

PNW-ASI NEWS

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

Newsletter News

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The PNW newsletter is co-edited by Sam Arnold-Boyd and Judy Staigmillier. 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: Information and Officers

The PNW-ASI's website, www.pnwasi.org has registration information for the September 15 meeting (under [Next Chapter Meeting](#)) and details about the [Sherry Smith Award for New Indexers](#). The website also features the [2018 PNW officers](#).

Members of the board are: Scott Smiley (chair), Carolyn Weaver (treasurer), & Sam Arnold-Boyd (program chair). Maria Sosnowski handles membership.

Thank you to Erica Caridio and Carolyn Weaver for maintaining this website.

Preparing for the Future: September 15 in Vancouver and social events on Friday the 14th

What a line-up!

- 9:00-12:00 *Pilar Wyman* on indexing in digital environments with *Jan Wright* anchoring the panel discussion
 2:00-3:00 *Greg Bessert*, local attorney, on the new tax law
 3:15-4:00 *Carolyn Weaver* on disaster planning for your business
 4:00-5:15 "Knotty Bits" discussion moderated by *Judy Staigmillier*

• Pilar Wyman and Jan Wright on Indexing in Digital Environments

Pilar Wyman will discuss indexing for digital publications. She will present an overview of the current state of the field and the software, skills, and training that indexers need to work in it. She will also give a glimpse into future possibilities and trends. The session will continue with a panel featuring **Jan Wright** along with a few local indexers who are working in different digital environments. It will conclude with Q & A time.

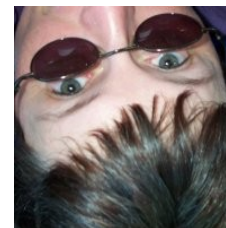


Pilar Wyman, Chief Indexer of Wyman Indexing since 1990 and Associate of Potomac Indexing since 2006, has been at the forefront of educating others about indexes for digital environments through her work with ASI's Digital Trends Task Force (DTTF) and through many workshops, presentations, and publications. She creates indexes in all formats as well as embedded indexes in Word and InDesign, and hyperlinked indexes. She oversaw the Best Practices for Indexing guide during her tenure as ASI president, is ASI's International Representative and Chair of the Publication Committee, is a founder of the Institute of Certified Indexers, and is a longtime instructor of indexing.

Preparing for the Future: September 15 in Vancouver (continued)

- **Pilar Wyman and Jan Wright on Indexing in Digital Environments (continued)**

Jan Wright, of Wright Information Indexing Services, has decades of experience at the forefront of indexing in all its forms. In her work with the DTTP and through her presentations and publications, she has been instrumental in educating indexers, publishers, and EPUB standards groups about eBook and eContent indexing. InDesign CC's capacity to output active eBook indexes is one result of her work. Jan won the H.W. Wilson Award for Excellence in Indexing in 2009, was awarded the Hines Award in 2013, has taught indexing for many years, and has presented on technical indexing at conferences around the world.



- **The New Tax Law and You**

Greg Bessert has represented tax and business clients through his Bessert Law Firm in Battle Ground, Washington since 1992. He will be presenting on how changes in the 2017 tax law affect self-employed people such as us. After going over scenarios of tax situations at three different income levels, he'll take questions and address inquiries submitted ahead of time.

- **Disaster Planning for your Business**

Carolyn Weaver, 2015 Hines Award recipient and PNW/ASI founding member, will lead a discussion on preparing your business for the unexpected, whether technological, environmental, or health-related. Good business practices, up-to-date security systems, and redundant backup systems are logical defenses against technological and environmental disasters. Unpredictable health-related disasters can be even more devastating for a small business owner, so we'll also discuss systems for maintaining up-to-date instructions for a "trustee" (family member or colleague) who can act on your behalf in dealing with clients and other business matters if you are suddenly incapacitated.

- **“Knotty Bits” group discussion**

A “knotty bit” is a perplexing indexing problem which can be a struggle for new and experienced indexers alike. Participants will submit “knotty bits” both ahead of time and during the discussion, knowing that many minds working together are much better than one mind in isolation when it comes to generating possible solutions to aggravating conundrums. If you want to submit questions ahead of time, which will be read anonymously for group discussion, please send them to judyannst@gmail.com.

DETAILS & REGISTRATION for the September 15 meeting

The meeting will be held at the **Marriott Springhill Suites**, 1421 SE Tech Center Drive, Vancouver, WA.

Follow this link to the [REGISTRATION PACKET](#), where you will find complete information about **Friday social events** and dinner, Saturday lunch and dinner, and lodging at the Springhill Marriott. To get the *Early Bird discount* (\$80 for ASI, ISC/SCI, and STC members and \$100 for non-members), register by August 31. To get the special rate at the Springhill Marriott, reserve your room by August 15.

