

# Indexers Ink

The Newsletter of the Pacific Northwest Chapter of the American Society of Indexers

## What's Inside...

Hines Award.....	1
Indexing Problems.....	2
Name Indexes .....	3
Building a Business .....	5
Taming the Wild Project List ...	6
ASI Annual Meeting .....	7
A Canadian's Perspective .....	8
PNW/ASI Brochures .....	8
PNW Spring Conference .....	9
Upcoming Meetings .....	9
Why Computers Can't Index ..	10
Contact List.....	11

## Osgood wins Theodore C. Hines Award

By *Cathy Martz*

Martha Osgood, well-known PNW member and proponent of peer review, has won the 2008 Theodore C. Hines Award. This award was established in 1993 to honor those members who have provided exceptional service to ASI. The award is ASI's highest honor to its members.

The announcement was made on May 2, 2008, at ASI's annual conference in Denver, Colorado. In her introduction of Martha, Hines Award Committee Chair Caryl Wenzel said,

"The 2008 Hines Committee, consisting of myself as chairperson, Pilar Wyman, and Kay Dusheck, were presented with two highly distinguished colleagues within ASI. Both displayed the attributes that are at the heart of the Theodore C. Hines Award—an award

for exemplary service to ASI and indexing."

"I am pleased to announce that the winner of the 2008 Theodore C. Hines Award is Martha Osgood."

"Choosing the winner was no easy feat, but the committee felt that Martha exhibited all the characteristics of the Hines Award. Martha is the moderator of ASI-L. She is an outgoing person who has tirelessly worked to help indexers across the country and, perhaps, the world. Her web site showcases her own indexing skills and includes many educational aspects as well. She is an active member of the Pacific Northwest Chapter of ASI. She was awarded the Order of the Kohlraubi in 2003. Martha developed and has nurtured a system of peer review and



*Martha Osgood, winner of the Theodore C. Hines award, celebrates with PNW attendees at the Denver ASI convention*

the IndexPeers e-mail discussion listserv. Her presentation at the 2004 annual conference in Alexandria, Virginia, helped chapters and other groups implement peer review at local meetings. Martha founded the peer review process in the mid-1990s. It grew slowly at first, but now it is growing like wildfire. The IndexPeers discussion list allows members in many locales, especially those geographically isolated from other indexers, the opportunity to engage in the peer review process. As one of her nominators eloquently stated, “Martha Osgood has been one of the faithful soldiers in the trenches for ASI and the profession of indexing, with her presence and work in the chapter, in the national society, and in the cyberworld of indexing. The American Society for Indexing would be a poorer place without her.”

Martha’s Web site, [www.backwordindexing.com](http://www.backwordindexing.com), includes Novice Notes: Resources for Prospective Indexers, which contains the most complete (and honest) information available about indexing education, the business of indexing, marketing, indexing from an insider’s point of view, and, of course, the peer review process.

Martha has helped many of us in the PNW chapter get started in indexing. We’re so proud to call her one of our own. Congratulations, Martha!

## Hines Award Nomination Process

ASI is what it is today because of the contributions of its members. The Hines Award is one way in which ASI honors those who have made contributions to the organization. Winners have been instrumental in writing and editing books, in publicizing ASI programs and services, in the formation of chapters or SIGs, and in improving training for indexers.

Do you know someone who you think is worthy of this honor?

The Hines Committee requests letters telling us of these achievements. It is helpful if more than one letter is received about an individual, so please ask others to write letters in support of your nominee, as well.

# Indexing Problems: Share Your Approach

## Presented by Sherry Smith

By Ann Yaeger

Question: How does an indexer index endnotes?

Answer: Well, it depends...

Sound familiar? Do Mi Stauber’s answer to this query was greeted by lots of laughter and head nodding during the “Indexing Problems: Share your Approach session” presented by Sherry Smith during the PNW/ASI spring meeting. And true enough, many different techniques for indexing endnotes were shared with the group.

Cher Paul pulls out the material that is not indexable and draws a line through the endnote. For substantive information, she will highlight the endnote as well as the reference to it in the text. She also arranges her endnotes so they sit physically next to the text and if the material is not hard Cher will index the endnote at the same time as the text.

Do Mi also works with a hands on method by arranging her endnotes so they stick out of the proofs. She then crosses out the reference on the text page if she is not going to use the endnote. If the book is big, Do Mi will make a separate pass through the material to pick out all the endnotes before she starts reading the book.

Scott Smiley and Maria Sosnowski are more cerebral with their methods. They do one pass through the text but leave the endnotes until the end. Both can tell what is substantive in the notes without going back through the text but Maria says she can’t do more than one book at a time this way.

Breffni Whelan and Martha Osgood prefer to tackle endnotes at the end of the book as well. Breffni says that 90-95% of the endnotes he comes across are not even indexable so other methods would be a waste of time. On the other hand, Judy Gibbs prefers to index endnotes chapter by chapter in order to understand the background.

The next topic Sherry gave us for consideration was the handling of the metatopic (primary topic). Specifically, when and how do we use it?

