

# 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



I welcome the opportunity to be a part of the MSA board - your chair in this case. I've come to understand how many folks contribute to this organization, and you have my profound appreciation. I also want to encourage you to consider volunteering. For me, it has always been a way to give back. I have been so impressed with the number of MSA members who have gone on to national ASI service. These folks make a big difference in the strength of our industry.

I had the pleasure of getting to know Seattle indexer Paul Sweum during the 2012 ASI national meeting in San Diego. Paul's blog on industry volunteerism gives ten reasons to volunteer, and fifteen ways to volunteer:

<http://tophatwordandindex.wordpress.com/2011/07/17/a-view-on-industry-volunteerism/>. Take a look – I find it inspirational.

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My areas of concentration have been teaching, special projects such as the ASI Training Course, and board leadership.

I am now adding additional workshop planning to this list! We are working with our neighboring Southeast Chapter of ASI to have a joint 2-day meeting in beautiful Asheville, NC in early November. Our focus will be on usability (with Kate Mertes) and digital industry issues (hopefully with Kevin Broccoli) and indexing standards (Enid Zafran) and current industry trends (current ASI President Pilar Wyman). If you have an idea for a speaker you would like to hear, or if you would like to make a presentation, please contact me at [Chair@msasindexing.org](mailto:Chair@msasindexing.org) or [kay.schlembach@potomacindexing.com](mailto:kay.schlembach@potomacindexing.com).

I look forward to seeing many of you in Asheville in November.



*Twins!*

*Jan Wright and Kay  
Schlembach at 2012 ASI  
conference*

## Upcoming Events

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/>

Florida Heritage Book Festival  
St. Augustine, FL

Sept 13-15, 2012

<http://fhbookfest.com/>

National Book Festival  
Washington, DC

Sept 22-23, 2012

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

Fall for the Book  
Fairfax, VA

Sept 26-30, 2012

<http://fallforthebook.org/>

Baltimore Book Festival  
Baltimore, MD

Sept 28, 2012

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

## Other ASI Chapters' Upcoming Events

**June 9, 2012**

**Pacific Northwest Chapter**

Spring Conference

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

**September 8, 2012**

**New York City Chapter**

Brian O'Leary, the co-editor of *Book: A Futurist's Manifesto*

<http://nycasi.org/chapterevents.html>

**October 26 and 27, 2012**

Chicago/Great Lakes Chapter

Frances Lennie of Indexing Research and Dave Ream of Leverage Technologies

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

*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](mailto:jreveal@verizon.net).*

## Welcome New (and returning) Officers

### Chair – Kay Schlembach



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. For over

a decade, Kay taught the acclaimed Practical Introduction of 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, and lives in Northern Virginia.

### Chair Elect – April Michelle Davis



Prior to starting Editorial Inspirations in 2001, April Michelle Davis worked as an assistant editor at the National Society of Professional Engineers and a program assistant for the American Prosecutors Research Institute. Various degrees include

a master of professional studies degree in publishing (2007) from George Washington University and a bachelor of arts degree in English (2001) from Messiah College. In addition, she holds the following certificates: Editing (University of Virginia, 2003), book publishing (University of Virginia, 2003), and professional editing (EEI Communications, 2004).

April frequently attends workshops, conferences, book festivals, and writers' retreats—including the University of Iowa Writers' Workshop, Sewanee

Writers' Conference, Duke University Writers' Workshop, James River Writers Conference—and has been a member of the Editorial Freelancers Association since 2005, a member of the American Society for Indexing since 2009, and a member of the National Association of Independent Writers and Editors since 2010.

### Secretary – Estalita Slivoskey



Estalita Slivoskey has been indexing for five years after a career as a data base analyst for the import/export division of a Fortune 500 company. She also has experience as a small business owner, having owned and operated two retail

businesses with her husband Eric. Estalita completed the Indexing Course at UC Berkeley, and attended her first ASI Conference in Pasadena, California several years ago. Since then, she has gradually built her business, Slivoskey Indexing Services, through marketing, solid networking, and a portfolio of high quality work.

### Treasurer – Linnea Dwyer



Originally from northern California, I now live in Central Florida with my husband, children, two cats and a dog. I've been indexing part-time since 2007 after completing the USDA Graduate program.