Questions??? If you have any questions, contact Sam Arnold-Boyd at cascadeindexing@gmail.com

New indexers, apply for the **Sherry Smith Award** for a chance to get \$100 toward conference expenses.

See the next page for more information about this award.

The Sherry Smith Award for New Indexers

The Sherry Smith Award will grant \$100 to help one new indexer per year attend a PNW fall conference. Applicants must:

1. Be currently enrolled in an indexing course for initial training in indexing. (ASI Training in Indexing course, the UC Berkeley Extension Indexing: Theory and Application course, or individual instruction from an established professional indexer)

OR

2. Be in your first year after completion of one of the courses above, as of the date of the fall conference.

Apply no later than one month before the fall conference (August 15). Application is by email to the chapter membership coordinator. Indicate your name, location, course/teacher, completion date if applicable, and contact information so that we can verify accuracy. Winner must be willing to volunteer for a one year period after selection for the Program Team to help plan the fall conference. The purpose of the award is to help emerging indexers experience the benefits of networking with other indexers while we harness your ideas and energy to invigorate future conferences.

The winner will be selected by random drawing from the pool of applicants who meet the criteria. The winner will be awarded \$100, going first towards the conference fee, and then to defray other conference-related travel costs. Conference attendance is required. Applications must be received by August 15.

Apply to Maria Sosnowski at maria@index-plus.com

ASI 2018 Conference in Cleveland Indexers Rock: Two perspectives

Judy Staigmiller

Indexers Rock, the 2018 national conference, gave me a chance to both indulge in a bit of nostalgia about the past and look forward to coming trends in the indexing world. The Rock and Roll Hall of Fame reminded me of musicians from my youth whom I had forgotten about, and while I was in the area, I noticed the positive influence that sports, various ethnic groups, and community efforts make in this lake-side city.



Rock and Roll Hall of Fame
<https://www.goodfreephotos.com/>

Maureen Mullin, the keynote speaker, gave us a librarian's viewpoint on changing formats and technology and how information retrieval changes at the same time.

Not surprisingly, the challenge was in choosing which session to attend. Enid Zafra's two presentations of *Small Type: How to Deal with Notes*, and *Avoid False Notes by Understanding the 8 Common Indexing Errors*, Fred Leise's *Brilliantly Structured Indexes Redux*, and Kate Mertes's *The Naked Indexer on Stage* all made excellent presentations that reinforced basic training at the same time as showing some changes that are trending in the realm of indexing. These sessions have already guided me in approaching my work from a better "overall" point of view.

I consider the presence of the major software developers a great bonus to this conference. As a SKY user I learned of a few techniques I can incorporate into my process and also got a glimpse of new features in SKY's Version 8.

We attendees said goodbye to three indexers whom I had not had the opportunity to meet but wish I had: Mauro Pittaro, Jr., David K. Ream, and Pat Rimmer.

I always enjoy spending time with the well-known indexers, those who are even newer to the business than I am and all of those in-between, and soaking up the camaraderie and spirit of helpfulness. All are inspirational. In summary, I found the 2018 meeting very useful and encouraging and very much appreciate the planning and legwork that created this conference.

Judy Staigmiller is archivist for PNW/ASI.

ASI 2018 Conference in Cleveland (continued)

Confessions of an ASI National Conference Veteran

Carolyn Weaver

Over the last 24 years, I've attended 20 annual ASI conferences. Attendance was mandatory for about 10 years due to my status as an ASI officer, committee member, or presenter. My decisions to attend "voluntary" conferences have been based on an informal cost-benefit analysis: does the quality of the program and meeting logistics (e.g., location and travel issues) justify the expense and time required for attending? In other words, will I receive a fair return on investment for attending that conference? This is the question that I now ask myself, as a semi-retired indexer, whenever the conference program is announced.

Program quality: For me, the primary benefit of conference attendance has always been continuing education – the full-day courses and shorter presentations that have helped me perfect my craft and update my skills. There's always something new to take away regardless of one's level of experience – such as this year's intriguing sessions on "Indexing with Index Manager"; the Digital Publications SIG's session on "How to be the interface between publishers and digital indexing techniques"; a session on upcoming changes in NISO standards for indexes; and new developments and refreshers on one's favorite indexing software. This year, both novices and highly experienced indexers could profit from Enid Zafran's session on dealing with endnotes and Fred Leise's presentation on well-structured indexes. And Connie Binder's engaging presentation on indexing sports and fitness titles was so much fun that it made me sorry that I'm not qualified for that indexing specialty!

Networking: I always look forward to catching up with colleagues that I haven't seen in person for several years, and to greeting virtual friends whom I know very well via discussion lists, social media, and personal email and texts but have never met face-to-face. These contacts often lead to referrals of work (both directions). And when attending sessions presented by editors or publishers working in relevant fields, I routinely introduce myself and hand out my business card – which may or may not result in work.