Lee Lawton’s first book was 600 pages on the subject of sprinkler systems for fire suppression. As a beginner, she assumed she should not use sprinkler systems as a main heading because it was the metatopic. Using this as an example, Sherry said her thinking has evolved to always use the metatopic in the index and she would index sprinkler systems like this:

sprinkler systems. *See individual systems, e.g., system 1; system 2; system 3*

Sherry based her style change on the following 3 data sources: Reference helpers say most people try to find the metatopic when looking at an index; Kari Kells’ experiences in workshops show that both expert and novice indexers alike look up the metatopic keyword because it’s a starting point; and when a search engine is used it is likely the user will enter the metatopic to locate sources of information.

The final discussion of the indexing problems session touched briefly on author/name indexes. Cher, Do Mi, and Scott all had distinct ways of approaching this subject and using their software to its full advantage. Specifics on their methods are covered by Cher Paul and Maria Sosnowski in additional articles in this newsletter.

By the end of Sherry’s session, most of us agreed it would be a wonderful idea if some of the more experienced indexers would write an article for *Keywords* discussing their techniques and strategies for dealing with some of the more common indexing problems. It’s very informative to have a look inside someone else’s head during the indexing process. So the question is how do we entice our panel of experts to write down their pearls of wisdom? Well, it depends...

# Name Indexes: the Shift Left Method

By Cher Paul

This article explains one method for compiling a name index using some features of SKY Software with careful file management practices. The other major indexing software programs undoubtedly have similar capability; refer to their manuals and their discussion lists for the particulars.

In this method, you'll enter the names and year from the bibliography, not from the text, and you'll use auto-complete. This explanation uses three entirely made-up example sources—one with five authors, one with four, and one with two:

Barney Clemmons, Jack Watson, Emmylou Harris, Alison Krauss, Bill Munroe, 2001  
*Citation:* (Clemmons et al. 2001)  
Sandy Jones, Gillian Welch, Lucia Sanchez, Jack Watson, 1997  
*Citation:* (Jones et al. 1997)  
Bette Midler, Bruce Hornsby, 2009  
*Citation:* (Midler and Hornsby 2009)

I cannot stress enough the importance of *renaming your file* as you proceed step by step through this process just in case you need to backtrack a step. Use whatever iteration designations make sense to you; these examples simply add sequential letters to the file name.

**Step 1.** Start with *Filename-a* for the initial entry. SKY allows a Main and three Sub fields, for a total of four fields for words, plus the Page field for locators. Enter one author per field in Main, Sub1, and Sub2, with the fourth and subsequent names, as well as the year, in Sub3. When you enter more than one name in Sub3—as needed for the Clemmons source above—be sure to separate the names with a semicolon and space <; >. Those two keystrokes will be used later. Here are two sample proto-entries, with fields separated by a colon:

```
[Main : Sub1 : Sub2 : Sub3 : Page]
Clemmons, Barney : Watson, Jack : Harris, Emmylou : Krauss, Alison ; Munroe,
Bill2001 : [empty]
Jones, Sandy : Welch, Gillian : Sanchez, Lucia : Watson, Jack 1997 : [empty]
Midler, Bette : Hornsby, Bruce : [empty] : [empty] : 2009 : [empty]
```

Note that the Page field is empty—of course, these proto-entries are from the bibliography. Note also that the year is always in Sub3. If you're more comfortable separating the year from the name somehow—e.g., Bill, 2001 *or* Bill-2001 *or* Bill (2001)—that's fine. Those extra keystrokes will be accommodated later.

Save, Backup, and ...

**Step 2.** ... Save As *Filename-b* to add locators. This is the tedious part: getting from the next citation in the page proofs to that proto-entry in the index file. You can type until auto-complete identifies the entry, or you can mouse to the entry, depending on whether you prefer keystrokes or mousing. Duplicate the entry and add the page number.

```
[Main : Sub1 : Sub2 : Sub3 : Page]
Clemmons, Barney : Watson, Jack : Harris, Emmylou : Krauss, Alison ; Munroe,
Bill2001 : 98
Jones, Sandy : Welch, Gillian : Sanchez, Lucia : Watson, Jack 1997 : 63
Jones, Sandy : Welch, Gillian : Sanchez, Lucia : Watson, Jack 1997 : 75
Midler, Bette : Hornsby, Bruce : [empty] : [empty] : 2009 : 42
```

Save, Backup, and ...

**Step 3.** ... Save As *Filename-c* for proofing. Make any proofing corrections in this file, while you still have all authors and year collected in each entry.

Save, Backup, and ...

**Step 4.** ... Save As *Filename-d* to remove the years. Search Sub3 for any four consecutive digits <####> (and check "Use Pattern Matching") and Replace with nothing (by keying space, backspace). If you've separated the year from the name, remember to include the extra keystrokes in your search; e.g., <Bill, 2001> would need <, ####> to remove the year.

Save, Backup, and ...

