

indexing central

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minneapolis, mn



may 13 — 15, 2010

preliminary program

Information current as of March 19, 2010. For updates, see the website.

Dear Indexing Colleague,

The aim of the 2010 ASI national conference is threefold: provide opportunities for experienced indexers to learn new skills that better equip them to remain competitive in a rapidly changing publishing environment; build upon established practical and theoretical foundations for newly practicing indexers; and introduce prospective indexers to this intellectually rewarding profession.

I invite you to read the program carefully. Between the skills- and technique-specific sessions you will find presentations on award-winning indexes, ideas and examples on how to handle business aspects of indexing, sessions on working with overseas production editors, and so much more.

For example, *Ruth Pincoe* is reprising her talk on cross-references given at last year's ISC/SCI meeting in Toronto. Her seminar is the most comprehensive I've ever heard on the subject and know that you too will want to hear and learn from it. Also, at the 2009 ISC/SCI meeting *Enid Zafran* spoke on public policy indexing. I almost didn't attend (late spring sunshine and blossoms were a competing temptation) because I thought it did not apply to much of the indexing I do. How wrong I was. So if you think that public policy indexing is not for you, then think again because it encompasses all areas of daily life—smoking in public places, gay marriage, energy efficiency, taxes, health, race relations, and gender issues—as well as war and international trade.

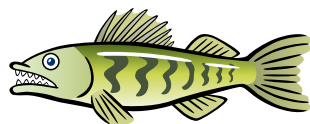
And our keynote speaker, *Katherine Barber*, will speak on some of the words that link us to our indexing origins. Always entertaining and informative, *Publishers Weekly* says of her: "No matter what word she puts under the microscope, Barber clearly takes its history seriously, but her light, witty descriptions make each discovery a pleasure." Conference attendees will also receive a copy of her book *Six Words You Never Knew Had Something to do with Pigs*.

After last year's conference you asked for more "naked" indexing—you've got it; *Margie Towery* and *Fred Leise* compare their approaches. You asked for more time for SIGs to meet—you've got it; non-compete time in dedicated meeting space. You asked for post-conference tours to pick up at the hotel—you've got it; a guided bus/trolley tour of Minneapolis on Saturday afternoon. You asked for no pre-dawn meetings—well, we will still have early morning starts but not before 7 am!

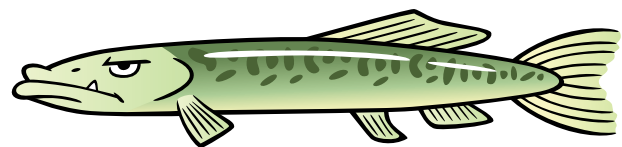
As far as I'm aware Minneapolis has no mountains on which to base experience levels as in last year's Ben Nevis/Aconcagua/K2 session classifications. But Minnesota does have lakes—more than 10,000 in all—and fish!

Coincidentally, our 2010 conference in Minneapolis takes place the same weekend as the opening of Minnesota's walleye fishing season*. Medium in size, the walleye is Minnesota's official state fish, elusive in nature but prized for its handsome shape and coloring.

Our Intermediate-level conference sessions aim to provide a similar reward for conference



attendees: variety and substance along with a challenge. Beginning anglers are most likely to catch *sunfish* (or bluegill) before pursuing the rewards of the more elusive walleye. Sessions classified as Basic offer introductory material and techniques essential for pursuing the craft of indexing. Advanced sessions are akin to the pursuit of the largest and most elusive fish in Minnesota—the *muskellunge* (muskie)—this fish has a



reputation as a fighter and to which many anglers dedicate themselves exclusively.

Regardless of your experience level you will not return home empty-handed (or empty-headed), and will certainly have many "fishy" tales to tell. This year we will be holding all receptions and awards ceremonies in the conference hotel providing plenty of time for networking with colleagues during meal and refreshment breaks. We also have some member-led activities (indoor and outdoor) planned, but you have to be in Minneapolis to learn about them.

If you've never attended an ASI conference before, Richard Shroul is again organizing a "buddy system" to match first-time attendees with regular conference-goers. Look for information about this on the conference registration form.

And there is still time to submit a proposal for a Poster, ideal for presenting nuggets of information or a topic for future debate. The deadline for this is April 10. Full details and guidelines are available on ASI's website at <https://www.asindexing.org/i4a/forms/form.cfm?id=61>

Planning this year's conference has been a delight. I have received unlimited support and guidance from a stellar group of colleagues who serve as my 2010 Conference Committee: Terry Casey, Ina Gravitz, Terri Hudoba, Seth Maislin, David K. Ream, Kay Schlembach, Galen Schroeder, Lyle Warren, Diana Witt, Enid Zafran. My grateful thanks to them all.

Frances Lennie
President-Elect
2010 ASI Annual Conference

* For more information and history on the walleye fishing season—http://www.mnhs.org/people/governors/fishing_opener.htm—and remember to visit ASI's Twin Cities Chapter website for travel and local information that will enhance your visit to Minneapolis—<http://sites.google.com/site/asitwincities/conference>

Special Events

Table Talk Discussion **Wednesday, May 12, 2010** **1:00pm to 3:00pm**

The ASI Board wants to hear from you! **Check the ASI website for upcoming details.**

Dinner with Someone New **Wednesday, May 12, 2010**

Meet New People! Great Networking Opportunity!

If you are arriving to the 2010 Annual Conference early for the pre-conference workshops take advantage of this networking activity. ASI has made dinner reservations at several local area restaurants for various times and tastes. To keep the groups manageable and so you have a chance to meet everyone at your table, each restaurant reservation is for up to 12 people only. Arrangements have also been made for separate dinner checks. Just sign up through the ASI website. As reservations fill, ASI will add more locations and times.

New Members/First-Time Attendees **Welcome/Orientation**

New ASI members and first-time conference attendees are cordially invited to attend an introductory session on Thursday, May 13, 5:30pm – 6:30pm, to meet with ASI's officers, board members, and committee chairs and learn about ASI's programs and services. Here you can also team up with a conference Buddy who will help you get the most out of your conference experience.

