

PNW chapter of the American Society for Indexing  
Board Meeting Minutes  
June 10, 2012  
Bastyr University, Kenmore, Washington

Members Present: Judi Gibbs, Paul Sweum, Erica Caridio, Madge Walls, Margaret Berson  
By Skype: Sherry Smith, Ann Yager

Call to order: 9:40 a.m.

**BOARD ACTIONS SINCE THE LAST BOARD MEETING ON OCTOBER 22, 2011**

1. Minutes of last meeting were approved as corrected on January 24, 2012.
2. The following was moved by Judi and approved unanimously on March 6, 2012.

**Summer Chapter Meeting and Program**

Location: Bastyr University, Kirkland, WA

Dates: Fri. June 8-Sun. June 10;

Friday dinner (TBD),

Saturday (Bastyr), primary sessions

Saturday dinner (TBD),

Sunday Board meeting (Bastyr herb garden, weather pending)

Saturday agenda: Kickoff with author/publisher David Burch, Starpath Publications AM slots 1 & 2: "Indexing with Adobe InDesign" with Cheryl Landes PM slot 3: "Indexing Passing Mentions" with Judi Gibbs & Cheryl Landes PM slot 4: "Holistic Office Fitness" with Larry Swanson, LMP

Budget: as described in the proposal dated 3/5/2012....a total of \$1,174.03 with suggested gains allocations.

3. Erica Cardido moved, Ann Yager seconded on March 9, 2012 that we set the following registration fee structure for Spring 2012 chapter meeting:

Member (ASI/ISC/STC) rate (early bird) \$ 80.00 board member rate \$ 40.00 first-timer rate \$ 55.00 non-member rate (early bird) or member rate (reg) \$ 110.00 non-member rate (reg) \$ 140.00

4. Ann Yager moved, Erica seconded on March 29, 2012: We hold the fall 2012 meeting at the Water Resource Center in Vancouver, WA, and send in a deposit as required now to secure the reservation.  
Yea: Paul, Madge, Judi Gibbs, Erica, Ann

**COMMITTEE REPORTS (condensed). For full reports, see attachments.**

**Archives** Veronica will continue as archivist and will receive a complete packet of conference materials. Anything else that is deemed important will be sent to Veronica in lieu of being discarded when officers' and chairs' files are cleared.

**Marketing communications** Madge Walls resigned as chair upon taking the office of board secretary. A new chair is needed. PNW participation in the Montana Festival of the Book October 4-6, 2012, was discussed and tabled, pending submission by email of a written proposal by interested members.

**Membership** (Sherry Smith?)

There are currently 57 members in PNW chapter is ASI, broken down by location as follows:

17 Oregon

18 Washington

6 Idaho

5 CA/CO/MT/NV (neighboring states)  
6 BC  
5 East Coast

There has been a drop in ASI national membership by about 50%, attributable in part to major changes in the publishing industry that adversely affect freelancers, including the e-book trend and publishers requiring authors to provide their own indexes; members' retirement from the business; established indexers not feeling they need membership to sustain their business; and members joining IS Canada instead for the lower membership fee that still allows them the privilege of attending ASI chapter events at member's cost.

**Newsletter** Paul produced a monumental Fall 2011/Winter 2012 edition of *Indexers Ink* to the tune of 24 pages, loaded with relevant information, including major contributions from Margy Olmstead and others. Erica did the layout, a labor-intensive job, with great creativity. Paul and Erica are discussing switching the platform from InDesign to WordPress, as well as creating a concurrent blog. Paul enjoys this project and will continue to serve as editor. Contributions and suggestions from the membership are welcome, in addition to volunteers needed to make announcements on listservs and social media. Paul would also welcome editorial help.

**Pro Bono** (by Sherry Smith) There has been little interest in this program recently, either by volunteer indexers or non-profit organizations who could benefit by it. Meanwhile, the *West Plains Gazette* has a few more issues to index, coordinated and mentored by Jane Henderson. An experienced indexer is needed to do a review of the index of the ASI/PNW chapter newsletters. An indexer is needed to complete the indexing of the PNW Board Meeting minutes. At the fall 2012 meeting we will discuss retiring this program. If it continues, indexers are needed to index PNW Board Meeting minutes and newsletters as they are produced. We need to brainstorm promotional ideas and ideas for future projects, find additional screeners of applications from indexers and organizations; and plan for the administrative management of the program as it grows.

#### **Program committee**

Congratulations and thanks to Paul and his committee for a well-received conference at Bastyr University in June, and to Erica Caridio who assisted Paul with information on past practices pertaining to chapter meetings. (by Paul Sweum): The focus of upcoming programs will be on relevant and fresh program content, including recent trends in indexing for developing technologies such as e-books. The two tried and true locations, Bastyr University in Kenmore, WA and the Water Resources Center in Vancouver, WA have worked well in terms of facilities offered and location. Paul suggests we continue to use them on a rotating basis. Current committee members include Beth Nauman-Montana, Lori Van Deman-Iseri, Cheryl Landes and Judi Gibbs. In the interest of efficiency and encouraging greater attendance, as well as not competing with the national ASI meeting in the spring, Paul moved, Ann seconded, that we reduce the chapter meeting from two to one per year, to be held in the fall. Approved unanimously. We will proceed with the Fall 2012 meeting to be held at the Water Resources Center.

**Publishers' Recognition Committee** (by Sherry Smith) Because this program has grown to include many worthy nominees, the cost of the ad in Publishers Weekly has become prohibitive. Committee members Sherry Smith, Jane Henderson, and Ann Yager are exploring other avenues of financial and administrative support, including participation by ASI National, and using social media to expand the program's visibility. They will consult with Pilar Wyman and Charlee Trantino, our chapter representative on the ASI national board. They would welcome suggestions and the addition of several other committee members. As this is funded primarily by a raffle held at the Fall meeting, we need a volunteer to coordinate the raffle.

**Treasurer's report** (by Erica Caridio) The report for 2011 shows a \$183.06 credit at year end, but when we add in the \$675 for the 2011 Publishers' Honor Roll ad that was paid in January 2102, there is a loss of \$491.94.

**Volunteer recognition** Members who volunteered for chapter activities and leadership were given personalized bookmarks by way of a thank you. Cynthia Landeen, who created the bookmarks, will receive a thank you note.

#### **Website**

Erica is currently the primary website administrator, but would welcome additional assistance. The website committee is currently working on creating a new website with WordPress.

**NEW BUSINESS**

1. We will accommodate participation in Board Meetings by Skype when it is technically feasible and not burdensome re the time allotted to the meeting and the technical skills of those participating.  
Moved by Madge; seconded by Erica; passed unanimously.

Meeting adjourned at: 11:30 a.m.

Respectfully submitted,  
Madge Walls, Secretary