



# PNW Chapter News

## Carolyn Weaver: Portrait of an Indexer

by Kristin Manke

What do fuzzy bedroom slippers, RV-ing, and *Buffy the Vampire Slayer* have in common? They are all things that Carolyn Weaver will be spending more time enjoying now that she is leaving her day job to work full time as a freelance indexer.

For the last nine years, Carolyn has been moonlighting as a freelance indexer. In March, Carolyn left her 9-to-5 job as a librarian, trading in the cross-Lake Washington commute for a 5-second walk to her computer in her fuzzy bedroom slippers. Specializing in medical indexing, Carolyn began building her business when a library patron asked her if she knew someone that could create an index. As she didn't know anyone interested in the job, she decided to do it and created a cumulative index for volumes 1 through 3 of *Age: The Journal of the American Aging Association*.

When she took this first job, Carolyn had never formally trained as an indexer, although she had completed her master's in library science and studied MEDLARS searching. She picked up a copy of Hans Wellisch's *Indexing: A to Z*, and started working. Because she enjoyed creating her first index and because she was helping her daughters through college, she started Weaver Indexing Service (check out her Web site at <http://www.mindspring.com/~cgweaver/index.html>). Her business plan was simple: get enough customers in three to five years to be turning down work because she was too busy. She achieved this goal in three years.

Carolyn's favorite thing about indexing is that she can do it just about anywhere there is a FedEx drop and a place to recharge her notebook batteries — including traveling around the country in an RV or sitting at a picnic table in a national park watching the whales migrate. Carolyn and her husband have a travel trailer that has been in most of the national parks west of the Mississippi, and when he retires, they plan to take it around the country chasing ancestors and verifying information in their genealogical database, which now contains up to 7,000 ancestors on both sides of the family.

Her least favorite thing about indexing is marketing, a familiar refrain for most of us. Carolyn markets by following up on all of the leads she gets from other indexers and friends. She also uses passive marketing techniques as much as possible, including listings in *Indexer Locator*, the PNW/ASI Directory, and her Web page. She notes with a wry

grin, "I'm constitutionally incapable of doing cold calls to publishers."

In the last nine years, Carolyn has created journal, back-of-the-book, and database indexes, specializing in medicine and social sciences.

When asked about the difference between journal and book indexes, she noted that, without a doubt, the "major difference is vocabulary control. For any journal index, the major challenge is consistent terminology, using vocabulary control to make sure that subjects don't scatter throughout the index. For a retrospective journal index, you also have to track changes in preferred terminology over time." Carolyn did one 12-year cumulative index for a monthly journal that was little more than a 32-page amateur newsletter for an emerging allied health profession in the earliest issues. Twelve years later it had evolved into a very slick professional journal that published a substantial number of scholarly articles. The terminology changed as well. Since it had never been indexed, she started with the most recent issues and worked backwards, using current terminology to describe the concepts, with cross references from earlier terms.



Carolyn Weaver, Full-Time Freelancer

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## Statistical Snapshot of Our Membership

by Kari Kells

*These responses were gathered from 18 respondents to the 200 newsletters and questionnaires mailed and to the posting on INDEX-NW. Thanks again for sharing.*

This time we focused on personality-related questions. Here are your responses (edited for space).

### If you collect anything, what do you collect?

There doesn't seem to be a real trend here, except that many of us do collect things that reflect our unique interests. Of those who said they don't collect anything, one added "although I rarely throw anything away either--but that's a different matter."