Buddy Program

Buddies are experienced conference-goers who will contact you prior to the conference, spend one-on-one time with you, and introduce you to other conference attendees. Buddies are assigned based on geographic location and indexing interests.

For more information about ASI's buddy program (or to volunteer to be a Buddy), please contact Richard Shrout, Buddy Program Coordinator, at richard.shrout@potomacindexing.com.

Reception and Meals

A Welcome Reception starts our conference on Thursday, May 13 from 7:00pm to 8:30pm.

The receptions, breakfasts, refreshment breaks and lunches are all included for those who have registered for the full conference. Workshop attendees and one-day registrants may purchase additional meal tickets.

Annual Business Meeting

ASI hosts its annual business meeting, at which reports of the Board of Directors, auditor, and treasurer are made, the election results are announced, and the floor open for the general business of ASI. This year the business meeting will be during Saturday's breakfast, May 15, 7:00am – 8:30am.

Site Information

The Marriott Minneapolis City Center, the site of the 2010 conference, is located in downtown Minneapolis. The reservation deadline is April 20, 2010. See page 15 for details.

Post-Conference Tours: Walking Tour of Downtown Minneapolis and Twin Cities Highlights Tour

Walking Tour of Downtown Minneapolis, **Saturday, May 15, 2010, 3:30pm to 5:00pm**

Join this 1.5 hour walking tour led by a local author of Minneapolis walking guides to learn about the history and architecture of the downtown area. Our downtown tour will concentrate on the riverfront, where the whole history of the city unfolds. We will meet our guide near St. Anthony Falls, approximately 1 mile from the hotel (a short taxi-ride). If the weather is inclement there are many places to take shelter.

Twin Cities Highlights Tour **Saturday, May 15, 2010, 3:30pm to 7:30pm**

A professional tour guide will provide you with a wealth of information about early Minnesota history, the founding of St. Paul and Minneapolis, and their growth into one of the Midwest's largest metropolitan areas. Did you know that the Foshay Tower in downtown Minneapolis was the "first skyscraper west of the Mississippi River" or that Charles Schultz, creator of "Peanuts" characters fashioned Charlie Brown after himself?

You will cruise through downtown St. Paul, past historic Summit Avenue – the longest avenue of mansions in the country, the University of Minnesota, and into downtown Minneapolis, past some of our beautiful in town lakes and a peek at the magnificent mansions that surround many of the lakes.

Along the way, the coach will detour down some of the back alleys of Twin Cities history as the guide spins a narrative filled with anecdotes about history, social customs, architecture, literature and famous Minnesotans. There are great stories to be told about why St. Paul became a haven for gangsters (Al Capone was a regular visitor) to the famous Mary Tyler Moore Show home and the beloved Peanuts cartoon characters. Who knew!

Whether your interests lean toward Fitzgerald or fishing, cathedrals or conspiracies, mansions or murder, there's something very special in this tour for everyone! You will learn many, many interesting tidbits about the area often referred to as "beautiful, green and clean." And why the Twin Cities are two distinctively different, yet compatible major cities with the nation's largest MALL in between!

There will be a stop along the tour for attendees to grab refreshments on their own.

Sponsored by the Twin Cities Chapter

Schedule at a Glance

Wednesday, May 12, 2010

1:00pm to 3:00pm
Table Talk Discussion

3:00pm to 5:00pm
Registration

6:00pm to 8:00pm
Dinner with Someone New

Thursday, May 13, 2010

7:00am to 8:00am
Breakfast (Workshop attendees only)

7:00am to 2:00pm
Registration

8:00am to 5:30pm
Workshop: Principles of Indexing
Workshop: Taxonomy and Thesaurus Creation

8:00am to 12:00pm
Workshop: Indexing in InDesign**

Workshop: Writing Abstracts
*** This workshop is limited to 20 participants and has several requirements: participants must have substantial indexing experience and provide their own laptop computer; directions for downloading and installing a trial version of InDesign will be supplied before the workshop. Register early, so that instructions and sample files can be supplied by the presenter to all participants before the workshop begins. This workshop is intensive and hands-on in nature. There will be a teaching assistant available to help participants with questions.*

10:00am to 10:30am
Refreshment Break (workshop attendees only)

12:00pm to 1:30pm
Lunch Break (on your own)

1:30pm to 5:30pm
Workshop: On Aboutness
Workshop: More Naked Indexers

3:00pm to 3:30pm
Refreshment Break (workshop attendees only)

3:00pm to 6:00pm
Registration; Exhibits Open

5:30pm to 6:30pm
SIG Leaders Meeting

5:30pm to 6:30pm
New Members/First Time Attendees
Orientation

7:00pm to 8:30pm
Welcome Reception

Friday, May 14, 2010

7:00am to 5:00pm
Registration

7:00am to 8:30am
Full Breakfast

7:30am to 8:15am
Keynote: Pennies, Pies, and Pointing – Katherine Barber

8:45am to 10:15am
Seminar 1: Public Policy Indexing
Seminar 2: How Not to Taxonomize
Seminar 3: Streamlining Our Work Processes
Seminar 4: Working with Off-Shore Editors: Culture and Communication

10:15am to 10:45am
Refreshment Break; Exhibits Open

10:45am to 12:15pm
Seminar 5: See and See Also: Rules and Controversies
Seminar 6: A (Relatively) Quick Way to Create Name Indexes for Social Science Books
Seminar 7: Bidding and Pricing: As Always, "It Depends"
Seminar 8: Revitalizing Chapter Meetings

12:15pm to 1:45pm
Lunch; Exhibits Open

1:45pm to 2:30pm
Seminar 10: WordEmbed
Seminar 11: And So to Bed: An Exploration of the index of the Diary of Samuel Pepys
Seminar 12: How to Start Your Freelance Indexing Business

2:30pm to 2:45pm
Break; Exhibits Open

2:45pm to 3:30pm
Seminar 13: Indexing Working Styles
Seminar 14: Camera-Ready Indexing for Word Documents: The Good, The Bad, and the Very Ugly
Seminar 15: After the Prize: Indexing the Albert Einstein Papers
Seminar 16: A Year in the Life of a Newbie

