

Pacific Northwest Chapter of the American Society of Indexers



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Sherry Smith: Portrait of an Indexer *by Wiebke M. Light*

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"What would you do when caught for days in a snow-storm?" Native Oregonian Sherry Smith immediately knows her answer. This tall, longhaired woman, who calls 4,000 books her own, would sit back and finally have time for some pleasure reading. She turns to her bookshelves, neatly organized into the categories of fiction, science fiction, mystery, natural history, history/ politics, autobiography/ memoirs, and picks her favorite.

Sherry's formal education began in a four-room grade school in the coastal hills of Oregon and continued through two university degrees. She has been indexing since 1996. Prior to being lured into the publishing world, Smith managed non-profit childcare centers and small businesses. She also found time to create anachronistic puzzles for Dell magazine and other publications. Sherry believes that the skills attained through previous work experience have enabled her to become a more effective indexer. Through her managerial work, Sherry fined-tuned her ability to multi-task, to analyze and to make useful decisions under pressure. Sherry's many years of self-employment demanded competent record keeping, marketing and contract creation. This knowledge proved invaluable when she decided to become a freelance indexer.

When Smith first looked into changing her career, she read about indexing in Carol L. O'Neill's and Avima Ruder's *Complete Guide to Editorial Freelancing*. The book mentioned ASI and Sherry ordered all previously published *Key Words* to learn more about the profession and the organization. For Sherry, indexing was the perfect opportunity to work in the publishing field as a freelancer. Her next step was signing up for the USDA course. After completing the course, Smith sent postcard queries to editors, submitted her resume and sample indexes, exchanged phone calls and immediately found a personal connection with one editor, whose son had just moved to Oregon. Smith remembers her first indexing experience as an "exhilarating" challenge that created a repeat customer. She found her second committed publisher through an indexing colleague. After a mere 18 months of indexing, Smith managed to grow her newest venture into a full-time business.

Sherry Smith views herself as a generalist who is comfortable indexing most any topic imaginable. She indexes books on the subjects of political science, public policy, natural history, biographies as well as shipwreck archaeology, olive production, and fly fishing. Almost all of her clients are university publishers. Smith is most efficient when indexing multiple topics that spark her

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interest and keep her brain stimulated. However, there are two subjects that Sherry prefers to avoid: computers and philosophy.

In addition to indexing books, Smith also teaches the craft to newcomers. She offers a one-to-one tutorial that includes multiple readings and exercises as well as extensive indexing practice. Her students live across the continent and during any one month, she may be teaching someone from Virginia, Idaho, Texas, and Oregon.

In fact, Smith is so invested in the indexing process that she has written a book on the subject with colleague Kari Kells. They decided to take a unique approach to examining the process of writing an index by comparing and discussing two indexes written for the same text. First, each of them created an index for the second edition of Eben Fodor's book *Better NOT Bigger*. After completing this work for the author, they began writing *Inside Indexing*. In it, Smith and Kells explore the processes of their indexing and show each of their indexes in the various stages of development. Every step along the way, each author explains her indexing decisions and discusses the indexing-related consequences. "Reading it should feel like you are inside the brains of two different indexers as they weigh the pro's and con's of choices encountered in an indexing project. Rather than being a how-to book, it is a what-happened-when book," explains Kari. More information about the book is available at www.INSIDEINDEXING.COM.

While Smith thrives in the solitary work environment of home-based indexing, she strongly believes in creating a network among indexers. From the start of her indexing career, Smith has been actively involved with ASI. Sherry describes PNW/ASI as "an interesting organization...a fascinating culture...supportive of one another...helpful to beginners...where members enjoy each others company." Among her colleagues, Sherry has the reputation of being "a manager and leader...an intellectual...a person who makes people feel comfortable...someone who always asks insightful questions and a person who is willing to make crucial decisions."

She works with her colleagues on several PNW/ASI committees, including the Volunteer Recognition Committee and the Pro Bono Program. In addition, she and Martha Osgood recently served as co-presidents of the chapter. They knew they would work well together as they did when Martha served as Secretary/Treasurer and Sherry served as President in the earlier years of the Chapter's life. They both felt that sharing the job would provide positive synergy while minimizing the workload. As officers, Sherry viewed their most important role as one that facilitated networking and educational opportunities. Their goals included helping all members maintain a con-

nection to the chapter. Martha explained that both of them wanted to "continue the good work of previous administrations" by providing social and educational opportunities for regional indexers.

When Sherry is not indexing, she can be found hiking in the outdoors. While most people plan their trip itinerary ahead of time when going on a day hike, Smith prefers to "go with the flow." She locates an area of interest and then lets nature determine her course. An interesting form of vegetation or the call of a bird are reason enough for Sherry to change direction. But rest assured those of you thinking of hiking with her in the future: Sherry never gets lost!

While out in the woods, Sherry brings along her camera and photographs all that she encounters. Kari Kells admires Sherry's art, "She's a gifted photographer. She seems to capture the spirit of a place just as much as capturing a moment in time. Her aesthetic is really strong and its effect is powerful." Smith creates hand-crafted greeting cards from her photos and sells these in local stores. She also utilizes her photography as a very successful marketing tool for her indexing business. After receiving a payment for an index, a photo card accompanies her thank-you note to the editor. Sherry believes that these photographs allow her to establish personal relationships with editors that have known her only through phone calls and e-mails.

Smith's love of nature has inspired her to carefully restore and support the natural habitat found in her backyard. While very organized within her home, Sherry practices a more inspirational approach with her gardening technique. Sherry surrounds her house with several non-native plants including Shasta daisy, Hansa rose, birch tree and blanket flower. On the periphery, she tends native plants such as snowberry, rabbitbrush, blue flax, and wax currant.