- ◆ Antique hand mirrors
- ◆ Depression glassware and antiques
- ◆ Postcards
- ◆ Star Wars books and "talkies," ViewMaster, keychains, the "Medieval Women" calendar (and some other calendar art), heirlooms & memorabilia relating to my family's history. Sometimes I'll "collect" books of a particular author or subject. But eventually I sell or give away the collection to make room for something else . . . Right now I have several boxes of Piers Anthony, genre romance, Perry Mason, and Agatha Christie.
- ◆ Books and wood/sticks/limbs of unusual shapes and colors
- ◆ Small ceramic dragons and children's picture books (although I end up giving a lot of them away)
- ◆ I sense that the elephant is my totem and over the years I've acquired art (paintings, figurines, etc.) that reflects this attraction.
- ◆ I don't claim to be a collector of anything, but I notice that certain kinds of things tend to follow me home. For example, especially books about things related to books. I like bookmarks, too. Also cute little pitchers and the odd little ceramic plate or bowl. Certain kinds of garden plants. Postcards when I travel. A lot of my collecting seems to be verbal. Quotations, ideas, memories . . . Lately I've been trying to gather family history information.
- ◆ Glass, cobalt blue
- ◆ Royal Doulton character jugs and tobies, music boxes, Southwest Indian pottery, anything to do with Scottish Terriers
- ◆ Masks in a variety of styles (African, Peruvian) and materials (ceramic, wood, small framed posters, postcards); chopsticks; driftwood and beach pebbles. A collection of Philip Roth first editions is growing too.
- ◆ The entire series of mysteries by Arthur W. Upfield, and am working on a collection of books by Nevil Shute.
- ◆ Ethnic clothes
- ◆ Many kinds of things made of paper. Information. Relatives, dead or alive.

### Did you ever receive musical training?

The major trend here was piano, with 12 people saying they had learned to play. Other instruments in our band are clarinet

(3 people), flute (3), guitar (3), voice (3), saxophone (2), accordion, chopsticks, harmonica, organ, potato flute, recorder, and violin.

What's still being played? Voice (2 people), chopsticks, flute, and piano.

### Do you use music while working to keep your adrenaline pumping?

Of those who answered, the styles of music mentioned were: classical (7 people), Celtic (4), jazz (4), new age (2), rock (2), easy listening, folk, Medieval chants, piano, punk, and religious.

Specific artists mentioned as examples were Enya (2 people), Ottmar Liebert (2 people), Chieftains (2 people), Brian Adams, Barenaked Ladies, Boney M, Maire Brennan, Jim Brickman, The Clash, Chandresh, The Eternal OM, James Galway, Handel, Hole, Indigo Girls, Billy Joel, Elton John, Karunesh, Kenny G, Ray Lynch's Deep Breakfast, Ashley McIasac, Bob Marley, The Nylons, Pachabel's Canon, Ramones, Steeleye Span, Strauss, Jethro Tull, Bonnie Tyler, Vivaldi, Kate Wolf, Wolf's "Beyond Words: Native American Flute Music." That would make quite a compilation, wouldn't it?

### Do you use music to relax?

Of those who answered, the styles of music mentioned were classical (8 people), Celtic (3 people), jazz (3 people), new age (3 people), rock (3 people), folk (2 people), 1970's music, big band swing, Chamber music, classical jazz, easy listening, piano, religious, soft instrumentals, and Spanish Guitar.

Specific artists mentioned as examples were: Beatles (2 people), Enya (2 people), Ottmar Liebert (2 people), Bob Marley (2 people), Brian Adams, Bach, Edie Brickell, Jim Brickman, Deep Forest, Kenny G, James Galway, Gypsy Traveler, Emmy Lou Harris, Elton John, Sarah McLaughlin, Midnight Oil, Modern Jazz Quartet, Terry Oldfield's "Out of the Depths (De Profundis)," Michael Penn, "Piano by the Sea" (a NatureQuest CD), *Rent* soundtrack, and Simon & Garfunkle.

### Which of the following most closely matches your personality and motivations?

- (1) principled, orderly, and perfectionistic
- (2) caring, generous, and possessive
- (3) adaptable, ambitious, and image-conscious
- (4) intuitive, expressive, and self-absorbed
- (5) perceptive, original, and detached
- (6) engaging, committed, and defensive
- (7) enthusiastic, accomplished, and uninhibited
- (8) self-confident, decisive, and dominating
- (9) peaceful, reassuring, and complacent.

