The ATLANTIC INDEXER

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

NOTES FROM THE
CHAIR

"No one can whistle a symphony. It takes a whole orchestra to play it."
~H.E. Luccock

Fall 2012 Regional conference, Asheville, NC

Our two day joint conference with the Southeast Chapter of ASI, November 2-3 was a rousing success. We thank the speakers who provided us with a stimulating program: Kevin Broccoli, Sylvia Coates, Kate Mertes, Dave Ream, Kay Schlembach, Diana Witt, Pilar Wyman and Enid Zafran. Given that this weekend followed the destruction wrought by Hurricane Sandy, we felt particularly fortunate to gather in beautiful Asheville, and spend a few days learning together. I also want express my sincere appreciation to Diana Witt and Sandy Schroeder of the ASI SE chapter for their vision and hard work bringing this crazy idea to fruition. We packed the conference room with over 30 ASI members from all over the country, and with all levels of experience. (see related article by conference attendee Sal Gambalie on page 5)

Following a fascinating talk on indexing standards by Enid Zafran and index usability by Kate Mertes, we discovered a group desire to explore the lack of U.S. indexing standards in greater depth. I think it comes as a surprise to many U.S. indexers that we are not governed by any standards. The ISO standards, 099:1996 *Information and documentation— guidelines for the content, organization and presentation of indexes,* were not adopted by the U.S.

Attendees Donna Shear (MSA chapter) and Pat Rimmer (Heartland chapter) have teamed with Wilson award winner Margie Towery to work on this issue for the ASI Board of Directors. With this in mind, join us for our next MSA meeting.

We will have our traditionally spring meeting in late February this year - March will find many of us are heading to New Zealand for the Australia New Zealand Society of Indexers (ANZSI) bi-annual meeting http://www.anzsi.org/site/2013Conf.asp.

We are then looking forward to our very own American Society for Indexing (ASI) annual meeting in San Antonio, Texas in mid-April. http://www.asindexing.org/i4a/pages/index.cfm?pageid=1

Winter/Spring 2013 chapter meeting, Fairfax County, VA - Sunday, February 24 from 1-4pm

This meeting, at the home of chapter chair Kay Schlembach, will talk about indexing standards. ASI Standards committee co-chair Donna Shear will share the committees' process, proposed guidelines, and deliverables. We can take a look at the guidelines, discuss specific topics, and suggest discipline-specific specifications within a cordial and respectful atmosphere. I hope that we can provide feedback to the committee as they begin their work with the ASI Board of Directors.

Finally, I want to express my sincere appreciation for the opportunity to be of service to this chapter. This is an amazing, hardworking, talented and continuously dedicated group, always willing to consider an opportunity and willing to lend a hand.

If you are asked to serve our community, I suggest you say "yes." The most effective marketing I have ever done through my career has been service to ASI.

> What: MSA Winter/Spring meeting: Update on Indexing Standards
> When: Sunday, February 24 from 1-4pm
> Where: MSA chair Kay Schlembach's home near Dulles Airport, between Chantilly and Herndon
>
> **13260 Stone Heather Drive**
> **Oak Hill, VA 20171**
>
> * nearest Metro stop is Orange Line at Vienna, 15 minutes from Kay's house
>
> Cost: Free. Water, coffee and tea will be available. Please bring a snack to share with 10 people.
>
> RSVP by email to Kay Schlembach
> kay.schlembach@potomacindexing.com

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/

Savannah Book Festival, Savannah, GA
February 14-17
http://www.savannahbookfestival.org/

NFAIS Annual Conference, Philadelphia, PA
February 28-March 2
http://www.nfais.org/page/23-2010-annual-conference

Literary Feast, Fort Lauderdale, FL
March 15-18
http://www.bplfoundation.org/literaryfeast.htm

Lex Allen Literary Festival, Roanoke, VA
March 30
http://www.hollins.edu/news-events/litfest/litfest.htm

Virginia Festival of the Book,
Charlottesville, VA
March 20-24
http://www.vabook.org/index.html/

Bethesda Literary Festival, Bethesda, MD
April 19-21
 http://www.bethesda.org/specialevents/litfest/litfest.htm

