

The Pacific Northwest Chapter of the American Society of Indexers

presents:

2006 Spring Meeting

Saturday, April 1, 2005
Baker Downtown Center, University of Oregon
975 High Street, Eugene, OR

Friday, March 31

4:00 p.m. Peer Review at Martha Osgood's home
2845 University St, Eugene

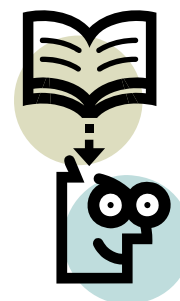
The PNW/ASI Spring Meeting's Peer Review will meet at Martha Osgood's home, in the back yard and/or in the living/dining room, depending on the numbers who come and the weather. There'll be lemonade and other pre-prandial refreshments available.

2845 University St, Eugene, OR 97403

Nearest large cross streets: 30th and Hilyard (southeast)

541-484-1180 if you get lost

The peer review is almost a tutoring experience for most indexers, with insights taking place on all sides and at all skill levels. Bring four sets of an index you have written (choose a shorter one, eliminate most of the names from it, review one set yourself, heavily, in red pen). Alternatively, bring four sets of an index you find in a published book in the field in which you'd like to be indexing (review one set yourself, heavily, with a red pen). Our purpose is to discuss why the indexer made the decisions he did in that index and what other options might be available. Discussion is always lively, fun, and an excellent way to get to know other indexers.



Saturday, April 1

8:30 a.m. Registration and Continental Breakfast



9:00 a.m. Welcome

Colleen
Dunham

9:15 a.m. Business Meeting

Facilitated discussion on community relations/marketing activities. Handouts of committee reports

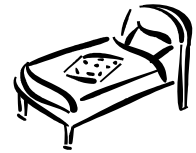
David Billick,
Sherry Smith,
Jane
Henderson

10:15 a.m. Panel Discussion on Embedded Indexing

More and more publishers are requiring indexers to embed their index entries within the text of documents. Indexers have found the embedding process awkward, inefficient, and prone to error. Our panel brings publishers, indexers, and software providers to the table to discuss the problems and opportunities associated with embedding.

Kari Brooks-Copony is currently the Assistant Production Director at Apress, Inc., and formerly the Managing Editor of Game Books at Sybex, Inc., both computer-book publishers in the San Francisco Bay Area. For the last decade, she has helped publishers and design companies standardize and streamline processes within indexing, archiving, composition, illustration, editing, and proofreading. She makes her home in Portland, OR.

Patricia Masserman has over 20 years of experience in electronic publishing. She works for Microsoft Learning, the publishing division of Microsoft Corporation. With experience as a proofreader, copyeditor, and indexer, Patricia currently spends most of her time as indexing coordinator. For the last year and a half, she has been involved in developing a new embedded indexing process that combines the benefits of embedding in Microsoft Word files and using standalone indexing software. She lives in Bellevue, WA.



Lucie Haskins became a freelance indexer in 2000 after a long career in the computer industry. She is the current chair of the Colorado Area Chapter, a member of the ASI Webmaster team, and on the national ASI board. For more information on embedded indexing, visit her web site, especially the Resources page: <http://www.luciehaskins.com>.

Frances S. Lennie heads up Indexing Research which develops and markets CINDE[®] indexing software, with versions available for both Windows and Macintosh platforms. As a full-time indexer for more than 25 years, Frances has considerable familiarity with the changing needs of clients' book production processes.

Gale Rhoades has been assisting indexers with technical issues for more than a generation. In addition to being the North American publisher of the Macrex Indexing Program, she is a consultant who specializes in making the use of computers more like toasting bread than like rocket science.

(On behalf of SKY Software). Kari Kells, co-author of *Inside Indexing*, has been teaching indexing for 10 years, but it was at ASI's national conference in 2005 that she made her debut teaching SKY Index Professional workshops with Kamm Schreiner of SKY Software.

Frances
Lennie,
Gale Rhoades,
Kari Brooks-
Copony,
Kari Kells,
Lucie Haskins
Patricia
Masserman

10:45 a.m. Break

11:00 -
12:30 Panel Discussion on Embedded Indexing Continued



12:30 p.m. Lunch with Speaker Greg Stine on "The Dumb Marketing Things We Do!"

Indexers never do dumb stuff, right? WRONG! Greg will challenge us on our marketing programs. According to him, learning about marketing often takes the form of dumb mistakes.

Greg Stine is the president and CEO of Polaris, Inc., a West Coast-based marketing and branding firm with clients across the country. With over 20 years of experience in marketing and business management, Stine specializes in helping mid-sized businesses define their message and their market. He is also a frequent speaker at national conferences and contributor to various business publications.

Greg Stine



1:30 p.m. - 2:15 p.m. Embedded Indexing Hands-On Practice



Opportunity to try out embedding features of software packages. Laptops and practice files will be available for practice.

2:15 p.m. Break

2:30 p.m. American Society of Indexers President, Maria Coughlin: Discussion of ASI National issues

Maria will discuss issues facing the Society today and will take questions from the audience related to ASI, in particular questions and concerns related to the ASI Training Course and Credentialing of indexers.

Maria Coughlin is the current president of the American Society of Indexers. She is president and CEO of Coughlin Indexing.

