

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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Spring 2010

June Meeting

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Twitter and Social Media Secrets - What
Indexers Need To Know

Date: June 11, 2010

Time: 10 a.m. - 11:30 a.m.

Cost: Free!

RSVP: programs@msasindexing.org

Location:

Howard Co. Central Library
10375 Little Patuxent Parkway
Columbia, MD 21044
410-313-7850

Program:

Twitter, LinkedIn and Facebook are examples of free tools used to attract customers and grow your indexing business. In order to take advantage of the tremendous power of social media indexers need to know the key differences between the major social networking platforms. Indexers need to be armed with social media secrets and an action plan they can implement today to get their business up to speed with social media marketing.

Go to <http://bit.ly/indexer> to complete a quick survey and to ask your questions in advance.

RSVP and questions: programs@msasindexing.org

See page 2 for more information about presenter Tonya Taylor

See page 6 for "Three Reasons to Use Twitter to Market Your Business" by Tonya Taylor

MSA Quick Glance Calendar:

June 11th: Twitter and Social Media
Secrets at Howard County Central
Library, Columbia, MD

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



Tonya R. Taylor, Social Media Strategist for Rising Star Ideas.com, works with women owned businesses, entrepreneurs, small business owners and other solo professionals who say “I don’t get Twitter”. She teaches how to leverage Twitter for business through her seminars and workshops. Tonya is the author of the [“Twitter Quick-Start Toolkit”](#) a four part system used to build your audience, increase your traffic, broadcast your message and BOOST your sales, quickly, easily and automatically – even if you “Just don’t get it!”.

Tonya’s blog 101FreeTools.com “Your Small Business Toolbox” is a resource for small business owners on a shoestring budget who want to address tomorrow’s social media and technology needs today. Tonya also serves on the American Marketing Association of Baltimore’s board as Director of Twitter and Facebook. Tonya is a contributing writer on the Examiner.com where she features small businesses and information dedicated to all things social media in the Baltimore metropolitan area.

ASI Chapter Upcoming Events

Western NY Chapter meeting
“Fine-Tuning the Craft”
June 4, 2010

<http://www.asindexing.org/site/chapters.shtml#nyc>

Pacific Northwest Chapter meeting
Aug. 27-28

<http://www.pnwasi.org/mtgnext.htm>

Judy Reveal is looking for articles and program reports for KeyWords newsletter. KeyWords is another great avenue in which to publish your article.

***Contact her at
jreveal@verizon.net.***

Other Upcoming Events

Special Libraries Association Annual Conference
Washington, D.C.

June 13-16

<http://s36.a2zinc.net/clients/sla/sla2010/public/enter.aspx>

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/>

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/>

Welcome 2010-2011 MSA Officers!



Chair - Becky Hornyak

Becky was Chair-Elect of MSA Chapter for the 2009/2010 term. Prior to that, she was Treasurer for 2 years. She served on the Nominations Committee in 2005. She has been indexing for 13 years, 11 of them as a full-time freelancer. She has lived in Virginia 8 years. She is from Indiana, where she was active in the Heartland Chapter. She was editor of the ASI book Indexing Specialties: Psychology, and has made presentations at ASI conferences and local chapter meetings.



Chair Elect – Chip Reese

Chip Reese has been a full-time freelance indexer and member of ASI since 2006. After a multifaceted career path involving stints in management, finance, and sales, Chip started his indexing business in Rehoboth Beach, Delaware. He was a presenter at the ASI conferences in Denver and Portland. He also somehow finds time to be a husband, dad, coach, photographer, and technical arts director.



Treasurer – Lori Holtzinger

Lori Holtzinger has been an indexer since 2008, working as Zinger Indexing. She specializes in texts on psychology, pediatrics and various developmental delays, and rehabilitation disciplines. Lori lives in Camp Hill, PA, with her husband and daughter. She has her B.S. in Occupational Therapy from Elizabethtown College and her M.A. in psychology from Marywood University and works fulltime as an occupational therapist at a special needs preschool. She has been active in the chapter for the last two years and completed an audit of the financial records in 2009.

Secretary – Camilla Clocker



Welcome back Camilla! Some of Camilla's interests are in the environment, geology and archaeology, folklore, mathematics applications, certain sports and health/fitness. She also write reviews of adult and children's horticulture/gardening books for a local public garden, and teach reading and writing of English to non-English cultures with the Literacy Council of Northern Virginia.

Notes from the Chair

Looking for a Few Good Members by Becky Hornyak

May is here, and so is my term as Chair. Thanks to all of you who have supported me in the past, and will support me in the coming year. There's no way to do this job without you!

Big thanks as well to Connie Binder for her service to the chapter. The schedule and variety of programs she brought to us during her term as Chair will be difficult to ever duplicate.

The title of this message refers to the fact that the chapter needs some of you to volunteer to serve on committees this year.

Carol Schoun will continue on the **Membership Committee**. She needs 1-2 more people to serve with her. The main tasks will be checking the monthly membership list sent by ASI for new members and sending a greeting to them, as well as adding them to our MSA Net mailing list. In similar fashion, members who do not renew will be contacted and encouraged to renew, then deleted from the mailing list if they still decline.

Vicki Swope will stay on as our amazing newsletter editor, with assistance on the **Publicity Committee** from Linnea Dwyer and Camilla Clocker. Nancy Guenther is our **Webmaster**, but we need someone to work with her over the next several months to transition into this role as she would like to "retire" after years of service. There is certainly the option for this position to be shared between two people.