Other ASI Chapters' Upcoming Events

February 26
New York City Chapter
http://nycasi.org/chapterevents.html
Luncheon at Jacob's Pickles

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

TOP 5 REASONS TO ATTEND THE ASI ANNUAL CONFERENCE

Charlee Trantino says

1. ADVANCE YOUR CAREER. Sharpen your indexing skills; expand your knowledge; learn about indexing trends; find new tools to make your work easier; discover how to prepare for the ebook future. *Can the Conference take your indexing to the next level? It's a sure thing!*
2. NETWORK FOR FUN AND PROFIT. Make new contacts for both personal and professional benefits. *Can you find leads for jobs at the Conference? You bet you can!*
3. BUILD YOUR SENSE OF COMMUNITY. Don't tackle the world of indexing alone. ASI is a community of professionals who are amazingly generous with their friendship and helpfulness. *Can you find kindred spirits at the Conference? It's guaranteed!*
4. RECHARGE YOUR BATTERIES. Don't slide into burn-out from overwork—it's time to revive your sense of enthusiasm and optimism. *Can the Conference give you new fervor for your profession*? *It's an exciting time to be an indexer. Find out why!*
5. ENJOY A WELL-DESERVED VACATION. We've got a top hotel *on the Riverwalk*; we're in beautiful San Antonio during the biggest celebration of the year; we're entitled to a break…with tax advantages. *Can you find adventure and good times at the Conference? No doubt about it!*

Connie Binder says

1. HONE YOUR CRAFT. Sharpen your indexing skills through sessions on methods of indexing, subject-specific seminars, a workshop on subheadings, and several sessions devoted to software and technology. For beginning indexers, there is a full-day "Practical Introduction to Indexing" workshop.
2. CHART NEW TERRITORY. Expand the services you offer. This year's conference features seminars and workshops on indexing historical documents, legal indexing, indexing quilt patterns, embedded indexing, XML indexing, image tagging, and lots of taxonomy sessions.
3. THE FUTURE IS NOW! Get the latest updates on what is happening in eBooks, indexing for apps, and indexing the invisible. Find out what ASI's Digital Trends Task Force has been doing to keep indexes and indexers relevant to digital publishers.
4. NETWORK. Make valuable career connections while having a little fun! Conference speakers include representatives from several publishers, and the Marketing Committee has sent out hundreds of personal invitations to editors, publishing houses, and writers' groups. And, of course, there will be plenty of indexers eager to meet you. Networking opportunities will be plentiful – meals, receptions, happy hour, SIG meetings, and tours.
5. TAKIN' CARE OF BUSINESS. Freelancers and in-house indexers and editors will benefit from the business-related seminars and workshops. Sessions cover marketing strategies, indexer-client coordination, and software and technology sessions to help you get the maximum return on your investment.

Mid-and South-Atlantic and Southeast Chapters Conference Asheville, NC November 2-3, 2012

As Friday morning rolled around, I arrived at the Holiday Inn in Asheville with uncertain expectations. Because I am new to the indexing world (having just graduated from the UC-Berkeley course a couple of weeks before), I only knew that this would be my first introduction to an unknown community. What would the experience be like? Would I know anyone there? Would it be a stiff and formal group? The answers would come soon enough.

I was invited to assist with checking-in the members as they arrived. One name caught my attention because of its unusual spelling: Kjell. I had a friend who spelled his name that way back in the late 60's when I was a young man doing volunteer work in New York City. We each got engaged to marry about the same time, and I never saw or heard from him again. To my great surprise, the last name was the same also (Seffer)! I was able to meet both his wife and daughter at the conference as well, and we caught up on old times. His wife, Janet Seffer, does indexing for the government of the Cayman Islands, where they lived for many years.

Later in the morning, I met two more friends who are deeply involved in the world of indexing, one of whom was an invited speaker at the conference: Kevin Broccoli, as well as Aaron Hazelton, who works with him and whom I have known for many years. It was also a pleasure to meet face-to-face with my instructor from the Berkeley course, Sylvia Coates, who was a special guest speaker on Saturday.

As we the conference began and all were encouraged to introduce themselves in turn, it was amazing to see such a diverse group geographically: from Colorado, Minnesota and Missouri to the west (and our guest speaker from California), to Florida in the south, and Pennsylvania in the north. In between, delegates introduced themselves from Georgia, Delaware, Virginia, West Virginia, Kentucky, North and South Carolina.