**Step 5.** ... Save As *Filename-e* for the magical part. In this step, the Sub fields are moved left in increments of one using the Shift Left function. It shifts *all fields to the left* with each command, and the Main drops out as it is replaced by the former Sub1. This field map shows what will happen:

To start	Main : Sub1 : Sub2 : Sub3 : Page
1st Shift Left	Sub1 : Sub2 : Sub3 : [empty] : Page
2nd Shift Left	Sub2 : Sub3 : [empty] : [empty] : Page
3rd Shift Left	Sub3 : [empty] : [empty] : [empty] : Page

Before you start, note how many entries you have; our example starts with four (one for each locator). For instruction purposes, this example mouses through the command menus; you may prefer keyboard shortcuts.

```
Edit > Select all ..... 4 entries to start.
Edit > Duplicate ..... 8 entries. Note that the new set of 4 remains selected.
1st Shift Left, OK ..... See how the Sub3 field is empty in entries 5–8. And note
that this new set of 4 remains selected.
Edit > Duplicate ..... 12 entries. Again, the newest set of 4 remains selected.
```

*Name Indexing continued*

- 2nd Shift Left, OK ..... See how the Sub2 and Sub3 fields are empty in entries 9–12. And note that, again, this *newest* set of 4 remains selected.
- Edit > Duplicate ..... 16 entries. As before, the *newest* set of 4 remain selected.
- 3rd Shift Left, OK ..... Now the Sub1, Sub2, and Sub3 fields are empty in entries 13–16. And still this *newest* set of 4 remains selected. Click anywhere to deselect.

(*By the way:* Shift Left gives you a dialogue box; I clicked OK and changed nothing. It doesn't seem to apply to this action.)

Save, Backup, and ...

**Step 6.** ... Save As **Filename-f** to accommodate sources with more than four authors. Search the Main field for < ; > and Group to gather all those original Sub3 fields with more than one author. If you have a lot of these, you may want to print the group before you begin working on it to help you keep track. Duplicate entries and delete extra names until each author has their own Main with all locators. In our example, it happens only once, for a total of 17 entries.

At this point, it will be instructive to see the decreasing Sub fields through the 17 entries. This is how the field map plays out with each Shift Left. SKY's Proofing Report—generated from a file in “as entered” order, and *before* Removing Duplicates, and including Record Numbers—illustrates this:

- 1 Clemmons, Barney : Watson, Jack : Harris, Emmylou : Krauss, Alison; Munroe, Bill : 98
- 2 Jones, Sandy : Welch, Gillian : Sanchez, Lucia : Watson, Jack : 63
- 3 Midler, Bette : Hornsby, Bruce : 42
- 4 Jones, Sandy : Welch, Gillian : Sanchez, Lucia : Watson, Jack : 75
- 5 Watson, Jack : Harris, Emmylou : Krauss, Alison; Munroe, Bill : 98
- 6 Welch, Gillian : Sanchez, Lucia : Watson, Jack : 63
- 7 Hornsby, Bruce : 42
- 8 Welch, Gillian : Sanchez, Lucia : Watson, Jack : 75
- 9 Harris, Emmylou : Krauss, Alison; Munroe, Bill : 98
- 10 Sanchez, Lucia : Watson, Jack : 63
- 11 : 42
- 12 Sanchez, Lucia : Watson, Jack : 75
- 13 Krauss, Alison : 98
- 14 Watson, Jack : 63
- 15 : 42
- 16 Watson, Jack : 75
- 17 Munroe, Bill : 98

The lines after entries #4, #8, #12, and #16 (which are not on the Proofing Report) separate the sets to show how this method works. The first set of four entries includes the original Main field; the second set shows Sub1 advanced; and so forth. Therefore, Clemmons and Midler from the first set do not appear in the second; Watson

(p.98) and Hornsby from the second set do not appear in the third; and so forth. And the final set of one, entry #17, comes from the lone double-bunker in a Sub3 field because the Clemmons source has five authors.

Note that this method can create some blanks: as you Shift Left, you'll create empty entries as original entries with less than four authors are shifted. Midler and Hornsby are only two authors, so that source is not represented in the third and fourth sets. *After* you Remove Duplicates, these empty p.42 entries will drop away, and the Proofing Report generated will simply skip those Record Numbers.

Save, Backup, and ...

**Step 7.** ... Save As **Filename-g** to finalize the index. You can manually delete each Sub field, but why? Just change the style of your index from 3 Sub fields to 0 Sub fields.

Clemmons, Barney, 98  
Harris, Emmylou, 98  
Hornsby, Bruce, 42  
Jones, Sandy, 63, 75  
Krauss, Alison, 98  
Midler, Bette, 42  
Munroe, Bill, 98  
Sanchez, Lucia, 63, 75  
Watson, Jack, 63, 75, 98  
Welch, Gillian, 63, 75

(*By the way:* I notice that when I change the style from 0 back to 3 Sub fields, only one Sub field is restored. All three seem to be restored if I increase the Sub fields by one—i.e., from 0 to 1, then from 1 to 2, then from 2 to 3—but I didn't double-check this. So to be safe, be sure to decrease to 0 Sub fields in a newly named file. That way, you're sure to have your Sub fields intact in a previous iteration, in case you need them.)

Save, Backup, and ... Save As **Filename-FINAL** and Backup. You're done.