3:30pm to 4:00pm
Refreshment Break; Exhibits Open

4:00pm to 5:30pm
SIG Meetings

5:30pm to 7:00pm
Reception and Poster Presentations; Exhibits Open

Saturday, May 15, 2010

7:00am to 8:30am
Breakfast/Business Meeting

7:30am to 12:30pm
Registration

8:45am to 10:15am
Seminar 17: Getting Paid
Seminar 18: Indexing for Career-Changers
Seminar 19a: Confessions of an Award-Winning Indexer Part I

8:45am to 9:30am
Seminar 20: iGuiders™: A New Web Site Navigation Tool

9:30am to 10:15am
Seminar 21: Working with Subcontractors: Benefits and Perils

10:15am to 10:45am
Refreshment Break
Exhibits Open

10:45am to 12:15pm
Seminar 19b: Confessions of an Award-Winning Indexer Part II
Seminar 22: Indexing the Bible

10:45am to 11:30am
Seminar 23: Embedded Indexing in FrameMaker
Seminar 24: How to Handle Illustrative Materials

11:30am to 12:15pm
Seminar 25: ASI Training Course Q&A

12:15pm to 1:45pm
Lunch/Hines and other ASI Awards

1:45pm to 3:15pm
Seminar 26: CINDEX™ Back to Basics

1:45pm to 5:00pm
Workshop: SKY Index 7.0

3:00pm to 3:30pm
Refreshment Break (workshop attendees only)

3:30pm
Post-conference Tours

3:30pm to 5:00pm
Walking Tour of Downtown Minneapolis

3:30pm to 7:30pm
Twin Cities Highlights Tour



Wednesday, May 12, 2010

1:00pm to 3:00pm

Table Talk Discussion

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3:00pm to 5:00pm

Registration

6:00pm to 8:00pm

Dinner with Someone New

Meet New People! Great Networking Opportunity!

If you are arriving to the 2010 Annual Conference early for the pre-conference workshops take advantage of this networking activity. ASI has made dinner reservations at several local area restaurants for various times and tastes. To keep the groups manageable and so you have a chance to meet everyone at your table, each restaurant reservation is for up to 12 people only. Arrangements have also been made for separate dinner checks. Just sign up through the ASI website. As reservations fill, ASI will add more locations and times.

Thursday, May 13, 2010

Pre-Conference Workshops (separate registration required)

7:00am to 8:00am

Breakfast (Workshop attendees only)

7:00am to 2:00pm

Registration

8:00am to 5:30pm

Workshop 1: Principles of Indexing

Seth Maislin

Level: Basic

Learn the foundational principles of indexing and how to apply them effectively and profitably in this highly informational and dynamic workshop. Whether you're starting your indexing career or just looking for formal instruction, this workshop will fortify you as an indexer and (even more important) an index-thinker. Starting with the Three Easy Steps of Indexing, Seth leads participants to understand the logic and challenges behind all indexing decisions: topic inclusion, subheading construction, page numbers and cross-references, language selection, sorting, and usability concerns. Lively in-class discussion is encouraged, and additional topics (tools, careers, deadlines) will be introduced upon request. Hands-on examples will be provided, with discussion extending into the indexing of nonprint content. Participants will learn how to balance the needs of client, indexer, and readers.

8:00am to 5:30pm

Workshop 2: Taxonomy and Thesaurus Creation

Heather Hedden

Level: Intermediate

This workshop (which is an encore of the one presented in Denver in 2008) will provide the additional information and some of the practice needed for people with indexing or library science backgrounds to start working on creating taxonomies and thesauri. Short practical exercises will be interspersed among the topics. The workshop also includes demonstrations of thesaurus management software: MultiTees, Synaptica, and Data Harmony. Presentation outline: Introduction, Definitions, Term relationships, Wording of terms and their variants, Facets and categories, Sources for terms, Software, Project processes, Related topics, Types of work available, Resources.

8:00am to 5:30pm

Workshop 3: Indexing in InDesign**

Jan Wright

Level: Advanced

** This workshop is limited to 20 participants and has several requirements: participants must have substantial indexing experience and provide their own laptop computer; directions for downloading and installing a trial version of InDesign will be supplied before the workshop. Register early, so that instructions and sample files can be supplied by the presenter to all participants before the workshop begins. This workshop is intensive and hands-on in nature. There will be a teaching assistant available to help participants with questions.

Thursday, May 13, 2010

8:00am to 5:30pm

Workshop 4: Will Someone Read This? Writing Abstracts that Work

Virginia Heinrich

Level: Basic

As you market yourself for indexing work, you may encounter a publisher who offers you abstract indexing. Whoa, what is that? How do I do that compared to B-O-B indexing? Is it something I might want to do? Can I make any money doing it? If you know nothing about abstracting, these will be difficult questions to answer.

In searches of databases, researchers rely heavily on abstracts to lead them to quality information. In this workshop, you will learn when you should have an abstract, the components of an abstract, practice writing your own, and how to recognize good abstract writing by evaluating bad ones.

10:00am to 10:30am

Refreshment Break (workshop attendees only)

12:00pm to 1:30pm

Lunch Break (on your own)

1:30pm to 5:30pm

Workshop 5: On Aboutness

Kate Mertes

Level: Intermediate

What's it all about? That is the question capable indexers must keep in front of them as they work through a text. Kate Mertes shows you how to avoid tangents and stay focused to produce a good index.

1:30pm to 5:30pm

Workshop 6: More Naked Indexers

Fred Leise and Margery Towery

Level: Advanced

Back by popular acclaim, Fred Leise repeats his well-received workshop from last year, but this year you have the opportunity to observe *and* compare his indexing technique with that of Margie Towery. During the course of the workshop, Fred and Margie will bare all, as it were, as they index a selection from a scholarly work that they have never before seen. You will be able to watch the process of indexing happening in real time and see the resulting indexes change and grow during the course of the session. Toward the end of the workshop there will be ample time to compare results, and discuss techniques for both indexing and editing decisions.