Through her indexing business, Sherry has found a way to equally honor her many passions: books, nature, photography and people. Each new indexing project allows Sherry to delve into a new academic subject matter. She incorporates her photography into her marketing strategy. As part of her indexing business, Sherry offers indexing classes to individuals or groups. To strengthen her connections with colleagues, Smith volunteers her time with ASI. When asked about her advice for success, Sherry will recite the four P's as defined by her colleague Louise Martin: persistence, patience, practice, and a positive attitude. On a personal note she adds that the most crucial aspect for success in indexing is to know how you work most efficiently. Sherry Smith surely knows her own style and is continually making the best of it. 📖

Author, Author

PNW/ASI members publish a variety of books by Cathy Martz

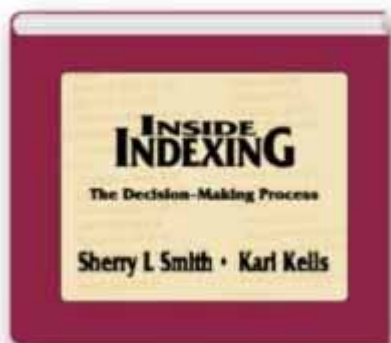
Inside Indexing: The Decision-Making Process By Sherry Smith and Kari Kells

Have you ever wondered why two indexes for the same text are different? We did and we decided to examine this phenomenon in detail and write a book about it. Four years after floating the idea by one another, the two of us self-published *Inside Indexing: The Decision-Making Process*. In less than 200 pages, we explore the differences and similarities in the two indexes written for *Better, Not Bigger* by Eben Fodor. We describe the steps in our thinking, show you how our decision-making unfolded, and provide examples of our indexing problems and solutions.

The last step in writing the book was working with our indexer, Martha Osgood. We chose Martha because we both think that her indexes are consistently among the best written. We were honored that she was eager and willing to take on a project in which her index would be highly scrutinized.

As we waited for the index, we found ourselves in the same position as our author clients. Insecurities and anxieties were abundant. We had spent several years creating a book that we were proud of and now we were handing it over to someone else. We worried about the challenge of indexing our book with its dual voice and interwoven principles. Could the text be taken apart and then reassembled into a different and useful structure?

At the same time, we were intent on being the ideal client so we kept our insecurities to ourselves. When we saw Martha's index, the two of us were pleased and delighted



at what she had produced. We were impressed with her ability to name and phrase abstract concepts like “deferred decisions,” “relatedness,” and “generality.” We were also amazed at her ability to gather scattered

discussions about ideas that we hadn't addressed in relation to each other. Two examples of hidden themes that she identified are the “time management” and “software”

entries. Our anxieties disappeared when we saw her index and we were convinced that having this Osgood index made our book more valuable to readers.

For more information, reviews of the book, and ordering information, visit our Web site: www.insideindexing.com

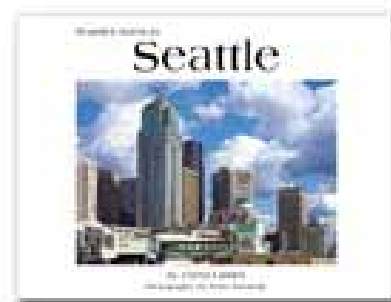
Beautiful America's Seattle By Cheryl Landes

This is an update of an edition that I wrote in 1999 for Beautiful America Publishing. The only thing about this book is that it doesn't have an index.

(Beautiful America Publishing doesn't index its books.) It's mostly pictures (my manuscript is about the length of a long magazine article).

The book should be out any time. The previous edition is here:

www.beautifulamericapub.com/2005regionalpg2.html .



Those Wild Northwest Days: By Cheryl Landes

The publisher is Trafford Publishing in Victoria, and this book has an index. According to Trafford's Web site, “This is not another dry, boring history book. The characters are colorful, their lives are real...”

Jane Henderson used some excerpts from this book for the indexing exercises at PNW/ASI's booth at Wordstock.

Dictionary of Investment Terms By Catharyn Martz

In 2002 Cathy Martz was in the middle of a marketing campaign, sending letters to publishers of books on investing, when she received this e-mail:

“I am interested in speaking with you, but not about indexing. I have interest in creating some technical dictionaries, e.g. dictionary of investment terms. You have the

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Progress and Opportunities from PNW/ASI Community Relations/Marketing Committee

What Makes *You* So Special? by Lee Lawton and Karen Winget

What do we do? Activities designed to:

- ◆ encourage participation in PNW/ASI by members and potential members
- ◆ educate publishing professionals about the characteristics of good indexes and help them locate good indexers
- ◆ promote the value of professionally prepared indexes among publishing professionals
- ◆ provide information to the lay public about the profession of indexing.

Current committee members:

Sandy Farrell, Judi Gibbs, Mary Harper, Annanaomi Sams, and Jane Henderson (Coordinator).



What have we done lately? Since our last chapter meeting, we have:

- ◆ developed an outline for a publishers recognition program (Honor Roll of Publishers)
- ◆ met with director of Ooligan Press at Portland State University to begin developing a relationship for the purpose of reaching and educating future publishing professionals
- ◆ coordinated the PNW/ASI exhibit at Wordstock Book Fair on April 22-23.

What kind of help do we need? We need people to help design, test and implement the publisher recognition program. Specific tasks include:

- ⇒ design, test, and implement an on-line survey form that indexers can use to rate publishers (first phase of evaluation)
- ⇒ evaluate results of on-line survey and recommend publishers for second phase of evaluation
- ⇒ coordinate the collection and blind review of published indexes by PNW/ASI peer review groups

Wanna help? Contact Jane Henderson at janeh@inexplorations.com or at 971.219.9868. 📖

On Sunday, April 2, Kari Kells presented an information-packed workshop titled “Next Step: Business Start-Up.” Lee is a newcomer to indexing and was eager to learn how to start her own indexing *business*, and Karen is an established indexer who has never had to do any marketing, but who now wants to expand her business and be able to choose among projects.

Kari put on a great workshop, in our opinion. Her unifying question was, “What Makes *You* So Special,” and it is by answering that question that we are able to make ourselves stand out from other indexers who may be competing for the same contract. Kari told us that publishers don’t really care if you are an expert indexer, since they aren’t really judges of indexing; what they really care about is that the potential indexer knows the language and content of the fields they are indexing. Of course, *publishers mostly* care that you finish the index on time!

A good *résumé* conveys the unique expertise you have to the client to whom you are marketing. When you’ve identified what makes you special, you can feel confident selling your services. Kari gave us many ideas for finding clients, emphasizing the importance of networking and referrals. She gave us a lot of ideas for marketing which almost, but not quite, avoid those terrifying cold calls. The workshop included information about cold query letters and phone calls, how to locate publishers in your specialty, and much, much more.

Not only did the four hours fly by, but the hardworking Kari Kells stayed for another two hours answering questions from some attendees who lingered, and then she set up an email list so we can continue to help each other through the *résumé*-writing and marketing process.

