

# 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



As I write this, I am listening to the Republican National Convention and thinking about our nation's economy. Since the fall of 2008, it seems that there is so much so-so or downright bad news. How do we keep our businesses healthy and stay positive?

How do we combat the isolation many of us experience every day? How do we keep ourselves sharp? Well, perhaps we take a page from the political convention and GET TOGETHER.

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*Asheville in the fall: photo courtesy of the Asheville  
Convention & Visitors Bureau*

Our chapter is teaming up with the SouthEast Chapter of ASI to bring you a two-day, face-to-face fall meeting in beautiful Asheville, NC (<http://www.exploreasheville.com/>). We are fortunate to have some of the best indexers in the U.S scheduled to speak, including three ASI Presidents, a mashup master and the UC Berkeley indexing course founder. Tempted? Turn to pages 3-7 for more description.

Why pay the money and invest serious time for professional development? Obviously because you will learn something that improves your skills. I would add that the networking is even more important. In the 15 years that I have been indexing, the single best investment I have made is my involvement with ASI. Teaching allowed me to get to know new indexers; serving on the board gave me the opportunity to interact many of the leaders in our industry. As Dr. Seuss, says "Oh the places you'll go!" You may even know more about promotion and standards when you are done.

## Upcoming Events

Baltimore Book Festival  
Baltimore, MD  
September 28-30  
<http://www.baltimorebookfestival.com/>

Fall for the Book  
Fairfax, VA  
Sept 26-30, 2012  
<http://fallforthebook.org/>

National Book Festival  
Washington, DC  
September 22-23  
<http://www.loc.gov/bookfest/>

A Central Pennsylvania Book Festival  
Carlisle, PA  
October 19  
<http://www.celebratethebook.org/>

Authors Out Loud  
Washington, DC  
Various dates  
<http://washingtondcjcc.org/center-for-arts/literary/>

Library of Congress Books & Beyond,  
Washington, DC  
<http://www.read.gov/events/>

Book and author events  
Washington, DC  
<http://hooksbookevents.com/>

## Other ASI Chapters' Upcoming Events

September 28  
**New York City Chapter**  
<http://nycasi.org/chapterevents.html>  
Brian O'Leary on "Context First"

September 29  
**Pacific Northwest Chapter**  
<http://pnwasi.org/indexing/next-chapter-meeting/>  
Presenters: Scott Smiley and Jan Wright

October 6  
**ASI Heartland Chapter Meeting**  
<http://www.heartlandindexers.org/index.html>  
Presenters: Diana Witt and Sharon Hilgenberg

October 6  
**Southern California Chapter**  
Presenters: Margie Towery and Angela Howard

October 6  
**Western New York Chapter**  
Chapter meeting

October 26-27  
**Chicago/Great Lakes Chapter meeting**  
<http://www.chicagogreatlakesindexers.org/events.html>  
Presenters: Francis Lennie and David Ream

**Visit the chapter website or ASI's website**  
[www.asindexing.com](http://www.asindexing.com) for more information

## Upcoming classes at Editorial Inspirations

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



October 12–13 – Communication Central Conference. Theme: “Be a Better Freelancer – Resources for a Successful Editorial Business.” April Michelle Davis will be speaking at this conference.

October 18 – Copyediting Audio Conference: Evaluating Manuscripts and Editing at Different Levels. April Michelle Davis will be hosting this audio conference.

## ASI Regional Fall Workshop

November 2-3, 2012

Offered by the Southeast and Mid-and South-Atlantic Chapters of the American Society for Indexing

**Kevin Broccoli** on creativity and innovation in indexing  
**Sylvia Coates** on indexing efficiency, speed and earnings  
**Kate Mertes** on index usability and indexing standards  
**Dave Ream** on e-book indexing initiatives  
**Kay Schlembach** on marketing  
**Pilar Wyman** on industry trends  
**Enid Zafran** on indexing standards

(see pg 4-7 for more program information)

*Photo courtesy of the Asheville Convention & Visitors Bureau*

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 students. This promises to be a dynamic program. The speakers are seasoned professionals, and if you've ever had the pleasure of attending their presentations, you know you're in for an informative and enjoyable day. If you haven't, you owe it to yourself to attend.

Asheville is one of the most beautiful small cities in the east, and is ideally located for indexers from several different states. We hope you take advantage of this unique opportunity to broaden your knowledge about the latest issues facing indexers in this economy. These workshops are open to both ASI and non-ASI members.

Breakfast is included in the room rate. Lunch will be included in the cost of registration. Asheville is a great food town with a wide variety of eating

establishments that will fit every taste and budget. We hope to offer a choice of group dinners at various venues with different price points. There is also great music, microbreweries, museums, hiking, etc. Discounted tickets will be available for a tour of the fabulous Biltmore Estate nearby.