In closing, I want to note that SKY provides several ways of accomplishing this basic method. For example, Duplicate and Half Swap seems to function similarly to Shift Left, and Demote could be part of a mechanism for separating multiple authors in Sub3. I haven't tried them, but they look promising in the manual.

This method (or something like it) was explained to me long ago by Cynthia Landeen ([www.indextrous.com](http://www.indextrous.com)). Certainly the method as explained here has morphed over the years I've been using it—I fiddle with these methods continually—but the basic steps, the logic of this, came from Cynthia.

Finis

# Some Notes from the Spring 2008 PNW Meeting: Making Name Indexes

By *Maria Sosnowski*

1. One technique, from Scott Smiley, was to put each name as a main entry. In the sub field, put the whole citation. For example:

<u>Main</u>	<u>Sub</u>
Smith, J.	Smith, Martin, and Jones (1989)
Jones, M.	Smith, Martin, and Jones (1989)
Martin, J.	Smith, Martin, and Jones (1989)

The names in the Sub field allow you to make sure that you have the correct Smith, for example.

Then when you are done, you can delete all the subs, which can be done as a simple step using indexing software.

2. Another technique mentioned was that if you can get the references from the client in a word file you can set it up as tab delimited and then import that into your indexing software, saving quite a bit of typing (and the risk of typos).

3. This is from Do Mi Stauber:

Here's my name index process in a nutshell, using Macrex. This system was jointly created by Kay Banning, Michael Brackney, and me.

Type citations in from text in this form: Smith Jones Courtney 85:, 45-46.

After all citations are typed in with locators, work from reference lists. Use a macro to split the citation, entering each name in the index on its own with locators and a unique symbol: Smith #\*%, 45-46. I have a macro for each length of citation (one name, one name with et al, two names, up to five names or more if necessary).

Then use another macro which searches the unique symbol, deletes it, and leaves the cursor ready to enter initials. When I've entered the initials, I run the macro again. It enters that entry and finds the next one.

I have doubled my name index speed using this system.

I'd be happy to help any Macrex user who wants to set this up.

# The Business of Building a Business

By *Lee Lawton*

The first workshop of the 2008 Pacific Northwest Chapter's Spring Meeting featured Sherry Smith on "The Business of Building A Business." Sherry spoke about networking, and said that one of the easiest ways to grow your business is through referral networks, which can be built through participation in peer reviews, online reviews and chapter activities. Sherry also said that there are three things you should demonstrate to your peers: competence in indexing, relationship skills, and professional reliability. A show of hands demonstrated that about half of the participants had referred colleagues to editors and publishers, and about the same number had received referrals from peers.

After this introduction, the remainder of the workshop was spent in small groups, sharing our areas of specialty, general information about publishers we work with, and passing around one page of an index we had done, speaking to any difficult decisions associated with it. In the small groups, we also shared business cards. Each group changed members three times, so it was possible to meet most of the workshop participants in a small group, where we could get to know each other a bit better. It was a structure meant to promote networking, it was a great opportunity, especially for newcomers.



# Taming the Wild Project List

By Susan Landis-Steward

Do Mi Stauber, the self-confessed “only extrovert in the group” at the Spring meeting, probably spends her spare time herding kittens. Successfully. Her workshop, Taming the Wild Project List, had elements of feline management as she attempted to get a room full of indexers to look at their “wild things” and contain them.

As indexers, we tend to use our short term memories extensively in our work, but we also tend to file everything else away for a later that never comes. Do Mi provided a number of valuable techniques for helping us get those things done. The conscious mind, the one we hopefully use while indexing, is not a good place for to-do lists. Instead of putting it to work worrying about all the things we’re not getting done, we are much better served using the conscious mind in creative pursuits. Like mind maps, a visual way of connecting information which can help us make decisions as well as make notes on books we are working on.

First of all, we have to capture our wild things so we can look at them. Waving a Moleskin notebook around, Do Mi recommended that we write everything down in an “ubiquitous capture tool” or UCT. Everything. She even handed out pads of paper and made us do a brain dump of all the things we had swarming in the back of our minds right then and there.

Lots of laughter accompanied Do Mi’s description of people as stackers, stuffers, or spreaders. She recommended limiting the piles by having only one in-box and by filing rather than piling. Since many of us also have multiple email addresses, she suggested picking one and having all others forward to it.

In addition to the UCT, Do Mi recommended other tools for helping us get things done: digital recorders, calendars, sticky notes, index cards (!),

and notebooks. Above all, she said, our tools should be fun ones that we enjoy using.

Many indexers are scanners, people with multiple interests. We want to learn everything we can about the topic du jour, and then we are on to something new. This is a trait that makes us good indexers, but it also makes for cluttered minds and lives. For those of us who suffer from this complaint, Do Mi recommends a daybook where we can explore new pastimes to our heart’s content. Once we get our “reward,” when we are satisfied that we’ve learned what we want to learn, we can file the book away and move on.

Once we’ve got all of our wild things corralled, we need to move on to the next stage: finding them places to live. Do Mi’s recommendations were more lists: Next Actions, Agendas, Waiting for, Someday/Maybe, Later Projects, and Current Projects.

