

The Pacific Northwest Chapter of the American Society for Indexing

presents:

2011 Fall Meeting



Saturday, October 22, 2011
Water Education Resources Center
4600 SE Columbia Way
Vancouver, Washington

Agenda

Friday, October 21

6-7:30 p.m. Dinner (cost not included in registration)

We are planning to gather for drinks and an informal pub-style dinner at McMenamin's on the Columbia River, about a mile west of the Water Resources Education Center (<http://www.mcmenamins.com/299-mcmenamins-on-the-columbia-home>). If you would like to join us, please RSVP on the registration form on the last page of this packet so that we have an accurate headcount.

Saturday, October 22

9:15-9:45 a.m. Registration and Continental Breakfast

9:45-10:45 a.m. Welcome/Business Meeting/Volunteer Recognitions

Ann Yager and
Sherry Smith

10:45-11:15 a.m. Experiences Writing World War II Memoirs

Jim Keeffe

Jim Keeffe, author of *Two Gold Coins and a Prayer: The Epic Journey of a WWII Bomber Pilot and POW*, shares his experiences writing his father's memoirs. *Two Gold Coins and a Prayer* has won several awards, including the 2011 IBPA Benjamin Franklin Award for Autobiography/Memoir, the 2011 Next Generation INDIE Book Award for Memoir (Historical/Legacy/Career). The book was also just named a finalist in the Military Writers Society of America's "Air Force" category.

For more information about Jim and his book, visit <http://www.appellpublishing.com/>.

11:15 a.m.-12:45 p.m.	Marketing Workshop (presentation segment)	Madge Walls
	<p>Building an indexing business is a major challenge, and it never stops. We're marketing to editors, production managers, and authors who we will never meet in person and who have no reason to use our services over some other anonymous person's. During her long career in real estate, Madge Walls learned to be a fearless and organized prospector. In this workshop, you'll learn to break down the process into small, manageable pieces to remove the intimidation factor. We'll focus on getting set up, identifying sources of business and where to find them, keeping records, what to say and to whom, making your pitch distinctive, follow up, rewards to keep you going, and much more. Input from participants is welcome; we will all learn from each other. Madge has presented this workshop at the national ASI conference in Portland in 2009, and at Chicago/Great Lakes Chapter in 2010. And she knows a whole lot more now than she did then!</p> <p>When she was laid off from her job as Director of Sales for a new home builder in Colorado Springs in 2006, Madge Walls decided it was time to turn her career toward her true interests: writing and associated endeavors. By chance, she learned about indexing as a career and decided to investigate. Five years later, she is a full-time freelance indexer, working for publishers, packagers, and authors worldwide. She lives in Wilsonville, Oregon, and enjoys reading, walking, swimming, and writing fiction. She taught real estate licensing school on Maui for 6 years and has published four books. Her next novel will be out later this year.</p>	
12:45-2 p.m.	Lunch (catered onsite)	
2-3 p.m.	Marketing Workshop (continued)	Madge Walls (facilitator)
	<p>In this segment, Madge is facilitating a discussion, where we will share our experiences with promoting ourselves and our businesses. Madge is also asking selected veteran indexers who will attend to talk briefly about their experiences with blogging, social networking, and some unusual approaches that were successful.</p>	
3-3:15 p.m.	Break	
3:15-5:30 p.m.	The Problems of Indexing	Sherry Smith (facilitator)
	<p>This session will be a large group discussion facilitated by Sherry Smith. We will share the strategies we use for solving some of the recurring indexing problems we encounter. Those problems include space limitation decision-making, the inconsistencies associated with multi-author books, chart and table information, cover letters with index submission, name changes for the same object, the metatopic, and scheduling overlapping projects. This session will be fun, invigorating, and enlightening.</p>	
	<p>Sherry Smith, a freelance indexer for over 15 years, discovered the profession after earlier careers in psychology, business, and word puzzle writing. She specializes in scholarly books that cover a variety of subject areas including economics, environmental studies, history, correspondence collections, agriculture, political science, and art collections. She is an active member of the Pacific Northwest Chapter, serving as an officer, assisting with the Publishers Honor Roll, and coordinating the Pro Bono Program and the Volunteer Recognition Program.</p>	
	<p>At ASI's national level, she has served on the Wilson Award Committee and written articles for <i>KeyWords</i>. Other publications include <i>Inside Indexing: The Decision-Making Process</i>, written with Kari Kells, and a</p>	

chapter in the upcoming *Indexing Names*. In her spare time, she hikes with a camera and binoculars.

NOTE: Sherry will determine an appropriate point to take a break during this session.

5:30-5:45 p.m.

Wrap-up

6 p.m.

Dinner (cost not included in registration)

Thai Orchid, 1004 Washington Street, Downtown Vancouver
(<http://www.thaiorchidvancouver.com/>)

During dinner, raffle items to raise money for our Publishers Outreach Program will be on display and tickets can be purchased. We will hold the drawing for these items during dessert.

Sunday, October 23

9 a.m.

Board Meeting

Everyone is welcome. The location will be announced at the chapter meeting on Saturday.

