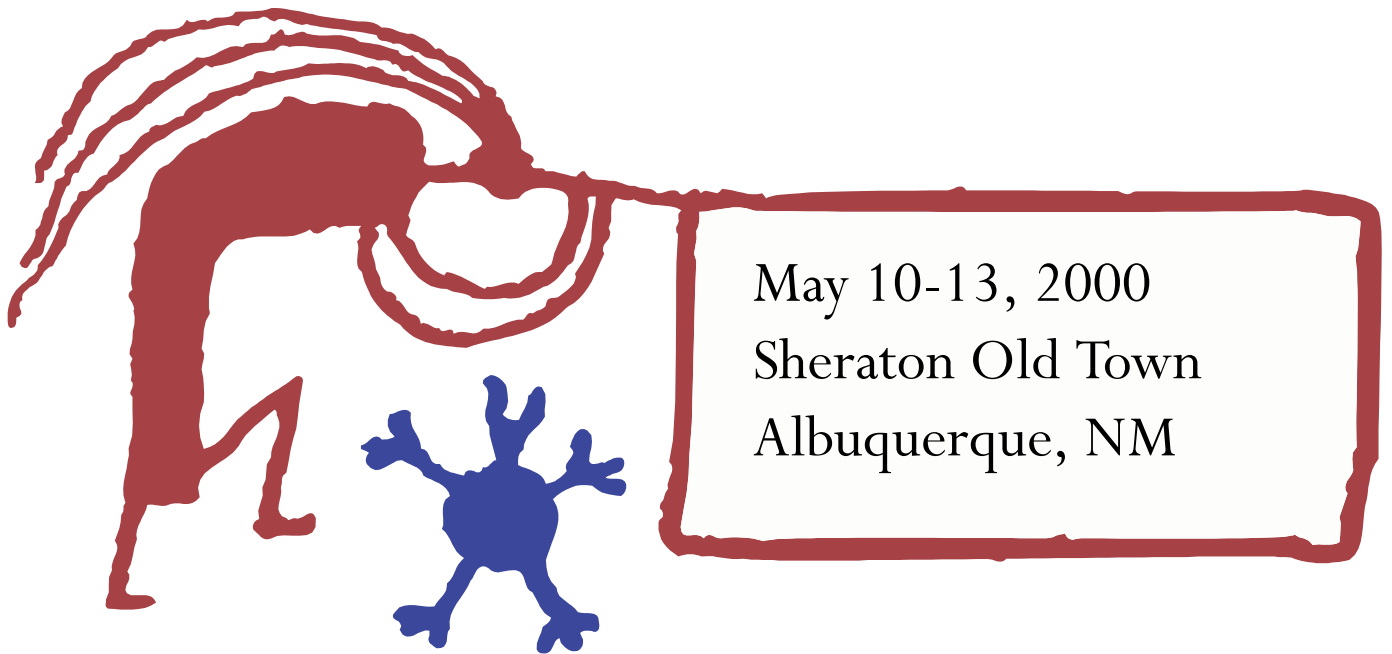




**Hot! Hot!! Hot!!!**

The American Society of Indexers  
presents

# **ASI's 32d Annual Conference**



Feel the heat! The desert sun, spicy southwestern cuisine, and the hottest ASI conference ever! New topics, new tools, new friends (and old) all come together in Albuquerque. Turn the page to find out what you can expect!

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## Workshops

Workshops are the formal training part of the conference. Learn how to use indexing software, how to market your services or write contracts. To make your choices easier, workshops have been categorized into four areas of interest called tracks: a tools track for workshops about indexing tools, a business track for workshops about the business of indexing, a theory track for the theory of indexing, and a specialties track that deals with special types of indexing, such as Web indexes or online Help systems. Workshops last either three or six hours and are available all day Wednesday and Thursday as well as Friday and Saturday afternoons.