Tax deductions: In my experience, the average cost of attending an annual conference is about \$1,100 for transportation, lodging, and registration. However, that expense is offset by the fact that it's a Schedule C tax deduction, reducing the amount of net business income that is subject to self-employment tax.

Similarly, a national conference offers an excuse for *partially deductible travel to interesting locations*. Take time to go sight-seeing or participate in conference-sponsored extras (like the visit to the Rock and Roll Hall of Fame in Cleveland) or stay a few extra days to visit local attractions. It's one of the intangible benefits that shouldn't be overlooked.

The 2018 conference in Cleveland, after I missed the last two, did indeed meet my cost-benefit criteria. And that's why (if the stars align), I look forward to repeating the experience at the 51st ASI Annual Meeting in 2019!

Carolyn Weaver is a 2015 Hines Award recipient and current treasurer of PNW/ASI.

ISC-SCI 2018 Conference in Winnipeg, Manitoba

Judi Gibbs, Write Guru®

The ISC/SCI conference was held in Winnipeg, Manitoba, Canada, on June 8 – 9, with an optional session on Sunday morning. I will focus on the keynote address, by Maureen MacGlashan, and the closing address, by Greg Younging.

Maureen MacGlashan has been editing *The Indexer* for ten years. She is retiring from that job—at age 80. She said one of her greatest accomplishments has been finding a good successor, Mary Coe.

Maureen started out by saying that she has a lot of sympathy for immigrants, her parents having moved from Scotland to England on marriage. The learning curve was steep, not least when it came to shopping for food, where a gigot of lamb was now a leg and a scallion a spring onion. A stranger in one's own country.

Most of her career was as a diplomat for the British Foreign Office. That role took her to a number of locations, including some of the world's troubled spots such as Israel during the Six-Day War, Belfast at the height of the Troubles, and Yugoslavia as it began collapsing in the early nineties. And there were many other occasions when she became a footnote in the history books – Britain's first attempt to join the European Economic community, the conclusion of the Four-Power Agreement on Berlin, the establishment of UK relations with East Germany and the opening of their Embassy in Berlin, a Brussels posting in time for the UK's first EU Presidency, and involvement in the negotiations leading to the accession of Greece, Spain, and Portugal. Not really a footnote in history, perhaps, but her final posting was as Britain's Ambassador to the Holy See, the first woman from any country to serve as a resident ambassador in Rome.

Maureen got into indexing in the 1980s. Her work includes some impressive legal indexing. She said indexers must be outstanding at analysis of data, synthesizing based on patterns, and willingness to rethink patterns. Important characteristics include being disciplined, conscientious, computer literate, and in good health. She thinks every index must be friendly to the digital reader, with variants of the key ideas, rather than just preferred terms, so people will be able to find what they're looking for.

I found some of her comments quite humbling. She said, for example, that when she finds herself working with a notoriously difficult author, her practice is to relax in the knowledge that within the first 50 pages or so she will have spotted several errors, and that running these gently past the difficult author will remove any of the latter's doubts about her competence to index his or her book.

Another highpoint of the conference was the closing address by Greg Younging, PhD, a member of the Opakwayak Cree Nation in northern Manitoba. Younging pointed out the challenges that Indigenous authors have encountered in publishing their work, rooted in two tragic pieces of history:

- The Indian Act, which resulted in a culture ban between 1898 and 1951
- Residential schools that removed children from their families, robbed them of their culture, and subjected many to abuse.

The outcome is that until recently most publications about Indigenous people have been written by non-Indigenous people. It is a colonial legacy of misrepresentation. Indigenous authors who were able to get published often had “bad experiences” with non-Indigenous editors.

The times are changing, however. Traditional knowledge is becoming better recognized. The residential schools have closed, and one press, Theytus Books, in Penticton, B.C., has been publishing books by Indigenous authors since 1980. Younging was managing editor from 1990 to 2003. He is now on the Indigenous studies faculty at the University of British Columbia Okanagan in Kelowna.

ISC-SCI 2018 Conference in Winnipeg, Manitoba (continued)

Younging has written *Elements of Indigenous Style: A Guide for Writing By and About Indigenous Peoples*. He has articulated twenty-two principles. Every chapter discusses one or more of those principles, which are all summarized in Appendix A. His basic advice: “Collaborate with us and follow proper protocols.”

One principle highly relevant to indexing is the use of traditional Indigenous names. For example, the Thompson Indians would like to be known as the Nlaka’pamux. If you have a multi-authored book with different authors using different names, Younging is the first place to check for the preferred Indigenous name. The next time I index a multi-authored book that talks about both Eskimos and Inuit, I will put in a cross-reference from “Eskimos” to “Inuit.”