Environmental Issues

Because a number of 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

The Water Education Resources Center is located at 4600 SE Columbia Way in Vancouver, Washington. To get there:

- **From Interstate 5**—From Interstate 5, take state Highway 14 to Exit 1, bearing right. Turn east (left) at the Columbia Shores intersection onto SE Columbia Way and continue to head east about 3 miles. Follow the signs at the turnaround to the Center.
- **From Interstate 205**—Take state Highway 14 west to Exit 1 toward the Vancouver National Historic Reserve. Turn left onto Columbia House Boulevard and follow Columbia under the railroad tracks to the Columbia Shores intersection. Turn east (left) at the Columbia Shores intersection onto SE Columbia Way and continue to head east about 3 miles. Follow the signs at the turnaround to the Center.



More information about the Water Education Resources Center is available at <http://www.cityofvancouver.us/watercenter.asp?waterID=25038&waterSubID=27437>.

Lodging



The Red Lion at the Quay in Vancouver, located at 100 Columbia Street three miles west of the Water Resources Education Center, has extended a courtesy rate of \$81/night for a room with one queen bed, plus tax, to the chapter. A room with two queen beds or a single king is \$91, plus tax, per night; and a similar room with a riverfront view is \$121/night, plus tax.

Rooms must be reserved by Saturday, October 8, to take advantage of this special rate. To make a reservation, call the Red Lion directly at (360) 694-8341 and mention the "American Society for Indexing Pacific Northwest Chapter courtesy rate." A complementary airport shuttle is available.

These negotiated room rates are available for up to three days before and after our meeting on October 22. Cancellations must be received 24 hours before arrival to avoid forfeiture of one night's stay plus tax. Changes to a reservation upon arrival at the hotel, such as checking out early, are subject to a \$50 fee.

For more information about the Red Lion at the Quay, go to <http://redlion.rdl.com/>. Please note that if you make a reservation through the website, you will not receive the special negotiated room rate above. Call the Red Lion directly to receive the discounted rate.

Other hotel options:

- Motel 6, 221 NE Chkalov Dr., (800) 466-8356. This is just off I-205 at Mill Plain, about 6 miles from the Water Resources Center.
- Homewood Suites by Hilton, 701 SE Columbia Shores Blvd., (360) 750-1100. This is the closest hotel to our meeting site, located on the river between the Red Lion and the Water Resources Center.
- Heathman Lodge, 7801 NE Greenwood Dr., (360) 254-31000. This is farther out (about 9 miles from the Water Resources Center). It is a national-park style lodge.

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 Cheryl Landes at clandes407@aol.com.

Want to see a little of Portland while you're here?

Come a little early or stay a little after the meeting and take advantage of what the Portland area has to offer. Here are a few ideas:

- Powell's City of Books, W. 10th and Burnside, <http://www.powells.com/>. This is an experience not to be missed! An entire city block and multiple floors, this is the largest independent bookstore in the U.S.
- Classical Chinese Garden, 127 NW 3rd Avenue, near the Old Town/Chinatown Max stop, <http://www.portlandchinesegarden.org/>
- Ikea, shopping near the Portland Airport, <http://www.ikea.com>
- Japanese Gardens in Washington Park, <http://www.japanesegarden.com/>
- OMSI, the Oregon Museum of Science and Industry, 1945 SE Water Ave., <http://www.oms.edu>
- Oregon Historical Society, 1200 SW Park Ave. (downtown), <http://www.ohs.org/>
- Oregon Zoo, 4011 SW Canyon Road, <http://www.oregonzoo.org/>
- Pearl District (for eating and shopping), <http://pearldistrict.com/>
- Pittock Mansion, 3229 NW Pittock Drive, <http://www.pittockmansion.org/>
- The Portland Art Museum, 1219 SW Park Ave. (downtown), <http://www.pam.org/>
- World Forestry Center, 4033 SW Canyon Road, <http://www.worldforestry.org/>



For more ideas, check out Portland's official tourism site at <http://www.travelportland.com/visitors/>.

Registration Form

Yes, I plan to attend the PNW/ASI 2011 Fall Meeting!

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

Early Bird registration (received by October 7):

\$65 for ASI, ISC, and STC members

\$75 for non-members

Regular registration (received after October 7):

\$85 for ASI, ISC, and STC members

\$95 for non-members

Is this your first PNW/ASI meeting? If it is, you can register at a special \$50 rate. To take advantage of this discount, your registration must be received by October 7.

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: _____

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

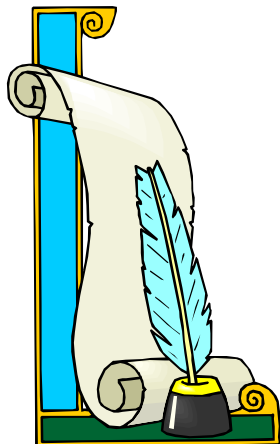
On Saturday, lunch is provided. Vegetarian and non-vegetarian options will be available.

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

On Friday? Yes No

On Saturday? Yes No

Will you attend the board meeting on Sunday? Yes No



Send this registration form and your check to:

Erica Caridio
33686 Row River Road
Cottage Grove, Oregon 97424

*Cancellation policy: Cancellations before October 18 receive a 75% refund.
Refunds will not be given after October 18.*