## Roundtables

Roundtables are informal discussions conducted over lunch. A host knowledgeable on a particular subject holds forth to an intimate group of 8-10 while enjoying lunch on Wednesday or Thursday. Roundtables are interactive; feel free to ask questions and pick the brain of your host.

## Panels

On Friday, you have the choice of four luncheons, each featuring a different panel discussion. See descriptions on page 11.

## General Sessions

On Friday and Saturday mornings, the entire assemblage gathers for the general session presentations. These include the annual business meeting as well as presentations on topics as diverse as a history of indexing style to the indexing of 50 years worth of MAD magazine on CD-ROM.

## Keynote Luncheon

After the Saturday morning general session, attend the keynote luncheon where we present the Hines and Wilson awards, recognize conference volunteers, and hear our keynote speaker, Jeff Duntemann, Editor in Chief of *Visual Developer Magazine* of Scottsdale, Arizona speak on the necessity of involving human judgment in the indexing of the Web.

## Networking and Socializing

In response to feedback from the 1999 conference, we have built more free time into the schedule. Breaks between sessions will be longer and the Hospitality Suite, a proven success in 1999, will be back this year. Also, the major social event of the conference, the banquet, has been moved to Thursday evening, the night before the main conference, to give attendees a chance

to get acquainted before the conference proper begins on Friday. Specific social opportunities are:

*Hospitality Suite.* The suite will be open and serving snacks and beverages Wednesday and Friday evenings and Saturday afternoon and evening. Why hang out in your room or the lobby when you have a cozy nook to hobnob with your fellow indexing wizards?

*Welcome Reception:* Thursday evening buses will take us a few blocks to the Pueblo Cultural Center. Weather permitting, we will enjoy an outdoor reception with a buffet of southwestern delicacies, native American dancers and musicians, and the center's gift shop and museum held open especially for us.

*Saturday morning Town Hall meeting:* Want to meet your officers and board of directors? Have questions about what's going on now and in the future of ASI? Saturday morning breakfast is your chance.

*Saturday afternoon trip to the Botanical Gardens:* Hannah Huse of the Gardening/Environmental Studies SIG is organizing a trip to the Rio Grande Botanical Garden. The garden features a glass conservatory with xeric species in the Desert Pavilion, aromatic species in the Mediterranean Pavilion and a trio of walled gardens with Old World design in fountains, tile, herbs and roses.

## Exhibit Hall

Interested in the latest developments in tools and products of interest to indexers? Visit the exhibit hall, open daily.

## Post-conference Tours

*Acoma Indian Pueblo:* One of the most unusual settlements in the Western Hemisphere is this ancient "city in the sky," which stands hundreds of feet above the surrounding land on top of a sandstone mesa. Acoma Pueblo was founded in the 12th century A.D. or possibly earlier. It is the oldest inhabited village in the United States. The 5-hour tour will depart from the Sheraton Old Town Hotel at 8:30 am on Sunday and return at approximately 1:30 pm. Cost: \$35.

*A Day in Santa Fe:* Gray Line has modified their standard tour to better meet the interests of ASI members and to provide more leisure time in Santa Fe. The bus will take the most direct route to Santa Fe so that arrival time will coincide with the openings of the three museums at Museum Plaza. The tour fee includes a pass for admission to all the museums. Departure from the Sheraton Old Town Hotel will be at 9:00 am on Sunday with return at approximately 5:00 pm. Cost: \$43.



For additional information on tours, see the ASI Web site at [www.asindexing.org](http://www.asindexing.org) or contact Gray Line as described below.

To sign up for either tour, call Gray Line of Albuquerque directly. The toll-free number is 800-256-8991. Reservations can also be made by e-mail ([grayline@rt66.com](mailto:grayline@rt66.com)). **Be sure to state that you are signing up for one of the American Society of Indexers tours**, to avoid confusion with the standard tours offered other days of the week. Reservations will be accepted from January 17, 2000, through Friday, May 12. Payment for post-conference tours must be made directly to Gray Line of Albuquerque. A minimum of 5 participants is required for each of these ASI-sponsored tours. At the end of each tour, an envelope will be passed around the bus to collect tips for the driver and guide.