### REGISTRATION INFORMATION

November 2-4, 2012

Holiday Inn Hotel and Suites - Biltmore Square, Asheville, NC

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

Discounted room rates: \$95 for Thursday, Nov. 1, \$110 per night, Friday-Sunday, Nov. 2-4, 2012. Room block discount expires 30 days prior to the meeting.

**CALL THE HOTEL DIRECTLY FOR RESERVATIONS: 828-665-6519** \* Be sure to ask for the American Society for Indexing group rate (not ASI)

**Registration:** ASI & STC members \$199 till Sept. 30, \$250 thereafter; nonmembers \$250; single day registration \$150. Register online at [asindexing.org/2012fallregional](http://asindexing.org/2012fallregional)

Any questions regarding registration please contact Diana Witt at [diana.witt@comcast.net](mailto:diana.witt@comcast.net), Sandi Schroeder at [sanindex@schroederindexing.com](mailto:sanindex@schroederindexing.com), or Kay Schlembach [kay.schlembach@potomacindexing.com](mailto:kay.schlembach@potomacindexing.com)

## Workshop Schedule

### **Friday, November 2**

8:30 Registration and Networking  
9:00 Pilar Wyman  
10:30 Enid Zafran  
12:00 boxed lunch  
1:00 Sylvia Coates  
3:00 Chapter Business Meeting

### **Saturday, November 3**

9:00 Kay Schlembach  
10:30 Kate Mertes  
12:00 boxed lunch  
1:00 David Ream  
2:00 Kevin Broccoli

*If desired, we may also include a peer review session.*

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**Pilar Wyman**, Chief Indexer, Wyman Indexing, has been writing indexes as a successful freelancer and consultant for over 22 years, since 1990. She works in English, Spanish, and French in public health, clinical medicine, med-tech, and other areas of personal interest. She was the lead consultant for the *AMA Manual of Style 10<sup>th</sup>* edition chapter 13 "Medical Indexes," edited the American Society for Indexing (ASI) booklet *Indexing Specialties: Medicine* as well as *Key Words*, the bulletin of ASI, and has published numerous articles on indexing. She gives presentations and workshops as her time allows. Currently, Pilar is the President of ASI, the voice of excellence in indexing. She is an active member of the ASI Digital Trends Task Force (DTTF), which was formed in 2011 to address the continuing and rapidly increasing evolution of book publishing from traditional print to eBook formats. The DTTF was a key player in the recent International Digital Publishing Forum (IDPF) inclusion of indexes in the EPUB standard, and continues to work with the IDPF Indexes Working Group. Within her own indexing and via the DTTF, Pilar and ASI are currently engaged with publishers, hardware manufacturers, and software developers to design and create smart indexes for the digital age.



*The Biltmore Estate: Courtesy of the Asheville CVB*

### **Friday, 9:00 am-National and International Indexing Trends:**

Anticipated highlights include: indexing for digital books, ASI DTTF work; IDPF Indexes Working Group and EPUB standard developments; current indexing trends (national and international); and future directions for indexes as tools for research, marketing, and monetization.

**Enid L. Zafran:** Since 1989, Enid's company, Indexing Partners LLC (IP), has been meeting the information needs of publishers, authors, and organizations. Enid graduated from Mount Holyoke College, and has a J.D. from Cleveland Marshall College of Law, a Masters of Library Science from the University of Kentucky, and a LL.M. in Labor Law from Georgetown Law Center. She worked in publishing for 25 years, and has run indexing departments at Banks-Baldwin Law Publishing Co. in Cleveland, Ohio, and at The Bureau of National Affairs, Inc. (BNA), in Washington, DC. She is a past president of the American Society for Indexing (ASI) and served for many years as a member of its board of directors. She is a founding member of the only organization certifying indexers in the U.S., the Institute of Certified Indexers (ICI).

Enid's name is well-known to U.S. indexers as she has authored and edited many publications related to indexing. She also offers a 3-day Indexing Bootcamp at her office in Rehoboth Beach, Delaware to provide hands-on training in the profession of indexing. Her indexing specialty areas include law, business, public policy and government, history, art, social sciences, and psychology. She has produced taxonomies for electronic-only information as well as indexes that are used in both electronic and print formats.

**Friday, 10:30 am - Standards for Indexing in the United States:**

What would it mean to have recognized standards in the profession of indexing? Where do you point your clients when they question you about a practice? Is the Chicago Manual a true guide for indexers or just the preferences of one press? How would a set of standards benefit professional indexers and increase their recognition and appreciation by those who hire them? How would standards serve to improve indexes and assist the publishing profession? These and other issues will be discussed by two experienced indexers, Kate Mertes and Enid Zafran, drawing on their years in the field both in training and educating indexers as well as from dealings with a range of clients.