Sue Nedrow will be assisting me on the **Program Committee**, but I'd like to have 1-2 more people who are willing to respond quickly to emailed questions and provide advice when issues arise, as well as take on some tasks related to planning and implementing our fall and spring programs (such as contacting possible presenters, scheduling equipment, or visiting potential sites). Tasks will tend to cluster around the spring and fall program dates. In addition, we're always interested in hearing your ideas and recommendations for topics and presenters for future meetings.

Connie Binder will continue as coordinator of the **By-Laws Review Committee** with Camilla Clocker, Lori Holtzinger, Chip Reese, and me assisting. If anyone else has a burning desire to help us finish this process, just say so, as we'd like to finalize our recommendations by the end of 2010.

In January, I'll be looking for 1-2 people to serve on the **Nominations Committee**. At that point, we'll also be looking for volunteers to serve as officers for the 2011-2012 year.

To summarize, the chapter needs are:

Membership Committee 1-2 people
Webmaster 1-2 people
Program Committee 1-2 people
Nominations Committee (in Jan. 2011)
2 people (as well as people to run for office!)

If you are willing to help out in any capacity, please contact me at Chair@msasindexing.org

Program Reports

Weimaraner Ways Project

By Deborah Patton

This spring a woman from the Weimaraner Rescue called to ask about indexing. Volunteers in their group had published *Weimaraner Ways* in 1993 and were getting close to finishing a revision. One of the volunteers had indexed the first edition, but one indexing experience was enough for her. Virginia Alexander is the lead author on the project and about fainted when she heard what current indexing rates are.

I checked with Connie Binder about taking this on as a MSA Chapter pro bono project. I would be the go-between and five indexers volunteered to take on various chapters: Amy Cannon, Beth Butler, Bonnie Hanks, Camilla Clocker, and Jodi Kaye.

As with many projects all did not go as planned, but we got them an index in the end. Two indexers were unable to finish as they had hoped due to snags in their lives. The appendices and last chapters arrived with no time to spare before they needed the final index so they could get it to the press. Connie pitched in at the last minute and I did too.

We had wanted to have enough time to peer review the subject index among ourselves, but we didn't get that opportunity. They also wanted a dog names index but the authors didn't realize how many variations on a name there were in various chapters. We had to send them the names index to review and point out to us what the correct name should be.

I smoothed out the subject index as best I could, given the time constraints, but it was uneven in the end. Without us, they wouldn't have had an index at all and are very grateful for our work. William Wegman is a Weimaraner owner and famous for his photos of them. His photos were used throughout the book. This project might have gone a bit better if it didn't have a deadline. All things considered, the volunteers did a great job.



Continuing Education

Three Reasons to Use Twitter to Market Your Business

Attention Indexers: *It doesn't matter how good your indexing service is if nobody knows about it!*

Are you tired of waiting by the phone for clients to call? Do you think your website and ASI directory listing is doing enough to get the word out about your business? Or are you among thousands of business owners who admit to saying "I don't get Twitter"?

Using Twitter to market your business puts even the smallest business with the smallest budget on the same marketing playing field as chain stores, large companies and global corporations.

Using Twitter for business is perhaps the best marketing tool ever. Here are 3 reasons to use Twitter to turbo-charge your marketing:

1. You need an effective free marketing machine to reach your target audience

Twitter is FREE! In hard economic times, one of the first expenses to get cut is your marketing budget. All you need is to use Twitter for business to easily and quickly reach profitable new markets. You will discover many ways to market to your specific audience that get results. Twitter is your opportunity to cash in on the social-media wave.

2. **You need to increase your visibility and exposure both locally and nationally**

Immediately extend the impact of your brand! All you need is to use Twitter for business to make fast connections. Add Twitter for business as part of your marketing effort to engage people in meaningful ways. Use Twitter to build ongoing relationships that can start offline or online.

3. **You need to listen to industry trends, business opportunities and market in real-time**

Gone are the days of just tweeting about what you had for breakfast! Think about it... how many times today have you heard a business say follow me on Twitter? All you need is to use Twitter for business to market like the pros; Verizon, Comcast, Best Buy, Coca-Cola Company, Reebok, Nike and many more. Twitter puts your small budget on the same marketing playing field just like the big companies.

Twitter is the easiest way to get more customers without a lot of work struggling to find them, without spending a ton of money on advertising and without wasting time on one-on-one marketing at networking events.

Are you thinking, seriously [I just don't get Twitter?](#) No problem! You can find answers to the top 5 asked questions from other Indexers who [don't get Twitter](#) either. [Download](#) this free report "**5 Answers To Getting Greater Results Using Twitter For Your Business**" to learn why Twitter is a priceless effective business tool for marketing your indexing businesses.

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ABOUT THE AUTHOR

Emerging business tools resource guru Tonya R. Taylor helps small business owners save time and money with social media and other FREE or low cost online tools. Click [here](#) to learn more about [what's in Tonya's toolbox](#).

Member's Corner

Welcome to our new members!

Solwyn Hart, Charlottesville, VA
Heidi Hoerman, Columbia, SC
Deborah Broocker, Atlanta, GA
Susan Adams, Roanoke, VA
Rhonda Medford, Rutherfordton, NC
Alan Rochussen, Pickens, SC
Michael Bell, St. Augustine, FL
Amy Jernigan, Kernersville, NC
Gary Feldbaum, Philadelphia, PA

What's the best part of being an indexer?

***Email your thoughts to
newsletter@msasindexing.org***



Deep Creek Lake Redux

Kay Reglein will be at Deep Creek Lake July and August, 2010, and has again offered her hospitality to the chapter. If you're interested in scheduling another MSA summer getaway, please let me know at chair@msasindexing.org



The MSA Chapter has bumper stickers for sale for \$4.00. They may be ordered by contacting Vicki Swope at vswope@keystoneindexing.com or call 717-919-1981.

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