Maria Coughlin



4:00 p.m. Program wrap-up

6 p.m. Networking Dinner (cost not included in registration)

McGrath's Fish House
1036 Valley River Way, Eugene
541-342-6404; <http://www.mcgrathsfishhouse.com/>

Colleen Dunham

Sunday, April 2

8 a.m. PNW/ASI Board Meeting and Breakfast

David Billick

Eugene Hilton
66 East 6th Avenue, Eugene
Just east of the Hult Center for the Performing Arts and two blocks south of the train depot.
541-342-6653 (restaurant); 541-342-2000 (hotel)

PNW/ASI members are welcome to attend this meeting with the Board and chapter leaders. The cost of breakfast is not included in the registration fee.

Environmental Issues

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

Directions

The Baker Downtown Center is located at 975 High Street in Eugene. The Campus Inn Motel is right behind it.

Directions from Interstate 5 North or South:

(Locals know The Baker Downtown Center as "The old Register-Guard Building.")

- Take exit 194B onto I-105 westbound
- Take exit 2. That exit divides, so stay to the left and follow the signs for downtown and city center
- After crossing the bridge over the Willamette River, take 8th Avenue exit. Turn left (south) onto Pearl Street (the second light)
- Go two blocks to 10th Avenue and turn left (east).
- Cross High Street and pass the Baker Center on the corner of 10th and High, pass the alley and turn left into the parking lot.
- The entrance is on 10th Ave.



The Baker Downtown Center is conveniently located near the LTD main Transit Station between 10th and 11th Avenues and Oak and Olive Streets. A map is available at http://center.uoregon.edu/general/bdc_map.php

Parking permits will be supplied to those who are driving to the meeting. The procedure on Saturday morning will be to park at the center, pick up your permit, and put it on your car.

Transportation

Amtrak (Train)

433 Willamette Street, Eugene
(800) 872-7245; <http://www.amtrak.com/>

Amtrak has connections from the north arriving in Eugene on Friday at 1:40pm, 5:05pm, and 8:05pm. The station is conveniently located downtown and within approximately 8 blocks of the motel and conference center.

Buses (Mass Transit)

The Lane Transit District (LTD) provides public mass transit service by bus throughout the Eugene-Springfield metropolitan area, as well as Junction City, Coburg, Veneta, Thurston, McKenzie Bridge, Lowell, and Cottage Grove. Fares are \$1.25 one-way or \$2.50 for a one-day pass. Day passes can be purchased from the bus driver. For more information about schedules, routes, and fares, call (541) 682-5566 or visit LTD's Web site at <http://www.ltd.org/>.

Taxis and Shuttle Services

- Budget Taxi, (541) 683-8294
- Emerald City Taxi, (541) 686-2010
- V.I.P. Taxi, (541) 484-0920
- Express Cab Company and Shuttle, (541) 341-8444
- Yellow Cab, (541) 746-1234 or (541) 343-7711



Need a ride?

If you will need a ride from the airport or the downtown train station to the motel or to the Indexer Inn where you are staying, please contact Sandy Farrell to make arrangements several days to a week before you arrive. We'll make sure you get around while at the conference, and back out to your major transportation venue at the right time. Sandy can be reached at (206) 769-9649 or sfindexing@yahoo.com.

Other Numbers

Greyhound Bus Lines (987 Pearl Street, downtown Eugene), (800) 231-2222
Oregon Coachways, Inc. (serves Eugene-Medford-Ashland, Portland-Astoria), (800) 814-2902

Airlines:

Air Canada, (888) 247-2262
America West, (800) 235-9292
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) 241-6522

Lodging

Indexer Inns and a wide variety of hotels are available near the University of Oregon campus.

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 Sandy Farrell at (206) 769-9649 or sfindexing@yahoo.com.



Hotels/Bed and Breakfasts

Campus Inn

390 West Broadway
Eugene, OR 97401
(800) 888-6313 or (541) 343-3376
<http://www.campus-inn.com/>
\$58.00 plus tax (Ask for the "Pacific Northwest Indexer Group Rate".)

PNW/ASI has reserved a block of ten rooms at the Campus Inn, which is next door to the Baker Conference Center for March 31 & April 1. The deadline to reserve a room at the group rate is March 19, after which the reserved rooms will be released to other guests.

Registration Form

Yes, I plan to attend the PNW/ASI 2006 Spring Meeting!

My check or money order made payable to PNW/ASI (in U.S. dollars) is enclosed for (select one):

Early registration (received by March 19):

- \$55 for ASI and IASC/SCAD members
- \$65 for non-members

Regular registration (received after Mar. 19):

- \$65 for ASI and IASC/SCAD members
- \$75 for non-members

Sorry, we cannot accept credit cards.

Registration information:

Name: _____

Address: _____

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

E-mail address: _____

(E-mail address used for late breaking meeting info; also published in the directory of attendees distributed at the meeting)

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

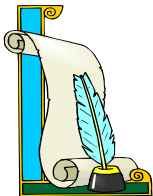
Saturday lunch is provided. The menu includes fresh salads intended appeal to vegetarians and carnivores.

R.S.V.P. for optional events (meals are not included in registration fee.)

Will you be joining us for the Peer Review on Friday? Yes No If yes, number of attendees: _____

Will you be joining us for dinner on Saturday? Yes No If yes, number of attendees: _____

Will you be attending the Board Meeting on Sunday? Yes No If yes, number of attendees: _____



Send this registration form and your check, payable to PNW/ASI, to:

Scott Smiley, PNW/ASI Treasurer
2402 NW Schmidt Way, Apt. 192
Beaverton, OR 97006-4658
scottsmiley@earthlink.net

Cancellation policy: Cancellations before March 19 receive a 75% refund.
No refunds after March 19.