

**The Pacific Northwest Chapter of the  
American Society of Indexers**

presents:

**2008 Spring Meeting**

**Friday and Saturday, March 7-8, 2008**

Lane Community College  
Center for Meeting and Learning  
4000 East 30th Avenue  
Eugene, Oregon

<u><b>Agenda</b></u>	
<b>Friday, March 7</b>	
<b>12:45 p.m.</b>	<b>Registration</b>
<b>1 p.m.</b>	<b>Welcome, introductions, and business meeting</b>
<b>1:45 p.m.</b>	<p><b>The Business of Getting Business</b>, by Sherry Smith</p> <p>One of the most common methods of building an indexing business is through referral networks. Each person's network is built slowly through peer reviews, on-line discussions, and chapter activities. Today's session offers an opportunity for all to show their work and to share their approaches to publisher relationships.</p> <p>This is not a peer review, but we will share one-page index copies in small groups to become more familiar with the indexing styles and subject areas of other chapter members. Please bring 15 copies of one page of an index. Include the title of the book as well as your name and email address. We will share these in small groups so that you can become more familiar with the indexing styles and subject areas of other chapter members. Bring 30 more copies if you wish to share with the larger group.</p> <p>Be prepared to discuss the following questions.</p> <ol style="list-style-type: none"> <li>1. What subject areas do you index? Which are your priorities?</li> <li>2. Without using names, tell us about a publisher that you work with. What do you like/dislike about this relationship?</li> <li>3. If you haven't worked with a publisher yet, tell us about someone else that you have worked with. What do you like/dislike about this relationship?</li> <li>4. Tell us about one of the difficult decisions associated with this index.</li> </ol> <p><b>Sherry Smith</b> discovered the indexing profession as a third career in the mid-1990s. Since then, she has worked as a freelancer who specializes in scholarly books that cover a variety of subject areas.</p> <p>During her indexing career, she has served American Society of Indexers (ASI) at the regional and national level. In the Pacific Northwest Chapter of ASI, Sherry has been an officer and continues to coordinate several of the chapter's committees. At the national level, she has served on the Wilson Award Committee and written articles for <i>Key Words</i>.</p> <p>Sherry also provides basic indexing tutorials and offers workshops for advanced indexers.</p>

3:10-3:25 p.m.	<b>Break</b>
3:30 p.m.	<p><b>Indexing Problems: Share Your Approach</b>, by Sherry Smith</p> <p>This session will be a large group discussion of the strategies we use for solving recurring indexing problems. We will cover as many of these topics as possible and add more if there is time:</p> <ul style="list-style-type: none"> <li>–handling the metatopic</li> <li>–using "and" in subheadings</li> <li>–the mechanics of indexing end notes</li> <li>–the multitude of approaches to author name indexes</li> <li>–solving the gathering problem when each paragraph has six terms</li> <li>–creating entries for something that isn't explained in words</li> <li>–handling repetitive information</li> </ul>
4:45 p.m.	<p><b>Session wrap-up</b></p> <p>Note: You can leave papers and things in the meeting room overnight, but we are not responsible for their safety.</p>
6 p.m.	<p><b>Networking dinner</b></p> <p>Gateway Chinese restaurant, 3198 Gateway Street, Springfield (cost not included in registration)</p>
<b>Saturday, March 8</b>	
9 a.m.	<p><b>Taming the Wild Project List: Organizing Tools for the Complex Life</b>, by Do Mi Stauber</p> <p>Indexers are notorious for the complexity of their lives. Besides juggling multiple professional deadlines and managing the usual home and community responsibilities, we tend to be deeply involved in many other creative interests. Popular workshop presenter Do Mi Stauber, a connoisseur of time management systems for many years, has found a combination of organizing tools that enables her to excel in many areas of her multifaceted life. Among the strategies covered in the workshop are:</p> <ul style="list-style-type: none"> <li>–A flexible task organization system that promotes calm and clarity by creating conceptual homes for all of your tasks, projects, and ideas</li> <li>–Mindmapping techniques for brainstorming, planning, and collecting information, using the natural strengths of the creative brain</li> <li>–Strategies for welcoming multiple interests and projects and integrating them into a sane and balanced life</li> </ul> <p>Wilson Award winner <b>Do Mi Stauber</b> has been indexing for 21 years. Her book, <i>Facing the Text: Content and Structure in Book Indexing</i>, has become a standard in the indexing field. She has taught workshops in several fields for many years, and her <i>Facing the Text</i> workshop was a hit on the ASI chapter circuit. Do Mi has embraced her nature as a person with multiple interests who will never settle for just one passion. Her life includes many interests, including colored pencil painting, art teaching, choral music, guitar, and family responsibilities.</p>
11-11:15 a.m.	<b>Break</b>
1 p.m.	<b>Adjournment</b>
1:30 p.m.	<p><b>Networking luncheon</b></p> <p>Hometown Buffet, Gateway Mall, Springfield, next door to Kohl's (cost not included in registration)</p>
2:30 p.m.	<p><b>Board meeting</b></p> <p>Everyone is welcome to remain at the Hometown Buffet for the PNW ASI board meeting.</p>