First, look for things that don’t need our attention. These are things that someone else can do, are waiting for something else, or calendar items. As long as they are being handled, we can forget about them.

Second, look for items that take two minutes or less and do them. These include phone calls, emails, updating the calendar. Follow this with things you can’t do anything about and put those, along with all the worry that accompanies them, in the trash.

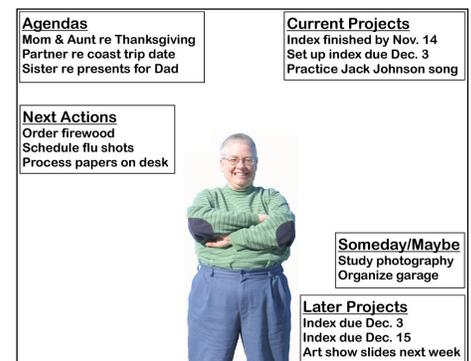
Once we have our list of projects that need our attention, we need to

break them into small, concrete, specific, actions. Not “make a quilt” but “find the sewing machine.”

But Taming is not enough. Our wild things need regular attention in the form of weekly reviews. Do Mi recommended a specific time each week for going over all the various lists and making sure that we are on track. She suggested we reward ourselves for doing this review and offered a reward for any of us who did our weekly review twice.



*Do you ever feel like this?*



*Do Mi's workshop will help you end up like this!*

## Upcoming Workshops

Everyone in the Pacific Northwest will have a second chance to attend the workshop, in its six-hour format, in Eugene on September 20. Contact Do Mi at [dmstauber@gmail.com](mailto:dmstauber@gmail.com) for more information. Taming the Wild Project List will also be presented at the Great Lakes chapter of ASI on October 25, 2009.

# ASI Annual Meeting Delights First-Time Attendee

By Gayle Davies

Cathy Martz and I had promised ourselves that we would attend an ASI meeting in the west. Luckily Eugene has nonstop flights to Denver so we left early Wednesday morning on our adventure. Thanks to the Internet, we had tickets on the Super Shuttle to take us directly to the Warwick Hotel. Since I spent my undergraduate years at the University of Denver eons ago, I was curious to see what I would remember of the city. It seemed to take several minutes before we could see the outlines of the Rockies, my favorite Colorado landmarks.

We left our bags with the bell captain and set off to find lunch and explore downtown Denver, which has a marvelous free bus shuttle up and down 16<sup>th</sup> Avenue. This was appreciated in the 82-degree heat. Though I once lived in Manhattan for 4 months, I had forgotten about big city streets. Cathy had to yank me out of the street as a bus was dingling its bell at me. I bought souvenir Buckaroo and Desperado chocolate bars with cowboys on the wrappers and a horse Christmas tree ornament for my daughter's collection. Cathy found Colorado Rockies t-shirts for her husband and son. That accomplished, we rode the bus down to the Tattered Cover, a book store reminiscent of Powell's in Portland. It's located in an old refurbished building with squeaky wood floors and lots of nooks and crannies for reading.

Our room on the 7<sup>th</sup> floor in the Warwick was roomy. It had a walk-in closet, but it took us 2 days to figure out the motion-sensor light fixture. We had turn down service with chocolates on the pillows and a great view of the Denver skyline.

Wednesday morning I attended the Sky workshop with Kamm Schreiner, who has the ability to reach newbies and experienced users at the same time.

It was fun to hear, "I didn't know Sky did that!" from all corners of the room. We also heard tidbits about the next version which is coming out in a few months.

Besides learning more about Sky, I discovered the real benefit of national meetings—meeting people from all over the country. I sat with Angela Howard from Santa Barbara, Rachel Dadusc from Cleveland, and Sally Nelson from the Minneapolis area. Angela had been visiting colleges with her daughter. Rachel was there just for the Sky workshop as she has 4 kids at home, ages 10 and under. Unbeknownst to each other, Sally and I had worked as subcontractors on the same project in February.

While we were learning, passing out our business cards, and visiting, a blizzard had hit Colorado, tying up traffic in the mountains and drifting huge snowflakes on Denver. West coast residents had to peer out the window to see the snow, a rare occurrence for those of us from temperate climates.

Denver has an efficient light rail system which we rode through the cold rain to the University of Denver so I could walk down memory lane. Cathy patiently took pictures of me in front of the few older buildings that were still there.

At the welcome reception Thursday evening, we snacked on cheeses, fruit, éclairs and truffles, took advantage of the free wine and soft drinks, and met up with several other PNW attendees: Scott Smiley, Judi Gibbs, Debra Spidal, Charlee Trantino and her husband, Roger, Jen Burton, Vicky Agee, and Carolyn Weaver. We also chatted with indexers from all over the country, several of whom said, "Oh, you're from the really good chapter that does so many things!" Yes indeed.

After the reception and serious

decision making (accommodating the desires of 11 people isn't easy) with the help of the concierges, many of the PNW members plus some adoptees went to dinner at P.F. Chang's. The scallops, shrimp, and salmon were outstanding. The walk back up the hill to the hotel helped offset our satisfied stomachs.