3:00pm to 3:30pm

Refreshment Break (workshop attendees only)

3:00pm to 6:00pm

Exhibits Open

3:00pm to 6:00pm

Registration

5:30pm to 6:30pm

SIG Leaders Meeting

5:30pm to 6:30pm

New Members/First Time Attendees Orientation

New ASI members and first-time conference attendees are cordially invited to attend an introductory session, to meet with ASI's officers, board members, and committee chairs and learn about ASI's programs and services. Here you can also team up with a conference Buddy who will help you get the most out of your conference experience. See page 3 for more information.

7:00pm to 8:30pm

Welcome Reception

(Included for those who have registered for the full conference. Workshop attendees or one-day registrants may purchase tickets for the reception. Please see the registration form to purchase tickets.)

Friday, May 14, 2010

7:00am to 5:00pm

Registration

7:00am to 8:30am

Full Breakfast and Keynote Address

7:30am to 8:15am

Keynote Address: Pennies, Pies, and Pointing

Katherine Barber

Katherine Barber will offer an entertaining and instructive look at the history of the English language with particular attention to the surprising stories behind some of the words that have been used about the practice of indexing over the centuries and why there are so many synonyms in English—a blessing and a curse to indexers.

8:45am to 10:15am

Seminar 1: Public Policy Indexing

Enid L. Zafran

Level: Intermediate

The area of public policy presents many challenges to the indexer. These books cover topics of economics, demographics, politics, and sociology, and frequently a single book consists of chapters by different authors, adding another level of difficulty. The material is full of tables, figures, boxes, and notes as well as appendixes. This presentation will help to unravel the complexities and make suggestions for clarity and useful index entries.

8:45am to 10:15am

Seminar 2: How Not to Taxonomize

Alice Redmond-Neal

Level: Basic

Individual style is great, but not in controlled vocabularies. Learn taxonomic fundamentals—the classic must-haves that follow the standards of taxonomy construction and never go out of style. Discover how to select terms and then tailor them to create a taxonomy with balance and flair. See gaffes revealed that a self-respecting taxonomist should never be caught in. Take the mystery out of putting together a taxonomy that looks great, functions fabulously, and flatters you as the taxonomist by following a short set of essential rules.

8:45am to 10:15am

Seminar 3: Streamlining Our Work Processes

Becky Hornyak and Connie Binder

Level: Basic

Panelists will share techniques for organizing a home office and conducting the daily business of indexing, such as keeping track of clients, billing, scheduling, record keeping, backing up data, and setting boundaries. Processes for vetting, editing, contracting, and subcontracting will be presented. Forms will be shared as handouts. This session will focus on the individual indexing practice. Audience participation will be encouraged.

8:45am to 10:15am

Seminar 4: Working with Off-Shore Editors: Culture and Communication

Ken Karpinski

Level: Intermediate

Working with offshore editors poses some unique challenges. How should indexers interact with this growing source of indexing work? What are some communications or cultural dynamics that indexers should be aware of? What are some practical tips for getting the information and access you need to provide the best index possible? Explore these topics along with a project manager/indexer who has trained and worked with offshore editors.

10:15am to 10:45am

Refreshment Break

Sponsored by the Business SIG

Exhibits Open

10:45am to 12:15pm

Seminar 5: See and See Also: Rules and Controversies

Ruth Pincoe

Level: Intermediate

According to Hans Wellisch, “Cross references are so well-known and so ubiquitous in reference works and indexes that most people, including indexers, think they need little if any explanation or discussion” (*Indexing from A to Z*, 2nd ed., p. 122). Wellisch insists there is a great deal to be said about cross references, which are often misunderstood. This session will survey the opinions and guidelines presented in a number indexing texts and examine a number of the more prickly aspects of cross references - the sort of thing indexers argue about at cocktail parties while the editors debate the serial comma.

Friday, May 14, 2010

10:45am to 12:15pm

Seminar 6: A (Relatively) Quick Way to Create Name Indexes for Social Science Books

Bill Morrison and Steve Ingle

Level: Advanced

Publishers of social science texts often request name (reference) indexes in addition to subject indexes. Unfortunately, the former can be extremely time-consuming and tedious to compile. Bill Morrison and Steve Ingle from WordCo Indexing Services will talk about a technique Bill has developed for reducing the time required to create name indexes.

10:45am to 12:15pm

Seminar 7: Bidding and Pricing: As Always, "It Depends"

Janet Perlman and Jan Wright

Level: Intermediate

A frank discussion of something we all do but rarely discuss—quote rates and price our jobs. Armed with data from an informal survey, we will discuss where current rates are leveling out; raising or lowering rates; what others are charging, what we charge, and how we arrive at those numbers. We will attempt to bring all topics out into the light for a no-holds-barred discussion.

10:45am to 12:15pm

Seminar 8: Revitalizing Chapter Meetings

Diana Witt and Seth Maislin

Level: Basic

An informal workshop, with plenty of time for Q&A on how to develop topics and sources for dynamic chapter programs, including how to produce and deliver virtual meetings. Primarily of interest to chapter leaders, this workshop welcomes members of chapters and SIGs who wish to take a more active role in helping prepare programs of interest to their members.

12:15pm to 1:45pm

Lunch Exhibits Open

1:45pm to 2:30pm

Seminar 10: WordEmbed

Janyne Ste. Marie

Level: Basic

A demonstration of the use of WordEmbed for embedded indexing. Basic techniques for both regular embedding and CUP-XML will be covered. Common issues will be addressed. Audience questions will be taken as time permits.

1:45pm to 2:30pm

Seminar 11: And So to Bed: An Exploration of the Index of the Diary of Samuel Pepys

Fred Leise

Level: Intermediate

This session will explore the manifold glories in one of the most exquisite indexes in the English language: that to the Latham and Matthews complete edition of the *Diary of Samuel Pepys*. The index, which took 10 years to compile, comprises the entirety of the 11th volume of the set, weighing in at 317 pages, with a head note of two and a half pages alone. Running often at four and five levels deep, the index uses a number of unusual techniques to provide readers access to this important text.