Newbie and old hand were both very impressed with the useful information they received. 📖

Save the date: October 7, 2006. PNW/ASI's 10th Anniversary in Olympia, Wash.

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right background and probably the sense of detail to bring this off. Any interest?"

The sender was a freelance editor who worked with Thomson South-Western.

Thus began the three-year journey to the publication of *Dictionary of Investment Terms*. It was a real learning experience to see the publishing world from an author's viewpoint: editing and re-editing manuscripts, the delays, more editing, still more delays. Finally in December 2005, the book was published.

So far the reviews have been good. Here is Cathy's favorite, from *Library Journal*:

"Quick: what is the difference between the bear market and the bull market? What about stocks vs. bonds? And what in God's name does NASDAQ stand for anyway? We all know we should invest our money—and that means doing more than contributing to our 401(k)s (gulp!)—but an alarming number of Americans don't know the basics of investing. Martz, who has 17 years of brokerage experience under her belt, is on a mission to teach us one term at a time in this handy little A-to-Z."

The Impudent Rooster
By Sabina I. Rascol

The Impudent Rooster, adapted by Sabina I. Rascol from a Romanian folktale and illustrated by Holly Berry, was published by Dutton Children's Books in 2004. This picture book is Sabina's first book.

The story's hero is a poor man's rooster who finds a few pennies. A rich, greedy nobleman steals the rooster's coins. While trying to get back his few pennies, the rooster wins and brings back to his poor master all of the nobleman's wealth. (The nobleman ends up having to work for a living and take care of himself, as other people do. This, reports Sabina, was a very satisfying line to write.)

The Impudent Rooster has been enjoyed by young and old readers and listeners, and reviewers as well (browse the reviews, and more, at www.sabinairascol.com); it has won honors, among them inclusion on the New York Public Library's 100 Titles for Reading and Sharing; a Silver Medal from the prestigious Society of Illustrators;

and a nomination for Vermont's (readers' choice) 2006 Red Clover Award.

Sabina started working on *The Impudent Rooster* when she was fifteen, wanting this well-loved Romanian story to be known by English speakers, too. She is working on other books for children and adults, fiction and non-fiction, but hopes they will not take as long as her first book to see the light of day.



Taught by her thirteen nieces and nephews, Sabina loves interacting with audiences in lively library and school presentations. (For more information, write her at solasabina@hotmail.com.) Most of all, Sabina loves to read, which is what first attracted her to indexing.

"The indexer as consultant: collaborative indexing of community newspapers." by Carolyn Weaver
Key Words, 14(1):18-23, 33, Jan/Mar 2006.

This article is based on my presentation (same title) at the 2005 annual meeting in Pasadena.

Carolyn has written numerous articles on indexing:

- "The indexer as consultant: collaborative indexing of community newspapers." *Key Words*, 14(1):18-23, 33, Jan/Mar 2006.
- "The gist of journal indexing." *Key Words*, 10(1):16-22, Jan/Feb 2002.
- "Gerontology and geriatrics: a multidisciplinary approach to indexing." IN: *Indexing Specialties: Psychology*, ed. by Becky Hornyak, pp. 41-48. Information Today, Inc., 2002.
- "Managing your moonlighting business." IN: *Running an Indexing Business*, ed. by Janet Perlman, pp. 13-24. Information Today, Inc., 2001.
- "Ten commandments of moonlighting." *Key Words*, 8(6):210, Nov/Dec 2000.
- "Guide to medical indexing resources on the Web." IN: *Indexing Specialties: Medicine*, ed. by Pilar Wyman, pp. 103-110. Information Today, Inc., 1999. 📖

Just for Fun! Here's a fun Web site, especially if you like ping pong or The Matrix: www.youtube.com/watch?v=OcIWgDSmH04&search=matrix%20pingpong. Do you have a fun Web site to share? Send it to clmartz@comcast.net.

Wordstock Book Fair 2006 by Jane Henderson

On April 22 and 23, 2006, the PNW/ASI chapter participated in the second Wordstock—*Portland's Annual Festival of the Book* by exhibiting at the Book Fair. Although warm and sunny weather had organizers worried, attendance was reported to be around 1,000 each day.

The following people, all PNW chapter members, helped set up and staff the booth: Kathy Anderson, Marcia Carlson, Gayle Davies, Jane Henderson, Cynthia Landeen, Cathy Martz, Laurie Mills, Margy Olmstead, Beth Palmer, Cher Paul, Sabina Rascol, Scott Smiley, and Maria Sosnowski. They came from Beaverton, Eugene, Hillsboro, Milwaukee, Portland, and Vida, Oregon.

Indexer Inn accommodations were available for out-of-town volunteers, and those who were available gathered at Jane Henderson's house for dinner on Saturday night.

Volunteer orientation and schedule

Several weeks ahead of the book fair, volunteers submitted their availability for working the booth and a tentative schedule was developed. The schedule was set up to have three volunteers on site at all times. Shifts were staggered to prevent a complete change in booth personnel at one time. Two weeks ahead of time, an adaptation of Martha Osgood's "How to Trade Show" and an updated schedule were distributed to volunteers, along with information on

site location, transit options, and parking. An on-site volunteer notebook included an updated schedule, a copy of information that had been emailed to the volunteers earlier, contact information, last minute notes, and blank paper for volunteers to record observations, overheard comments, and suggestions for next year. At least one experienced indexer was always present on site.

Each morning before crowds became large, an experienced indexer visited publisher booths with brochures, bookmarks, and candy kisses. As crowds grew, one volunteer worked behind the table answering questions and giving out literature. The other two volunteers encouraged passers-by to stop and learn more about indexing by participating in one of our activities.

Exhibit

Our theme for the second year was "Indexes Don't Just Happen." The theme was printed on PNW/ASI bookmarks and on a 36" x 24" paper banner that was taped to the front of our table. The exhibit and activities were designed with the theme in mind.

The display included reference books commonly used by indexers, a printout of the PNW on-line directory, ASI and PNW/ASI brochures, Wordstock/PNW bookmarks, and business cards of indexer volunteers.



Jane Henderson and Cathy Martz (right) greet visitors at the Pacific Northwest chapter booth at Wordstock in Portland.

Activities

Activities were designed to draw people to the booth, encourage interaction, and educate people about indexing in a way that was fun for the volunteers and the public.

