

# The ATLANTIC INDEXER

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

Volume 17 No. 3

Fall 2010

## Mid- and South-Atlantic Chapter Fall Conference

### *Software Tools of the Trade*

Saturday, October 9, 2010, 8:30 a.m. to 4:00 p.m.  
Hampton Inn Dumfries/Quantico, VA

The cost of the conference is \$60 for members and \$75 for non-members until September 17, 2010. After September 17 the cost is \$70 for members and \$85 for non-members. Boxed lunches are included in the price of the conference.

The program will include the following topics and speakers:

**Using PDFs in Indexing** by *Cheryl Landes*

**A Review of Popular Indexing Utilities** by *Dave Ream*

**SKY Index Professional 7.0—What's New and What It Can Do**  
by *Kamm Schriener*

**CINDEX™ Cornucopia** by *Frances Lennie*

**see pages 4-6 for more information**

**\*\*If you have specific features you would like covered, or questions you would like answered, please send them to [Chair@msasindexing.org](mailto:Chair@msasindexing.org) to be compiled for the presenter.**

See pages 4-6 for more information about the conference and see page 10 for the registration form

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### ***MSA Quick Glance Calendar:***

**Oct. 9th:** "Tools of the Trade" at  
Hampton Inn, Dumfries, VA

**Dec. 4<sup>th</sup>** West Chester, PA meeting

## Other Upcoming Events

Carolina Mountains Literary Festival  
Burnsville, NC

September 10-11

<http://www.cmlitfest.org/Home>

Fall for the Book  
George Mason University  
Fairfax, VA  
Sept. 19-24

<http://fallforthebook.org/>

Baltimore Book Festival  
Baltimore, MD  
September 24-26

<http://www.baltimorebookfestival.com/>

Florida Heritage Book Festival  
St. Augustine, FL  
September 24-25

<http://fhbookfest.com/>

National Book Festival  
Washington D. C.  
September 25, 2010

<http://www.loc.gov/bookfest/>

A Central Pennsylvania Book Festival  
Carlisle, PA  
October 23, 2010

<http://www.celebratethebook.org/>

Authors Out Loud, Washington, DC  
Various dates

<http://washingtondcjcc.org/center-for-arts/literary/literary-events.html>

Library of Congress Books & Beyond,  
Washington, DC

<http://www.read.gov/events/>

Book and author events, Washington, DC

<http://hooksbookevents.com/>

## Other ASI Chapter's Upcoming Events

September 18, 2010 from 9:00 a.m. To 4:00 p.m.  
Rocky Mountain Chapter meeting  
"Aboutness in Indexing" presented by Kate Mertes

October 16, 2010 from 10:00 a.m. To 4:00 p.m.  
ASI Heartland Chapter Meeting  
"Before and After the Index"

October 16, 2010 from 9:30 a.m. To 3:30 p.m.  
Twin Cities Chapter  
"Metatopics Menace and Subheadings: Basic, Useful, Elegant"

October 16, 2010  
New England Chapter  
"Polishing the Index" presented by Enid Zafran  
"From Indexer to Accidental Taxonomist" presented by Heather Hedden

November 5<sup>th</sup> and 6<sup>th</sup>  
Chicago/Great Lakes Chapter meeting  
"Aboutness in Indexing" presented by Kate Mertes and "Building Your Client Base"

November 12-13, 2010  
Southeast Chapter Inaugural Meeting  
"Aboutness in Indexing" presented by Kate Mertes  
"NASCAR Indexing" presented by Kate Mertes

**SAVE THE DATE!!**  
**Dec. 4<sup>th</sup> 2010 at 10:00 a.m.**

**Details will be announced  
later this month for a meeting  
at West Chester Library, PA**

# NOTES FROM THE CHAIR

The mid-and south-Atlantic region, as well as many other parts of the country, is experiencing the hottest summer ever recorded, with a record number of 90-degree days, making it difficult to enjoy my usual summer pastimes of eating lunch and reading on the screened porch. Perhaps that's good, because it's allowed me needed time for chapter activities!

Our BB&T accounts have been closed and funds transferred to ASI. The first experience of requesting reimbursement through the new process went smoothly and within a week, the funds were in hand.