When I'm not indexing I work part-time at a textile museum. I enjoy bicycling, kayaking, doing stuff with my family, and, of course, reading. I also enjoy attending ASI conferences and workshops and interacting with other indexers. I look forward to being more involved with ASI.

# *Notes from the Outgoing Chair*

*by Donna Shear*

Arriving as a novice to the position of Chair for the Mid- and South-Atlantic chapter, I found it to be an exciting and rewarding year. Most of all, I want to extend heartfelt thanks to present and former chapter board members who generously gave counsel when I had questions (and I had quite a few).

Thank you also to the Becky Hornyak and Connie Binder for their time and due diligence in taking on the important task of revising and updating the chapter By-Laws. The revisions were based on changes approved during chapter voting in 2011.

Two main events took place this year. On September 22<sup>nd</sup>, chapter members were escorted on a tour of National Archives II, the “Annex,” in College Park, for a “behind the scenes” tour. The tour, which included the depository’s electronic, paper, motion picture and sound recording collections, was brief but informative.

The chapter’s annual Spring Program took place on March 24 at the Dulles Airport Hilton, and it was a very enjoyable day. The program featured presentations by Kay Schlembach, Bonnie Hanks, and Seth Maislin.

Kay started off the program with her talk, “Metatopic Menace.” It is Kay’s assertion that the metatopic drives the index format, and that “taming the metatopic, both main and local, is the key to developing a stable index structure.” She discussed the traditional approach, which could involve two distinct interlaced metatopics, and the “table of contents” approach, which could feature a main topic and subheads. Kay observed that in the old days, the focus was on the content, but now, indexes can be seen as a portal, and building the index is more of a conversation.

Bonnie Hanks followed Kay with a presentation addressing the questions and issues posed when indexing main characters in biographies. She discussed two of the approaches to biography indexes: one approach is to have *no* entry for the subject; alternatively, the index might consist of one main entry for the subject, and then unending lists of subheads to follow. She invited participants to discuss the strengths and weaknesses of each approach.

The lunch break featured a generous buffet deli luncheon. During the break, there was a brief business meeting that included the chapter’s financial report, prepared by Treasurer Lori Holtzinger.

At 1:00 Seth Maislin stepped up with his presentation, “Reorganizing the World One Letter at a Time.” His well-informed, thought-provoking—and at times, humorous—talk reminded us that professional indexing need not be a dry enterprise. At times, the decisions faced by the indexer can require creativity in setting up the index. He also discussed the pros and cons of various data-organizing schemes. In his final section, on taxonomy, he observed that “context awareness is the key.” As professionals looking to the years ahead, Seth advised that what indexers need to do is to think in terms of key words, and of being involved at the start of the process, not—as was the practice twenty years ago—of being involved solely at the end of the process.

This year, veteran indexer/educator Kay Schlembach stands at the helm as Chair. The Mid- and South-Atlantic Chapter is in good hands, and we look forward to chapter activities in the months ahead.

## Web Site Improvements

by Becky Hornyak

This spring, a website group composed of April Michelle Davis, Vicki Swope, and Becky Hornyak participated in two online training sessions conducted by Ruth Gleason, of the Resource Center (ASI's management company), on the interface with the new website. Earlier in the year, Ruth had taken the content from the former website and put it into a new template chosen by April and Becky. The new website is a sub-site of the ASI website, but maintains its own address, [www.msasindexing.org](http://www.msasindexing.org). It went live in April.

The changes were basically expense-neutral for the chapter. We had been paying \$60 for our hosting service; with ASI, there is no charge for hosting. However, the chapter will pay \$75 per year for the Resource Center to create and maintain an email mailing list.

The interface for the new website is a bit more intuitive than for the former website, and we have support through the Resource Center when we have questions or problems, something we didn't have before. In addition, we have been able to add photos to the website, which has made the site more colorful.

If you have pictures from any chapter events which you would like to share and have posted on the website, please send them to [webmaster@msasindexing.org](mailto:webmaster@msasindexing.org).

## Preventing Indexer "Meltdown" -- Five Tips to more Comfortable Computing

by Michael E. Bell

I've been working with personal and mini-computers since 1983 -- first UNIX systems, then Apples, and finally on to MS-DOS and Windows computers. During this 28 year period, I've learned many things about these machines the "hard way," and developed a set of basic principles that now save me a great deal of frustration and heartache when things go awry -- which they will. It's not a matter of "if," it's a matter of "when." By using a few of these principles, you can save yourself a lot of trouble and -- more importantly -- get quickly back to work.