Write an Index Entry: Passages and cover art from two books (*Innocents in the Arctic* by Colin Bull, and *Those Wild Northwest Days* by Cheryl Landeen, both used with permission) were mounted on foam core and placed on easels. Booth visitors were invited to compose an index entry for one of the passages.

Answer a Question About Indexing: Rather than write an index entry, people could choose to answer a question

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about indexing from one of two dozen knowledge cards.

For participating in one of the activities, visitors were rewarded with a prize. Each person drew a slip of paper that said either “word” or “book”. “Word” winners were allowed to choose a bookmark with a single word on it—a noun that described a characteristic or quality such as frivolity, jocularly, tenacity, brilliance, happiness—printed on cardstock in a font that somehow related to the word. The ASI logo and the URLs for the ASI and PNW/ASI websites were on the back side of the cardstock. “Book” winners were allowed to choose one of approximately 20 books indexed and donated by PNW indexers.



Margy Olmstead explains what indexing is to a curious Wordstock attendee.

People seemed to enjoy the activities and drawing for a prize. The word bookmarks were a lot of fun. Some people sorted through the words looking for just the right one; others picked one with closed eyes and seemed to take some significance from what they drew. One young girl who had visited the booth last year came back specifi-

cally to get another word. People who won books were delighted. Invariably people said, “That was fun!” and left smiling. 📖

Janet Perlman Receives Top Indexing Honor

Janet Perlman, a 25-year member of ASI, who has an outstanding record of service to the Society and to the indexing profession as a whole, received the Theodore C. Hines Award for 2006, ASI’s highest honor.

The Hines Award was created in 1994 in honor of Theodore C. Hines, a supporter of ASI since its founding and mentor of many of the Society’s founding members.

To quote one of the many letters of nomination: “Janet’s professional qualifications are stellar. She has served national ASI in many ways, as a member of the Board of Directors, the Wilson Award Committee, the Web site committee, the chapter relations committee, the archive committee, the salary survey committee, and the publicity committee. Janet has contributed articles to *Key Words*, presented workshops at countless national conferences, and is the author/editor of the ASI/ITI’s *Running an Indexing Business*. She attended 11 out of 14 national conferences and led sessions at seven of them as workshop leader, roundtable leader, panelist, or discussion leader.

In addition to her work for the Society on a national level, Janet co-founded the Arizona Chapter of ASI. She shared her knowledge through workshops given to chapters across the country. She has been involved in indexing education programs, and she is always willing to share her knowledge and practical advice in open forums such as Index-L. Through the Society of Technical Communicators and the Arizona Book Publishing Association, she promoted the value of indexing beyond ASI. Through her membership in the Indexing and Abstracting Society of Canada, she fostered the links between our sister society and ASI. 📖



My First PNW-ASI Meeting Eugene, Oregon, March 31-April 2, 2006 by Sabina I. Rascol

I just attended the Spring 2006 indexing conference in Eugene—my first PNW-ASI meeting! Though I could fill the newsletter with my impressions, I will restrain myself to highlights.

Before the meeting

A helpful, caring organization! Kathy Anderson, whom I had met at my first Portland Peer Review, invited me to carpool with her to Eugene. Then PNW-ASI offered “Indexer Inn” lodging as well as local transportation from Eugene indexers. I was hosted by Cathy Martz, who also ferried indexers to and from the train station.

Friday

Welcome for peer review at Martha Osgood’s house. It was amazing how many of us fit into her quilt-decked house! Anyone who wanted could see “what a *real* indexer’s office looks like!” This space featured big new windows overlooking a hillside garden, with blue jays and squirrels feeding on the window ledge.

Peer review, at least one experienced indexer in each group, Sherry Smith in mine. The elegance, sparseness, and thoroughness of the index Sherry contributed is what I aspire to.

Saturday

An interesting and diverse group. I learned that the attendees included creative types (musicians, writers, type-

setters, quilters, movie extras), heroines attending despite medical issues (including a recent ankle transplant and a debilitating scent allergy)—*and two outright liars*, who dared declare that there was nothing interesting about them.

In addition, I got to meet my former USDA indexing instructor, Kari Kells!

Amazing books available. Do Mi Stauber’s and Kari Kells and Sherry Smith’s books were available for examination and purchase. I bought these two “seminars at home” and took the opportunity of having everyone autograph (including the indexer of the latter book, Martha Osgood).

A good meeting place, good food, good temperature range. Our Baker Downtown Center host took good care of us, providing food without respite and temperatures above freezing (unusual in meeting rooms).

Embedded indexing: A helpful topic. I came to the meeting despite low interest in embedded indexing, but am grateful to the chapter for focusing on this topic. The presentations took the fear out of embedded indexing as speakers shared processes and helpful tools.

Sunday

Everyone welcome at the board meeting. I attended to learn more about the chapter. My comments were received well, and I was shanghaied onto a committee.

Impromptu one-on-one time with Martha Osgood after the board meeting. Maria Coughlin spoke about the generosity of ASI members. Martha was (another one) who (again) demonstrated it.

Leaving knowing I have new friends!

The board spoke of the upcoming fall meeting, PNW-ASI’s 10th anniversary, a celebration for its members. I hope to be there—and that you will be there, too. 📖



Sabina Rascol discusses marketing with presenter Greg Stine at the spring meeting.

Indexers Are Entertaining

by Gayle Davies

If you are like me and unfortunately don't get out much, a PNW indexers' meeting is the event to attend for great food and interesting conversation. At the spring meeting, after peer review Friday, we broke into three groups, depending on cuisine preferences. Taste of India, Chapala's, and Ambrosia satisfied our desires for Indian, Mexican, and Italian food.

On Saturday before the business meeting we completed our Buddy Game forms. Though we didn't have time to report the results due to our packed agenda, participating gave each of us an opportunity to interview an indexer we didn't know. Because there were many new faces, this was an easy way to get acquainted.

That evening we gathered at McGrath's Fish House. At one table we heard stories from Julie Hopkinson, Stephen's wife, and David Billick. When Julie was 9, her family lived in Palm Springs on the same street with Bob Hope, Carmen Miranda, Liz Taylor and Eddie Fisher, Zeppo Marx, Liberace, and Harry Morgan, Jack Webb's sidekick in *Dragnet*. Julie had tales of swimming, playing croquet, and eating cookies baked by Liberace's mother. In the Seattle area, after spending much time and money on landscaping his yard, David looked out to see a young black bear tearing through fencing to get into rubber trash cans of birdseed. This fastidious and discriminating bear preferred only peanuts, leaving the shells behind.

