

The ATLANTIC INDEXER

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

Volume 19 Number 1

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NOTES FROM THE CHAIR

Donna Shear, chair@msasindexing.org

Here we're well into February and, so far, it seems we've dodged the bad weather that has hit other parts of the country. Here's hoping the rest of the winter days continue to be mild!

MSA 2012 Spring Program Announcement

The MSA 2012 Spring Program is Saturday, March 24, and the location is the Hilton at Washington Dulles Airport. We're especially fortunate to have several esteemed speakers making presentations, and it promises to be an interesting and enjoyable day with three guest presenters: Seth Maislin, Kay Schlembach—the incoming MSA Chair—and MSA chapter Archivist Bonnie Hanks.

Date: Saturday, March 24, 2012

Time: 8:30 a.m. to 4:40 p.m.

Location: Hilton, Washington Dulles Airport

Address: 13869 Park Center Rd., Herndon, VA 20171

Phone: [703-834-1988](tel:703-834-1988)

The registration fee for MSA members is \$65. For late registration (after March 19), or for registration at the door, the fee is \$75. Registration for non-members is \$90. The cost of registration includes lunch. When registering, please indicate if you will be eating lunch at the hotel.

Send your check, payable to Mid- and South Atlantic Chapter/ASI to:
Lori Holtzinger, MSA Treasurer
3036 Mayfred Lane
Camp Hill, PA 17011

(See page 3 for more information about the program)

Upcoming Events

Authors Out Loud

Washington, DC

Various dates

<http://washingtondcjc.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 15-19

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

NFAIS Annual Conference, Philadelphia, PA
February 28-March 2

<http://www.nfaeis.org/page/23-2010-annual-conference>

Literary Feast, Fort Lauderdale, FL
March 2-5

<http://www.bplfoundation.org/literaryfeast.htm>

Lex Allen Literary Festival, Roanoke, VA
March 10

<http://www.hollins.edu/news-events/litfest/litfest.htm>

Virginia Festival of the Book,
Charlottesville, VA

March 21-25

<http://www.vabook.org/index.html/>

Bethesda Literary Festival, Bethesda, MD
April 20-22

<http://www.bethesda.org/specialevents/litfest/litfest.htm>

Free Library Festival, Philadelphia, PA
April 16-21

<http://libwww.freelibrary.org/bookfestival/>

Other ASI Chapters' Upcoming Events

February 24–25, 2012

Southeast Chapter

Presenters: Kay Schlembach and Frances Lennie

<http://www.asindexing.org/i4a/pages/index.cfm?pageid=3616#se>

March 3, 2012

Upper Midwest Chapter

Presenters: Ina Gravitz, Rose Coad, Steven Baker and Eva Morey Christiansen

<http://sites.google.com/site/asitwincities/events>

Friday, March 9, 2012, 8:30 AM to 3:30 PM

NYC Chapter

Refine and Shine Conference: Editing and Marketing for Indexers

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

April 19-21

ASI's Annual Conference

San Diego, CA

<http://www.asindexing.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.*

(continued from page 1)

Spring Program Information

Seth Maislin

Presentation:

Reorganizing the World One Letter at a Time

Seth Maislin, one of ASI's most enjoyable presenters, is mashing up several of his favorite ideas into a few hours. In *A Is for Arbitrary*, Seth calls into question the value of alphabetizing and offers numerous alternatives. Then Seth turns his critical eye at the growing illogic at the center of traditional book indexing, in *The Unscalability of Indexing*. And finally Seth answers the age-old question, "What do Mr. Potato Head and coffins have in common?" as he offers three case studies on the inherent challenges – and humor – in trying to apply organizing principles to the business world. There is no doubt that Seth will make you rethink, learn, and laugh about everything you thought you knew about indexing, publishing, and taxonomy.