## WorkShops

### If it's Wednesday, this must be . . .

All day Wednesday/Thursday and afternoons Friday/Saturday are devoted to workshops. Four sessions run concurrently in each time slot. Friday and Saturday mornings are general sessions. Events listed for Friday and Saturday morning are presented serially. Sunday is a day of post-conference tours.

### Getting on the right track

Conference sessions are organized according to areas of special interest called tracks. The four tracks are:

- Tools: Sessions that demonstrate or teach the use of indexing tools.
- Business: The business of being an indexer.
- Theory: Theoretical basis for indexing practices.
- Specialties: Special kinds of indexing: periodicals, Web sites, etc.

The offerings are summarized in the table on page 8.

### Workshop Schedule

Time	Wednesday	Thursday	Friday	Saturday	Sunday
7:00 – 8:45 am			Chapter leaders breakfast	Town Hall breakfast	
8:45 to 11:45 am	Basic Indexing: Part 1	Basic Indexing: Part 2	Databased System-wide Bibliographies Multiple Index Publications Tools We Need for Technical Indexing	Indexing the Totally MAD CD-ROM Controlled Vocabularies for MIDs Fiction Indexing History of Indexing Style	Tours (see page 2)
	Beginning CINDE	Advanced CINDE			
	Let's Get Profitable!: Part 1	Browsing Strategies			
	Managing Large Projects	Introduction to MACREX			
12:00 to 1:45 pm	Roundtables (See page 10)	Roundtables (See page 10)	Panel Discussions (See page 11)	Keynote Speaker	
2:00 to 5:00 pm	Advanced MACREX	Basic MACREX	Achieving the Ideal Index	Embedded Indexing	
	Let's Get Profitable!: Part 2	Creating Model Contracts	Indexing Scientific/ Common Names	Botanical Garden field trip	
	Marketing Your Services	Web Indexing	Marketing for the Shy	Online Help Indexing	
	Web Indexing: A Corporate Perspective	The Taxman Cometh	Using SKY Index Professional	The Glory and the Nothing of a Name	
After 5:00 pm	Hospitality Suite	Welcome Reception	SIG meeting Hospitality Suite	Hospitality suite	

### Wednesday morning, May 10

8:45 – 11:45 am

#### Basic Indexing: Part 1: Joanne Clendenen and Kay Schlembach

A two-part, fast-paced introduction to the basic concepts of classic back-of-the-book indexing techniques, including alphabetization, format, entry considerations, cross references, and simple editing. A short assignment will be given at the end of the first session to be evaluated during the second session.

This workshop is a supplement to the USDA course.

*Audience:* Those considering indexing as a career, writers, editors, or other publishing professionals who want to increase their knowledge of the indexing process.

*Presenters:* Kay Schlembach and Joanne Clendenen are working partners and freelance indexers in Houston, Texas. Joanne, after stints in the Air Force and university administration, has been a freelance indexer, primarily in scholarly works, since 1995. Kay worked as a real estate appraiser and home schooling teacher before becoming Joanne's protégé in indexing. She has been freelancing full time, primarily in textbooks and business books, since 1997.

#### Beginning CINDEXTM: Maria Sullivan Young

This workshop explores the standard features of CINDEXTM for Windows, including keyboarding, data entry and editing shortcuts, file management, and preparing indexes for delivery to clients.

*Audience:* Beginning users of CINDEXTM

*Presenter:* Maria Sullivan Young has been indexing for 12 years. She also provides on-line technical support for Indexing Research and their family of CINDEXTM products.

#### Let's Get Profitable!: Part 1: Susan Olason

Let's Get Profitable! examines the business of indexing by applying PROFIT principles to both sides of profitability, income and expenses. This workshop provides new and experienced indexers with techniques

that can be used to increase profitability and make informed business decisions at each stage of an efficient Indexing Business process.