**Sylvia Coates** has been indexing since 1989 and has taught indexing since 1999. In 2004 she developed, and continues to teach, the award-winning UC Berkeley Extension *Indexing: Theory and Application* course. She is also the author of several articles on the practice of indexing. Sylvia lives with her husband in the San Francisco Bay Area.

**Friday, 1:00 pm - On the Business of Indexing:** A successful indexing business requires both good indexing skills and excellent business skills. This presentation will include a general overview of the business aspects of indexing including professional development, business decisions, client relationships, with the primary emphasis of the discussion to be on indexing speed. Specific indexing techniques, designed to increase efficiency and speed without sacrificing quality, will be discussed and then practiced with a series of hands-on exercises.

**Kay Schlembach** has based her professional life on service, both to clients and the profession. Since 1996, she has indexed hundreds of books as well as managing projects as a Potomac Indexing senior partner. ([www.potomacindexing.com](http://www.potomacindexing.com)) Large, multi-volume projects are a specialty, as well as business, professional, and school publishing texts. For over a decade, Kay taught the acclaimed Practical Introduction to Indexing workshop, as well as serving for five years on the ASI Board of Directors. During her ASI service, Kay was instrumental in the development, adoption, and implementation of the ASI Training in Indexing distance learning course. She works full-time as an indexer and project manager, while growing more familiar with taxonomy application. Kay lives and works near Washington D.C.

**Saturday, 9:00 am - Confessions of a Reluctant Marketer:** Sharpen your promotion skills in this hands-on workshop on marketing your professional indexing services. We will start with developing a freelance "persona" to project and leverage your unique offerings, then move on to creating a marketing plan with a view to building a solid and lasting business.

**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. Kate took her BA in medieval studies, a PhD in medieval history, and a post-doctoral degree in theology, and after teaching at university level for several years moved into publishing with a stint at Oxford English Dictionaries. After nine years as a managing editor of indexing with Research Institute of America, a legal publishing company, Kate started her own business in 1998. She is a two-time past president of the American Society for Indexing (ASI), and a charter member of the Institute of Certified Indexers (ICI). She has lived in Alexandria, VA, since 1992.

**Saturday, 10:30 am - Strategies for Index Usability Testing:** Establishing and maintaining professional standards for indexes is a goal of all dedicated indexers, but one thing that stands in our way is a scarcity of real data about how indexes actually work for users. Do they really understand cross-references? What about undifferentiated locators attached to an entry with other subheads? We all have opinions and good logical arguments for how and why we do what we do, but we don't have a lot of information about whether it all makes sense to users. Usability testing grew out of the software industry, but some of its principles can be adapted to the practice of indexing. Kate Mertes discusses the concept of usability testing, its application to indexing, and some data collection methods that chapters, SIGs, and individual indexers can apply, as well as a grand proposal for an ASI usability testing program.

**David K. Ream** is Leverage Technologies' chief consultant. He has a B.S.1971 in Engineering and an M.S.1975 in Computer Science from Case Western Reserve University. 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. Current indexing projects center around integrating Indexing Research's CINDEX into corporate and governmental publishing operations including web applications. LevTech also performs computer consulting and programming for editorial applications, batch composition services, electronic media publishing (CD, DVD, Web), and production services.

**Saturday, 1:00 pm - American Society for Indexing eBook Initiatives:**

Mr. Ream will provide an update on ASI's Digital Trends Task Force and the status of the Indexes standard for the EPUB3 eBook format. The presentation will also include a discussion of the process developed to migrate ASI print publications to eBooks with pinpoint linking rather than page break linking.

**Kevin Broccoli** has been indexing for over 15 years. He is the CEO of BIM Publishing Services, home of six busy indexers. Kevin has taught courses on indexing of websites, intranets and other digital content and is currently developing an online course on embedded indexing and indexing ebooks for UC Berkeley Extension.

**Saturday, 2:00 pm - Creativity & Innovation in the Business of Indexing:**

Many indexers are starting to feel like factory workers. Is indexing becoming just a commodity where price is the only factor? Kevin will explore how creativity and innovation in marketing and service/product development is vital to your indexing business. This presentation will include website indexing, ebook indexing, mashups and a kick in the pants.

## **What's in a name?**

Asheville has four nicknames. The two most commonly known are "Land of the Sky" and "Paris of the South." But did you also know that Asheville has been called "San Francisco of the East" and "New Age Mecca?" In addition, over the years, the city has picked up the following titles: "America's New Freak Capital" (Rolling Stone Magazine), one of the "Best Places to Retire" (Money Magazine), "America's Happiest City" (Self Magazine), and "America's Best Vegetarian-Friendly Small City" (PETA). All of these titles and nicknames demonstrate that Asheville has a lot to offer and that we are not just a city of hippies and street musicians.