1:45pm to 2:30pm

Seminar 12: How to Start Your Freelance Indexing Business

Sandi Frank

Level: Basic

This presentation deals with the nuts and bolts of opening up your own freelance indexing business. Items covered include marketing/advertising, soliciting clients, the client/indexer relationship, and more. *Detailed handouts will be provided.*

2:30pm to 2:45pm

Break Exhibits Open



Friday, May 14, 2010

2:45pm to 3:30pm

Seminar 13: Indexing Working Styles

Richard Shrout

Level: Intermediate

Come prepared to learn more about your own indexing working style: how you transfer perceived indexing terms from your mind into your indexing software. Also, come prepared to expand your horizons. You will find that a wide variety of working styles exist. Indexing working styles can be described as full marking, partial marking, and nonmarking. There is no right or wrong choice for a working style. Examine how your indexing working style corresponds to your own dominant learning style. Then discuss your indexing working style methods with others having the same or similar style. This discussion will include perceived strengths and weaknesses of each indexing working style. You will have the chance to learn how to become more efficient than other indexers with a similar working style.

2:45pm to 3:30pm

Seminar 14: Camera-Ready Indexing for Word Documents: The Good, The Bad, and the Very Ugly

Carolyn Weaver

Level: Basic

"I need a 'camera-ready' index for my Word manuscript." Since clients are typically unaware of the complications of indexing from a Word document, indexers must be prepared for the unexpected as they journey into the quicksand of writing nonembedded indexes for Word documents, where page breaks are fluid and client education may be just as important as one's indexing skills. Although the process is perilous, it can be done successfully if proper precautions are taken. This session will focus on strategies for successfully incorporating "camera-ready" indexing of Word documents into one's skills set.

2:45pm to 3:30pm

Seminar 15: After the Prize: Indexing the Albert Einstein Papers

Rudy Hirschmann

Level: Intermediate

The Einstein Papers Project seeks to improve the consistency of indexes in future volumes of The Collected Papers of Albert Einstein. A project has just been launched that will use software techniques to aid human indexers achieve improved consistency with a standard taxonomy for such indexes. The standard emerged from Volume 11 in the series, which combined all indexes from the first ten volumes into a single cumulative index. The presentation will describe the design, goals, and salient software techniques of the project and report initial findings. Completion of the first volume to use these techniques is anticipated in summer 2011.

2:45pm to 3:30pm

Seminar 16: A Year in the Life of a Newbie

Kendra Millis

Level: Basic

An overview of the first year of business for a new indexer, starting shortly after completion of indexing coursework all the way to turning a profit. This session will discuss how to market your services, what first jobs are like, your experiences with subcontracting, and what to do to further your indexing education and improve your indexes. There will be discussion at the end to address questions from others just starting out, and to offer a forum for sharing useful resources and ideas.

3:30pm to 4:00pm

Refreshment Break Exhibits Open

4:00pm to 5:30pm

SIG Meetings

5:30pm to 7:00pm

Reception and Poster Presentations Exhibits Open

Poster: Educating Authors about Indexing – Cheryl Landes

Poster: Thesaurus Creation vs. Index Creation – Heather Hedden

Poster: Table Talk Discussion Topics



Saturday, May 15, 2010

7:00am to 8:30am

Breakfast/Business Meeting

7:30am to 12:30pm

Registration

8:45am to 10:15am

Seminar 17: Getting Paid

Enid Zafran

Level: Basic

Enid Zafran leads a panel of experienced indexers in a discussion of the process of billing and collecting payment from clients. In addition to the formalities of setting a price, invoicing, and tracking payment due dates, the panel will offer advice about coaxing slow payers and avoiding the “dreaded nonpayer.” This practical and frank session is intended for indexers at all levels of expertise.

8:45am to 10:15am

Seminar 18: Indexing for Career-Changers

Carolyn Weaver

Level: Basic

Librarians, technical writers, and other information professionals facing retirement, downsizing, or disillusionment with their current profession often consider indexing as their next career. This session takes a realistic look at the factors needed for a successful transition from working for others to freelance indexing: preparing for an indexing career; moonlighting to gain experience and build a client base; managing a freelance business; networking; financial considerations; the pros and cons of the freelance lifestyle. Freelancing is not for everyone. This session should help you decide whether it's right for you.

8:45am to 10:15am

Seminar 19a: Confessions of an Award-Winning Indexer Part I

Margie Towery

Level: Intermediate/Advanced

Margie Towery takes participants on a tour of her decision making from initial entries to editing the final index. Using material from her two Wilson Award-winning indexes as well as from a more recent scholarly book, she dissects the all-important stuff that indexers love: selecting mains and subs; wording and rewording; editing all along and at the end; maintaining elegance and quality while considering diverse audiences; keeping it simple while allowing for jargon; setting the mood in her office; and letting intuition work in a precise environment. This is a chance to peek inside the head of an experienced back-of-the-book indexer.

Part 1 will focus on “big picture” concepts (e.g., how do we think, index structure, usability)

8:45am to 9:30am

Seminar 20: iGuiders™: A New Web Site Navigation Tool

David Ream

Level: Basic

iGuiders™ online decision technology helps simplify complex online product searches. Guiders complete the search process by picking up where search engines leave off. They take generalized searches and make them personalized and specific. A “Guider” is the first Web-based means of guiding an Internet user through the thought process of a decision. Using a guided decision platform composed of series of questions and answers created by subject matter experts like you, Guiders help people quickly identify what they want, lead them to the exact information they need online, and help them make decisions. With a Guider website visitors no longer get lost in a bunch of irrelevant pages because Guiders personalize the search. Whether the site is a commerce site, content site, community site, a combination of all, or something else entirely, Guiders can help visitors by making their search and decision process quicker.

9:30am to 10:15am

Seminar 21: Working with Subcontractors: Benefits and Perils

Richard Shrout and Kay Schlembach

Level: Intermediate

Working with subcontractors can be an important way to expand your indexing business and increase your income. Richard Shrout and Kay Schlembach are business partners in Potomac Indexing, LLC. They each work with subcontractors on a daily basis. They will explain in detail the benefits and perils of working with subcontractors. Their examples will be based on actual situations.