Friday we started the day with breakfast and a keynote speaker on the future of ebooks followed by stress-relieving exercises led by Noalani Terry. Evidently our loud exhalations caused some curiosity in the room next door. A second breakout session on degunking your PC offered practical tips. My final session focused on a usability study comparing online search engines and online indexes. If you ever need data to back up the need for indexing, check out the link <http://subscript.bna.com/pic2/lsl.nsf/id/DTRS-5L3RPC?OpenDocument>

Overcome with information and networking, I opted for a nap, not realizing I was missing a session on indexing disasters that was highly entertaining. Another reception preceded dinner. The ASI organizers deserved kudos for the appetizers once again. There was opportunity to again network and renew relationships. I always appreciate hearing Gale Rhoades' stories about her special-needs birds.

The PNW chapter had two tables at the awards dinner that featured a salmon-filled pastry. Many members were recognized for their service to ASI. Margie Towery, the Wilson award winner spoke, and the PNW members erupted in cheers when Martha Osgood was announced as the Hines Award winner. How exciting to see one of our own so deservedly honored!

Saturday morning, after wending our way around the blocked off

streets for the Cinco de Mayo parade and celebration, Cathy and I treated ourselves to the Impressionists exhibit at the Denver Art Museum where Old Masters were paired with Impressionist works to show how the later artists were influenced by the former. Enjoying tasty salads in the museum cafeteria, we observed the parade which featured bands, dancers, horses, low rider vehicles, and the queen perched in a red convertible. It was a sign of the times that rather than waving to the crowd, she was texting on her cell phone the entire time.

Since we still had some time before catching the super shuttle back to the airport, we viewed the quilts of Gee's Bend. Gee's Bend is an isolated peninsula in a river in the South where women quilt, using mostly old clothes. They were discovered several years ago and have had exhibits ever since. The quilting is much more free form than Amish or traditional, and their stories are compelling.

Delighted with our cultural enrichment and satisfied with meeting colleagues and gaining new information, we departed Denver early Saturday evening. I once again appreciated the generosity and warmth of our indexing community and look forward to next year's ASI meeting in Portland.

## A Canadian's Perspective

By *Elsbeth Richmond*

Sitting here at my computer, staring at the mostly blank screen, remembering Do Mi Stauber's pointers to tame my wild things list, I know that this report on the latest meeting of the Pacific Northwest Chapter of the American Society of Indexers is a current project for which I can reward myself if I tackle it today.

It has been several years since I last attended at PNW workshop but I remembered, driving down the I5 from Vancouver, BC, that in the past I have found that these meetings are well worth the effort to attend. For one thing, there is always a palpable energy and commitment in the room and a collegiality and mentoring which, given that indexing is necessarily a solitary activity, are welcome at the end of what has been in a long, rainy and cold winter. Who knows, it might even be spring in Oregon!

The opportunity to meet with other indexers and discuss common indexing dilemmas was much appreciated. The discussions about indexing end notes, metatopics and dealing with separate author/name indexes were both lively and thoughtful.

There wasn't a great deal of time for peer reviews of indexes, but listening to Martha Osgood's as well as

others' thoughtful comments on some of our indexes reminded me how valuable these discussions are. I wondered if anyone else was as hesitant as I was in holding my index up for scrutiny. I needn't have worried. This is an excellent opportunity to learn and improve skills. And, by the end of the afternoon, I had learned the names of several people and heard some interesting indexing stories. (I've often thought there could be a book of these best of and worst of indexing experiences. The 'worst of' being by far the most gripping.)

The North-South connection is a good one. We do not have such a strong East-West connection up here in Canada. I'm not sure why, but I'm convinced we should work to reinstate the peer review meetings that we tried for awhile. I also noticed that at your next peer review you'll be looking at some sections of Do Mi Stauber's book – another good idea to think about for us.

Back home again, I feel energized, ready to tackle some new challenges, secure in the thought that it is ok to be a scanner. I'm hoping to see some of you again at the Indexing Society of Canada's conference in Vancouver, June 2-3.

### PNW/ASI Brochures Available

If you attended the spring meeting in Eugene, read the most recent newsletter, or have browsed the PNW/ASI Web site recently, you already know about the new chapter brochure. But just in case you've been away or otherwise out of the loop...We have a new chapter brochure! It was designed by graphic artist, Simon Black, and includes information about what makes a good index and how to find an indexer. It has been professionally printed in color and in black & white (grayscale). It is, in my opinion, not only eye-catching but quite handsome as well. As a benefit of membership, each chapter member is entitled to up to five (5) brochures free of charge. Additional copies are available to members for the below-cost rate of \$0.50 each for color or \$0.20 each for black & white. Any person who has a speaking engagement about indexing through the Speakers Bureau can request brochures at no cost for each audience member or participant.

Send your requests to me. If you order more than the five freebies, include a check payable to PNW/ASI. I'll mail brochures out to you and forward checks to our treasurer, Scott Smiley, for deposit.