Many of you (7 to be exact) said you are a little of all of these. The other responses were: 1, 1 with a little 2, 1 with a little 3, 3 and 4, 5 (2 people), 5 with a little 2, 7, and 8. Isn't it interesting that none of us answered 2, 4, 6, or 9?

## Remembering the Past

by Betty Frizzell

### *The Oregon Meetings*

Before the days of e-mail, a group of indexers were trying to get together for informal meetings. As you can imagine, these were harder to set up and coordinate than they are now. The closest chapter at the time was in the Bay Area.

According to Julie Kawabata, “The (early Oregon) meetings were highly informal. Do Mi Stauber was the principal organizer, and most of the meetings were at her house in Eugene. There were usually only three attendees who actually had significant indexing experience, everyone else attending was a beginner or thought they might want to become an indexer. It was a time for sharing rather than something structured or educational, and the meetings eventually stopped happening because there was not much more to say and the travel distance was significant for some of the participants. It seemed valuable at the time because it was all we had.” Elspeth Pope attended several of these meetings. She was also active in coordinating the Washington meetings.

### *The Washington Meetings*

In 1991, Elspeth started her indexing business. The next year she heard about the meetings in Eugene. After attending her first meeting there, she wrote ASI asking about indexers in Washington. Carolyn Weaver responded, and the two became the primary organizers of the Washington meetings from then on.

Carolyn held the first meeting at her house on March 14, 1992, with five people present. The next few meetings were held during the week in the evenings and Saturday mornings at the homes of Carolyn Weaver and Jan Wright. In 1993, the group switched to a Wednesday lunch meeting at a Japanese restaurant in the University District.

Elspeth said, “January 27 was our first meeting [at the restaurant] and the first discussion of possibly forming a chapter, but there were really not enough takers.” They had two more informal meetings at

the restaurant, but the group was getting too large for this location and the background noise was interfering with the discussions. The next meetings were held at the Bellevue Public Library, thanks to the help of Carolyn Weaver and Charles Anderson. Their first formal meeting was held at the University of Washington on March 25, 1995. Anne Leach, of California, presented a program on marketing strategies. According to Elspeth, “This was an extra meeting, the first time we had room on the campus, and we were fortunate that Anne, who was visiting in Seattle, wished to try out a program she was preparing for other chapters. She had done a lot of publishing on this topic but had not presented it to a live group before.” This meeting was well attended and encouraged folks to consider chapter status again.

Kari Kells began attending these meetings at Bellevue Public Library. She had been told about Carolyn Weaver and since they both worked at the University of Washington, they decided to carpool to the meetings. These carpooling trips were opportunities for Kari to ask a lot of questions and increase her knowledge of the business.

Kari also met a great friend at her first meeting who was also new to the idea of indexing. Tess Sutton was the speaker at the next meeting that Kari attended. Tess’s presentation was about taxes — she’s a tax preparer. Tess has been Kari’s tax preparer ever since. This meeting drew more people, but it was hard to tell who were the experienced indexers and who were just curious.

According to Kari, “I just kept going to meetings and occasionally the idea of forming a more formal group would arise and I’d be one of those speaking up in support of it (hoping it would draw more people and become less of a social event and more of a professional event). When those discussions got more serious, so did I.”

Since those early days, the chapter has grown tremendously. There are now more than 80 members and all-day meetings are held each year in Seattle, Portland, and Richland. Peer review, informal meetings, and picnics are also held in different cities. The chapter is a vibrant group with more than 30% of its members working on active committees.

*Next issue: Becoming a chapter*

### More Statistics

by Kari Kells

*Please answer the following questions and send your statistics to Kari Kells through mail or e-mail.*

If you have pets, what kinds and how many?

What types of books do you read for fun? Who are your favorite authors? What great books have you read recently?