My first impressions of the Mid-Atlantic and Southeast Chapters as a group was one of welcoming acceptance. Everyone was willing to share ideas and thoughts openly and freely, even though some have been pursuing this career for several decades while many of us were very new to the group. What an opportunity there was for networking and making important contacts with people who are unafraid to share their experience with others just entering the ranks!

The program itself was packed with information. For me, one of the highlights was the emphasis on the changes coming to the indexing industry by the advent of digital publishing. This was addressed immediately on the program by ASI president Pilar Wyman with her discussion of industry trends. Her explanations of the differing needs of a digital book versus a printed publication were eye-opening and enlightening.

She very thoroughly explained the role ASI is playing in the development of these emerging technologies, and the recommendations for what e-indexes should be.

This same theme was built on by David Ream as he graciously hosted a web-seminar with us from off-site, as he is recovering from illness. Since David is deeply involved in the specifics of these developing technologies, he was in a good place to explain them to us, and the impact they will have on the future of indexing. He stressed the need for ASI to be leading the industry in implementing the new EPUB standards as they apply to our work. He recommended that we become familiar with the new "tools of the trade", so that we can provide indexes in multiple formats for this new generation of books.

This also became a major part of the discussion by Kevin Broccoli, whose company (BIM Publishing Services) has jumped head-first into digital indexes. He made many valuable and practical suggestions for ways we could gently enter into the world of digital publishing, and gave us examples of how this can be profitable for us to pursue.

A very necessary topic was considered by Dana Witt: Time Management. She skillfully addressed the importance of goal-setting, forming good work habits, and time tracking. How to handle deadline crunches, as well as establishing a good daily routine (including time for relaxation) was stressed.

Another captivating subject was considered by Kate Mertes and Enid Zafran together: Indexing Standards. This turned into a quite a lively discussion, and apparently the subject has spawned many a hot debate throughout our profession. However, a very compelling argument was presented for the need for standards in some form (as documented by the usability studies we were shown), as well as suggestions about how to establish them. I'm sure we will all be hearing more about this as well.

Sylvia Coates presented a valuable section on "Building a Successful Business". Her insights into how to squeeze more out of our time building an index were most helpful. Some of her suggestions on building efficiency and speed included: Thematic thinking… trying to envision the index as a whole instead of individual parts. This can allow us to follow the acronym "OHIO" (Only Handle It Once), instead of constantly moving back and forth through the text unnecessarily. The emphasis was on creating the index structure as we write the entries.

For me personally, as one very new to indexing, the presentation of "Marketing 101" was one of the most valuable discussions of the weekend. It alone was worth the cost of attending. Kay Schlembach helped us to identify what marketing is, and how to achieve it. I appreciated the very practical suggestions of publications that could help us in our marketing efforts, as well as ways that beginning indexers could get our names in print and receive valuable experience at the same time.

She also gave practical advice on cold-calling techniques, as well as the value of 'personal branding'. The usefulness of the SWOT analysis and the five P's of marketing were explained in detail.

I could go on, but this should suffice to indicate that I thoroughly enjoyed the conference. It exceeded my expectations, and I will be eagerly looking forward to the next ASI event.

--Sal Gambalie

A webinar from the Asheville conference, Dave Ream's "EPUB3: eBooks & Indexes," is available for download from the ASI website. The cost is $25 for members. Visit ASI's homepage for a link to the ASI store.

BUSINESS OF INDEXING Self-Study Course

Developed by MSA's own Kate Mertes and Enid Zafran

A highly anticipated Business of Indexing self-study course from ASI is scheduled to launch in mid-February 2013. This new training module covers essentials of starting and running a freelance business that are not covered by ASI's Training in Indexing Course. Need advice about setting up your office, contract negotiations, getting more work, or dealing with authors? This module is for you, regardless of your experience level!

The Business of Indexing module was developed for ASI by Kate Mertes and Enid L. Zafran. Both are highly successful indexers who have served as past presidents of ASI. Kate and Enid use humor, engaging language, and contrasting perspectives to share their personal business management experience while providing honest, no-nonsense assessments of the business strategies that do or do not work for them. Every indexer, whether starting out or long-established, will find business tips that they can immediately put to use, along with sample documents and forms that can be used as models for personal use.