## Environmental Issues

Because some chapter members have medically-diagnosed chemical allergies, 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 soaps on the day of the meeting. All meeting rooms are, of course, smoke-free.

## Directions

Lane Community College Center for Meeting and Learning is at 4000 E. 30th Avenue, on the east of Eugene, Oregon. To get there:

- **From Interstate 5**—Take exit 189 (30th Avenue) and follow the signs a quarter-mile to Lane Community College, on your left.
- **From Eugene**—Head east on 30th Avenue and follow the signs to LCC, on your right.

A MapQuest map is available at <<http://tinyurl.com/28wl39>>.

Once at LCC, park in lot C or D (free). Go to room 220 of building 19, the Center for Meeting and Learning.

## Lodging

We have reserved a block of 15 rooms at the Quality Inn in nearby Springfield, for March 7-8. The reservation is under "Pacific Northwest Indexers." The nightly rate is \$74.99 plus tax, which includes continental breakfast and wireless Internet access. To guarantee this rate, you must make your reservation by Saturday, March 1.

Quality Inn  
3550 Gateway Street  
Springfield, OR  
541-726-9266

For more information about the Quality Inn, go to <<http://tinyurl.com/2dv6vw>>. Please note that if you make a reservation through the Web site, you will not receive the special negotiated room rate above. Call the Quality Inn directly to receive the discounted rate. A map for this Inn is at <<http://tinyurl.com/2h9nbt>> (MapQuest). There are numerous restaurants within a short walking distance.

Lists of other nearby lodgings are at <<http://tinyurl.com/2dv6vw>> (MapQuest), <<http://tinyurl.com/3da6bx>> (Hotels.com) and <<http://tinyurl.com/38bh5v>> (Expedia). Some of the nearby places are:

- Super 8, 3315 Gateway, 5.2 miles from LCC, 541-746-1314, rates from \$65
- Comfort Suites, 969 Kruse Way, 4.7 miles from LCC, 541-746-5359, rates from \$114
- Best Western, 971 Kruse Way, 4.7 miles from LCC, 541-726-4769, rates from \$93
- Courtyard by Marriott, 3443 Hutton St, 4.75 miles from LCC, 541-726-2121, rates from \$139
- Holiday Inn Express, 3480 Hutton St, 4.8 miles from LCC, 877-410-6681, rates from \$117
- Motel 6, 3752 International Ct, 5.1 miles from LCC, 541-741-1105, rates from \$60

## 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 Maria Sosnowski at [maria@index-plus.com](mailto:maria@index-plus.com).

# Lane Community College Main Campus

4000 East 30th Avenue • Eugene, Oregon 97405 • (541) 463-3000

Map revised 1/2006



## Future Meetings

Our fall 2008 meeting is scheduled Saturday, August 23, at Bastyr University, 14500 Juanita Drive NE Kenmore (Seattle area), Washington. Topics include:

- Trends in indexing with Jan Wright
- Panel on using PDFs in indexing, moderated by Cheryl Landes
- Half-day legal indexing workshop with Enid Zafran

More information will be posted on the <<http://www.pnwasi.org/>> Web site as it becomes available.

Our spring 2009 meeting will be merged with the national ASI conference, April 23-25, at the Doubletree Hotel near Lloyd Center in Portland, Oregon. More information will be posted on the <<http://www.asindexing.org/site/conferences/conf2008/index.shtml>> Web site as it becomes available.

The fall 2009 meeting will be in Richland, Washington.

## Registration Form

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

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

- \$70 for ASI and Indexing Society of Canada (ISC) members (\$100 after February 29)
- \$85 for non-members (\$115 after February 29)
- \$55 for first-timers

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 February 29.

**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:

Will you be joining us for networking meals? (Meals are not included in your registration fee.)

Friday evening?  Yes  No

Saturday lunch?  Yes  No

Will you be attending the board meeting on Saturday afternoon?  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 February 29 receive a 75% refund. Refunds will not be given after February 29.*