Sue Nedrow and I met on June 24 to sort through the chapter archives. Bonnie Hanks and I met July 17 in Orange, VA, so that I could transfer the archives to her for further organization as she has agreed to serve as the chapter Archivist. In order that we don't forget just where our archives are located, I've asked Vicki Swope, our Newsletter Editor, to include the Archivist with the list of chapter officers.

Chip Reese has agreed to coordinate the work of updating our Web site, with assistance from April Michelle Davis, and Rhonda Medford. If your information needs to be updated, please let Chip know ([Chair-elect@msasindexing.org](mailto:Chair-elect@msasindexing.org)).

Several past officers have mentioned that they have received no guidance on how to do their jobs, so I'm working on a revision to our Policy and Procedure Manual, to include a summary of tasks for each officer. My goal is to make it easier to find people who will serve as officers because potential candidates will be able to determine exactly what they are committing to!

Talks are underway with Jodi Kaye and Vicki Swope about hosting a meeting near Philadelphia, PA, with a tentative date of Saturday, December 4. And in this issue you will find a program announcement for the fall conference on October 9.

It may appear that our meeting fees are higher than those of other chapters. The primary reason is the difficulty of finding meeting space for a reasonable cost. Most of the places we've looked into cost \$500 per day, and those that don't are typically in the suburbs, or more out of the way (like the hotel where the fall conference will be). Although we don't pay presenters a fee for speaking—and most ASI members feel that speaking without charging a fee is their way of “giving back” to the indexing community—we do usually cover travel expenses, while trying to ensure they're reasonable. There may be incidental expenses such as equipment rental and printing, as well. And, finally, food costs are included in the fees. These are typically about \$10 per person, which is comparable to lunch on-your-own at a place like Panera's. Keeping everyone together for lunch allows socializing and networking, and helps keep us on schedule, as we don't have to wait to start afternoon sessions until everyone has returned. The goal in setting the fee is to cover expenses, not to make a profit. The fall conference “early bird” fee of \$60 covers six full hours of continuing education plus lunch, which seems to be a good return on investment.

- *Becky Hornyak*

# MSA CHAPTER'S FALL CONFERENCE

**The fall conference is just around the corner! It's on Saturday, October 9, 2010 from 8:30 a.m. to 4:00 p.m. at the Hampton Inn in Dumfries/Quantico, VA. The following presentations are scheduled.**

## **Using PDFs in Indexing by Cheryl Landes**

To save shipping costs and paper, more publishers are delivering files in the Adobe Portable Document Format (PDF). During this 90-minute workshop, learn how you can take advantage of the PDF environment to make the indexing process more efficient. The primary topics we will cover are:

- Searching for text in a PDF document
- Comparing two versions of the same PDF document to view changes
- Copying and pasting text from PDF documents
- Editing text in PDF documents (useful when you want to make notes to yourself or when you notice errors that should be flagged for an editor)
- Setting security on PDF documents (great for submitting invoices)

We will cover other topics as time allows. A handout written in the form of a user's guide will be provided so that you can practice on your own the steps that Cheryl demonstrates.

Cheryl Landes, an award-winning technical writer, is the owner of Tabby Cat Communications in Seattle. She has more than 19 years of experience as an indexer and a technical writer in several industries: computer software, marine transportation, HVAC, manufacturing, energy metering and monitoring, and the trade press. She is a member of ASI's national Board of Directors, and is active in the

Society for Technical Communication (STC) on the chapter and international levels.

She speaks frequently at ASI and STC meetings throughout the United States and Canada.

## **A Review of Popular Indexing Utilities by Dave Ream**

Add-ons expand the functionality of indexing software as well as offer ways of streamlining some tedious editing processes.

- Index/Check provides style checking on index files and reports inconsistencies in spelling, capitalization, sorting, etc.
- EntryExpander allows creation of consolidated entries, such as lists of author names, then expands them into multiple, single entries for Name Indexes.
- UtilityControlPanel provides a simple window interface to invoke utilities such as those listed above.