### **First: Protect your computer. It's the tool you need to do your work.**

Keep your computer plugged in to an "uninterruptible power supply with battery backup" (UPS). This not only protects your system's internal power supply and hard drives from surges caused by power outages, it also gives

you a sufficient period of time (usually 5-10 minutes) to safely back up your working files and shut down your computer.

Install and keep current good anti-virus and firewall software -- whether you use an MAC or a PC. Ideally, your computer should access the internet through a router, which provides additional security against intrusion. Believe it or not, there are people sitting in rooms halfway around the world (or even next door -- or driving through your neighborhood) who do nothing all day but try to get into your computer and locate personal information -- such as banking and other financial information, social security numbers, the passwords you use to access your email, etc. Most internet service providers (ISP) offer this protection as part of their service. Get it and use it. There are some "free" protection programs available on the internet, but again, I've found it

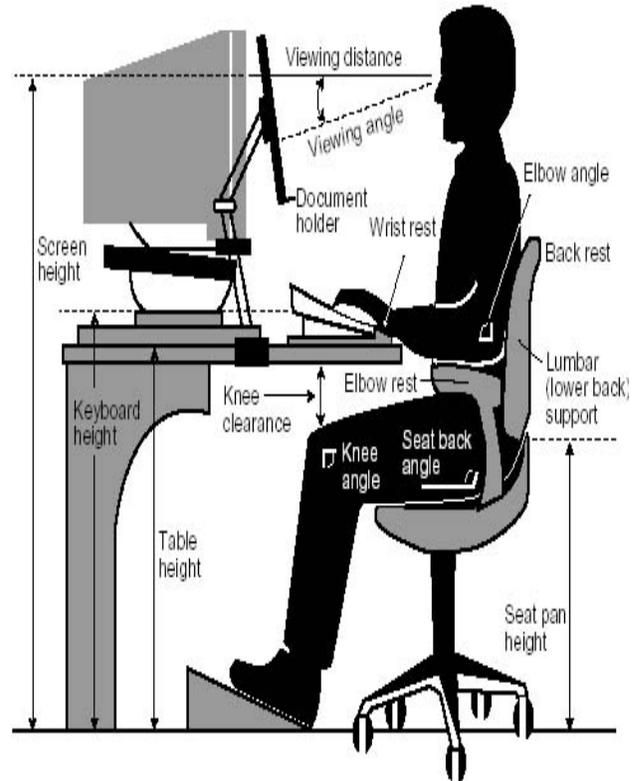
better to go with one of the "major" programs (Norton, McAfee, Trend-Micro, Kaspersky, etc.).  
**Second: Get "friendly" with your computer by making your workstation ergonomic.**

What matters most to those who daily work on computers is their interaction with the machine. I often see indexers craning their necks and straining their eyes to see tiny laptop screens (at conferences and workshops), and want to tell them that may well be the reason for their eye strain, headaches, and backaches. Even if your only computer is a laptop, an external monitor -- and an ergonomic keyboard -- will go a long way to make you more comfortable while working.

Always get the best monitor you can afford -- and these days, it's easy to get a great 27-inch 1080p monitor for under \$300. That's large enough to have two documents or programs on the screen at 100% size at the same time. Use the ALT-TAB keyboard combination to switch between these -- instead of reaching for the mouse to make the switch. I can have SKY7 open, and a PDF of what I'm indexing on the screen at the same time (at "100% size"), and easily switch between the two.

Elevate your monitor. It should be high enough off your desk so that your eyes naturally hit the top third of the screen, without bending your neck. This eliminates strain on your neck and spinal column. I use an "articulating arm" to hold my monitor at the correct height and angle. Get and use an ergonomic keyboard. These help you keep your hands at a "natural" angle while typing, thus reducing some of the constant strain on your wrists and fingers that can lead to Carpal Tunnel Syndrome and other Repetitive Stress Injuries. Visit one of your local "Big Box" computer or office supply stores and see what's available. Practice typing on them in the store. Figure out which one suits you best, then go home and order it from a good online vendor. It may be 30% to 50% cheaper than it was in the store.

