

# The Pacific Northwest Chapter of the American Society for Indexing

presents:

## 2012 Spring Meeting



Saturday, June 9, 2012  
Bastyr University  
Teak Room #284  
14500 Juanita Drive NE  
Kenmore, Washington

### Agenda

#### Friday, June 8

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- 6 p.m. Dinner at Ikiiki Japanese & Chinese Cuisine (cost not included in the registration fee)
- "Something for everyone....Chinese and Japanese fare with the most extensive menu on the north end. Vegetarian options and unique sushi creations."—PRS*
- 6512 NE Bothell Way, Kenmore, WA 98028 | (425) 486-9441 | [www.ikiikisushi.com](http://www.ikiikisushi.com)
- Located in Kenmore, approx. 5 minutes from Bastyr University. From Juanita Dr. NE/68th Ave. NE, turn left (west) on Bothell Way. Look for Ikiiki to appear on the right (north) side of Bothell Way, and turn into the parking lot BEFORE the building.
- PNW-ASI will have its own private party section....parking and entrance are on the east side of the restaurant. Upon entrance, proceed through the dining area to the rotunda on the south side of the restaurant, toward Bothell Way. The group is in the rotunda.*

#### Saturday, June 9

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- 8 a.m. Registration and continental breakfast
- 8:30 p.m. Welcome and Introductions Paul Sweum
- 8:45 a.m. Author presentation by Starpath Publications David Burch

Starpath Publications is the publication division (of the Starpath School of Navigation), which produces print books, CDs, and DVDs. Starpath publishes its own training materials and books from other authors on other subjects. Nautical science is Starpath's main emphasis, but not the exclusive one; the overriding emphasis is on quality and service. Most of Starpath's publications actually have their own technical support pages and related online discussion groups. Many of its publications also have an associated electronic edition.



9:15 a.m. Break

9:30 a.m. Indexing in Adobe InDesign

As e-books grow in popularity, more publishers are producing different book formats from one source of content. The means that they want digital indexes—index tags embedded into the content—so that the indexing can also be converted to the same type of output as the book format quickly and easily.

Because of this trend, more publishers need indexers who can create embedded indexes in Adobe InDesign, the most popular desktop publishing software used in publishing houses today. The demand is high, but few indexers have the skills needed for these projects.

Cheryl Landes, who has created digital indexes in a wide variety of formats, will provide an overview of the embedded indexing process and show you how to create embedded indexes with InDesign. By the end of this session, you will understand how to create your own indexes using InDesign. You will also receive a step-by-step guide that you can take home for further practice.

Cheryl Landes, an award-winning technical writer and Society for Technical Communication (STC) Fellow, is the founder and owner of Tabby Cat Communications in Seattle. She has more than 21 years of experience as a technical writer and digital indexer in several industries: computer software, Internet technologies, energy savings, marine transportation, manufacturing, retail, and the trade press. As an active member of ASI and STC at the chapter and national levels, Cheryl speaks frequently throughout the United States and Canada. She is also the author of dozens of articles, three books on Northwest travel and history, and two indexing handbooks.

12:30 p.m. Lunch (vegetarian buffet in Bastyr University's cafeteria)

1:30 p.m. Business meeting

2 p.m. Office Fitness

Staying healthy at work involves a lot more than an occasional ergonomics check-up. Your posture, exercise habits, and self-care routines are equally important to keeping you healthy at your desk. This interactive session will blend the latest research and other background information on office fitness with practical tips and self-care ideas that you can start using right away.

Larry Swanson is long-time massage therapist who has practiced in downtown Seattle for more than a decade. He has treated hundreds of desk workers and he is a veteran of many desk jobs himself. For more information about Larry and his approach to holistic office fitness, go to <http://www.officefitness.org/>.

3 p.m. Break

Cheryl Landes



Judi Gibbs

Larry Swanson,  
LMP



3:15 p.m.