Kay Schlembach

Presentation:

Metatopic Menace

Is it possible to master the metatopic? The era of search has made this question even more important. Kay suggests that taming the metatopic, both main and local, is the key to developing a stable index structure. We look at examples, discuss various approaches, and suggest several solutions to this challenge. We will also touch on biographies and ebook indexes. Kay Schlembach has been passionate about teaching beginning indexers for more than a decade. A "marvelous, vivacious teacher," Kay is a managing partner with Potomac Indexing, LLC (along with Richard Shrout, Seth Maislin, and Estalita Slivoskey www.potomacindexing.com).

Schedule:

8:30-8:45: Registration and Welcome
8:45-10:15: Kay Schlembach
10:15-10:30: Break
10:30-12:00: Bonnie Hanks
12:00-12:45: Lunch [incl. brief business mtg.]
1:00-4:00: Seth Maislin

In addition to speaking, she has served as an ASI director, an ASI Training Course developer, and an ASI Mid-and-South Atlantic chapter officer. Coming from a diverse background, including homeschooling gifted children and real estate appraisal, Kay has been a full-time indexer since 1997. After two decades in Houston, Texas, Kay and family now live in northern Virginia.

Bonnie Hanks

Presentation:

Indexing Main Characters in Biographies

Bonnie is the sole proprietor of Hanks Indexing, established in 2006. She indexes trade and scholarly books, mostly in the humanities. Bonnie has an AB in English from Duke University, an MS in Information Sciences (Library) from the University of Tennessee, and is also a Registered Nurse. Bonnie currently serves on the ASI Board of Directors and is active in the Mid- and South-Atlantic Chapter. Prior to indexing Bonnie was library director at Tandem Friends School in Charlottesville. Bonnie lives on a farm in Virginia and enjoys foxhunting.

Lunch: Your registration includes a generous buffet luncheon featuring a selection of three salads, a variety of Deli cheeses and meats, including Turkey, Roast Beef, and Ham, assorted breads and chips, dessert, and coffee/tea. When registering, be sure to indicate whether you are having lunch at the hotel.

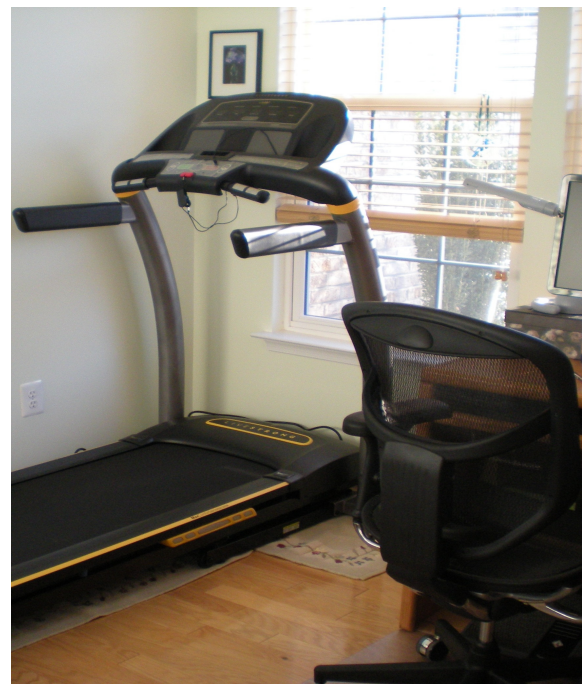
Indexing May Be Hazardous to Your Health

by Becky Hornyak

A sedentary lifestyle has been associated with many health risks, including weight gain, heart disease, and diabetes. The American College of Sports Medicine has said that "Sedentary behavior—sitting for long periods of time—is distinct from physical activity and has been shown to be a health risk in itself. Meeting the guidelines for physical activity (30 minutes of moderate intensity cardio five days a week, two or three weekly sessions of resistance training, plus stretching and balance exercises) does not make up for a sedentary lifestyle."* And now Consumer Reports Health says that "Research has found that long periods of inactivity, particularly sitting, can increase the chances of getting cancer even among people who exercise every day."**