From <http://blakehouse.com/2010/02/little-known-facts-about-asheville/>

# Member's Corner

## **Welcome New Members!**

*Claudia Greer  
Kathleen Stewart  
Patricia Hardesty  
Betty Graham*

## **Digital Trends Task Force**

The Digital Trends Task Force (DTTF) was created in 2011 to address the growing digital book industry and the index's place within it. The DTTF's mission statement is:

- Gather information about changes in digital publishing practices as they affect indexes
- Interface with leading digital publishing companies, digital eReader hardware and software suppliers, and industry partners to find solutions to ensure inclusion of usable indexes in nonfiction digital book formats and eBooks
- Inform ASI members regarding digital trends in timely manner so that indexers can prepare for and participate in technology-driven and process changes

More information is on the ASI website's DTTF page. Follow this link for to learn more: <http://www.asindexing.org/i4a/pages/index.cfm?pageid=3647#mission>.

You can also keep up on news about ebook indexing by joining the DTTF LinkedIn site. Visit <http://www.linkedin.com/groups/ASI-Digital-Trends-Task-Force-4005509> to join.

**See page 9 for upcoming DTTF events**

## Word games – Fractured Phrases

Take the phrase: "Go against the grain," and reword it, or 'fracture' it. You may come up with: "Move in opposition to the wood's texture." That is a fractured phrase.

1. Scissor something from its place
  2. Winesap of one's oculus
  3. Recapture one's respiration
  4. To heap disparagement upon a wound
  5. To be maintained in the total eclipse
  6. Oily ladle
  7. Anguish adores association
  8. Verdant from coveting
  9. Dual immoral acts do not constitute moral propriety
  10. Diversity is the seasoning of existence
- Answers on page 9

## **Upcoming DTF events**

Tuesday, October 9, 2012

Tools of Change (TOC) in Frankfurt, Germany - ASI President Pilar Wyman will be speaking on The Book a Discovery Tool: E-book Marketing and Monetization via Alternative Metrics and Indexing (with Todd Carpenter, Executive Director, NISO). For more information see <http://tocfrankfurt.com/>

**Friday, November 2, 2012**

10 am PT

Pilar Wyman will be conducting a webcast on indexes and metadata for O'Reilly Tools of Change. For more information see <http://www.oreillynet.com/pub/e/2376>

**Monday, April 29, 2013-  
Wednesday, May 1, 2013**

Austin, TX - PEPCON (Print and ePublishing Conference) - For more information see <http://pepconference.com/>

### **Chapter Contact List**

**Kay Schlembach** - *Chair*  
[chair@msasindexing.org](mailto:chair@msasindexing.org)

**April Michelle Davis**- *Chair-Elect/Webmaster*  
[chair-elect@msasindexing.org](mailto:chair-elect@msasindexing.org)

**Estalita Slivoskey** - *Secretary*  
[secretary@msasindexing.org](mailto:secretary@msasindexing.org)

**Linnea Dwyer**- *Treasurer*  
[treasurer@msasindexing.org](mailto:treasurer@msasindexing.org)

**Becky Hornyak** - *Immediate Past Chair/Webmaster*  
[past-chair@msasindexing.org](mailto:past-chair@msasindexing.org)

**Vicki Swope** - *Newsletter Editor*  
[newsletter@msasindexing.org](mailto:newsletter@msasindexing.org)

**Linnea Dwyer** - *Newsletter*  
[linnaeusindexing@aol.com](mailto:linnaeusindexing@aol.com)

**Camilla Clocker** - *Newsletter*  
[florilegium8@starpower.net](mailto:florilegium8@starpower.net)

**Connie Binder** - *By-Laws Committee Chair*  
[connie@conniebinder.com](mailto:connie@conniebinder.com)

**Carol Schoun** - *Membership Committee Chair/Nominating Committee*  
[carol.schoun@verizon.net](mailto:carol.schoun@verizon.net)

**Bonnie Hanks** - *Archivist*  
[bhanks@hanksindexing.com](mailto:bhanks@hanksindexing.com)

Answers from page 8

1. Cut it out!
2. Apple of my eye
3. Catch your breath
4. Add insult to injury
5. Kept in the dark
6. Greasy spoon
7. Misery loves company
8. Green with envy
9. Two wrongs do not make a right
10. Variety is the spice of life

**If you have an idea for an article, an announcement or even a subject you would like to hear more about, please email Vicki Swope at [newsletter@msasindexing.org](mailto:newsletter@msasindexing.org).**