A unique aspect of this module, compared to other indexing course offerings, is that Enid and Kate illustrate two different business models: Kate runs her business (Mertes Editorial Services) as a solo practitioner from her home, while Enid's business (Indexing Partners) is based outside her home and routinely uses subcontractors. They each provide full descriptions of their businesses, and this sharing of details enables you to compare your business arrangements and strategies with theirs and take away ideas that can be readily implemented. No other course or publication offers so much indexing specific advice and examples.

Business of Indexing self-study course content
(*continued from page 7*)

The course content includes:

• Business basics

• Financial management and budgeting – getting started, planning for taxes, setting up bank accounts

• Equipment and office set-up – recommended essentials and nice-to-have extras

• Getting work – tips on marketing and getting repeat business

• Contracts and negotiations with clients – with sample language for agreement letters and email exchanges

• Logistics – how to set up a job and deal with author suggestions and publisher guidelines and length limits

• Time management – dealing with scheduling issues

• File management and security – backup options, keeping track of projects, recordkeeping

• Subcontracting – how to be an exemplary subcontractor or manage a project using subcontractors

• Getting paid – if you win the bid, but the client fails to pay, you still lose!

• Professional development – how to keep your skills current

• Self-test – an open-book assessment of your learning

The frank discussions provided by Kate and Enid are supplemented by tips from other well-known indexers: Jacqui Brownstein, Sandi Frank, Becky Hornyak, Steve Ingle, Cheryl Landes, Frances Lennie, Naomi Linzer, Seth Maislin, Martha Osgood, Janet Perlman, Kay Schlembach, Madge Walls, Carolyn Weaver, Jan Wright, and Pilar Wyman. Since there are many ways to run an indexing business, the viewpoints of other experienced indexers add scope and perspective to the module.

This course complements the formal ASI Training in Indexing Course by providing crucial information to indexers just starting up their own businesses. For experienced indexers, it serves as a valuable refresher and source of new ideas.

The course will available soon to both members and non-members through the ASI Online Store. The price is $60 for members of ASI and affiliated indexing societies, and $75 for non-members. The module will be delivered as a password-protected PDF file that includes hyperlinks to related content and resources on the Web.

Questions? Please contact Carolyn Weaver, cgweaver@weaverindexing.com.

— Carolyn Weaver

Chair, Training in Indexing Committee

> **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.**

10 Time Management Tips from Diana Witt

By Laura A. Ewald, MLS, MA
www.laeindexing.com

[Note by MSA newsletter editor: This article was originally printed in the ASI Heartland Chapter newsletter, Fall 2012 http://www.heartlandindexers.org/newsletter.html. We could not improve on Laura's excellent description of Diana's talk, which was also given at the 2012 ASI Joint Meeting, in Asheville, NC. Many thanks to both Ms. Ewald and the Heartland ASI Chapter or their permission to reprint.]

For anyone working as a freelancer, one major issue is always time management. Diana Witt, who describes herself as "very dedicated to the care and feeding of the indexing profession," reminded us that the structuring of the 24/7 workweek for freelancers is far more challenging than a 9:00 to 5:00 job. And as freelancers, we have the added burden of not only doing the indexing but also managing the non-indexing time, which includes all those things the indexer needs to do to run an office and a business. Diana's presentation covered ten important areas of time management to consider:

1. Planning: It is difficult to structure an 8-hour—or any other length— workday. Diana suggests taking one night a week—usually Sunday, for her— and identify the non-indexing commitments for the week so you can structure a loose schedule around those commitments and then plan where the indexing commitments fit in. Every night she also plans for the next day—the work and not-work commitments— including the things that didn't get done on that day. Invariably, the week-long schedule has to stay loose, but at least having the schedule helps to keep things from slipping through the cracks.

Diana identified two important time rules: "First, any time you have to get into the car, assume an hour is lost. If you have to travel more than ten miles, that will be at least 2 hours, and if you have a doctor's appointment, hair cut, etc., always add an hour to your estimate. Second, if a real deadline crunch happens, like a repagination or a change in index deadline, you may have to cancel something from the non-indexing list."