What was the best PNW meeting you ever attended? Why?

If you are an official member of PNW/ASI, what made you become a member? If you are not, what keeps you from becoming one (e.g., ASI membership fees, geography)? If you are active on any committees or in chapter activities, which ones and why?

**What questions would you like to have us ask in this newsletter?**

Quite a few of the questions you wrote to me were ones we’ve already answered. See our web site to find out which issues answer which questions: on our home page click on “Past newsletters.” You can get back issues of the newsletter by contacting our archivist.

## Our Spring Meeting: Non-Book Indexing and Time Management

by Kristin Manke

The Web and managing time. Two concepts that can cause a lot of trouble. Our speakers handled them with insight and humor, and people came from all over to hear them, with Janet Chisom winning our mileage contest, driving up from Palouse, Washington. Sherry Smith, Chapter President, began the meeting by recognizing volunteers and bringing us up to speed on the Chapter. Then, we dove into the sea of information.

As information threatens to overwhelm us, knowledge management is becoming critical not only to our profession but to our sanity. Robin Hilp, who works as a knowledge manager at a large firm, described knowledge management as “getting the right documents in the right format to the right people at the right time.” Robin explained how search engines, including thesaurus-based, complex-query engines, can only do so much with full-text searching because they don’t understand the concepts. Further, these searches can’t analyze graphics or tables. Indexes built as part of knowledge management often never appear in back-of-the-book form. Instead, they are virtual indexes, built dynamically from keywords and indexes embedded in the documents, spreadsheets, and figures. A virtual index is built dynamically — this means that it is generated each time the user asks for it — from keywords that are added to the database record where each document file resides. These virtual indexes provide the concepts and context that users need to get the information they need when they need it.

Because of what the Web is — a constantly changing electronic media, indexing Web sites brings up several challengers. Having developed HTMLIndexer, which allows indexers to



*Robin Hilp discussed knowledge*

create standalone indexes within the HTML files, David Brown discussed some of the formatting and technical difficulties encountered. He noted the rise and difficulty of search engines, comparing the majority of them to a “mystery thesaurus, where you aren’t even allowed to see the search terms you are confined to.” Colleen Dunham noted, “David Brown knows the stuff! He was eloquent; I could have listened to him all day.” Probably David’s most controversial statement was that we may be witnessing the death of indexing as an art as people become more accepting of inadequate search tools.

Our last speaker on non-book indexing was Colleen Dunham, who along with audience participation from other Microsoft workers, talked about indexing for Microsoft’s Encarta. Martha Osgood, Chapter Secretary/Treasurer summed it up best, “The morning panel gave me insights into the process that I had only been able to guess at before.”

The roundtable discussions at lunch were great. People talked about indexing, volunteering, and life over wonderful food.

Constance Maytum, who filled in for a weary John Hedkte, spoke about time management. She said that time management is a misnomer because “we only manage ourselves in relation to time.” The four steps of managing yourself are determine your long-term goals, prioritize them, determine your personal energy levels, and plan your day accordingly. Goals are specific, measurable, large, and have a deadline. Priorities aren’t goals; they are simply a way to rate your goals.

In her opinion, step 3 is the hardest as it requires keeping a daily log of your activities. This lets you chart your energy levels and your energy wasters. For example, if you are sluggish after lunch, stretch or take a walk to restore your energy. Also, don’t plan to do large, difficult tasks after lunch, do them when you are most energetic.

Another time management trap is the Imposter’s Syndrome. This is the feeling that you’ve just sold someone a bill of goods you can’t deliver and they’ll discover that you don’t know what you’re doing. When this happens, think back on the projects you’ve done, you’ve probably done this type of project before and done it well. So, use that knowledge to settle back and get the job done. Phyllis Linn noted, “as a result of the hour or so focus on time management, I ... am reinventing my life! Marketing my indexing business is one area that has been seeing a lot of progress. All I needed was a little inspiration and a few . . . concepts.” For those who want to know more about time management, she suggested *The Time Trap* by Alex MacKenzie.

