

The Pacific Northwest Chapter of the
American Society for Indexing presents

2014 Annual Meeting



Saturday, October 4, 2014 Marriott Springhill Suites
Columbia Room
1421 SE Tech Center Dr.
Vancouver, Washington

Agenda

Friday, October 3

6:00 p.m. Dinner at a Vancouver restaurant (cost not included in registration fee)
Venue: Olive Garden Restaurant (gluten free options available)
16405 SE Mill Plain Blvd, walking distance from the hotel

Saturday, October 4

Breakfast for hotel guests is included in the price of hotel registration, and is available in the lobby area. Please eat before the meeting.

9:00 a.m.	Registration	
9:15 a.m.	Welcome and warm-up	Madge Walls
9:40 a.m. - noon	LINKED INDEXING FOR EPUBS USING INDESIGN SCRIPTS AND STANDALONE INDEXING SOFTWARE	Sheila Ryan

This presentation is a modified version of one given by Sheila Ryan and Jan Wright at ASI's national meeting. Sheila will describe the step-by-step process for using a set of free scripts that insert paragraph-level hyperlink anchor tags into a book's InDesign files. Indexers can then use their standalone software to write the index, using both the print page numbers and the unique tags inserted by the scripts. The end result is two index files: one for the print version of the book and another containing the coding necessary for creating active, linked index locators in the EPUB version of the book. A linked index in a recently published book that was created using the scripts will be demonstrated.

Sheila M. Ryan, owner of Ryan Indexing, has been indexing professionally since 2007. A member of the American Society for Indexing since 2004, she served as Treasurer for both the Golden Gate and Pacific Northwest Chapters of ASI. She is also a member of ASI's Digital Trends Task Force. Sheila encourages indexers to add linked indexing skills to their repertoire and to talk with clients about including quality linked indexes in eBooks. Born and raised in Wisconsin, she currently lives in Portland, Oregon, where she enjoys sweep rowing on the Willamette River.

- Noon - 1:00 p.m.** Lunch (boxed lunches from Panera Bread - preorder on registration form)
- 1:00 - 2:00 p.m.** **MARKETING FOR THE LONG-TERM INDEXER**
- Have you been indexing for a while? There are books and presentations at ASI about marketing when you are getting started, but what about when you have 5, 10, or 20 years of experience? What kind of marketing are you doing if you've been in business for a while, what is effective, and what hasn't worked out very well? Join us in a discussion of these questions.
- 2:00 - 2:20 p.m.** **Volunteer Recognition and Business Meeting** Madge Walls and Sherry Smith
- 2:20 - 2:30** Break
- 2:30 - 4:30 p.m.** **INDEXING SOLUTIONS/PEER REVIEW** Sherry Smith
- Join our discussion of issues and problems that come up while indexing, as well as possible approaches and solutions to handle these issues. This will be either a large group interactive discussion, or we will break down into smaller groups as needed.
- 4:30 - 5:00 p.m.** **Wrap-up** Madge Walls
- 6:00 p.m.** **Dinner at Gustav's restaurant** (cost not included in registration fee)
1705 SE 164th, walking distance from hotel.

Sunday, October 5

- 8 a.m.** **PNW/ASI Board Meeting** - All chapter members are welcome and encouraged to attend.
Venue: Springhill Suites Cascade boardroom

Lodging

Marriott Springhill Suites

Overnight accommodations are available from October 3-5 at the discounted rate of \$89 per night. These are small suites that consist of a sitting area with a sofa that opens to a double bed, a chair, a desk, and a mini kitchen with microwave and small fridge. (hot plates are available upon request). You have a choice of a king suite with one king bed, or a 2-queen suite. All rooms have another sofa bed if you are traveling with family.

You can make your own booking at: <http://tinyurl.com/koamvp6>

You can also call the hotel directly at 360-260-1000 and ask for the PNW rate. If you would like to come earlier or stay longer at the discounted rate, please call the hotel and talk with them and they will try to accommodate you.

Breakfast is included in the price of the reservation, and is a full buffet, not just a continental breakfast. There is a walking trail very near the hotel.

Please note that the discounted rate is guaranteed only for reservations made by September 10. You are encouraged to reserve your room early, even if you have not yet registered for the conference.

Directions

Marriott Springhill Suites is located at 1421 S.E. Tech Center Drive, Vancouver WA.

Southbound on I-5 (from Vancouver, BC)

1. Take I-5 to exit 7, I-205 south.
2. Take the exit for Highway 14 east.
3. Follow steps 4-6 below.

Northbound on I-5 (from Eugene)

1. Take I-5 north to I-205.
2. Follow I-205 across the Columbia River into Washington.
3. Take the exit for Highway 14 east.
4. Take exit 8 for 164th.
5. Left onto 164th, and drive until you reach Tech Center Drive (light after 15th)
6. Right onto Tech Center Drive. Hotel is on your right.

You can see maps and directions at <http://www.marriott.com/hotels/maps/travel/pdxvs-springhill-suites-portland-vancouver>

Transportation

Shuttle Services

The hotel has a shuttle that can drop you off at the airport. While they do not have their own shuttle to pick you up at the airport, they contract with others for this service. Please contact them at 360-260-1000 to make arrangements to have a shuttle to the hotel from the airport.

Their shuttle is also available to take hotel guests to locations within a five mile radius of the hotel, so if you would like to visit the local area you can make arrangements with them.

Need a ride?

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

Area Information

The Visit Vancouver website has information about the area and a calendar of events.

<http://www.visitvancouverusa.com/>

Environmental Issues

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

Registration Form

Yes, I plan to attend the PNW/ASI 2014 Annual Meeting on October 4!

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

Early Bird registration (received by September 10):

\$65 for ASI, ISC/SCI, and STC members

\$90 for non-members

Regular registration (received after September 10):

\$90 for ASI, ISC/SCI, and STC members

\$115 for non-members

TOTAL AMOUNT SENT WITH REGISTRATION: \$ _____

Please make checks payable to PNW/ASI. We will be adding a PayPal payment option on the website soon [PNW ASI Website](http://pnwasi.org/wp/) (pnwasi.org/wp/) for anyone who would prefer to pay by credit card. A completed registration form should still be submitted by mail or email if you pay through PayPal.

Registration information:

Name: _____ Street 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 from Panera Bread. You have a choice of a whole sandwich, a whole salad, OR half sandwich with half salad. (plus a cookie) *Please circle your choices from the following:*

Sandwiches

Mediterranean veggie
Smoked Turkey Breast
Tuna Salad
Smoked Ham and Swiss

Salads

Classic
Fuji Apple Chicken
Asian Sesame Chicken
Classic with Chicken

Cookies

Chocolate Chip
Oatmeal Raisin
Candy Cookie

Please circle: whole sandwich whole salad half sandwich/half salad

Details: <https://www.panerabread.com/content/dam/panerabread/offsite/catering/Catering-WM.pdf>

Dietary restrictions/allergies: _____

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 (if paying by check) to:

Linda Stumbaugh, PNWASI Secretary
P.O. Box 334
Carlsborg, WA 98324

Cancellation policy: Cancellations before September 17 receive a 75% refund. Refunds will not be given after September 17.