**What constitutes a passing mention?**

Judi Gibbs and  
Cheryl Landes

When we were trained as indexers, we learned to avoid indexing passing mention terms with no significant discussions around them. Another way a passing mention is defined is as an "aside." Many of us were taught that terms should not be picked up unless there are two sentences of discussion pertaining to that topic where the term resides...but is this true in all cases? What about the context and the audience? Are there exceptions? Judi Gibbs and Cheryl Landes will answer these questions in this session and provide some guidelines on how to judge terms as passing mentions, based on their experiences in indexing a wide variety of subjects. They will also provide a cornucopia of examples.



Judi Gibbs of the Write Guru has been a librarian, studio potter, medical and technical writer, and indexer. Her work as a writer often includes usability testing of documentation. Her indexes reflect her usability experience, and her experience as a reference librarian in university and special library settings. She currently volunteers as the librarian for the Danny Schneller Foundation, a non-profit dedicated to providing medical updating of healthcare professionals caring for developmentally disabled clients. She is also an active member of ASI.

See Cheryl's bio above.

4:45 p.m.

**Wrap-up**

6:00 p.m.

**Dinner at Santa Fe Mexican Grill (cost not included in the registration fee)**

*"Authentic Mexican style with an extensive vegetarian menu. The mole is better than what I experienced in Mexico City...you can taste the cinnamon in the sauce."—PRS*

12709 NE 124th St., Kirkland, WA 98034 | (425) 821-9405 | [www.santafe-mexicangrill.com](http://www.santafe-mexicangrill.com).

Located in Totem Lake (NE Kirkland), approximately 15 minutes from Bastyr University and less than 3 minutes drive time for attendees staying at the Baymont Hotel.

*PNW-ASI will have its own private party area...look for the raised bridge section in the middle of the restaurant, located straight ahead upon entering the front entrance.*

8 p.m.-ish

**Entertainment at Laughs Comedy Spot (Cost is not included in the registration fee. Show times and details regarding performances will be announced at the business meeting.)**

12099 124th Ave., Kirkland, WA 98034 | (425) 823-6306 | [www.laughscomey.com](http://www.laughscomey.com) | 21+ for late shows, ID required

Located in Totem Lake (NE Kirkland), approx. 15 minutes from Bastyr University and less than 2 minutes driving time for attendees staying at the Baymont Hotel (one block north, within walking distance).

*PNW-ASI does not have a group or private party arrangement for this event...we'll get an idea of interest at the business meeting (or dinner) and coordinate from there.*

## Sunday, June 10

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Morning

**PNW/ASI Board Meeting**

The time and location will be announced at the chapter's business meeting on June 9. All PNW/ASI members are encouraged to attend.

## Environmental Issues

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Because a number of chapter members have medically-diagnosed chemical allergies, PNW/ASI meeting sites have been declared fragrance-free zones. We request that attendees avoid using scented products such as perfumes, colognes, shaving lotions, hair spray, hand and body lotion, or fragrance soaps on the day of the meeting. All meeting rooms are, of course, smoke-free.

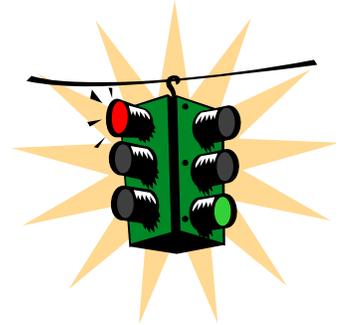
## Directions

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**Bastyr University** is located at 14500 Juanita Drive NE in Kenmore, northeast of Seattle. The directions below were taken from Bastyr's Web site.

### Southbound on I-5 (from Vancouver, BC)

1. Take Exit 177 (Lake Forest Park) onto Ballinger Road NE.
2. Follow Ballinger Road NE for about 3 miles to Hwy 522, also called Bothell Way.
3. Turn left on Hwy 522/Bothell Way to 68th Avenue NE in Kenmore.
4. Turn right on 68th Ave NE, which becomes Juanita Drive NE, and follow it south to sign on the right indicating Bastyr University (NE 145th).
5. Turn right and follow drive until it forks. Continue straight ahead until you reach Bastyr University.



### Northbound on I-5 (from Portland)

1. Take Exit 175 (NE 145th) and turn right at the end of the exit ramp onto NE 145th.
2. Follow NE 145th to Hwy 522/Bothell Way.
3. Follow steps #3-5 above.