Mr. Ream is Leverage Technologies' chief consultant for publishers. He has a B.S. in Engineering and an M.S. in Computer Science from Case Western Reserve University. Mr. Ream has spent over 30 years working with publishers in the areas of typesetting design and production, database creation, editorial systems, and electronic publication design and production. One of Mr. Ream's earliest assignments (in the mid-seventies) involved creating custom programs to sort legal indexes into locator order and then back into alpha order. Since then he has worked on many indexing, abstracting, and thesaurus projects and systems. Currently, indexing projects center around integrating Indexing Research's Cindex

into corporate and governmental publishing operations including web applications.

*(Continued on page 5)*

*(Continued from page 4)*

LevTech also performs computer consulting and programming for editorial applications as well as batch composition services.

Mr. Ream can be reached at [DaveReam@LevTechInc.com](mailto:DaveReam@LevTechInc.com) or by visiting the LevTech website at [www.LevTechInc.com](http://www.LevTechInc.com).

### **SKY Index Professional 7.0—What's New and What It Can Do by Kamm Schriener**

You'll be introduced to some of the exciting new features in the latest release of SKY Index Professional and get to see how they can save you time with live demonstrations. Some of the new features you'll get to see are: The new Edit View (Edit your index in a way that's similar to editing in a word processor), the Browse Pane (compare two sets of index entries side-by-side), the Consume Subheadings command (delete all subheadings of a main heading but keep the locators), and much more...

Kamm Y. Schreiner is the owner of SKY Software and programmer of SKY Index Professional. He has a B.S. in Electrical Engineering from Virginia Tech with a Minor in Mathematics. He has been writing indexing software for more than 30 years and finds creating easy to use software interfaces the most enjoyable part of programming. He is an amateur songwriter when he isn't programming.

### **CINDEX™ Cornucopia by Frances Lennie**

You work best when you are comfortable with your software. Explore ways in which you can adapt the program to your preferred work habits. Become familiar with shortcuts to minimize keyboarding and ensure consistency. Become confident in one of Cindex's most powerful features – the use of patterns for finding and editing – and take a brief look at techniques for efficiently handling revisions and embedding index entries into Word documents.

Frances began her indexing career over 30 years ago while still living in the United Kingdom. Since then she has prepared indexes in many different subject areas (medical, scholarly, history, etc.) and materials (books, journals, association minutes, legislative proceedings), and compiled database entries for a variety of corporations, institutions, and publishers (Kodak, Mellon Foundation, Martha Stewart Omnimedia, Guideposts, etc.): all handled by CINDEX™ which she developed and first marketed in 1986 through her company Indexing Research. Frances is a frequent speaker at indexing meetings and library school classes in North America and overseas, taught an indexing course at New York University 2001-2006, and conducts CINDEX training workshops. She is currently serving (thru April 2011) as ASI's President, has previously served on ASI's Board of Directors as Treasurer (1992-1998) and as President (2003-2004), and has been a juror for the ASI/H. W. Wilson Award on several occasions. She has also been intimately involved in the establishment and operation of ASI's Training in Indexing Certificate Program, and continues to monitor its progress with interest. In 2005 she was presented with the Hines Award.

*More information about the conference on page 6.....*

## Hampton Inn Dumfries/Quantico

Hotel rooms are available with breakfast included. Ask for the “MSA Fall Conference” when calling (1-703-441-9900) or use the code “C-MSI” when booking online.

Directions: From north or south I-95 in Virginia, take Exit 152B to 234N. Hotel is 1/8 mile on right at 16959 Old Stage Road, Dumfries, 22025. *Please note that you will NOT be taking the exit toward Dumfries!*

### Costs

The cost of the conference is \$60 for members and \$75 for non-members until September 17, 2010. After September 17 the cost is \$70 for members and \$85 for non-members. Boxed lunches are included in the price of the conference.

### Business Meeting

There will be a brief chapter business meeting during the conference.

***See page 10 for the conference registration form.***

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# PROGRAM REPORTS

## June 11 Meeting on “Twitter and Social Media Secrets” by *Becky Hornyak*

Tonya Taylor of Rising Star Ideas spoke on “Twitter and Social Media Secrets” to 12 of us on Friday, June 11, at the library in Columbia, MD. She first explained the difference between LinkedIn (“like a world-wide Chamber of Commerce”), Facebook (“people you used to know”), and Twitter (“people you want to know”).