To get a taste of the diverse experiences of our attendees, we compiled the following quiz:

1. Who ordered a Mango Lime Rickey Friday and a Drowning Marlin Saturday?
2. Who has been adopted by a one-eared feline named Jane Ear?
3. After years of playing Beau Brummel tunes, which guitar player conversed with Sal Valentino, their lead singer?
4. Who had a rock and roll gig in Portland which prevented her from coming to the peer review?
5. Who has played the Sunday morning puzzle with Will Shortz on NPR?
6. Who found the PNW Spring Meeting a convenient excuse to fly from Fairfax, Virginia to visit her daughter in Salem, Oregon?

7. Who has been a movie extra?
8. Who smuggled books into Czechoslovakia in the 70's?
9. Who was surprised to meet someone with the same first name?
10. Who attended a 4-room schoolhouse?
11. Whose train left Seattle 3 hours late and didn't arrive in Eugene till 8 p.m.?
12. Who drove to Eugene at 45 miles per hour, braving thunder and lightning on I-5?
13. Who was in frequent contact by cell phone with the incoming train passengers?
14. Who developed the landscaping plan 20 years ago for the infamous, not-yet-begun Eugene Parkway?

Top 10 Reasons to Attend PNW-ASIS's 10th Anniversary!

We asked why indexers should attend. Here are a few reasons:

1. A rare opportunity to shriek with excitement about cross references without anyone thinking you're crazy.
2. Never having to answer the question, "What's an indexer?"
3. Chatting with email friends you've never met in person.
4. Exchanging business cards; ya never know where your next index is coming from!
5. Marveling about how much everybody *else* has changed in the last 10 years!
6. To wiggle your index fingers?
7. Because you deserve to have fun.
8. Network, network, network.
9. You'll learn something.
10. Why attend? Why not!

The 10th Anniversary Chapter Gala will be October 7, 2006, in Olympia, Washington, the location of its founding. Watch for the Tidbits and Puzzles on the email list in the coming months.

Tech Corner

Better organize your Web favorites list; valuable, free software for Macs by David Billick and Ed Rush

Shareware Web favorites organizers

Indexers are by definition organizers of information (and often, I suspect, inveterate list-makers as well). One of the most ubiquitous lists in our ever more connected daily lives is the Internet favorites or bookmarks in our Web browsers. The need to collect links seems to be inherent in the Web browsing experience: one study found Web users averaged 184 bookmarked sites stored in 18 folders (Andy Cockburn and Bruce McKenzie, “What do Web users do? An empirical analysis of Web use” [2000]). While collecting references to Web sites is easy, keeping them organized and up-to-date is another matter altogether and a task that a large percentage of ‘Net users pretty much avoid. In a 1998 study nearly 40% of users had no organization to their favorites collection and most others used what is effectively a flat list. Only about one-quarter of users organized Web sites into hierarchical categories (David Abrams, Ron Baecker, Mark Chign, “Information Archiving with Bookmarks: Personal Web Space Construction and Organization” [1998]).

In addition to the default links managers that are part of Microsoft Internet Explorer, Opera, Mozilla Firefox, Netscape Browser, etc., there are scores of stand-alone applications—shareware and freeware—for recording, organizing and managing your Web site library. Four applications that I particularly like are

- ◆ LinkStash (www.xrayz.co.uk)
- ◆ NetVisualize Favorites Organizer (www.netvisualize.com)
- ◆ URLBase (www.terriadev.com)
- ◆ Advanced URL Catalog (www.jordysoft.com/aucatalog/aucatalog.php).

All four allow you to create a multilevel topical hierarchy and easily add sites to your personalized “index.” But they vary quite a bit in “look and feel” and each has a unique

feature or two or an easier way to accomplish one or more basic tasks.

LinkStash (30-day free trial; \$19.95 to buy thereafter) has the most finished look and has the best integration with your browser. LinkStash installs a toolbar button that

allows you to add the current Web site to the database with a single click. Conversely, from the LinkStash interface you can add all the sites from all open browser windows to the database with one click, a real convenience for those using tabbed-style browsers. LinkStash also has a nice duplicate URL detection feature, allows you to rate sites, add comments, and keep track of how many times and when you last visited a site.

URLBase (freeware personal edition; €29,95 for professional edition) can scan for duplicate URLs and verify that sites are still live. A nice search function is especially useful for very large bookmark collections. A few of the more intriguing features are available only in the professional edition.

Advanced URL Catalog (30-day free trial; \$30.00 to purchase) is comparable to LinkStash but with a less polished and less customizable interface. It can create thumbnail images of sites so you can preview offline them and add comments about each one.

NetVisualize Favorites Organizer (freeware edition; \$34.95 for professional edition) has most of the features of the other organizers listed here with perhaps the simplest, cleanest interface. Thumbnail site previews can be saved as separate jpg files, you can annotate and rate sites, and validate links. A clever “E-mail selected links” function copies selected site titles and URLs into a message in your default e-mail application. NetVisualize Favorites Organizer comes with a very well-written, sixty-six page PDF user guide (but alas, *sans* an index).

Any of these four applications can simplify and improve your ability to manage your library of Web site links and satisfy that compelling need to keep things organized. And since they all offer a free version or free trial period you can try them all before you decide if one is right for you.

Freeware and shareware for Mac

Software can be expensive, for a Mac or any other computer. Not all of it has to break your piggy bank, though. Many freeware and shareware programs are available on the www.macupdate.com and versiontracker.com/macosx/index.shtml sites.

Among the freeware that indexers might find useful are AbiWord (see www.abisource.com/tour/), NeoOffice (see www.planamesa.com/neojava/), and OpenOffice

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Progress and Opportunities from PNW/ASI Web Site Committee

What do we do? We keep the PNW chapter Web site up-to-date and make Web design and layout decisions.

Current committee members: Kathy Anderson, Sandra Farrell, Judi Gibbs, and Ed Rush.

What have we done lately? Since our last chapter meeting, we have:

- ◆ redesigned the home page
- ◆ updated volunteer lists
- ◆ updated meeting and informal gatherings information
- ◆ updated officers list
- ◆ updated list of Northwest publishers.