### Southbound on I-405

1. Take Exit 23/Hwy 522 (third Bothell exit).
2. Follow Hwy 522 west to 68th Ave NE in Kenmore.
3. Turn left; continue on 68th Ave NE, which becomes Juanita Drive NE. Follow it south to sign on the right indicating Bastyr University.
4. Turn right and follow drive until it forks. Continue straight ahead until you reach Bastyr University.

### Northbound on I-405 (from the airport)

1. If coming from Sea-Tac Airport, follow the signs to the freeway, then specifically to I-405 North.

#### Once on I-405 North:

2. Take Exit 20A (NE 116th) and turn left at the end of the exit ramp onto NE 116th (this is a northbound exit only).
3. Follow NE 116th to the second signal light (98th Ave NE) and continue through this intersection. You are now on Juanita Drive NE.
4. Follow Juanita Drive NE for 4 miles to sign on your left indicating Bastyr University (NE 145th).
5. Turn left and follow drive until it forks. Continue straight ahead until you reach Bastyr University.

A copy of these directions and a map, are available at <http://www.bastyr.edu/about/map.asp>.

### **WARNING:**

Traffic on I-405 is unpredictable, especially from Southcenter (Westfield Mall) to I-90, in addition to the I-5 corridor spanning Lewis-McChord Air Force Base to downtown Tacoma. Heavy traffic and slowdowns can happen outside of rush hours (7-9 a.m. and 4-6 p.m. weekdays). Allow extra time if you plan to travel on these major highways.

## Transportation

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### Buses (Mass Transit)

Bus service is not available to the Bastyr University area on the weekends. We recommend arranging a ride with another attendee or taking a shuttle if you're flying into Sea-Tac Airport. **Shuttle Express** (see information in the "Taxis and Shuttle Services" section below) serves the Bothell area. If you need a ride, see the "Need the ride" section below for more details.

### Taxis and Shuttle Services

The Seattle area has a host of cab companies, but the two that provide the best service are **Orange Cab** at (206) 522-8800 and **Farwest Taxi** at (206) 322-8844. One word of caution: The cab companies in the Seattle area charge for "wait time," an extra fee per minute while waiting for traffic lights to turn green or when traveling less than 10 miles (16 kilometers) per hour in traffic. To reduce these charges, try to take a cab before or after rush hour.



If you're using Orange Cab, you can also make a reservation online at [www.ridecharge.com/s/wa-seattle/taxi/branded/orange\\_cab](http://www.ridecharge.com/s/wa-seattle/taxi/branded/orange_cab). Farwest Taxi has a website at [www.farwesttaxi.net](http://www.farwesttaxi.net), but it does not appear to be an online reservation system.

**Shuttle Express** is the major airport shuttle service in the Seattle area. It provides door-to-door service from Sea-Tac Airport to your hotel, home, or office and vice-versa. When scheduling rides to the airport, plan for a pick-up at least two hours in advance (also remember to add time to get through the security checkpoints at the airport). For fees and reservations, see their online booking service at [www.shuttleexpress.com](http://www.shuttleexpress.com), or call (425) 981-7000, or toll-free at (800) 487-7433.

**Seattle Airport Express & Limo Service** provides service from the airport to destinations in King (Bastyr University's location), Pierce, and Snohomish Counties. For more information, call (206) 877-3642.

### Other Numbers



#### Train & bus lines:

**Amtrak** (303 S. Jackson Street, downtown Seattle): (800) 872-7245  
**Greyhound Bus Lines** (811 Stewart Street, downtown Seattle):  
(800) 231-2222

#### Airlines:

**Air Canada**, (888) 247-2262  
**Alaska and Horizon**, (800) 252-7522  
**Delta**, (800) 221-1212  
**Southwest**, (800) IFLYSWA or (800) 435-9792  
**United**, (800) UNITED-1 or (800) 864-8331

### Need a ride?

Check the Pacific Northwest Indexers Listserv (INDEX-NW) at [indexing-pnw@lists.pnwasi.org](mailto:indexing-pnw@lists.pnwasi.org) for more information.

## Lodging

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### Bastyr University

Overnight accommodations are available on the fifth floor of the main building and in the new LEED Platinum-certified Student Village.