Consider also getting a copy of a good speech-to-text software program. The industry leader, Nuance's Dragon Naturally Speaking, hits a 98%



recognition rate right out of the box (in fact, this entire article was dictated with it -- and I had very little "cleanup" to do). It works well with SKY7 (what I use), and my Office software.

**Third: Have a Backup Strategy for your operating system, programs, and working files.**

It's every indexers' nightmare: you're halfway through an indexing project -- have four days left to complete it -- and there's a power outage, which knocks out your computer. When you turn it back on, your computer screen says something like "Disk Read Error," "Hard disk drive failure," or "Disk boot failure, insert system Disk and Press Enter." Now what? Are your working files "backed up?" Can you access them? How long is it going to take you to get your computer fixed -- or worse, get another computer "up and running" with your indexing software so you can get back to work?

Hard disk failures by far account for the greatest number of computer system catastrophes. These may be caused by any number of factors, but the

bottom line is that when it fails, the computer is rendered inoperable. Backed up files -- even on an external hard disk -- are inaccessible, and it will take at least several hours (if not days) to acquire a new hard disk, install it, reload your software programs, reset your personal settings, "favorites," and reload all the other little changes you've made in how your programs operate. The simplest answer to this problem is a "cloned 'hot-spare' hard disk." The method varies a bit depending on whether you're using a desktop or a laptop computer, but essentially your actions will be the same. In the event of a catastrophic hard disk failure, you can be "up and running" in less than 45 minutes.

Cloning a hard disk -- whether on a desktop or a laptop -- has become a rather simple process, thanks to an ingenious little device called a "USB 2.0 to SATA/IDE Cable" (about \$20-\$30). Simply plug one end into the new, empty disk -- and the USB connector into your computer's USB port, and, using "free" software such as "HDClone" (see links at the end of this article), your entire hard disk is "cloned" onto a brand new disk. Then put the clone back into its box, and safely store it. I tend to re-clone every six months -- or after any new software installation. This process is also helpful when upgrading laptop disks -- I cloned my wife's 4 year old laptop hard disk (100GB) onto a brand new 500GB disk, switched them out, and now her laptop has a new lease on life.

Once your operating system and program files are safe, it's time to consider backing up your working files. A myriad of options are available, but you'll want to ensure two things: 1) ease of backup, and 2) ease of accessing and restoring those files.

Many people use "online" backup services. These are fine -- until something goes wrong (such as an extended internet outage, provider system failure, government shutdown -- all these have happened in the past year, and thousands of people could not access their legitimate backup files). Be sure to read the "fine print" (e.g., "terms of service") for these services. Generally you'll find a number of

disclaimers absolving the provider of any responsibility whatsoever (other than a refund of your subscription fee) if you can't access your files.

Other ways to maintain backups include a "cross-disk " backup, and, of course, using an external hard disk. It's highly unlikely that two hard disks in a single "power-protected" machine will fail at the exact same time, so I installed a second hard disk in my desktop: D:\. My primary indexing, office suite, and graphics programs and files reside on Disk C:\ and my other "business" files reside on Disk D:\. Every morning at 4:00am, "Windows Task Manager" executes a simple batch file (see example below) that copies my files on C:\ to D:\, and copies the files on D:\ to C:\, creating exact copies of these directories in a "backup" folder on the other disk. Only "changed" and "new" files are copied after the initial backup run, making this a rather quick process. Once a week, the files are copied up to an external drive, as well. I can also manually execute this batch file at any time (there's a copy of " daily\_backup.bat" on my desktop) -- such as when I take a break during the day. Should my C:\ disk fail, I can switch it out for my "hot spare," restore files from the D:\ disk, and be back "up and running" with a minimum of effort (and very little cursing).

#### **Fourth: Design your next system for success -- Now!**

Your computer system will fail. That's a given -- nothing lasts forever. Whether it's from a major change in the operating system (such as the shift from WinXP to Vista or Windows 7 -- or now Windows 8), a hard disk failure, a power supply failure, or simply because the software you routinely use is no longer supported by its manufacturer. It will be time to "move on."

If your computer is more than three years old (or you're still using WinXP or Vista), you'll want to start thinking about that new system right now. Since this is a "work" machine, you can dispense with many of the "bells and whistles," and get a

good basic computer, with Win7-64, a 64-bit Quad Core processor, 8GB of system memory, and a

1.5TB hard disk for between \$500-\$600 -- usually with free shipping. You will already have obtained a good monitor, mouse, and ergonomic keyboard, so there's no need to get these.