You also have to really plan ahead for long trips and special occasions like family obligations or vacation. And by the way, Diana will not tell a client *what* she is doing in that time away but will simply say she is not available to do a job.

2. Goal-setting: Having goals increases productivity and actually increases work flow. Set both minor and major goals: Minor goals are actually sometimes more important than major goals, because as you reach them (such as completing a set number of pages by lunchtime), they can help your outlook. Major goals—for example, learning a new program or attempting new subject matter—can enrich your professional life.

It is very easy to overestimate how much you can get done in any time

period, so have goals but be modest about them. Goal-setting is particularly important for the large, long-term projects—you need to set "mile posts" along the way, which can help avoid the pitfalls of stress and anxiety.

3. Deadlines: External deadlines are a big time management problem for freelancers, because they are completely out of our control and can change all the time. Building an extra two days into your deadline can help (e.g., the project is due on Thursday, so set your personal deadline as Tuesday). Turning projects in early can be good for creating a solid reputation with clients, so if you have an emergency someday, your clients will be more forgiving.

Big project deadlines can be scary, because you have to keep it all straight, especially with collaborative jobs, when other indexers work at various speeds, and you have to know how much time it will take you to put it together. And if you happen to be managing the project as well, you don't always have all the work in hand at the beginning, or the client may not know exactly what they want. Be sure to build time into the project for conversations about the final product: emails, phone calls, etc. take extra time away from indexing. And be sure to schedule time away between writing and editing the index, so you can edit with fresh eyes.

Internal deadlines are those deadlines over which the indexer has some control and include non-indexing time (see #10 below), and personal commitments. Look at your life and work. Know what is important and schedule accordingly!

4. Setting start & stop times: Do you really want to work 24/7? It is a good idea to schedule down time (for exercise, meals, breaks) either strictly or loosely, because these are important. Routine is very important, too, so set a beginning and an ending to your work day to help fight procrastination, and know when to extend them for special circumstances. Structure your work life as much as you need to get the job done, and be sure to prioritize the time frame you have set aside for working.

5. Stress relief: Exercise, naps, reading, knitting, cocktails, "quick" breaks, laundry, watering the plants. . . Focus on the work is important, but so are breaks. You need to stop regularly and eat right. Nap if it works for you, but whatever it is, do something that will get you away from the screen for awhile. And rather than delaying the start of your work day to do "one more little thing," build those little tasks into your work routine.

6. Time tracking: All of the indexing programs show time and date of entry creation, and this can be used to track what you are actually earning per hour to see if you are charging enough. As you start a new project and do the first 30 pages, note the time. Say you have worked for 1 hour, at about 4 entries per page:

- If it's a 300 page book, you need about 40 hours to do it;
- Use the date/time stamp to figure out how many entries per hour;
- Try this at various times of day, so you can see when your most

productive working hours are;

- Add extra time for a new client, because you don't know, yet, the style and needs of their books.

7. Limit distractions: Turn off your e-mail, to start, and to see how you are handling other interruptions, try to track how long each takes. Insert notes in the index to remind yourself where you were interrupted, and learn how to manage them.

8. Use time-management tools: Keep track of when you are working, what you are doing, and for how long. Try using a timer, cell phone, or any other way you can think of to time what you're doing when you work and take breaks.

9. Organization: Freelancers need to be highly organized! For e-mail, use folders or even automatic filing for incoming mail; on your desktop, use folders for individual indexes to organize your work. Keep your computer clean—empty and archive e-mail and indexes, back up your work, close unnecessary programs, keep your computer up-to-date, disable gadgets, and shut down anything that runs automatically that may slow your computer down.

10. Non-indexing time: There are an awful lot of non-indexing but work-related activities that require a freelancer's time. Marketing and office management require keeping things up-to-date and proofed (resumes, references, work samples, websites, etc.). Invoices need to be created, sent, and tracked. Other time monsters include tracking electronic deposits, tax preparation, managing a retirement account, computer maintenance, work-related errands, conferences, courses, chapter workshops . . . it goes on and on! And more directly related to indexing, you need time for organizing e-mail folders; tracking flowcharts of pages received, work done, revised deadlines; e-mailing editors to keep up with projects, confirm pages, check page ranges and file sizes to make sure you got everything. And probably the most important of all, scheduled backup time for all of the above to avoid the disaster of a computer crash.