Then she told us about her idea of a Twitter site for cupcake lovers which she has turned into a money-maker. One of her sayings is that “the difference between ordinary income and extraordinary income is implementation.”

She handed out an Action Plan Checklist:

1. Choose a social media platform
2. Create your strategy
3. Build your relationships
4. Grow your knowledge

Tonya is a dynamic speaker, and conveyed a lot of information in a short time. After hearing her, several people said they felt more confident about venturing onto the social media sites to look for opportunities to promote their indexing businesses. For those interested in learning more about Twitter for business, she offers a Twitter Quick-Start Academy, which consists of 52 weekly assignments (<http://TwitterQuickStartAcademy.com>).

It was a lovely day and after the meeting, five of us went across the street for lunch in an enjoyable outdoor patio setting.

# MEMBERS CORNER

## **Indexers in Your Neighborhood by Linnea Dwyer**

**I would like to introduce you to an indexing neighbor, a member of our indexing community: Meet Richard Shrout.**

### **What is your educational background?**

Undergraduate degree with three majors: History, Philosophy, and Humanities. But my most important learning experience in college at the University of Kansas was learning about politics and administration in the fraternity where I lived. I also worked on a real job for the first time there – was fired from the first one – but got a second chance with a different supervisor in the same office and suddenly turned into a stellar employee.

All that education qualified me for the artillery in Vietnam where I served as Fire Direction Computer – the person who computed the firing data for the guns and then said “Fire!” I really did that. So far as I know, we never hurt anyone because we were so careful not to hurt our own allies. I found it interesting that my daughter took a history class on the Vietnam War while she was in college a few years ago. How quickly we become fossilized.

Just before I shipped out to Vietnam, someone I knew at the University of Kansas told me that I would be a good librarian. My instant response was “They pay people to do that?” And then I thought about it and researched it and thought that my friend was probably correct. So I applied to Library School while I was in Vietnam. At the University of Wisconsin in Madison I acquired two Masters degrees, one in Library Science and the other in Public Administration.

After that I worked for 30 years in federal government libraries in the Washington, D.C. area. My perfect record in regard to circulation was ruined when one day I had to check out 6 books. Otherwise, I never did that and also never really did any real reference work. I ended up supervising the catalogers but I never actually did that either – although I did it very well in Library School. I came through the ranks as an Acquisitions Librarian (purchasing the books) and then managed large systems as a Contracting Officer for the Department of Justice Library System. I had to interface with the various administrative offices including Budget, Finance, and Procurement.

### **How did you get into indexing?**

I had become an expert on WordPerfect during the 1980s and started reviewing books for the WordPerfect Support Group, an organization that was totally separate from WordPerfect Corporation itself. In one of the book reviews I mentioned that the index needed some improvement. The author, Karen Acerson, asked me via CompuServe to index her next book. Indexing an 800 page book with no knowledge of special indexing software is not the best way to get started but that index was surprisingly solid. I gradually began indexing for other authors and then moved on to other subjects.

I took the USDA Course for the specific purpose of finding out about indexing software. There was no Internet at that time. I was very fortunate. Nancy Mulvany was my instructor. She was probably in the process of writing her book at the time. I gave my notes to someone who never returned them so I don't know exactly what we studied. I remember working very hard to make sure she remembered me. I did not know about her theory that anyone making over

a 90% from her would turn out to be a successful indexer. Yes, my hard work did pay off. My final grade was well over that mark.

I spent roughly 10 years moonlighting before retiring from the federal government. Then I spent several years as a freelancer on my own.

A few years ago Mary Coe and I started working together successfully even though we indexed different subject areas, used different indexing software, and liked doing different parts of the indexing process. At income tax time, trying to figure out who had done what for whom got to be very cumbersome. So most likely, at her dining room table in Rockville, Maryland, the idea to start Potomac Indexing was born. We have gone through many changes together including Mary's move of her entire family to Australia. The current partnership of Mary Coe, Seth Maislin, Kay Schlembach, and myself is a very successful one. We all have different talents and are able to rely on each other's strengths. We are coequal partners.