What kind of help do we need? HTML knowledge isn't required, but anyone who already knows HTML or is currently learning HTML would be enthusiastically welcomed in assisting us with specific tasks as they arise.

Our current to-do list is accessible online

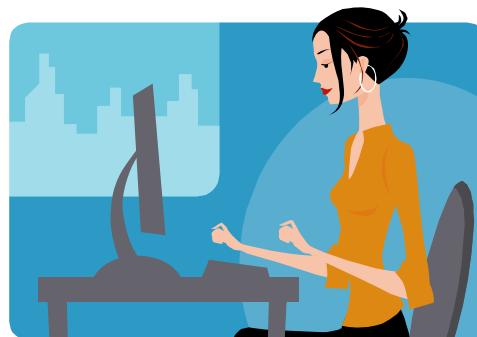
(www.pnwasi.org/webprojects.htm). If you see a Web project with which you'd like to help, let us know. Some of the things on that list are:

- ◆ figure out new format for directory and update it
- ◆ keep volunteer lists updated (ideally, an ongoing effort)
- ◆ edit and convert to HTML new meeting announcements as they appear (ideally, an ongoing effort).

Wanna help? There is no minimum level of commitment. When Web projects arise, simply volunteer for those you're interested in. Contact Martha Osgood (541) 484-1180, indexer@backwordsindexing.com. 📖

Fran Lennie Shows Off Cindex for Mac OS X by Nancy Gerth

The Cindex meeting on Friday March 31, 2006, at the Hilton Eugene & Conference Center began at 1:40 p.m., with 15 or so attendees. Fran Lennie



from Cindex demonstrated the new OSX Cindex on a Macintosh. An updater for OSX 1.0.1 is downloadable from the Cindex Web site (www.indexres.com). There are no updates for PCs, though Lennie stressed the leapfrog character of development on the two platforms. Free demos on for both platforms are available from the Web site. Please specify Mac or PC.

Lennie demonstrated the major changes for Macintosh OSX. There were lots of questions and answers contributed by all participants. A more detailed discussion of these features is available from Nancy Gerth at docnangee@yahoo.com.

Lennie handed out efficiency tips for each platform. She suggested a mnemonic for the keyboard command-K, which Mac Cindex uses for a new record: K for k-new. We all delighted in Lennie's sense of humor.

We concluded in time for all to get to Martha Osgood's house for peer review, though we could have stayed longer. 📖

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(porting.openoffice.org/mac/). AbiWord is, essentially, an imitation of Microsoft Word, but without the price tag. NeoOffice and OpenOffice cover spreadsheet, presentation, and other functions of Microsoft Office. NeoOffice has the benefit of native integration with the Mac OS X system, while OpenOffice depends on an add-on called X11, which enables graphical UNIX programs to be run in Mac OS X.

For a comparison of NeoOffice and OpenOffice, see the wiki.services.openoffice.org/wiki/FAQ_Openoffice.org_and_NeoOffice site. It also has some information about how to get started.

None of these free programs are quite the same as the Microsoft equivalents, but they come pretty close. If you just use Word to put the finishing touches on your RTF output, they could prove to be a good way to save some bucks. 📖



News from Other Chapters

Heartland Chapter: Marilyn Augst

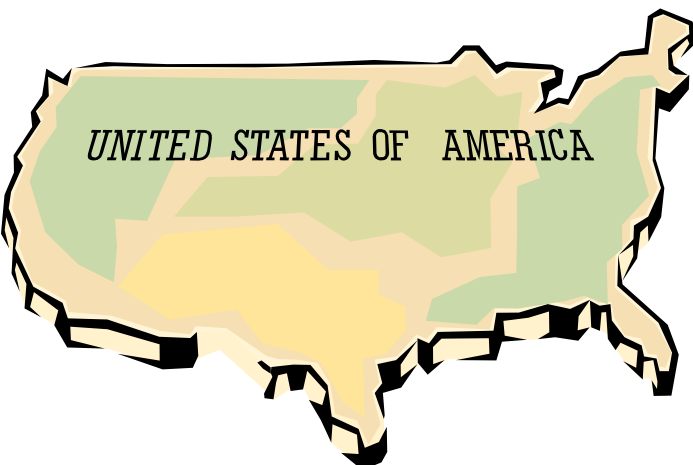
At our May meeting, Maria Coughlin, ASI President, told us about the upcoming national meeting in Toronto, Chinese indexers, the new ASI training course, and the certification issue. The “Reference Books and Resources” was a lively session. Four indexers brought some of their reference books to share which included indexing books, a super thesaurus, biographical dictionaries, and science references. Marilyn Augst presented her talk on “Organizing Your Office Systems.” The Heartland ASI Chapter covers Indiana, Ohio, Tennessee, parts of Illinois and parts of Michigan.

New England Chapter: Heather Hedden

The New England Chapter of ASI (NEASI) held its first peer review meeting on March 25, following the guidelines and format of the PNW/ASI chapter. Even though none of the NEASI meeting members had attended a peer review meeting before, by following the PNW/ASI guidelines, the peer review was very successful. Six attendees, coming from as far as Maine and Connecticut, reviewed six indexes, all presubmitted. One technique that worked well was to have a different reviewer begin the review for each index. This is because the first person to speak might end up saying the most, leaving less to say for the others. Thus each reviewer had a chance to speak a little longer on one index.

Golden Gate Chapter: Janet Russell

Upcoming meetings include peer reviews in May, June, and August. In July, Nancy Mulvany, author of *Indexing Books* will be guest of honor at our annual picnic. On / September 9, Kate Mertes presents NASCAR Indexing, an all-day workshop on indexing faster and more profita-



For future events, check out the ASI Web site (www.asindexing.org), on the chapters page.

bly. On October 14, Gale Rhoades of Macrex presents Microsoft tips and tricks. Our annual meeting and celebration are on November 11. PNW members are welcome to any and all meetings.

Washington, D.C. Chapter: Kate Mertes

At our spring seminar, Dick Evans helped us to start designing our usability study, exploring a small area of indexing practice. We want something that can be administered quickly to a wide audience and be used by other chapters and with alternative questions, so we have a platform from which we can collect a large amount of data. That way, when clients ask us, “Why did you do it that way?” We can say with confidence, “Because that’s what works.” We are considering distributing the study in bookstores and libraries.