Beyond these ten points, Diana shared some words of wisdom gained from her years as a freelance indexer.

> "One of the problems about a home office is that it's in your home. The dishes are dirty, and the bathroom needs cleaning. Except for taking physical breaks to stay healthy and doing some short tasks, house work is an after work activity. This is where every freelancer really needs help. If you can possibly afford it, consider a cleaning service twice a month. First of all, it will force you to organize and pick stuff up generally, so that the house doesn't overwhelm you. It also makes it easier to say, 'It's time to work, the house can wait.' If you can't afford or don't like help, make sure your housework time is completely separate from indexing time and be disciplined about that. Did I mention that I never watch television? Where are the robots when we need them?"

But finally, don't forget about *you*. There is life outside of indexing, so use these ten time management tips to keep your life balanced between work and play.

Useful online sources recommended by Diana:

FreelanceSwitch Productivity Blog: Includes some really useful articles including, "Prioritize To Do Items in Your Weekly Task Checklist"; "10 Ways to Eliminate Distractions"; and "Top 10 Free Time Tracking Apps for Freelancers."

30 Boxes is a web calendar allowing you to track several projects in one place.

Meet Pilar Wyman

Pilar Wyman has been involved with indexing since late 1983, writing indexes since 1990. Currently, Pilar is the President of the American Society for Indexing (ASI) and when her schedule permits, she gives training workshops and presentations on indexing and related topics.

Do you have family? *Two (2) children, in college (non-fiction writing & philosophy / Mechanical Engineering)*

What are your current hobbies?
Needlepoint, Scrabble, hiking, yoga, yoga, yoga, yoga, yoga

What is your educational background?
BA, Liberal Arts (Mathematics & Philosophy), plus a couple years as a Minority Graduate NSF Fellow in Mathematics at UC Berkeley

How did you get into indexing?
It all started with a part-time typing job while I was a student in college … my boss was a professional indexer who needed assistance with data entry. I got hooked early on.

Favorite part of the indexing process?
Two parts: initial composing of entries, figuring out how to distill the aboutness succinctly; editing all the index into one elegant, cohesive, whole.
Unusual indexing experience?
1) while visiting my son's best friend in the

intensive care unit at a local hospital (he'd been hit in the face by a baseball), seeing a very worn copy of the previous edition of the pediatric handbook I was currently indexing on the side table. Chills went down by spine.
2) after indexing classical Islamic thought, and dealing with a slew of old Arabic names, seeing those same names I had wrestled with in the 3D display of the evolution of the Haram Mosque around the Kaaba in Mecca at the Smithsonian's Sackler Museum recent exhibit Roads to Arabia. (Those same scholars left their names and marks on various parts of the complex.)

Proudest moment of accomplishment in your life?
108 sun salutations at once during a yoga benefit for non-violence.
Hitting the 1,000 titles indexed count a couple years ago.
2 beautiful children.

Goals you are working toward, work or otherwise?
To get comfortable and adept on a bike. Yes, a bike. I never really learned to ride a bike as kid (little girls don't ride bicycles in Saudi Arabia, where I grew up). I'm getting one by the year's end though!

Favorite quote?
From Charles Baudelaire:
Be always drunken.
Nothing else matters:
that is the only question.
If you would not feel
the horrible burden of Time
weighing on your shoulders
and crushing you to the earth,
be drunken continually.

Drunken with what?
With wine, with poetry, or with virtue, as you will.
But be drunken.

Quirky thing/story about yourself?
Like Rembrandt, my left eye is lazy. Too bad I can't draw, too!

What did you want to be when you grew up?
An Ambassador, like Shirley Temple Black.

If you were an insect, what would you be?
A scarab beetle

Any other thoughts you would like to share?
Things really do get more and more fun as I get older! I've been fortunate to have indexed and consulted on far too many interesting projects, too many to list here. And the fun just continues with more challenges and intriguing projects.

Here it is!!