Saturday, May 15, 2010

10:15am to 10:45am

Refreshment Break Exhibits Open

10:45am to 12:15pm

Seminar 19b: Confessions of an Award-Winning Indexer Part II

Margie Towery

Level: Intermediate/Advanced

Margie Towery takes participants on a tour of her decision making from initial entries to editing the final index. Using material from her two Wilson Award-winning indexes as well as from a more recent scholarly book, she dissects the all-important stuff that indexers love: selecting mains and subs; wording and rewording; editing all along and at the end; maintaining elegance and quality while considering diverse audiences; keeping it simple while allowing for jargon; setting the mood in her office; and letting intuition work in a precise environment. This is a chance to peek inside the head of an experienced back-of-the-book indexer.

Part II will focus on more specific indexing components (e.g., term choices and wording of mains and subs).

10:45am to 12:15pm

Seminar 22: Indexing the Bible

Kate Mertes

Level: Intermediate/Advanced

Some Bibles have indexes, but few are thorough and most cover only the annotations. There are few texts for which a standalone index is a viable project, but the Bible is one, and it's a major need in the field. Come help plan out a major indexing project.

10:45am to 11:30am

Seminar 23: Embedded Indexing in FrameMaker

Cheryl Landes

Level: Intermediate

FrameMaker is the most popular program for creating technical manuals. This program has robust features for creating embedded indexes. In this session, learn how to create embedded indexes in FrameMaker.

10:45am to 11:30am

Seminar 24: How to Handle Illustrative Materials

Max McMaster

Level: Intermediate

Illustrative material in texts serves one of two purposes. In the first instance it is an important adjunct to the text, whereas in the second it is there just as padding or a filler and can largely be ignored. This session addresses the first scenario and will consider how to handle graphs, tables, figures, diagrams, photos,

etc. Do you just consider the captions of these various features or should the indexer provide more in-depth analysis? Further, what is the most useful way of referring to these features in the index?

11:30am to 12:15pm

Seminar 25: ASI Training Course Q&A

This is your opportunity, as current and potential students of ASI's Training in Indexing program to ask questions about course philosophy, content, duration, and anything else you want to know. Exam markers will also be on hand to explain the exam marking and feedback process.

12:15pm to 1:45pm

Lunch/Hines and other ASI Awards

1:45pm to 3:15pm

Seminar 26: CINDEX™ Back to Basics

Maria A. Sullivan

Level: Basic/Intermediate

A session reviewing basic use of the program: keyboarding shortcuts, efficient data entry, editing checks, saving your work, and preparing the final file for your client. We will also devote time to answer your questions with specific demonstrations.

1:45pm to 5:00pm

Workshop 7: SKY Index 7.0

John Bealle

Level: Intermediate

This workshop presents the features of Sky Index 7.0 from the standpoint of creating an index. The focus is on how Sky features are used at the various stages of the indexing process. The major components of the presentation include entering and editing index entries, editing the index, and formatting the index.

3:00pm to 3:30pm

Refreshment Break (Workshop attendees only)

Post-conference Tours

3:30pm to 5:00pm

Walking Tour of Downtown Minneapolis

See page 3 for detailed description

3:30pm to 7:30pm

Twin Cities Highlights Tour

See page 3 for detailed description

Speaker Biographies

Katherine Barber, Canada's "Word Lady," is one of the foremost authorities on Canadian English. She has appeared frequently in all Canadian media to discuss matters of language in general and Canadian English in particular. As Editor-in-Chief of the Canadian Dictionary Department at Oxford University Press, she supervised the publication of two editions of the *Canadian Oxford Dictionary* as well as many other smaller dictionaries.

John Bealle has been indexing for about a decade, focusing on humanities works for university presses. He was a software tester for Sky 7.0 and a contributor in the discussion of the design of new features. He lives in Cincinnati.

Connie Binder began indexing in 1998 and is currently a full-time freelance indexer. Connie has an MLS and is an officer in the Mid- and South-Atlantic Chapter.

Sandi Frank, retired Director of The New York Botanical Garden Press, is currently working on the other side of the desk as a publishing consultant, freelance indexer, mentor, and editor. In addition to teaching "Freelance Indexing" at New York University's School of Continuing and Professional Studies, she has been actively involved with the American Society for Indexing's (ASI) Training in Indexing Course, as an Interim Course Administrator, Exam Grader, and now as the ASI Training in Indexing Course Manager. She divides her time between the northern suburbs of Westchester County, New York, and Cape May, New Jersey, with her husband, two mastiffs, and a cat.

Bonnie Hanks began indexing in 2006 and currently works as a freelance indexer. Bonnie has an MSIS and is a past officer of the Mid and South-Atlantic Chapter.

Heather Hedden provides contract taxonomy and indexing services through Hedden Information Management. She also teaches online and onsite continuing education workshops in taxonomy creation and website indexing through Simmons College Graduate School of Library and Information Science. Heather is the founder and current manager of the Taxonomies & Controlled Vocabularies SIG of ASI, a past manager of the Web Indexing SIG, and past president of the New England Chapter of ASI. She is the author of *Indexing Specialties: Web Sites*, a chapter in *Index It Right: Advice from the Experts, Volume 2*, and *The Accidental Taxonomist* (May 2010).

Virginia Heinrich is a librarian and instructor at Minneapolis Community and Technical College where she teaches courses on library technical services, cataloging, and indexing and abstracting. She has worked on cataloging and indexing projects for the National Institute for Literacy and the American Library Association, and is a training volunteer for Minnesota Opportunities for Technical Services Excellence.

Rudy Hirschmann has over fifteen years of experience in the computer field. It encompasses many aspects of systems development, including systems analysis, systems design, and development management. Prior to this technical career, Rudy was a professor of German literature at the University of Southern California. He is a founder of literary research done with the aid

of computers. As the IT Manager for the Einstein Papers Project at the California Institute of Technology, Rudy is responsible for setting and implementing technical directions of a multi-site computing facility for academic publishing. Among his central responsibilities is to produce camera-ready copy of the Collected Papers of Albert Einstein (CPAE) for Princeton University Press. Rudy's first experience with indexing came two years ago in the preparation of Volume 11 of the CPAE, which combined the indexes of the first ten volumes into a single cumulative index. His role in the project was to write software that automates the process as much as possible.