#### Fifth-floor accommodations:

- Available as singles or doubles
- Shared restrooms and shower rooms
- Small lounge area with microwave, freezer, and refrigerator
- Linens and towels provided
- Complimentary Wi-Fi
- \$37.50 per night for a single
- \$29.00 per person, per night for a double
- Special rates for prospective and current Bastyr students

#### Student Village accommodations:

- Available as single room only
- Private bathrooms in each room
- Study areas on each floor
- Linens and towels provided
- Shared great room and kitchen
- Complimentary Wi-Fi, washer, and dryer
- \$59.00 per night

To check availability please contact:

Bastyr University  
Department of Conference Services  
(425) 602-3075 | [confer@bastyr.edu](mailto:confer@bastyr.edu) | [www.Bastyr.edu](http://www.Bastyr.edu)  
14500 Juanita Dr. NE, Kenmore, WA 98028

*Please mention that you are with the PNW-ASI conference party when you call.*

### Hotels

These hotels are listed in order of distance from Bastyr; distances are indicated in parentheses. Most Kirkland hotels are near I-405 exit 22 (124th St.). Most Bothell hotels are near I-405 off exits 23 or 24.

#### Baymont Hotel (5.3 miles, 8.6 kilometers)

12223 NE 116th Street  
Kirkland, WA 98034  
(425) 822-2300  
\$79.00-84.00 per night  
*PNW-ASI has a block of 10 rooms set aside, so when you call, indicate that you are with PNW-ASI and ask for the "Bastyr rate."*

#### Comfort Inn (5.9 miles, 9.4 kilometers)

12204 NE 124th Street, Kirkland  
(425) 821-8300  
\$99.99-179.99 per night

#### Motel 6 (6 miles, 9.6 kilometers)

12010 120th Place NE, Kirkland  
(425) 821-5618  
\$57.99-63.99 per night

#### Residence Inn by Marriott (6 miles, 9.6 kilometers)

11920 NE 195th, Bothell  
(425) 485-3030  
\$109.99-149.99 per suite/night

#### Comfort Inn and Suites (6.3 miles, 10.1 kilometers)

1414 228th St. SE, Bothell  
(425) 402-0900  
\$104.00-114.00 per night

#### Extended Stay America (7.6 miles, 12.2 kilometers)

923 228th St. SE, Bothell  
(425) 402-4252  
\$69.99-89.99 per night

#### Best Western Alderwood (8.1 miles, 13 kilometers)

19332 36th Avenue W, Lynnwood  
(425) 775-7600  
\$89.00-120.00 per night

## Registration Form

### Yes, I plan to attend the PNW/ASI 2012 Spring Meeting!

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

*Early Bird* registration (received by June 1):

- \$80 for ASI, ISC/SCI, and STC members  
 \$110 for non-members

*Regular* registration (received after June 1):

- \$110 for ASI, ISC/SCI, and STC members  
 \$140 for non-members

Is this your first PNW/ASI meeting? If it is, you can register at a special \$55 rate. To take advantage of this discount, your registration must be received by June 1.

TOTAL AMOUNT SENT WITH REGISTRATION: \$ \_\_\_\_\_

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

Registration information:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

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

\_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

E-mail address: \_\_\_\_\_

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

\_\_\_\_\_

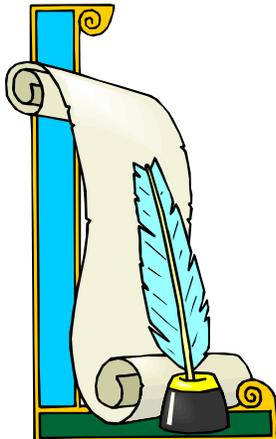
On Saturday, lunch is provided. Vegetarian and non-vegetarian options will be available.

Will you join us for dinner? (Dinners are not included in your registration fee.)

On Friday?  Yes  No

On Saturday?  Yes  No

Will you attend the board meeting?  Yes  No



Please send this registration form along with your check to:

Erica Caridio, PNW-ASI Treasurer  
33686 Row River Road  
Cottage Grove, OR 97424

*Cancellation policy: Cancellations before June 5 receive a 75% refund. Refunds will not be given after June 5.*