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# PNW Welcomes First Time Attendee

By *Annetta Forrer*

Several years ago I indexed three books, but then my work didn't require me to use that skill again. I was a technical writer for several years and branched out into some other areas. I still list those three indexes on my writing resume and that experience drew comment when I approached a firm about a possible contract several weeks ago. That started me thinking that I might want to explore the possibility of bringing those skills up to date.

I searched on the web and found the site for PNW-ASI and discovered that they were having a conference in Eugene in March. I decided to attend so I could to meet some real-life indexers.

At the conference I was greeted by Scott Smiley, chapter treasurer, and Maria Sosnowski, chapter secretary, given my packet and invited to find a seat as the session was about to start. Friday afternoon's session started with a brief business meeting that recognized members who had contributed to the conference and included committee reports.

After that we launched into The Business of Building a Business session facilitated by Sherry Smith. Sherry asked who in the room had made or received referrals from other members. She then asked what members considered in making referrals. She talked about the value of having a referral network and summarized the points made by members as making referrals to people who have indexing competence, have good relationship skills, and are reliable. As I listened I thought to myself, "I can learn indexing, I relate well to others, and I'm reliable. I think I can do this."

After a break fueled by vegetable snacks, cheese, and humus, we reconvened to tackle a second session facilitated by Sherry titled Indexing

Problems: Share Your Approach. Sherry started it by saying that she wasn't going to tell us how to do things and we might not always agree, but we could learn from one another.

Sherry posed a question about how people handled the indexing of endnotes. As a novice indexer I found it fascinating to hear the discussions about how various people approached the task. One person talked about her process of totally ignoring the references to endnotes on her first pass, and then in a second pass she checked the end notes for indexable information. Another person commented that it had not occurred to her that the end notes would not be indexed. Another said he indexed the whole book, and then read through the end notes to see if anything from them should be added to the index. (For further details on this discussion, see Ann Yaeger's article on Indexing Problems in this newsletter.)

The second question to the group was whether a metatopic should ever be listed in an index. Conversations ranged from the initial question to how indexes are used by people. There was discussion on the different ways that readers use indexes. We digressed into generational differences in education. There seemed to be a consensus that as indexers we need to better understand how people use our indexes and make them as usable as possible to readers. On the metatopic question there seemed to be agreement that there are times when the metatopic can be useful, particularly as place to collect topics that don't stand alone.

Some people gathered in the evening for dinner at a restaurant, and it was a nice opportunity to become better acquainted. It was a time to share backgrounds, personal information, and just get to know one another better. I was impressed with the congenial atmosphere, and I was able

to ask some people where they trained, if they had a mentor, how they felt about working with a mentor, and what they would suggest to someone trying to get started.

Saturday's session was time management training facilitated by Do Mi Stauber, so it was a chance to get to see her present on a non-indexing topic. I also felt that by listening to questions and comments made during the session I learned a bit more about people in attendance.

I have put next month's peer review on my calendar and I look forward to getting to know some of these people better. Knowing what I know now would I attend again? Definitely!

## Upcoming meetings: August 23, 2008 April 23-25, 2009

The PNW Fall 2008 Chapter Meeting will be held Saturday, August 23 at Bastyr University in the Seattle area. Sessions include Trends in Indexing: the Long Tail or the End of the Tale? with Jan Wright, a panel discussion on how PDF's are used in indexing, and a legal indexing workshop presented by Enid Zafran. For details go to the PNW website at <http://www.pnwasi.org/mtgnext.htm>

Our spring 2009 meeting will be merged with the national ASI conference, April 23-25, 2009 at the Doubletree Hotel near Lloyd Center in Portland, Oregon. More information will be posted on the ASI website at <http://www.asindexing.org/site/conferences/conf2008/index.shtml>

# Why Computers Can't Index: Part Two

In our previous issue, Cathy Martz listed some terms as examples for why computers can't index on their own. Here are more entries that readers contributed.

Baked Alaska  
bar hopping before internment  
bridge  
broken heart  
"Cinderella mode" of muscle activity  
closet, in the  
closet, skeletons in the  
cold  
foot  
ghost of a chance  
ghosts (on television)  
Hurricane (drink)  
nature of the beast  
canine  
human  
the net  
the paper  
play station  
police station  
primary  
Sex on the Beach (drink)  
skyhook  
tear  
train station  
underwater  
the web  
weigh station  
yard

Thank you to the following contributors:

Melanie Wilson of WebMd Health Services for broken heart, cold, and tear

Judi Gibbs for the unusual bar hopping entry from a biography of someone who took his mother's ashes around to her favorite bars before burying them.

Katherine Jensen for the nature of the beast entries from a book about teaching English literature to undergraduate which compared the task to training dogs.

Carolyn Weaver for the Cinderella mode entry on a book for pain specialists.

Annetta Forrer for the skyhook entry. She wrote "A long time ago (precomputers days) the Sears catalog used to list a 'skyhook' and there was never anything that it related to on the page. It was in several issues and I used to wonder who was chuckling as they typed it into every issue. Or, maybe once it was in it stayed until manually removed."

Maria Sosnowski for underwater which refers to the value of your stock options and has nothing to do with water.

