexers, some of our listeners indicate they think that must be boring, but we know better. "The Drama of Indexing" is the theme of the 2016 national conference co-hosted by the American Society for Indexing (ASI) and The Indexing Society of Canada (ISC/SCI).

With our neighbors from across the border, attendees will learn about the challenges of dealing with clients, meeting deadlines, and embedding. In addition to a few plenary sessions, the conference has a number of split sessions dealing with a wide variety of topics. They range from the details of diacritics to the ever-present need to market our businesses, and everything in between. Larry Sweazy, the keynote speaker, will talk about combining the careers of indexing and writing. Opportunities to explore Chicago's pubs and to see old friends and make new ones will make the experience complete!

The ASI and ISC/SCI conference will be held Thursday through Saturday, June 16-18, 2016 at the Conference Chicago at University Center, Chicago, Illinois. Chicago! Find much more information at www.asindexing.org. Early-bird registration offers a discount of \$20.00 through the end of April.

PNW-ASI Spotlight: Ruth Satterlee

Ruth started her career as a computer programmer in the days before personal computers. She eventually became a systems analyst and, in the early 2000s, completed a certificate program in technical writing through her local community college. One of her optional classes was book indexing, and she was surprised by how much she enjoyed it.



She remembered book indexing in 2013 when her employer closed their Seattle office and her job ended. She went to the October 2013 PNW meeting to explore indexing and enjoyed the program and the people she met. She signed up for the Berkeley course and finished it in May, 2014. That critical first indexing job eluded her until she took Madge Wall's session on marketing at the national ASI conference in May, 2015. Ruth asked Madge to coach her, and Madge's suggestions for Ruth's resumé and marketing emails made all the difference. She was working six weeks later and has stayed busy since then.

Ruth's biggest challenge after marketing is becoming a better, faster indexer. She uses Sky software and is learning the keyboard shortcuts. She has found that Margaret Berson's macros for copying from PDFs have made a big difference and that ASI webinars are well worth the cost. Ruth's entry into an indexing career highlights the importance of the ASI and our local PNW chapter.

Watch for news about a long-time member in the next issue!

PNW-ASI Survey Results

Soon after the PNW-ASI fall meeting, Maria Sosnowski sent out a survey to all members to gauge interest in and suggestions for chapter meetings. The results show that topic, location, and networking are the top three factors affecting attendance at the meetings. A frequently mentioned obstacle is that our members are spread over a large geographic area, including Alaska and Hawaii, prompting an inquiry about a Skype-type option.

There are many suggestions for future meetings. Topics include eBook and web indexing; marketing, pricing, and bidding; tech-related topics such as using apps, plug-ins, and macros; and software tips and tricks with break-out groups for Macrex, Cindex, and Sky. Other areas of interest include discussing indexing problems, record-keeping practices, how to work more efficiently, and how to deal with complex writing; doing peer reviews; and handling various text structures, such as biographies, narratives, cookbooks, and periodicals. One suggestion encourages a look back at the chapter's 20-year history. The summer newsletter will take up this suggestion!