The final part of the meeting was peer reviews. Most folks seemed a bit nervous at the start, but soon everyone was talking about different approaches and philosophies to creating entries. Having a chance to talk with folks who have done this for years was invaluable.

Welcome to Barbara Kempf,  
our new Vice President/Program Coordinator!

A very large thank you to Randl Ockey for all of his hard work!

## PNW Chapter Staffs ASI Booth at National Publishing Conference

by Sherry Smith

### What would you do with a captive audience of several hundred publishers?

The Pacific Northwest Chapter of ASI stood in their midst and said, "Here we are — the representatives of professional indexers. We are here to help you with your indexing needs. What questions do you have of us?"

### What did the publishing people say?

Four themes dominated their comments and questions.

One — "I am always looking for good indexers. Thank you for being here."

Two — "I didn't know indexers had an organization."

Three — "Are my rates fair?"

Four — "My biggest worry and problem with indexers is the short time available to find a reliable one."

These publishers were attending the 1999 National Publishing Conference in Portland, Oregon, during November. The conference and book industry trade show were sponsored by the Rocky Mountain Book Publishers Association. Editorial and marketing staff from mid-

sized publishers in Canada and the U.S. visited the ASI booth.

### What did we learn during our time with these publishers?

ASI and individual indexers must be visible to the publishing industry. That visibility creates interest in and a demand for our professional services. Participating in events like trade book shows will indicate that indexers are essential to the publishing process. If we are considered essential, then we are no longer an afterthought. The publisher will expect and plan that the index will be written by a professional indexer.

That visibility will also make it easier for a publisher to find an indexer. Many publishers indicated a need for reliable indexers who were available on short notice. The ASI presence at the conference gave these publishers several ways to find such indexers. Many more copies of the *Indexer Locator* and the *Publishers' Guide to Indexers in the Pacific Northwest* are now in editorial offices.

These publishers also wanted indexes that were well written. PNW Chapter members spent time discussing the qualities of good indexes and handed out copies of *An Indexing Guide for Editors*. Publishers want well-written indexes,

and they also want to pay fair rates. They asked what these rates were. Visibility at a book conference can be a time to talk about going rates from both sides of the table. The discussion brings rates out into the open.

### Would we and should we do it again?

Every PNW indexer at the conference said "Yes, definitely yes." The ASI booth provided an opportunity to promote and upgrade the image of indexers. Time and time again, we were thanked for being a visible part of the publishing industry at this conference.

**ASI Potluck Picnic will be held in Gasworks Park on Saturday, September 23 from noon to 5 pm. For more info and to RSVP, contact Zoe Holbrooks at [zoeholbr@drizzle.com](mailto:zoeholbr@drizzle.com)**



(Continued from page 1)

She noted that back-of-the-book indexes, by contrast, need to be consistent only within that particular work, relying on the author's terminology as the authority. She feels the main vocabulary challenge comes in a multi-authored work, where different terms used for the same concept by different authors have to be reconciled. "All in all, I think back-of-the-book indexing is probably easier than journal indexing in that aspect," she notes.

Also in the last nine years, Carolyn has made quite an impression on the American Society of Indexers and the Northwest Chapter. She is one of the founding members of our chapter (see "Remembering Our Past"), she has shared her expertise on Web resources and medical indexing by writing "Guide to Medical Indexing Resources on the Web" (which appears in the ASI publication *Indexing Specialties: Medicine*), presented at the last two national conferences, and has performed countless volunteer tasks.

As she begins the slipper commute to her office, instead of the drive to the University District, Carolyn is looking forward to spending more time reading mystery novels, collecting both music boxes and Royal Doulton character jugs and tobies, and (thanks to her daughters who got her firmly hooked) watching both *Buffy the Vampire Slayer* and *Angel* on Tuesday nights.