Scott Smiley for all those multiple meaning words.

Sherry Smith for the "station" entries.

Martha Osgood sent the following which are not included above, but merit their own explanation.

I wrote the index to a book that discussed the history of celibacy in the Catholic Church. The author's theory was that the church always assumed celibacy in its priests, so much so that it hardly needed discussing before the Pope's heave-ho of wives and children of priests in the 12th century.

That said, in the late 300s or so, a priest could be married, but he generally had already sent his wife off to a nunnery for the sake of continence. (By the way, "continence" in this book refers to being married but not engaging in marital relations.)

Yet the kind of work a priest did required various kinds of support. He would often have several women serving in various capacities within the house he lived and worked in. Specifically, they were

known as virgins and their duties could include the role of hostess, perhaps some housekeeping, cooking, serving, and sometimes (just) keeping the priest warm at night (literally). The term "housekeeper" was not precise enough for the concept, nor was "spiritual marriage."

More info at: <http://www.cutsinger.net/wordpress2/?p=117>

Thus:

...

subdeacons

continence required of, 298–99, 305  
marital relations permitted to, 311–14  
marriage forbidden to, 78–81, 89, 93–96, 121–26, 298

marriage permitted to, 86, 125–26, 130–31, 271–73, 276

\* subintroductae (virgins in priest's house), 38n30, 132–35, 208–10, 306, 318

successive marriages. *See* digamy  
Sulpicius Severus, 268

\* syneisagein (spiritual marriage), 132–35, 146, 208–10

syneisaktoi. *See* spiritual marriage;  
subintroductae

...

virginity

celibate clergy trend and, 154, 172–80, 199–200

denigration of, 240, 245–56, 269–73, 281–82, 334

kinds of, 75–76, 107, 132–33, 165n41, 209, 327–30

marriage equivalence and, 28, 65–66, 153–54, 245–46, 258–60

of Mary, 191, 235–36

priority of, 33, 116, 176, 244n85, 250–59, 285n5

ritual purity and, 327–30, 339–40

\* subintroductae, 38n30, 132–35, 208–10, 306, 318

wives-to-be and, 307, 323

*See also* celibacy; continence

...

"I notified the publisher that these entries worried me, and eventually both glosses did get pulled."

# Text Searches Versus Online Indexes: A Usability Study

By *Cathy Martz*

A fascinating workshop at the ASI national conference covered the results of a usability study of text search boxes versus online indexes.

The study was conducted by BNA Law School, which has a huge collection of articles online. The participants were law school students, who have a good understanding of legal terminology.

Participants were given 5 minutes to complete a search task using either text search or an online index.

The results were amazing.

Index users had an 86% success rate, and completed their task in an average of 57 seconds.

77% of text box searchers were unable to complete the task within the maximum 5 minutes. The remaining text searchers (23%) completed their task in an average of 2 minutes and 47 seconds.

A PDF with complete results can be found at BNA's web site: <http://subscript.bna.com/pic2/lsll.nsf/id/DTRS-5L3RPC?OpenDocument>

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### Newsletter Volunteers:

Thank you to the volunteers who worked on this issue:

Gayle Davies, Annetta Forrer, Jane Henderson, Susan Landis-Steward, Lee Lawton, Catharyn Martz, Martha Osgood, Cher Paul, Elspeth Richmond, Maria Sosnowski, Ann Yaeger, along with Erica Caridio, our layout person, and Sherry Smith, our advisor.



### Fall 2008 Meeting Highlights Saturday, August 23, 2008

#### Trends in Indexing: the Long Tail or the End of the Tale?

Presenter: Jan Wright

In this session Jan will be talking about being at the end of the line, but she doesn't mean indexing as a profession is going away. Come hear how niches, maniacs, money, time, and space are going to affect how we get work, and who is going to get indexing done in a Google and Netflix age. Jan will bring together ideas and theories from indexing and non-indexing sources. A lively discussion will be included.

Jan Wright has been indexing since 1991, and has a background as a librarian and as

a book production specialist. She has worked on indexes, taxonomies, controlled vocabularies, and knows most of the page layout packages that are used to create books these days. She specializes in embedded and technical indexing, and has used everything from Cindex to Excel to XML to create retrievable indexing.

#### How are PDFs used in indexing?

A panel discussion with Ed Rush, Carolyn Weaver, Jan Wright and Enid Zafraan, moderated by Cheryl Landes. Learn how portable document files (PDFs) are used in a variety of index subject areas.

#### Legal Indexing Workshop

Presenter: Enid Zafraan.

This three-hour workshop will explain how legal indexes differ from other indexes and review the steps in creating a legal index,

including term selection. Special types of cross-references that are expected in legal indexing will be covered. Treatment of cases, especially the rules that govern their sorting, will be described.

Enid has headed the in-house departments of two legal publishers and has worked with all the major U.S. legal publishers, as well as with state and federal government agencies. Workshop attendees will benefit from her extensive experience in training legal indexers and will learn from hands-on exercises.

For details go to the PNW website at <http://www.pnwasi.org/mtgnext.htm>