Next, get a "KVM Switch." This handy little device (\$30-\$40) allows you to connect two computers to a single keyboard, mouse, and monitor. This way, you can learn to use the "new" machine and its operating system, load your productivity software (indexing, office suite, and graphics), and slowly "migrate" to the new system -- without losing the productivity levels you have on your "old" machine. You can, of course, keep the "old" one in the loop, but when it fails, you'll have already headed-off a potential disaster.

### **Finally, keep aware of developments in the Information Industry.**

I recently followed a thread on one of the indexing lists discussing how publishers were looking for embedded indexing using Adobe CS6 -- which is not "officially supported" on Vista machines. WinXP "mainstream support" ended on April 14, 2009, and "extended support" will end on April 8, 2014. Upgrades and "system patches" are issued frequently, and should be installed as soon as possible to keep your computer safe.

Using these "tips" won't keep your computer from failing, but they will greatly lessen a failure's effect on your ability to work, the safety of your operating system, program, and working files, and perhaps give you a bit more peace of mind. When (not "if") your system does fail, you might even be able to laugh at the situation, knowing that you've prepared for such a disaster, and have the tools to remedy the problem.

### **For Further Information:**

Working Safely with Video Display Terminals

<http://www.osha.gov/Publications/videoDisplay/videoDisplay.html>

HDClone 4.1

<http://www.miray.de/products/sat.hdcclone.html>

Disaster-Proof Your Data with Online Backup

<http://www.pcmag.com/article2/0,2817,2288745,00.asp>

### **Simple Backup Batch File:**

#### **Contents of daily\_backup.bat**

```
xcopy c:\wpdocs\*. *
d:\backup\daily\wpdocs\*. * /D /Q /E /H /Y
xcopy D:\Michael's_Office\*. *
c:\backup\daily\Michael's_Office\*. * /D /Q /E
/H /Y
^Z
```

#### **Contents of weekly\_backup.bat**

```
xcopy c:\wpdocs\*. *
m:\backup\weekly\wpdocs\*. * /D /Q /E /H /Y
xcopy D:\Michael's_Office\*. *
m:\backup\weekly\Michael's_Office\*. * /D
/Q /E /H /Y
^Z
```

#### **"Switches" used in both backup batch files:**

/D = Copies files changed on or after the specified date. If no date is given, copies only those files whose source time is newer than the destination time.  
/Q = Does not display file names while copying.  
/E = Copies directories and subdirectories, including empty ones.  
/H = Copies hidden and system files also.  
/Y = Suppresses prompting to confirm you want to overwrite an existing destination file.

### **About the author:**

Michael E. Bell is owner of SyndeticSystems.com, a full-service Indexing, Editing, and Information Architecture firm located in Saint Augustine, Florida. He is a member of the American Society for Indexing, the Information Architecture Institute, and the American Library Association.

# Member's Corner

Welcome New Member,  
Jennifer Henderson

If you have article ideas or announcements, please email them to [newsletter@msasindexing.org](mailto:newsletter@msasindexing.org)

## Member NEWS

Our Chair-Elect, April Michelle Davis, will be speaking at the 7th annual Communication Central "Build Your Business" conference for freelance writers, editors, proofreaders, indexers et al. on October 12-13, 2012 at the Courtyard Marriott in Baltimore, MD. For more information, visit:

<http://www.communication-central.com/2012/events/2012-communication-central-conference/>

April also won the 2012 Small Business Book Awards!

[http://bookawards.smallbiztrends.com/technology\\_2011/big-wave-surfing-1/](http://bookawards.smallbiztrends.com/technology_2011/big-wave-surfing-1/)

*A little bit about the book: According to author Kenneth J. Thurber, "Big Wave Surfing" is a street fighter's guide to technology change and how to manage risk and profit from that change. The book aims to provide tips on dealing with disruption - from technology, to marketing and even investment strategies. According to a reviewer, some of these strategies are "out of the box but somehow seem suited for these complex times."*

**April has upcoming correspondence and one-day classes in editing. Visit <http://www.editorialinspirations.com/services/classes/> for a list of upcoming events.**

**Kay Schlembach - Chair**  
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**April Michelle Davis - Chair-Elect**  
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**Linnea Dwyer - Treasurer**  
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