Chicago/Great Lakes: Sandi Schroeder

Among our favorite chapter meetings are Index Practicums, which are facilitated by Fred Leise. We concentrate on a particular article/chapter of a book and analyze what is indexable and why we would choose certain entries. Every attendee has an opportunity to read/index the selection ahead of time. There have been two practicums in 2006 so far. Meetings planned for October include a full-day workshop on an introduction to indexing led by Fred Leise and a presentation by Sylvia Coates on term selection and the business of indexing.

Our chapter also sells a variety of T-shirts, sweatshirts, polo shirts, hats, denim shirts, and portfolios which are a great marketing tool and a conversational lead-in for people to learn what indexers do.

Twin Cities Chapter: Rose Coad

In March, Kate Mertes presented her NASCAR Indexing workshop. In May, Gale Rhoades shared her computing expertise with a workshop aimed at using Microsoft Office products more efficiently. The latter was a joint meeting with the local Professional Editors Network.

Colorado Chapter: Lucie Haskins

In April, the Colorado chapter held a Spring Into Indexing: Indexing Tools and Training workshop. A panel of local indexers discussed what avenues they took to become indexers. In a second session, indexers introduced the major indexing software packages they use, demonstrated the programs, and compared functionalities. 📖

The “Dreaded Embedded” Presentations

PNW/ASI Spring Meeting 2006

(interpreted the very best she could by Margy Olmstead)

What is embedded indexing? “Embedded indexing is the process of creating index entries electronically in a document’s files.”

Why is embedding index entries necessary? “For technical documents that will be updated frequently or will go online, indexers can create embedded indexes that will help their audience find information quickly and efficiently.”

How and with what is embedding done? “The indexer inserts the index entries as invisible text in the electronic files. Although desktop publishing packages are not the best tools for indexing, they can be used to create effective embedded indexes.”

The above questions and answers were paraphrased from the ASI Web site.

PNW/ASI chapter members gathered for the spring 2006 meeting in Eugene, Saturday April 1. The meeting theme was: The Dreaded Embedded! Many of us arrived that morning either already dreading or not too awfully clear what all the fuss was about embedded indexes. By that afternoon our able group of presenters including publishers, developers, vendors and users, demystified much of the purpose and process (and prospects for work!) involved in embedding index entries. We were enlightened by Kari Brooks-Copony from Apress Inc. in Berkeley, CA, Patty Masserman from Microsoft Learning, and Lucie Haskins, an expert indexer of technical material, as well as representatives from the dedicated indexing software companies, Frances Lennie from Cindex, Gale Rhoades from Macrex and Kari Kells, representing Sky Index.

A Top-Down View from the Publisher’s Side

Kari Brooks-Copony, Apress Inc.’s assistant production director has worked with embedded indexing in varied forms since 2000. Kari said the index embedding process has become an integral feature of the high-tech books that Apress Inc. publishes. Constant change is inherent in the science and culture of high tech, and documents are updated frequently. Apress indexers (in-house and contractors) use ‘plug-ins’ for FrameMaker and Word to tag, translate and embed the index from the dedicated software into the authoring software. (Lucie Haskins elaborated on this process in her presentation.)

Embedding index entries makes it possible to revise existing indexes rather than rewriting them from the beginning. The term Kari used for this is ‘re-purposing,’ and it speeds up the

workflow and limits the number of contractors hired. Apress Inc. includes in its publishing goals the continued stream-lining of this process by having detailed specifications available to freelance indexers that will enable them work to more similarly.

Kari then mentioned that, in the future, computer generated concordances may replace people generated indexes. Kari appreciates the work and thought that goes into creating indexes and understands that indexes are superior to concordances but automating may prove to be more cost effective. She encouraged after-meeting questions to be sent to her at kari@apress.com.

Microsoft Learning: Next Generation Indexing Process

Patty Masserman, from Microsoft Learning, affirmed that the use of embedded indexes can shorten the production schedule and enables reuse of index entries. The workflow she detailed for us included the use of dedicated indexing software that can export in a delimited format, layout software that can import Word index tags and Microsoft Word as the authoring platform.

Patty explained that a macro embeds Microsoft Word index entries containing UIDs (unique identifiers) in the source files at the beginning and end of every paragraph. The indexer uses a shortened form of these UIDs in place of page numbers for the purpose of writing index entries in a dedicated indexing program. The indexer then exports the index from the dedicated indexing program. This file contains the index entry text and the short version UID to which each entry refers. Using the short form saves typing for the indexer. The source files are then imported into the layout software which converts the Microsoft Word index entries in the source file to the index entry syntax specific to that layout software.



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When the final index is received from the indexer, the indexing coordinator then runs a second macro to replace the short UIDs in the indexer's submittal with the long forms that match the ones inserted into the chapters. Before or after this macro is run, the index is copyedited.

After paging is complete, the desktop publisher compiles a list that contains all the UIDs and the pages on which they occur from the layout software. The indexing coordinator then runs the same second macro to replace the UIDs in the indexer's submittal with the page numbers from the layout software. The resulting merged index file is then compiled for print and handed off for paging.

The two macros mentioned above are bundled together in a tool that Microsoft calls Tagging and Index Mapper, or "TIM" for short. TIM also includes a third macro that enables reuse. Microsoft intends to make this tool available for indexers and publishers *at no cost* once more work has been done to improve the tool. This work is not expected to take place, however, until early fall 2006.

For more information please visit: spaces.msn.com/members/uidindexing/PersonalSpace.aspx. Questions can be sent to: uidindex@microsoft.com.

Plugged In

Lucie Haskins, contractor with both Microsoft and Apress Inc., talked about plug-ins which are third party utilities that boost the indexing capability of FrameMaker and create collaboration between the dedicated indexing software (including Cindex and Sky Index) and Microsoft Word. It is possible to create indexes in both Frame and Word without these utilities, but editing and previewing are either not possible or very tricky.

Microsoft Word partners with dedicated indexing software such as Cindex using the plug-ins DEXter (www.editorium.com/DEXter.htm) which uses line/paragraph/page locators and the files are saved as DAT before importing index into MS Word, or WordEmbed (www.wordembed.jalamb.com), which uses bookmarks as locators.

The files are then saved as a DAT file (DEXter) or RTF or MBK file (WordEmbed) before the importing and embedding of finished indexes into Microsoft Word.