Becky Hornyak began indexing in 1998 and is currently a full-time freelance indexer. Becky has an MA in Counseling and is an officer in the Mid- and South-Atlantic Chapter.

Steve Ingle is the founder and CEO of WordCo Indexing Services. Steve, who has a background in German and Russian, stumbled upon indexing in 1988 when working for the Modern Language Association and has never looked back. His company currently employs 10 people and is located in a commercial building in downtown Norwich, Connecticut.

Ken Karpinski entered the publishing field from a unique angle — as a four-time published author. He earned certificate degrees in copyediting, project management, and indexing and worked as a freelance indexer and copyeditor for several years following his earlier career path of financial consultant. Ken's strong rapport with academic authors of all stripes, plus his steadfast diplomacy in every conceivable situation, distinguish his tenure with Aptara. Ken handles Cambridge University Press books and has been with Aptara for six years.



Speaker Biographies

Cheryl Landes, an award-winning technical writer, is the owner of Tabby Cat Communications in Seattle. She has more than 19 years of experience as an indexer and a technical writer in several industries: computer software, marine transportation, manufacturing, and the trade press.

She is the Program Committee Coordinator of the Pacific Northwest Chapter of the American Society for Indexing (PNW/ASI), a member of ASI's national Board of Directors, and active in the Society for Technical Communication (STC) on the chapter and international levels. She speaks frequently at ASI and STC meetings throughout the United States and Canada.

Fred Leise has been indexing scholarly works in the humanities since 1995. He has taught extensively on both indexing and taxonomy design, including sessions in Brunei, Malaysia, and Great Britain. He has twice served on the board of ASI, including as President for 2008-2009.

Seth Maislin is a managing partner of Potomac Indexing, an indexing and information services firm, and an independent consultant in information architecture and taxonomy specializing in the construction of usable Web-based hierarchies, knowledge retrieval systems, and indexes. He also served on ASI's national board for 10 consecutive years, culminating with his presidency starting in 2006.

Seth is an adjunct instructor at three Massachusetts colleges and two private companies, and the author of an online course on indexing books and websites. Notable clients include Caterpillar, Converse, Lycos, MIT, Mercedes Benz USA, Microsoft, Pitney Bowes, and the United Nations; his publishing clients are too numerous to mention. He is currently working on a textbook. Seth has two young children (4 and 5), and lives and works near Boston, MA.

Max McMaster has been a freelance indexer for the past 17 years working predominantly on back-of-book indexing, but delving into database and journal indexing as well. He arrived at indexing after spending 19 years in the library and information fields, mainly involved with scientific disciplines in government organizations. He has in excess of 1,750 indexes to his name.

Max lectures on indexing to editing and publishing students and technical communicators at a number of Australian universities. He also runs indexing training courses for the Australian and New Zealand Society of Indexers (ANZSI) and other organizations throughout Australia, New Zealand and Singapore. Max has been fortunate to have been awarded the Australian Society of Indexers Medal (now called ANZSI Medal) for back-of-book indexing on three occasions. He is a Life Member of ANZSI, and is currently a member of ANZSI Council.

Kate Mertes is sole proprietor of Mertes Editorial Services, providing indexing, information retrieval, and editorial expertise for complex, challenging projects in law and the humanities. Kate took her B.A. in medieval studies, a Ph.D. in medieval history, and a post-doctoral degree in theology, and after teaching at university level for several years moved into publishing with a stint at Oxford English Dictionaries. After nine years as a

managing editor of indexing with Research Institute of America, a legal publishing company, Kate started her own business in 1998. She has lived in Alexandria, VA, since 1992. Kate served on the Board of the American Society for Indexing (ASI) from 1998 to 2004, and was President of ASI in 2002-2003; she is currently serving her second presidential term.



Kendra Millis has been indexing since 2008. Before she discovered indexing, she was in a Ph.D. program for Russian and Polish language and literature, and worked for a number of years in the field of international education. She enjoys indexing literary criticism and philosophy, but tries to balance scholarly and trade indexing. She has also recently taken on a number of projects involving early American military history.

Bill Morrison, an indexing supervisor, has been with WordCo since 1999. Bill specializes in indexing reference works and converting existing indexes into CINDEX format. When he is not indexing, Bill works as freelance jazz bass player, performing throughout New England.

Janet Perlman is a 25-year member of ASI. Janet has written for *Key Words* and other indexing journals and is editor of *Running An Indexing Business* (ITI, 2002) and co-editor (with Enid Zafran) of *Index It Right, Vol. II* (ITI 2010). Janet was co-founder of the Arizona Chapter of ASI and has shared her knowledge through workshops given to chapters across the country.

At the national level, Janet has served on or chaired numerous ASI committees, including the ASI/H.W. Wilson Award for Excellence. Janet was the recipient of the Hines Award in 2006. She was the first Course Administrator for the ASI Training in Indexing instructional course (2006-2008), has recently served on the ASI Board of Directors, and is the incoming ASI Treasurer.

Speaker Biographies

Ruth Pincoe has been working as a freelance indexer, editor, and researcher for more than 25 years. She is the winner of the Editors' Association of Canada Tom Fairley Award for Editorial Excellence (1994) and has served as national President for the Editors' Association and ISC/SCI. She presently serves as International Liaison for ISC/SCI, and she is also the Co-coordinator for the Committee of International Representatives of Indexing Societies. Ruth specializes in scholarly books and now works mainly in music, history, art, and literature, but she also has an extensive background in both trade and educational publishing, and she enjoys cookbooks.

