

The ATLANTIC INDEXER

*A newsletter for the Capital Indexers of the Mid- and South-Atlantic Chapter
of the American Society for Indexing*

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NOTES FROM THE CHAIR

It was an honor to be nominated for various officer positions these past two years, and I am delighted to be this year's chair.

I belong to several associations, and I am highly involved with each one. There is a tremendous difference between being a paid member and being an involved member, and I greatly enjoy being part of the associations I belong to.

We have scheduled the fall workshop for November 9th, in Richmond, VA and we have a lot packed in one day! We will be learning from Connie Binder on critiquing indexes, Kate Mertes on the indexing process, Philip Van Cleave on automated indexing systems, and Pilar Wyman on the embedded indexes and digital book indexes. I am definitely looking forward to this gathering!

If you have ideas for future events or workshops, please let me know! I can be reached at chair@msasindexing.org.

SEE PAGES 2-5 FOR MORE INFORMATION ABOUT THE FALL WORKSHOP

Other ASI Chapters' Upcoming Events

November 8–9, 2013

Chicago/Great Lakes Chapter

<http://www.chicagogreatlakesindexers.org/events.html>

Workshops: Fred Leise and Kay Schlembach

Sunday, November 3, 2013

Golden Gate Chapter

The Long and Short of It: Issues of Length in Book Indexing

Visit the chapter website or ASI's website www.asindexing.com for more information

American Society for Indexing — 2014 Conference

April 30 to May 3, 2014, Charleston, South Carolina

To provide the best value for ASI members, we have streamlined the conference structure and are concentrating on obtaining high-quality sessions that address the core competencies all indexers require to reach and maintain excellence in the field. You will leave this conference better, faster, stronger, and smarter indexers.

The conference will be workshop-oriented, but there is some room for shorter seminars as well. Workshops last for three hours and are intended to present an intensive course of instruction, usually with hands-on opportunities for attendees. Seminars last for one-and-a-half hours and generally are formal presentations of focused research.

The Charleston conference will also feature “lightning rounds.” Have you worked on an indexing project that presented a particular and unusual challenge, or discovered a solution to an aggravating problem – but there’s not enough material to fill a complete session? Then the lightning round is for you! These 10 to 15 minute talks should be fun, fast-paced, and exciting.

We encourage submissions from ASI Chapters and SIGs as well as individual indexers, and welcome attendance and participation by the academic community, professional publishers, and all other interested parties.

Visit <http://www.asindexing.org/events/2014-conference/> for more information.

ASI REGIONAL FALL WORKSHOP

November 9, 2013

PROGRAM OVERVIEW

This conference showcases some of the leaders in our changing industry, offering you the opportunity to learn and network. Suitable for all levels of indexing professionals, including indexing students. All speakers are seasoned professionals.

- Connie Binder on collaborative critiques for indexes
- Kate Mertes on the indexing process

- Philip Van Cleave on automated indexing systems
- Pilar Wyman on embedded indexes and digital book indexes

LOCATION

Martin’s Community Center

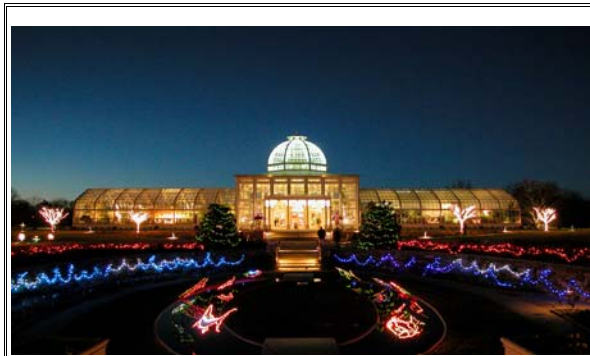
2250 John Rolfe Parkway

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Richmond is among a handful of mid-sized cities to offer a flourishing cultural community enhanced by several first-class museums and prominent universities, its own symphony, professional ballet and opera, and numerous theater companies and art galleries. Trendy boutiques and restaurants, numerous sports and entertainment attractions,

outdoor pursuits among one of the nation's largest river park systems, and a treasure trove of historic



Lewis Ginter Botanical Garden: Photo courtesy of Richmond Region Tourism

landmarks provide fun times galore. Richmond is a great food town with a wide variety of eating establishments that will fit every taste and budget. There is also great music, microbreweries, museums, hiking, etc. For the five million who visit each year, Richmond is increasingly recognized for many distinguished yet unheralded qualities long enjoyed by those who already live here.

REGISTRATION

ASI & STC members \$49 until September 30, \$79 thereafter

Nonmembers \$89

Breakfast and lunch are included in the cost of registration.

Please download and mail the ASI-MSA Registration Form.