It is worth noting that Canadians do not use the term “Indians.” They use Indigenous, First Nations, and Inuit.

The Younging presentation at the 2018 conference is a nice followup to the keynote “address” that opened the 2017 conference. That talk was a discussion by the bilingual team that indexed the five-volume *Truth and Reconciliation Report*, which was a tear-jerking account of a very difficult history resulting in 94 practical calls to action. Younging’s presentation is a step into the future. Where do we go from here?

Judi Gibbs is president of the Write Guru®. She is a member of both ASI and ISC.
Judi would like to thank Ronnie Seagren for her contributions to this article.

PNW/ASI Spotlight: An interview with Madge Walls of All Sky Indexing

Can you tell us a bit about what led you to indexing?

I was in real estate for most of my professional life, first on Maui and then in Colorado Springs. During the economic downturn of the mid-2000s, I was given my walking papers by the home builder for whom I’d been working. As I’d grown to hate the business, I considered it a blessing. Four years earlier, I’d met an indexer at a writer’s conference in Denver. She told me about her work, and I thought, “Yes, I could do that.” I stuck the idea in my back pocket for the day when I could turn all my attention to writing. The day I was fired, I signed up for the Department of Agriculture indexing course, and bingo, here I am, eleven years later with the perfect semi-retirement career.



If someone had told you in your high school or college years that you would someday index for a living, what would you have thought?

I majored in mathematics in college, with an eye on the computer industry that was just coming over the horizon in the mid-60s. But my real love was literature, and I stuffed my schedule with as many literature and related courses as possible. Many of these courses required writing research papers. I remember standing on the steps of the university library toward the end of my senior year with a handful of index cards, the last notes I needed to complete my final paper. I held them up in the air, as defiant as Scarlet O’Hara with that shriveled carrot, and said out loud, “I’ll never write anything again

PNW/ASI Spotlight: An interview with Madge Walls (continued)

except grocery lists and letters to my parents.” I kept that pledge for 20 years, until the urge to write overtook me. I couldn’t possibly have imagined that index cards (in their electronic form) would be the key to my career many years later. After all, indexing is a subset of writing.

What have been the most interesting reactions that you have received when you tell people what you do?

It’s a great conversation piece, that’s for sure, but I always have to explain. Readers take indexes for granted, having no idea of what goes into their creation, and only thinking about them when a reference isn’t there, or an index was not included. Most people are impressed, but I’ve learned to watch for the first sign of glazed or wandering eyes. I have to be careful not to bore them with my enthusiasm!

How do your fiction writing and your indexing relate? Is there any way in which they help each other?

My study of mathematics was great training in logic. Then I worked as a computer analyst in the oil industry in Alberta, Canada (home of my ex-husband). More training in logic and tying up loose ends while designing and coding oil exploration programs. Both were exercises in patience, persistence, and analysis. All of that translates into indexing, in my opinion. We need to understand what we are reading and how the author’s arguments fit together (I do mostly scholarly books). Indexing takes great persistence and patience, especially when a book is painfully boring, incomprehensible even to a literate professional, or poorly organized.

How does that all relate to writing fiction?

Character motivations have to be clear. Loose ends need to be tied up. Details and continuity need to be consistent and believable. To me, a novel begins with a logical framework on which to hang an imaginative story. Twists and turns, larger-than-life characters, humor and tragedy are essential to keeping a reader’s interest, but they all have to make sense within the outline of the plot, or you lose your reader.

Indexing is work, an exercise in organizing someone else’s brilliance (or not!). Writing fiction is also work, but wonderfully creative, especially as it allowed me to explore things that mattered to me and that I felt would be of interest to readers in my first two novels: what was it like growing up and raising my children in Hawaii, amid unique cross-cultural currents, so isolated (pre-Internet!) from the rest of the world? And currently, how did two very different, educated women in 1900-1923 deal with women’s issues that are still plaguing us today? This work-in-progress, *The Visiting Girl*, is inspired by the life of Katharine Hepburn’s mother, a 1900 graduate of Bryn Mawr College, and set in Philadelphia and Portland, Oregon.

How would you describe the difference between your indexing life now and how it would be without ASI and PNW?

I joined ASI and the Rocky Mountain Chapter in Colorado as soon as I passed the indexing course, and later the PNW chapter when I moved to Oregon in 2009. I can’t imagine my indexing life without them. I’ve made wonderful friends who actually understand my work and with whom I love sharing war stories. I’ve held offices in both chapters and helped organize regional conferences, good exercises in leadership. For me, ASI and my chapters have provided an organized network of professional education, fellowship, and appreciation. And I am greatly appreciative in return.

Madge’s novels of Hawaii, “Paying the Price” and “Buyers Are Liars” are available at Amazon.com. Stay tuned for “The Visiting Girl.”