

The Pacific Northwest Chapter of the American Society of Indexers

presents:

2008 Fall Meeting



Saturday, August 23, 2008
Bastyr University
Hemlock, Room #1062
14500 Juanita Drive NE
Kenmore, Washington

Agenda

Friday, August 22

6 p.m. Dinner (The cost is not included in the registration fee.)
Royal India
9714 Juanita Drive N.E.
Kirkland, WA 98034

Saturday, August 23

8 a.m. Registration and Continental Breakfast

8:30 a.m. Welcome/Business Meeting and Volunteer Recognitions

Cheryl Landes

9:45 a.m. Break

10 a.m. Trends in Indexing: the Long Tail or the End of the Tale?

Jan Wright

In this session Jan will be talking about being at the end of the line, but she doesn't mean indexing as a profession is going away. Come hear how niches, maniacs, money, time, and space are going to affect how we get work, and who is going to get indexing done in a Google and NetFlix age. Jan will bring together ideas and theories from indexing and non-indexing sources. A lively discussion will be included.

Jan Wright has been indexing since 1991, and has a background as a librarian and as a book production specialist. She has worked on indexes, taxonomies, controlled vocabularies, and knows most of the page layout packages that are used to create books these days. She specializes in embedded and technical indexing, and has used everything from Cindex to Excel to XML to create retrievable indexing.

NOTE: A break will occur midway through this session. Jan will determine the best point to take this break.



Saturday, August 23 (continued)

- noon Lunch (vegetarian buffet in Bastyr University's cafeteria)
- 1:30 p.m. **How are Portable Document Files (PDFs) used in indexing?**
Learn how PDFs are used in a variety of index subject areas during this lively discussion.
Ed Rush, formerly a Silicon Valley technical writer, now lives in Boise, Idaho. After years of indexing his own and his group's manuals, he began indexing commercially in 1998. He began serious pursuit of freelance indexing work in 2001 and is currently vice-president of ASI's Pacific Northwest Chapter. He also plays hockey, constructs crossword puzzles, and writes limericks for OEDILF.
Carolyn Weaver, an Eastside resident since 1987, is the owner of Weaver Indexing Service, specializing in health, behavioral, and social science books and journals. She was an academic medical librarian for more than 35 years.
Jan Wright's bio is on page 1, and **Enid Zafran's** is located below.
Cheryl Landes is a full-time technical writer and indexer for Phoenix Controls Corporation, an airflow controls manufacturer in the Boston area. She began both careers in 1991 and has maintained these roles simultaneously in a variety of industries, ranging from marine transportation to computer software. She has worked in her current position since 2001. She also serves as the president of the Pacific Northwest Chapter.
- 2:15 p.m. Break
- 2:30 p.m. **Legal Indexing Workshop**
This three-hour workshop will explain how legal indexes differ from other indexes and review the steps in creating a legal index, including term selection. Special types of cross-references that are expected in legal indexing will be covered. Treatment of cases, especially the rules that govern their sorting, will be described.

Enid has headed the in-house departments of two legal publishers and has worked with all the major U.S. legal publishers, as well as with state and federal government agencies. Workshop attendees will benefit from her extensive experience in training legal indexers and will learn from hands-on exercises.
NOTE: Breaks will occur during this workshop. Enid will determine the best points to take these breaks.
- 5:45 p.m. Program Wrap-up
- 6:30 p.m. Dinner (The cost is not included in the registration fee.)
Fortune Inn (Chinese)
6825 NE 170th Street
Kenmore, WA 98028

- Ed Rush,
Carolyn
Weaver, Jan
Wright, and
Enid Zafran
Moderated by
Cheryl Landes
- Enid Zafran
- Cheryl Landes

Sunday, August 24

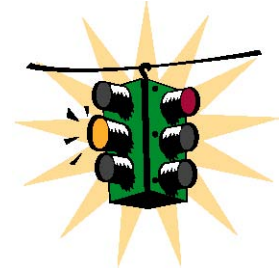
- 9 a.m. PNW/ASI Board Meeting
The location will be announced at the chapter meeting on August 23. All PNW/ASI members are encouraged to attend.

Directions

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

Southbound on I-5 (from Vancouver, BC)

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



Northbound on I-5 (from Portland)

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

Southbound on I-405

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

Northbound on I-405 (from the airport)

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

Once on I-405 North:

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

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

WARNING:

Traffic on I-405 is unpredictable, especially from Southcenter (now Westfield Mall) to I-90. Heavy traffic and slowdowns can happen outside of rush hours (7-9 a.m. and 4-6 p.m. weekdays). Allow extra time if you plan to travel on this major highway.

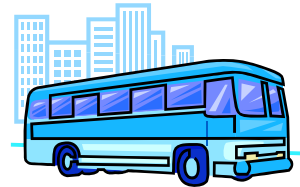
Transportation

Buses (Mass Transit)

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

Taxis and Shuttle Services

The Seattle area has a host of cab companies, but the two that provide the best service are **Orange Cab**, (206) 522-8800, and **Farwest Taxi**, (206) 622-1717. One word of caution: The cab companies in the Seattle area charge for "wait time," an extra fee per minute while waiting for traffic lights to turn green or when traveling less than 10 miles (16 kilometers) per hour in traffic. To reduce these charges, try to take a cab before or after rush hour.