For those who are just entering the field and considering starting their own businesses, Carolyn warns, "Don't expect that you will be self-supporting through your indexing business from the day you announce you're available. So, whether you plan to moonlight or index full-time, make sure that you have sufficient resources (either personal or through your family) to sustain you until the business takes off."

## Recent Indexes by PNW/ASI Members

compiled by Helen Schinske

### Charles R. Anderson

- ◆ *The Nobility and Excellence of Women*, by Lucrezia Marinella, ed. and tr. Anne Dunhill, University of Chicago Press
- ◆ *Cassandra Fedele, Letters and Orations*, by Diana Robin, University of Chicago Press
- ◆ *Trauma: A Genealogy*, by Ruth Leys, University of Chicago Press
- ◆ *The Frail Ocean*, by Wesley Marx, Hartley & Marx
- ◆ *Youth on Trial*, by Tom Grisso, University of Chicago Press

### Cynthia Landeen

- ◆ *Atlas of Chinese Tongue Diagnosis*, by Barbara Kirschbaum, Eastland Press
- ◆ *Concise Dictionary of Scientific Biography*
- ◆ *Pairing Wine with Food*
- ◆ *Selection of Irrigation Methods in Agriculture*, by C. M. Burt, American Society of Civil Engineers

### Kristin Manke

- ◆ *The Chernobyl Accident: A Comprehensive Risk Assessment*, Battelle Press
- ◆ *Summary of the Hanford Site 1998 Environmental Report*, Pacific Northwest National Laboratory

### Martha Osgood

- ◆ *Do You Love Me? - Jesus Questions the Church*, by Michael H. Crosby, Orbis Books
- ◆ *The War Against Population*, by Jacqueline Kasun, Ignatius Press
- ◆ *The Usual Suspects: Answering Anti-Catholic Fundamentalists*, by Karl Keating, Ignatius Press
- ◆ *Those Terrible Middle Ages: Debunking the Myths*, by Regine Pernoud (reprint), Ignatius Press
- ◆ *Transforming Christianity and the World*, by John B. Cobb, Orbis Books

### Sherry Smith

- ◆ *Cases in Public Policy Analysis*, by George M. Guess and Paul G. Farnham
- ◆ *When Schools Compete: A Cautionary Tale*, by E.B. Fiske and H.S. Ladd
- ◆ *A Changing Turkey*, by Heinz Kramer
- ◆ *Lessons from the Logbook*, by Ron Fowler
- ◆ *Measuring the Prices of Medical Treatments*, by J. Triplett

### Carolyn Thibault

- ◆ *Resolving Conflicts at Work: A Complete Guide for Everyone on the Job*, by Kenneth Cloke and Joan Goldsmith, Jossey-Bass
- ◆ *Health Data Quest: How to Find and Use Data for Performance Improvement*, by Jill Schilp and Roy Gilbreath, Jossey-Bass
- ◆ *Untapped Options: Building Links Between Marketing and Human Resources to Achieve Organizational Goals in Health Care*, by Bea Northcott and Janette Helm, Jossey-Bass

## Facing the Text; Touring the Country

by Cheryl Landes

For those who have indexed for some time, the process we use to analyze text and write entries becomes second nature. It's like walking or riding a bicycle — once we figure out how to do it, we really don't think much about how we do it.

Do Mi Stauber's workshop, "Facing the Text," gets those analytical juices flowing. It makes us step back and think about what we're really doing when we're creating those index entries. Although the workshop focuses on her areas of specialty, social sciences and humanities, the concepts she teaches can be used to index any subject area.

The six-hour workshop begins by Stauber stressing that "Indexing is a series of decisions. Before you can understand the structure of an index, you must understand the structure of the text." She then encourages her students to think about what they do when they index a book by asking themselves the following questions:

- ◆ At what levels, in what order, are you approaching the index?
- ◆ What questions are you asking yourself?
- ◆ What decisions are you making?
- ◆ Where do you get stuck?