Member's Corner

Welcome New Members!
Sal Gambalie
Sarah Grey
Paulina Guerrero
Beth Markle
Maria Rivera
Caroline Reich

New Book by April Michelle Davis

A Guide for the Freelance Indexer has been many years in the making when you take into account that April Michelle Davis, prior to teaching the "Introduction to Indexing" course through the Editorial Freelancers Association, earned a master's of professional studies degree in publishing from George Washington University as well as certificates in editing, book publishing, and professional editing. She also completed the "Basic Indexing" course at the USDA Graduate School and "Indexing: Theory and Application" at the University of California, Berkeley. A member of the American Society for Indexing, she is chair-elect for the Mid-South Atlantic chapter of ASI. This is an important book for anyone embarking on an indexing career, or considering such a move. But editors and writers should not pass by this opportunity to discover a wealth of valuable information pertinent to their own work.

For more information on this book or to purchase it, visit the following link
 http://www.lulu.com/shop/april-michelle-davis/a-guide-for-the-freelance-indexer/paperback/product-20507062.html
 To hear a book chat about it visit
http://news.naiwe.com/2013/01/16/a-guide-for-the-freelance-indexer-book-chat-with-april-michelle-davis/

See page 15 for a review by Judy Reveal

April Michelle Davis has been named NAIWE's Social Media Marketing Expert

http://news.naiwe.com/2012/12/12/introducing-april-michelle-davis-naiwe-social-media-marketing-expert/#

April Michelle Davis Shares Tips in *When Talent Isn't Enough: Business Basics for the Creatively Inclined*

(RICHMOND, VIRGINIA) January 21, 2013 – April Michelle Davis, a freelance editor, indexer, and proofreader from Richmond, Virginia, has been featured in a new book published by Career Press. In *When Talent Isn't Enough: Business Basics for the Creatively Inclined*, April Michelle Davis shares insights into how creative professionals can run a successful business.

"The book is like Business 101 for creative professionals," said Fischer. "What makes it unique and down to earth is the commentary—not just formula-based instruction—from real-life creative professionals like April Michelle Davis. Whether they are full-timers or moonlighters, other creative people can relate to their experiences."

The book is available in stores nationwide, and on Amazon.com.

MSA's incoming chairperson, April Michelle Davis, writes *The Guide for the Freelance Indexer.*

Review by Judy Reveal – For anyone who entertains the idea of learning to become a successful freelance indexer, April Michelle Davis's new book, *A Guide for the Freelance Indexer* is a must-have for one's reference shelf.

Davis's approach to presenting the information is logical and easy to follow, beginning with the obvious question, "what is an index?" and taking her reader from that point through to the conclusion where she discusses the necessary steps one must take to become a professional; and yet she details the nuances of indexing for the newbie to understand.

She shines light on some of the testier issues such as dealing with names, numerals, and footnotes/endnotes as well as going into the step-by-step process of setting up an index entry.

Each chapter flows easily from one subject to the next, and each chapter is also a stand-alone for the indexer who just needs a refresher on a topic such as main headings, cross-references, or invoicing. She spends just the right amount of time discussing indexing software to give the reader a basic understanding of each and a basis for comparison before buying.

This book is a wonderful addition to any freelancer's library and is one that will not sit idly by gathering dust, but will quickly become dog-eared from extensive use.

April Michelle Davis is Chair-Elect, Mid-South Atlantic Chapter, American Society for Indexing and the Virginia Chapter Coordinator, Editorial Freelancers Association.

Digital Trends Task Force Information

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.

Chapter Contact List

Kay Schlembach - *Chair*
chair@msasindexing.org

April Michelle Davis- *Chair-Elect/Webmaster*
chair-elect@msasindexing.org

Estalita Slivoskey - *Secretary*
secretary@msasindexing.org

Linnea Dwyer- *Treasurer*
treasurer@msasindexing.org

Donna Shear- *Immediate Past Chair*
past-chair@msasindexing.org

Becky Hornyak *– Webmaster*
webmaster@msasindexing.org

Vicki Swope - *Newsletter Editor*
newsletter@msasindexing.org

Linnea Dwyer - *Newsletter*
linnaeusindexing@aol.com

Camilla Clocker - *Newsletter*
florilegium8@starpower.net

Connie Binder - *By-Laws Committee Chair*
connie@conniebinder.com

Carol Schoun - *Membership Committee Chair/Nominating Committee*
carol.schoun@verizon.net