For questions, contact April Michelle Davis chair@msaindexing.org

SCHEDULE

8:00 am – 12:00 pm

The Naked Indexer

Sure, we all talk about our process. But what do indexers really do when they take off their conference clothes, put on their bunny slippers, and get down and dirty with an actual text? Kate Mertes reveals all when she shows you how she tackles an indexing project. The book we will be using is *A Sharp Little Affair: The Archeology of the Big Hole Battlefield*, by Douglas D. Scott. It's available at several Open Source sites, but the copy that's easiest to read is at:

<http://friendsnezpercebattlefields.org/BIHOASharpLittleAffair1994.pdf>. Attendees can download it for free to a PDF reader with no copyright issues.

Kate will have only minimal familiarity with the book—just what she would usually have before she sits down to start a project—so, using the talking method, she'll walk you through how she deals with a text right from the beginning. Attendees, however, are free to familiarize themselves with the book and even produce an index of their own before the session.

Kate Mertes is sole proprietor of Mertes Editorial Services, providing indexing, information retrieval, and editorial expertise for complex, challenging projects in law and the humanities. After nine years as a managing editor of indexing with Research Institute of America, Kate started her own business in 1998. Kate has served three terms on the Board and two terms as president of the ASI and has also been president of the Mid-and South-Atlantic chapter. Kate is a founding member of the Institute for Certified Indexers. Kate is a coauthor, with Fred Leise and Nan Badgett, of *Indexing for Editors and Authors*, and a contributor to numerous other ASI publications. In 2013 Kate won the Wilson Award for excellence in indexing for her index to Montesquieu's *Mes Pensees* (Liberty Fund, ed. Henry Clark).

12:00 pm – 12:45 pm

Lunch Boxed lunches will be provided.



The Science Museum of Virginia: Photo courtesy of Richmond Regional Tourism

12:45 pm – 1:45 pm

The Matrix Reloaded, Reloaded: Indexing for Embedded and ePubs

Pilar Wyman will discuss software options and combinations used in today's eContent indexing. Pilar will share the Matrix developed by the ASI DTF to help you determine how to index for ebooks. When there are no pages, it is even more important to keep the reader and their route to the text in mind. Pilar will cover how page layout software, word processing, and our own indexing packages can be used to embed, link, and otherwise prepare indexes for a variety of outputs: PDF, ebook, print, etc.

Pilar Wyman is the immediate past president of ASI. She is also an active member of the ASI Digital Trends Task Force, which was a key player in the recent International Digital Publishing Forum (IDPF) inclusion of indexes in the EPUB3 standard, and continues to work with the IDPF Indexes Working Group. Pilar has been writing indexes for over 23 years for a variety of media, preferably in med-tech subjects.

2:00 pm – 3:00 pm

Automated Indexing Systems

The presentation will cover the Sonar Bookends InDex Professional system for InDesign—how it works and how automated indexing can be used to aid professional indexers.

Philip Van Cleave is the president of Virginia Systems Software Services, Inc., a software company specializing in automatic index generation, text retrieval, footnote/endnote and various other desktop publishing plug-ins. Philip has a master's degree in computer science from Trinity University in San Antonio, Texas, and received the Charles Babbage Award for Excellence in Computer Science in 1975. He founded Virginia Systems in 1984.

James River Skyline: Photo courtesy of Richmond Region Tourism



3:15 pm – 4:30 pm

Peer Review Workshop

One of the most frustrating things about being a freelance indexer is the lack of feedback. You send off an index that you have struggled over and often don't even get a return email acknowledging its receipt. Peer review is a great way to get the validation that we all need (at least occasionally) and to build confidence in your indexing skills. Helpful comments from other indexers will give you new perspectives on your work and assist you in becoming a better indexer. This session is not just for new indexers; it is easy for experienced indexers to become complacent or fall into bad habits. Peer review keeps indexers of all skill levels on track. New and experienced indexers often have very different perspectives, so feedback from both is extremely valuable.

Please send an index for review, as an email attachment, in RTF to Connie Binder at <connie@conniebinder.com> by November 1. If you can't send an index in time, bring 10-20 copies to the meeting for a cold review, or just come to provide feedback to your peers.

Connie Binder has been a freelance indexer since 1999. A generalist, she is happy to index almost anything that comes her way (history books and biographies are her favorites). A member of the American Society for Indexing, Connie has served on the Board of Directors, as an MSA chapter officer, and as manager of the Sports-Fitness Indexing Special Interest Group. Certified by the Institute of Certified Indexers, she is dedicated to providing quality indexes and to promoting consistency and quality within the profession. Peer review is an important part of that, and also fulfills her very unindexerlike craving for attention and validation.



MSA CHAPTER OPPORTUNITY....

I am seeking a replacement for myself as the editor of the Atlantic Indexer. I have greatly enjoyed working on the newsletter these past 5 years and will miss it. However, I'm finding my other obligations are slowing taking over my life and making spare time obsolete right now. The newsletter is starting to suffer from my busyness and I don't want that to happen.

Working on the newsletter is a wonderful way to not only give back to the MSA Chapter, but also to meet and get to know other indexers. If you are interested in taking over as the MSA Chapter newsletter editor, please send me an email (newsletter@msasindexing.org) and I can give you more details.

Vicki Swope

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