From there, Stauber focuses on how to make decisions in the following areas and gives students plenty of time to practice each one with a variety of exercises:

- ◆ Metatopics – the main topic of the entire book
- ◆ Local main topic – the main topic of a part of a book, such as a chapter, section, or paragraph
- ◆ Determining whether a topic should be indexed
- ◆ Ancillary topics – topics that are not the main topic of the section currently being read
- ◆ When main entries should be broken down into subentries
- ◆ When to double-post entries
- ◆ What should be used as cross-references
- ◆ How entries should be worded

Stauber began teaching "Facing the Text" in the spring of 1997, when the South Central Chapter asked her to develop a workshop on this subject. Since then, she has presented the workshop at the ASI National Meeting in Seattle in 1998 and at the following chapters: Chicago/ Great Lakes, Massachusetts, Wisconsin, Southern California, Bay Area, A to Zia in New Mexico, Colorado, New York, Arizona, and the Twin Cities in Minnesota. She is currently incorporating the workshop materials into a book, which she hopes to self-publish next year.

"After I presented the first [workshop], I discovered that I love teaching and empowering indexers," Stauber said. "It's been very fun!"

## Ask an Indexer

compiled by Cheryl Landes

*Q: Please provide some examples of headnotes. (Martha Osgood)*

A: Headnotes, also known as introductory notes, are located at the beginning of an index. These are used when an index differs from standard index formats or when the scope of indexing is not complete.

Here are 10 examples of headnotes from a variety of books.

“The Modern Carpenter Joiner and Cabinet-Maker Series is divided into two major volumes, each comprising four divisional volumes. Each of the two major volumes has been indexed separately. For the purposes of indexing the series, i refers to major volume one, comprising divisional volumes I, II, III, and IV, while ii refers to major volume two, comprising divisional volumes V, VI, VII, and VIII.”

From *The Modern Carpenter Joiner and Cabinet-Maker: Mastery of Joinery and Business*, The National Historical Society, 1990

“Numerals in italics indicate an illustration of the subject mentioned.”

From *The Civil War: Tenting Tonight*, Time-Life Books, 1984

“Note: Indian tribal names appear so frequently throughout this book that there has been no attempt made to index each reference. Following each entry here you will find the pages in which each tribe played an important role.”  
From *Great Western Indian Fights*, Bison Books, 1990

“p = photograph or illustration”

From *The New Larousse Gastronomique*, Crown Publishers, Inc., 1960

“References to illustrations, either drawings or photographs, are identified by i; references to tables by t. Page numbers marked s refer to an entry in the chapter summary. Page numbers marked b (for “basic”) identify a definition.”

From *Physics: Extended with Modern Physics*, Scott, Foresman/Little, Brown Higher Education, 1990

“This index includes topical main entries on the following subjects: Automobiles, Banks, Bridges, Canals, Cemeteries, Churches and Temples, Circuses, Creeks, Dams, Educational Institutions, Forts, Hospitals, Hotels, Indians, Interurbans, Lakes, Libraries, Mills, Museums, Parks, Railroads, Religious Orders, Reservoirs, Riverboats, Rivers, Ships, Sports, Theaters, and Treaties.”

From *Indiana: A New Historical Guide*, Indiana Historical Society, 1989, 1992.

“References below are to numbered sections (e.g., 16c), not to pages. The first number in a reference often indicates a definition or general discussion of the subject.”

From *MLA Handbook*, The Modern Language Association of America, 1977

“Page numbers in bold refer to figures. Page numbers in italics refer to tables.”

From *Stock Index Future*, Addison-Wesley Publishing Co., Inc., 1985

“This index provides rapid access to the information you seek. Each entry is followed by a page number and a letter indicating the column in which the article begins (a, b, c or d). Pages in roman refer to text whereas pages in italic refer to the column of chronology.”