David Ream is Leverage Technologies' chief consultant for publishers. He has a B.S. in Engineering and an M.S. in Computer Science from Case Western Reserve University. Mr. Ream has spent over 30 years working with publishers in the areas of typesetting design and production, database creation, editorial systems, and electronic publication design and production. One of Mr. Ream's earliest assignments (in the mid-seventies) involved creating custom programs to sort legal indexes into locator order and then back into alpha order. Since then he has worked on many indexing, abstracting, and thesaurus projects and systems. Currently, indexing projects center around integrating Indexing Research's CINDEX™ into corporate and governmental publishing operations, including web applications. LevTech also performs computer consulting and programming for editorial applications as well as batch composition services.

Alice Redmond-Neal is the in-house specialist in thesaurus construction and knowledge base development for Access Innovations, Inc. Her work in psychology, linguistics, and communication disorders transferred well to the field of information sciences. Alice has created numerous thesauri on topics ranging from general information to highly technical subject matter. As Access Innovations' Training Director, Alice is responsible for coaching clients in the use of Data Harmony software. Alice has written on thesaurus construction and categorization and has presented workshops and lectures at several conferences.

Kay Schlembach has been passionate about teaching beginning indexers for more than a decade. A dedicated, vivacious teacher, Kay is a partner with Potomac Indexing, LLC, and served as an ASI Director, and ASI Training Course committee member and evaluator. Coming from a diverse background, including homeschooling gifted children and real estate appraisal, Kay has been a full-time indexer since 1997.

Richard Shroul has indexed books on computer-related, engineering, and social science subjects for over 15 years. He has served as Secretary and Chair of his local chapter of ASI and has served on the national Board of ASI in various capacities, including Director, Treasurer, and now President-elect. Richard is one of the founding partners and now one of the managing partners of Potomac Indexing, LLC. Prior to retirement from the federal government, Richard served as the Director of Technical Services for a system of federal libraries for over 20 years.

Janyne Ste. Marie has been indexing since 2002 in various topics and using WordEmbed for the last 3-4 years. Her primary use of WordEmbed is for CUP-XML, though she has used it occasionally for regular embedding.

Maria A. Sullivan is a freelance indexer providing technical support services to Indexing Research. She lives and works in Rochester, NY.

Margie Towery has been in publications work for over two decades, and she has been indexing for over 15 years. She won the ASI/H. W. Wilson Award for Excellence in Indexing in 2002 and 2008. Along with various contributions to *Key Words*, she is the editor of *Indexing Specialties: History*, coeditor of *Indexing Specialties: Scholarly Books* (which includes Margie's article "The Quality of a Scholarly Index"), and has essays in the recent *Indexing Specialties: Cookbooks and Index It Right, vol. 2*.

Carolyn Weaver is a former academic health sciences librarian who has been indexing since 1991, specializing in health, behavioral, and social sciences books and journals. She was a moonlighter for nine years before transitioning to full-time freelancing in 2000. A past president of ASI (2007-2008), she is currently chair of the History-Archaeology SIG and a webmaster for ASI and the Business Indexing SIG. In the summer, she can often be found indexing on the road at one of her favorite Pacific Northwest campgrounds.

Diana Witt has been a freelance professional indexer for many years, after beginning her career as an indexer for the *New York Times* index. Diana has an MLS in Library Science from Simmons College, but has spent most of her professional life as an indexer and abstractor. She is very dedicated to the care and feeding of the indexing profession and is excited and challenged by the changes in information science and architecture that have occurred and will continue to happen.

Jan Wright has specialized in embedded indexing since the start of her career in 1991. As a technical writer, she has focused on understanding the needs and processes of publishing with embedded or single sourced indexes. In 2009, she won the ASI/H.W. Wilson Award for Excellence in Indexing for her index to Kvern and Blatner's *Real World InDesign CS3*, the first technical manual to receive that honor. She resides in New Mexico with her husband Chris and three silly cats.

Enid L. Zafran is the owner of Indexing Partners, LLC, which specializes in indexing the subjects of public policy as well as legal, art, history, psychology, and education. She was President of ASI (2004-2005) and has given numerous presentations at ASI conferences both nationally and locally. She has edited *Starting an Indexing Business*, *Indexing Specialties: Law*, and *Indexing Specialties: Scholarly Books*, and writes a regular column on indexing style for ASI's newsletter *Key Words*.



Lodging and Transportation

Conference Location

Minneapolis Marriott City Center

Located in the heart of Minneapolis, the hotel is situated close to shopping, restaurants, live theatre, and museums.

30 South 7th Street
Minneapolis, MN 55402
Phone: 612-349-4000
Fax: 612-332-7165

Reservations

- By phone at 800-266-9432
- Book [online](#)

Reservation Deadline: April 20, 2010

Group Code: American Society for Indexing

ASI has reserved a block of sleeping rooms at a deeply discounted rate. This allows ASI the use of the meeting and exhibit space at a great discount. Your support in staying at the Marriott helps to keep ASI's meeting and membership costs down.

All rates for single/double/triple/quad occupancy

- Standard Room: \$105
- Executive King: \$125
- Concierge Room: \$135
- Bi-level Suite: \$185

Call 1-800-266-9432 and ask for the American Society for Indexing group rate. Or make your [hotel reservations online](#).

Parking

- On-site parking: \$19
- Valet parking: \$28
- Off-site parking: \$5 hourly, \$19 daily

*The front desk sells discount parking vouchers. Special weekend and hourly rates apply for self off-site parking.

Light Rail

One block away from the light rail stop on the Nicollet Mall. Take the LRT (Light Rail Transit) from the Minneapolis Airport to the Nicollet Mall. The Minneapolis Marriott City Center is one block away. One way pass costs as little as \$1.75 and goes up to \$2.25 depending on the time of travel.

Driving directions from Minneapolis Airport:

Minneapolis-St Paul – MSP

- Hotel direction: 8 miles NW
- Driving Directions: Take I-494W to 35W North. Follow Downtown Exit sign, follow 5th Avenue three blocks to 7th Street, turn left on 7th. Hotel is 5 1/2 blocks on right.
- Alternate transportation: Super Shuttle; fee: \$18 (one way); reservation required. 1-800-258-3826; www.supershuttle.com
- Bus service, fee: \$2.25 (one way)
- Estimated taxi fare: \$35 (one way)

Contact Information

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