Shuttle Express is the major airport shuttle service in the Seattle area. It provides door-to-door service from Sea-Tac Airport to your hotel, home, or office and vice-versa. When scheduling rides to the airport, plan for a pick-up at least two hours in advance (also remember to add time to get through the security checkpoints at the airport). For fees and reservations, call (206) 622-1424 or toll-free, (800) 487-7433.

Airport Express provides shuttle service from the airport to downtown Seattle sites only. For more information, call (206) 628-6088.

Other Numbers

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

Airlines:

Air Canada, (888) 247-2262
Alaska, (800) 252-7522
Delta, (800) 221-1212
Horizon, (800) 547-9308
Northwest/KLM, (800) 225-2525
Southwest, (800) IFLYSWA [(800) 435-9792]
United, (800)822-2746



Need a ride?

Check the Pacific Northwest Indexers Listserv (INDEX-NW) at indexing@lyris.pnl.gov for more information or contact Candace Hyatt at candace@hyattindexing.com.

Lodging

Indexer Inns and a wide variety of hotels are available near Bastyr University.

Indexer Inns

Indexer Inns are local folks with a spare bed or couch to offer. These were created in 1999 to help out-of-towners reduce travel costs and network with other Pacific Northwest indexers. If you are interested in hosting or staying in an Indexer Inn, contact Candace Hyatt at candace@hyattindexing.com.

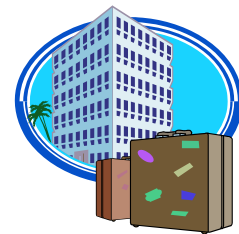
Hotels/Bed and Breakfasts

We have reserved a block of rooms at the Baymont Hotel, which is 5.4 miles east of Bastyr University. The rates are \$86 per room plus tax for one king bed and \$88 per room plus tax for two queen beds. The rate includes free Internet access and a free continental breakfast. Two restaurants—a coffee/sandwich shop open for breakfast and lunch only and a Shari's that's open 24 hours—are in the hotel's parking lot.

To take advantage of these rates, reserve your room by August 1. After that, the regular hotel rates will apply. Call the number below to make your reservation, as these rates will not be granted if you go through Baymont's Web site.

Also, when you call, tell reservations that you're with the "Pacific Northwest Chapter" to receive the discounted rates referenced above.

Baymont Hotel
12223 NE 116th Street
Kirkland, WA 98034
(425) 822-2300



Other Hotels Near Bastyr University

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

Comfort Inn (5.9 miles, 9.4 kilometers)
12204 NE 124th Street, Kirkland
(425) 821-8300
\$109.99-179.99 per night

Motel 6 (6 miles, 9.6 kilometers)
12010 120th PI NE, Kirkland
(425) 821-5618
\$62.99 per night

Residence Inn by Marriott (6 miles, 9.6 kilometers)
11920 NE 195th, Bothell
(425) 485-3030
\$149.99-219.99 per suite/night

NOTE: This hotel is currently undergoing a full renovation but is open for business.

Comfort Inn and Suites (6.3 miles, 10.1 kilometers)
1414 228th St. SE, Bothell
(425) 402-0900
\$115.99-125.00 per night

Extended Stay America (7.6 miles, 12.2 kilometers)
923 228th St. SE, Bothell
(425) 402-4252
\$104.99-119.99 per night

Best Western Alderwood (8.1 miles, 13 kilometers)
19332 36th Avenue W, Lynnwood
(425) 775-7600
Prices start at \$120.99 per night

Attractions

A guide to tourist activities will be posted on the PNW/ASI Web site shortly. Check the INDEX-NW listserv and INDEX-L for more details.

Registration Form

Yes, I plan to attend the PNW/ASI 2008 Fall Meeting!

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

Early registration (received by August 10):

- \$70 for ASI and ISC members
 \$85 for non-members

Regular registration (received after August 10):

- \$100 for ASI and ISC members
 \$115 for non-members

Is this your first PNW/ASI meeting? If it is, you can register at a special \$55 rate. To take advantage of this discount, registrations must be received by August 15.

TOTAL AMOUNT SENT WITH REGISTRATION: \$ _____

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

Registration information:

Name: _____

Address: _____

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

Phone: _____ Cell Phone: _____

E-mail address: _____

Membership in: ASI ISC None

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

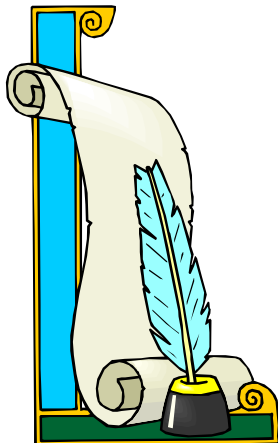
Lunch on Saturday, a vegetarian buffet, is included in your registration fee. Note that as a naturopathic university, *Bastyr serves only vegetarian products.*

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

On Friday? Yes No

On Saturday? Yes No

Will you be attending the board meeting on Sunday? Yes No



Send this registration form and your check to:

Scott Smiley
Treasurer, PNW/ASI
8906 NE 136th Avenue
Vancouver, WA 98682-3059
scottsmiley@earthlink.net

*Cancellation policy: Cancellations before August 15 receive a 75% refund.
Refunds will not be given after August 15.*