I've always been on-again off-again with exercise, surprisingly better at walking when it's cold than when it's warm. I knew that my mother had been diagnosed with osteoporosis in her mid-50s, and that I had the risk factors of being small-boned, white, and doing a sedentary job. But I thought that by being forewarned, I'd be better off than she was. So learning that I had osteoporosis of the spine at age 55 was both a shock and a wake-up call! The first step was a prescription of a biphosphonate with really scary potential side effects. Reading the list made me determined to be on the medication for the shortest time possible. My next step was to purchase a treadmill. It now has a spot next to

the desk in my office, placed so that I can look out the window (see photo). My husband was leery of this purchase, as I had that on-again off-again exercise history, but I figured that by placing it where I could see it all the time, I couldn't ignore it! I also consulted with a personal trainer. She wrote up a program for me to use the equipment at our neighborhood clubhouse for strength training. A neighbor is my exercise buddy, which really helps with motivation. Between runs to the laundry room, bathroom, and kitchen, I'm generally up and about every hour, but I looked at ways to do more standing. After trying



several alternatives, I have settled on using our bar for standing to read and mark pages, as it seems to be the right height. I stand when I can while I'm on the phone and when I'm eating snacks. I still sit too much, but I'm more aware of it, and trying to find ways to increase the amount of time I spend on my feet. My goal is to not have osteoporosis

when I have my next bone density scan, two years from the first, so that I can quit taking the prescription medication. I asked other indexers to share how their health might have been affected by the sedentary job of indexing. This is what I learned from Teri Jurgens Lefever:

Spending hours in front of a computer thing is the only part of indexing I don't like. My last indexing project of a 650-page rush job which required 10- to 11- hours days and a final 30-hour straight push to meet the deadline convinced me I needed to do something about my office setup. My back and neck were so sore I could hardly turn my head. I don't have the ability to have a treadmill desk, but I did order what I call my "updown" desk, which is on a hydraulic system so I can work standing up or sitting down. I am finding the ability to change my position in this way throughout the day to be very beneficial to my shoulders, back, hips (where I have some arthritis), and knees, and somehow working in a standing position lets me keep my concentration for longer periods as well.

My desk surface moves up and down, and the keyboard and mouse shelves are also adjustable as to height and angle. I now have my monitor on an adjustable stand as well, so I have an infinitely adjustable system that will accommodate whatever posture and position I find most comfortable at the moment.

Mary Brooks said:

About a year ago, after working nearly all night for several nights to meet a horrendous deadline, I ended up in the doctor's office and then went through about three months of physical therapy for back issues caused by, according to the physical therapist, excessive computer use, poor posture, and a less than adequate chair. I think the 'indexing lifestyle' has serious and detrimental effects on health and well-being. The physical elements added to the solitary work add up to a lot of negatives. Of course, there are benefits to self-employment, etc., and I'm still doing the work. The changes I made include: yoga (probably the most beneficial change),

particularly a class called 'yoga therapy'; a new chair (nothing too elaborate but certainly better than what I was using); strict adherence to better posture (the yoga helps there, too). I also made a decision to *never* again put an index before my health and well-being. It simply isn't worth it."

Carol Reed said in July that she was going to try a standing workstation and that she'd report back in on how it was going. In September, she wrote that:

I'm really enjoying the standing workstation, as long as I can alternate it with sitting as needed. Here's my low-cost setup: I have an 8-foot, very sturdy desk to begin with. I placed an old 4-foot coffee table on top of it, so more than 1/3 of the desk is still at normal height. The coffee table is pushed to the back of the desk so there's about 8 inches of desk remaining in front of the coffee table. On top of the coffee table is my Mac and second monitor, as well as the minimal keyboard that comes with the Mac. Below and in front are two paper boxes (ugly but free and the right height); on top of those are my ergonomic keyboard and mouse pad. On the wood floor is a gel pad I bought for \$75 and could use in the kitchen if this didn't work out. To the right of the coffee table is my laptop, which is on a stand, and my office chair. When I want to switch from one machine to the other, I just unplug the keyboard and mouse and move them.