Lucie outlined the use of the plug-in emDex (www.emdex.ca) with FrameMaker. Features included are an index preview window, auto complete functionality, and a customizable marker button that assists in automatically adding relevant strings to an index entry.

Also compatible with FrameMaker, IXgen (www.fsatools.com) offers a preview function, an editable marker list and, when these markers are copied into an IXgen table a search and replace function to make global editing changes. IXgen also features auto generation of entries.

Lucie proceeded to discuss her embedded indexing process with Apress Inc. and Microsoft.

Apress process

- Index one chapter at a time in proprietary indexing software
- Embed index entries one chapter at a time into Microsoft Word (using DEXter)
- Submit chapter containing embedded index entries to Apress
- At completion of book, edit final index and submit as RTF file

Microsoft process

- Index in proprietary software package using special locator strings embedded in Microsoft Word document
- Submit DAT file to Microsoft
- Microsoft completes process of embedding using the special locator strings

For more of what Lucie had to say about embedded indexing and her Apress Inc. and Microsoft workflows, please visit her website www.luciehaskins.com/resources.shtml and scroll down to Presentations on Indexing.

Cindex and embedding

Frances Lennie then spoke about Cindex and embedded indexing. Frances uses the term 'secondary indexing' to refer to index permutations including revisions, cumulations (the merging of two previously prepared indexes), and the reworking of previously published indexes. Embedded indexing abridges this process by making the index entries reusable and clicking and dragging entries from Cindex to MS Word is simple. The entries must be displayed in draft formatted view, then are selected and dragged them to the destination window and drop them at the point at which you want to embed them. To view, the receiving program must be set to view hidden text.

Macrex

The wide diversity of what is possible with Macrex and the limited time she had for her presentations, prompted Gale Rhoades' to decision not to attempt to show "how" index embedding works with Macrex embedding function, choosing instead to focus on introducing a small portion of Macrex's flexibility.

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**From the Cindex 'Help' menu:
"Drag and Drop Records"**

To copy records from one index to another, select those you want to copy, then drag them to the destination index. If the destination index contains records smaller than those you want to drop, or permits a smaller number of record fields, CINDEK will warn you before it drops the records.

To copy formatted index entries to a word-processor that supports drag-and-drop, ensure that you are displaying entries in a fully-formatted view, then select the records and drag them to the destination window.

To copy index entries for embedding in a word-processing document, ensure that you are displaying the entries in draft formatted view, then select and drag them to the destination window and drop them at the point at which you want to embed them. The entries are delivered as hidden text, so will not be visible in the destination window unless you have your word-processor set to show hidden text."

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Gale said that the process of embedding indexes with Macrex is not 'click and drag' like it is in Cindex and SkyIndex. There is a variety of techniques for merging Macrex indexes with the source material (e.g., Word or FrameMaker files) but that her presentation would reflect a more common use by Macrex users: indexes linked to or embedded in markup language text such as HTML or XML.

Macrex users have several options for handling embedded or linked indexes for such files (entire Web sites, CD-ROM disks, etc.). Macrex is also used to link index entries to specific articles regardless of the source—e.g., links to articles about diabetes would be collected on one Web site—sending the readers to other sites around the world (or a local area network).

Embed with SkyIndex

Kari Kells, described the SkyIndex 'drag and drop' embedding process as follows:

1. Open and size SkyIndex and MS Word (or any other word processor or desk top publisher that conforms to Words RTF embedding format) so they both appear on the monitor.
2. Put SkyIndex into Page Order.
3. Select and drag index entries over (hold down the left mouse button as you drag) into Word and place them in the page and at the location in the text that the locator is referencing.
4. Release mouse button.

She noted that as with Cindex embedded entries may or may not be visible depending on whether you have configured Word to display hidden fields.

Index entries can be embedded into any word processor or desktop publishing program that fully conforms to the Word RTF embedding format and that supports drag and drop protocols for these entries.

In summary, index embedding is possible in FrameMaker, solo or with a boost from third party software. Embedding in Word is also doable as a click-drag from Cindex or SkyIndex, or with use of a third party booster.

Learning to embed index entries seems a necessary next step for in-house and contract indexers working in high tech. For the rest of us, as the shift to electronic/cyber media continues, incorporating embedded indexing into our portfolios may be a prudent, value-added move. In my own case, my area of expertise is ancillary medical/health care, and changes to the practices of care delivery and suggested workflows have escalated in recent years. If I plan to market my skills to publishers who publish health care how-to manuals or texts I would be wise to get up to



speed with embedded indexing. This could be true for any of us.

Does embedding mean shorter projects and less cash flow because the indexes we create and embed today will just need a quick update rather than a rewrite later on? If the length of our projects shortens, then might not number of projects we could take on increase? These important questions will only be answered over time. For now, as professional indexers, we must evaluate how appropriate embedding index entries will be to our particular businesses and pro-

From SkyIndex Help menu:

To embed index entries into Microsoft Word, do the following:

1. Start Word and size both SkyIndex and Word so that both are visible onscreen simultaneously.
2. Put SkyIndex into Page Order by choosing View:Page Ordered.
3. Open the document in Word in which the entries will be embedded.
4. Locate the page in Word for the first entry or entries in SkyIndex.
5. Select the entries to be dragged into Word using any of the available keyboard or mouse selection methods in SkyIndex.
6. Put the mouse cursor over the highlighted area of any of the selected records and click and hold down the left mouse button.
7. While continuing to hold down the left mouse button, move the mouse cursor over the Word document and over the point in the document that you wish to embed the entry(s).
8. Release the mouse button.

About the editors

Gayle Davies is fairly new to indexing. Previously, she worked 30 years in public education as an elementary teacher, special educator, and speech/language specialist. She is active in the Eugene Peer Review group.

Cathy Martz has been indexing since 2001. She indexes materials in lots of topics, but with a background in the investment business, enjoys books about investing, management, and business. 📖

Answers to the quiz on page 9: 1. Cher Paul; 2. Kari Kells; 3. Ken Hasman; 4. Laurie Mills; 5. Ed Rush; 6. Vicky Agee; 7. Albert Giesbrecht; 8. Martha Osgood; 9. Elspeth Pope; 10. Sherry Smith; 11. Carolyn Weaver; 12. Mary Harper; 13. Cathy Martz; 14. Jane Henderson; 15. Sabina Rascol.

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