From *Chronicle of America*, Ecam Publications, 1989

“See also separate Accommodations and Restaurants Indexes.”

From *New York from \$75 a Day*, Simon & Schuster, 1998

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“Ask an Indexer” welcomes questions about all aspects of the indexing field. If you have any questions you would like answered in this column, please send them to Cheryl Landes at [clandes407@aol.com](mailto:clandes407@aol.com).

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### Informal Meetings Going Strong in Eugene

by Cheryl Landes

On the first Tuesday of every month since November, a group of four to seven indexers have been gathering at the Marche on the upper level of the Fifth Street Public Market in Eugene, Oregon, to talk shop about indexing.

According to Cynthia Landeen, one of the regulars, “Our primary intent is to give and receive feedback on our work and become better each time in the work we produce, as well as in our ability to professionally analyze the work of another. Sometimes we will share our guidelines for index analysis, which are a lot like our editing guidelines. Each month, we have better and better indexes to peruse!”

Other topics discussed at the meetings include scripts for making “cold calls”

to potential clients, marketing strategies, and contracts. “In the process,” Landeen says, “we have some helpful conversations about the business end of indexing.”

The other core participants are Martha Osgood, Sandy Harris, and Tree Bressen. Sherry Smith, from Bend, and Ritch Pope, who lives on the outskirts of Eugene, also attend when they’re in town. Generally there is someone new at the meetings, such as local editors, new indexers, or people interested in indexing.

“What really makes [these meetings] work is the high level of commitment we have to meet and contribute,” Landeen said.

## Volunteer Corner

by Sherry Smith

In your hands, you hold a batch of paper imprinted with coherent patterns of ink. The paper (a.k.a. newsletter) arrived in a timely manner at your doorstep because the PNW chapter has a super-efficient and well-organized production process. That process is called volunteer labor.

Some of the volunteers get visible credit for the knowledge, insights, and time they share, in the form of bylines to the articles and columns. Writers and editors include Randl Ockey, Cheryl Landes, Zoe Holbrooks, Kari Kells, Colleen Dunham, Shirley Hansen, Cynthia Landeen, Robin Maberry, Heather Marsch, Betty Frizzéll, Kristin Manke, and Mary Ratcliffe [editor's note: as well as our own Sherry Smith]. Helen Schinske compiles the Recent Books Indexed column. Without their work, you would be holding blank sheets of paper.

However, the newsletter would still be sitting in Kristin Manke's computer without the "delivery team." These almost invisible volunteers are Helen Passey and the Frizzéll family.

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Without the work of our dedicated writers, editors, designer, and mailroom volunteers you would be holding blank sheets of paper.

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Helen created the address database of chapter members. For each mailing, she sends the updated version to the "mailroom." The newsletter copy arrives at the same time. Betty Frizzéll then takes the newsletter to a local copy shop for printing.

When she returns to the "mailroom," her husband (Brad) and children (Greg and Matt) help her assemble, staple, fold, label, stamp, and mail the newsletter to

each of you. On occasion, when schedules and deadlines permit, other indexers (Heather Marsch) are able to help with this process. "Mailroom" production (assembly, stapling, folding, labeling, and stamping) takes about an hour of their time.

Betty says, "This has been a great way to volunteer. I have been able to talk to other indexers about their work."

The chapter has many opportunities for members to get involved, meet other indexers and share work stories. Take a look at the list of committees below. If one of them sounds interesting, contact the coordinator and find out what the committee does. Ask the coordinator, "Are there small jobs I can help with?" The chapter will be of greater benefit to everyone if all of us contribute our 2 cents.

**Thanks to our Vice-President/President-Elect nominating committee:  
Cynthia Landeen, Kari Kells, Colleen Dunham, Drew Proctor, and Robin Hilp.**

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**Newsletter Volunteers**  
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**Directory Coordinator: Kari Kells**  
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