I'm enjoying it so well I will ask my husband to make a keyboard/mouse platform for the desk and stick with this arrangement. Aside from the boxes, it doesn't look too bad, since the desk and the coffee table happen to both be the same wood.

When I'm standing and working, I usually have upbeat music going. This is new for me. I've found that if there's no music, I stand still. Faster music makes me move more – mini-exercises, bad dancing, but hey, nobody's watching. I love music and in the past have considered it too distracting while I work, but I'm making myself adjust to having good music in the background, and this is working well unless I'm indexing a very difficult text. Standing and moving seems to help me pay attention longer than just sitting. However, if I stand too long during the day, it's

hard on my legs; splitting up the time keeps my legs and my mind happy. Another benefit of standing is that I don't have to consciously scoot the chair close enough to avoid stretching for the mouse. Forgetting to do this has caused me a lot of shoulder pain in the past, and it's not an issue anymore.

Maureen Johnson told me that:

Sitting all day isn't good for anyone so I take advantage of being my own boss and try to schedule breaks that allow me to get moving and still get things done. My office is on the second floor of my house. My laundry is in the basement. On laundry day, I take several breaks during work to run up and down the stairs shifting loads and bring things back up to the bedrooms. It seems silly but I am up and moving about once an hour for most of the day.

I also have a dog that I take on a 20 minute walk at my lunch break....good for both of us. Speaking of lunch, I eat standing up since I have spent most of the morning and will spend most of the afternoon on my rear end. I work with a laptop and a second monitor for viewing PDFs. The monitor is on a shelf which provides a good eye level view above my laptop. Sometimes, I prop my laptop up on an unabridged dictionary putting it at the perfect height for me to type and use it while standing. I tilt the other monitor to avoid eye strain.

Finally, whenever possible, I work standing up. I edit indexes off hard copy. I seem to catch more errors that way than on the screen. I review the paper copy while pacing around my office. Overall, I think I spend at least 40 percent of my time standing during any given day.

And Wanda Dietrich wrote about another health risk, deep vein thrombosis (DVT):

Several years ago, I wound up in the ER with a DVT that migrated and became a "constellation of pulmonary emboli" (doctor's phrasing, not mine). In other words, I probably should be dead now. Now, the proximate cause of the DVT had more to do with a long car trip in the rain at night without stopping than indexing, but sitting is sitting. There can be consequences.

The changes I've made include making myself get up and move about once every 2 hours or so. This

includes going downstairs so that I get some circulation going in the legs. I also use the break to walk the dog around the block.

I put an underinflated exercise ball under my desk as a foot rest. Because it is roundish, my feet and legs are in constant motion. I've also cut back on indexing, a bit, so that I don't need to spend the long hours in front of the computer. I don't (yet) have a walking desk. I'm interested, though.

On a historical note, I remember reading that Winston Churchill did most of his writing at a stand-up desk. There is good precedent for standing up to write.

The indexers quoted above have found their own solutions to the sedentary job of indexing, which echo those in the press, such as taking frequent breaks to get up and move around.** Sitting at the desk for periods of time on a physioball rather than a chair requires balance and constant working of the core muscles around the spine. Climbing stairs, if you have them, is great exercise. Being aware of proper posture is important, too.

Consumer Reports Health suggests taking a short walk every 60 minutes; keeping light hand weights nearby to use while reading mail or when on the phone; walking when talking on the phone; and using a wall for simple activities like stretches, vertical push-ups, and leg lifts.

Whatever change you make in your daily routine to counter the effects of sitting in front of a computer screen, the most important point is to stick with it!

* "Are we gonna stand for this?" by Lenny Bernstein, *The Washington Post*, July 14, 2011

** "Standing up to fight cancer" in Consumer Reports Health Newsletter, January, 2012

ASI Membership Benefits run-down by Connie Binder

Financial

1. New clients who found me through Indexer Locator: 2 clients; 2 books; \$2076
2. Repeat clients who originally found me through Indexer Locator: 4 clients; 5 books; \$6926.50
3. Referrals from ASI colleagues: 3 clients; 3 books; \$3596
4. My new Kindle, won in the ASI Conference acronym contest (a financial and personal gain!)