### **What is your favorite part of the indexing process?**

My favorite part of the process is the initial reading and marking. I have learned to do the editing at the end but it is not nearly as enjoyable to me as the initial gathering of the entries. Mary Coe, on the other hand, loves the editing.

### **Do you have any unusual indexing experiences?**

Two experiences stand out in particular. Once quite a few years ago I was asked to index a book describing procedures with graphics software without using any gerunds. So I had to use lots of infinitives. My dentist at the time thought all that was a hoot and tried to talk to me without using gerunds either.

I am currently indexing a set of 12 books without using any subentries, only main entries. That is very mind twisting. During this same time period I was managing a multi-book project that

required over indexing – many more subentries than actually needed.

### **Do you have any hobbies?**

I sing tenor in a Church choir and a community chorus. There are no other singers in my family. I just kept at it for many years and switched to tenor from bass at around the age of 55 which is the opposite track to that taken by most men at that age. I play tournament table tennis which involves at least 10 to 12 hours a week of practice so I am in the best shape of my life. I am also very interested in family history. I would also have to include traveling now as an avocation. I went to China five years ago to attend their society's meeting in Shanghai and then to practice table tennis for a week at another university there. Last year I went to the Australian society's meeting. This year I intend to go to Holland for the SI meeting.

### **What is your involvement with ASI?**

I built both my original sole proprietorship business and the current LLC via ASI contacts. And as a federal retiree, I am not totally dependent upon indexing for support of my family. Since ASI has given me so much, I have been trying to give back. I do enjoy serving on the Board and as an Officer. I have not been able to come to many of the local meetings during the past few years. I will try to do better.

Attendance at ASI Conferences revealed a hidden talent that I really had no idea I possessed: schmoosing. Very early on I discovered that focusing on others is the key. Go into the receptions, for instance, with a mental list of persons that need to meet each other and watch for those who might be a little lost. Help them out. Part of the key is not expecting anything in return. You should also go to conferences and local meetings with some kind of agenda of your own such as having a list of people you want to meet or trying to find another colleague with a certain skill. And then don't get tied up in knots if some other

opportunity presents itself. Try to figure out what is important about being here in this room today. It might or might not be what you initially thought.

I enjoy working with the entire indexing community. That is the bottom line. If I have not met you yet, I am looking forward to it. If I have, I am looking forward to renewing our acquaintance.

Here is one last concluding piece of advice. Since we are a solitary profession, remember to treasure your time with colleagues. Do not assume that you will see them again in a few months. That doesn't always happen, Treasure your time with them right now.

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**Welcome New Members!**  
**Nancy Clifton, Aiken, SC**  
**Sherri Kaplan, Philadelphia, PA**  
**Kay Pedersen, Norfolk, VA**  
**Marsha White, Gainesville, FL**  
**Jennifer Williams, Myrtle Beach, SC**  
**Susan Park, King George, VA**

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### **Bumper Sticker Close-Out**

The following bumper stickers will be available at chapter meetings:

*Ask Me About Indexing*

*If you won't talk to your kids about indexing, who will?*

*The Truth Is Out There – It's Just Not Indexed Very Well*

1 for \$1.00/3 for \$2

Make checks payable to MSA Chapter of ASI.

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Between meetings, contact Chip Reese to purchase bumper stickers:

*Chair-Elect@msasindexing.org*

There will be a \$.50 fee for postage on mail orders.

~~~~~  
**Limited Time Offer!**

**After April, 2011, they will be gone forever ☺**

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**Registration for Software Tools of the Trade Conference, October 9, 2010  
Hampton Inn Dumfries/Quantico, VA**

**Name:**

**Address:**

**Phone:**

**E-mail Address:**

**Amount enclosed:**

**Lunch sandwich preference:**    \_\_\_Tuna            \_\_\_Turkey            \_\_\_Roast    Beef            \_\_\_Ham

Please make your check payable to:

**MSA Chapter of ASI**

and send it to the MSA Treasurer:

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