Continuing Education

1. Increased data-entry accuracy and efficiency: ASI pre-conference CINDEK workshop; Enid Zafran's Keywords article in the April-June issue
2. Subject area expertise: Mid- and South-Atlantic Chapter meeting on History/Public Policy indexing, with Kate Mertes and Enid Zafran
3. Style and standards of practice: Naomi Linzer's Keywords article highlighting changes to *Chicago Manual of Style 16th edition*

Knowing Someone's got my Back

1. SIGs - I only take on books that I am confident I have the skills to index, but I sleep easier knowing that if I run into a problem I have never encountered before, I can get help from other indexers who have found brilliant solutions to the problem.
2. DTTF - I have neither the time nor the inclination to keep up with the world of indexing and eBooks. Fortunately, the ASI Digital Trends Task Force is ably handling this for me. I follow their discussions on LinkedIn and am amazed by the incredible excitement, energy, and expertise of my colleagues. I am confident that they will get it figured out (and continually re-figured out as things change), making sure ASI plays a major role.
3. Having people to refer projects to when I am too busy to take them on. It is through the connections ASI has fostered that I have gotten to know other indexers beyond their resumes. The discussions that happen at meetings and during the course of volunteer work for ASI reveal an indexer's experience, interests, indexing standards, and business ethics - all critical in building the trust it takes to refer a project and know that the resulting index will be something I would have been proud to submit.

Friendship

It would never occur to me to join a professional organization to seek new friends, but ASI members are some of the nicest people around. The conference buddy system has generated a new friend every year (my 2011 conference buddy will get any beekeeping or cemetery projects that come my way). Through chapter meetings I've been able to make connections with local indexers that extend beyond continuing education to include social lunches, afternoon tea, drinks, weekend retreats, and this year I attended the best Halloween party ever.

My ASI membership has not always been this valuable. What really makes a difference is having an Indexer Locator listing with a website link, attending as many meetings as possible, and volunteering. And patience. Seeds sown in previous years are bearing fruit.

Looking forward to an even more successful 2012 and hoping you all will be right there by my side,
Connie Binder

Welcome New Members!

Cynthia Monroe, Kensington, MD
Thomas Lynch, Perkasie, PA
Laura Shelley, Pittsburgh, PA
Kathleen Klee, Ridley Park, PA

Upcoming Classes at Editorial Inspirations

Editing 101

www.editorialinspirations.com/services/classes/editing-101/

Editorial Inspirations will be hosting and providing this specialized class designed for those who are in the editing industry (or who want to become freelance editors). This hands-on, interactive, one-day class will provide detailed discussions about the field, editing skills, and the business and IT requirements necessary to succeed. Add the course to your résumé, strengthen your skills, and learn how to run your editing business like a professional.

Date: May 19

Location: Richmond, Virginia

Editing 101

www.editorialinspirations.com/services/classes/editing-101-correspondence/

This is a correspondence course wherein participants work one-on-one with April Michelle Davis, a professional editor with over 10 years' experience. There are seven sections within this course, and many sections have self-graded exercises and instructor-graded exercises.

Course Topics

- Publishing Industry Overview
- Editing Resources
- Marking Copy
- Spelling
- Grammar Review
- Punctuation
- Freelancing

Editing 102

www.editorialinspirations.com/services/classes/editing-102-correspondence/

This is a correspondence course wherein participants work one-on-one with April Michelle Davis. There are seven sections within this course, and many sections have self-graded exercises and instructor-graded exercises.

Course Topics

- Author's Voice
- Intellectual Property
- Marketing
- Professional Correspondence
- Client Relationships

Testimonial

I felt it was time for a refresher, and it was worth every penny. Sometimes it helps for us to refresh our skills, even when we think we're experts. I learned a lot.

--Cheryl Landes, Technical Writer/Editor and Indexer



April Michelle Davis

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<http://www.editorialinspirations.com>

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