*Audience:* New and experienced indexers who want to make their business more profitable.

*Presenter:* Susan Olason has a Masters degree in Business and is a full-time indexer. In her previous career, Susan spent 20 years as a Systems Engineer/Manager on contracts dealing primarily with how people use information. She has applied this experience to her indexing business which has been profitable since the first year, and she has been able to increase her profitability to over \$80.00 per hour by using the techniques presented in the Let's Get Profitable! workshop.

#### Managing Large Projects: Patricia Aslin and Frances Lennie

This workshop will focus on the individual freelance indexer who may need to draw on outside resources in order to undertake a large project. We will define the different types of projects that are considered "large," and cover the basics of bidding, contract negotiations, staffing and task assignment, time-lines, indexer and client expectations, and payment schedules. We will also explore problems and solutions common to all large projects, as well as working with volunteers.

*Audience:* Established indexers faced with managing large projects involving several indexers.

*Presenters:* Frances S. Lennie has been indexing for 23 years. Over the years Frances has tackled indexing projects that have demanded diverse approaches, and currently specializes in converting and cumulating material from existing indexes. Frances is responsible for negotiating and overseeing large projects that her company (Indexing Research) undertakes. Patricia Aslin specializes in large historical cumulative projects including the index to *Rochester History*, under the auspices of the Rochester City Historian, and most recently the 45 year cumulation of index material to *American Heritage Magazine*.

### Wednesday afternoon, May 10

2:00 – 5:00 pm

#### Advanced MACREXTM: Gale Rhoades

With MACREXTM Version 7 on a PC platform, learn techniques to improve your productivity, eliminate repetitive tasks, create multiple indexes in a single pass, use volume/page numbers for nonbook materials and index without final folios.

*Audience:* This workshop is for an advanced audience, those who have completed at least two indexes with MACREXTM.

*Presenter:* Gale Rhoades manages the North American office for MACREXTM and provides technical support for the product.



### **Let's Get Profitable! Part 2: Susan Olason**

See description of Part 1 on Wednesday morning.

### **Marketing Your Services: Anne Leach**

This half-day workshop addresses the questions: What is marketing, anyway? Why do all freelance indexers, even long-established ones, need to find new clients? Why do most indexers find marketing disagreeable? How can we learn to market ourselves successfully? What are the proven, successful marketing strategies? The class will work together to develop telephoning skills and an initial pre-experience resume.

*Audience:* General

*Presenter:* Anne Leach has been involved in publishing as editor and indexer since 1985, when she also first joined ASI. Over the years, she was active in the Golden Gate chapter, and since 1988, the SoCal Chapter. She was a director of ASI for six years, editor of Key Words for six years, and headed up ASI's Publicity Committee for two years.

### **Web Indexing: A Corporate Perspective: Samantha Bailey and Katrina Hagedorn**

This session covers the challenges, pitfalls and successes associated with developing indexes for corporate web sites and intranets. While predominantly presentation oriented, this session will combine dynamic examples with ample opportunities for interaction via discussion and question-and-answer sessions.

*Audience:* General audience

*Presenters:* Samantha Bailey is Vice President, Consulting Operations at Argus Associates, a leading information architecture consulting firm. Trained with a master's degree in library science, Ms. Bailey's goal is to break the mold of traditional librarianship by bringing the principles of information retrieval and organization to the Web.

Katrina Hagedorn joined Argus Associates as an Information Architect in 1998. Her background in biological sciences brings an added dimension to her expertise in creating classification schemes. At Argus, her projects have included classification scheme analysis for Procter & Gamble and Corning, Inc. and information architecture for Weather.com and AT&T.

### **Thursday morning, May 11 8:45 – 11:45 am**

#### **Advanced CINDEX: Maria Sullivan Young**

For CINDEX users who want to maximize their productivity, this workshop focuses on advanced editing techniques,

including importing data into CINDEX from other sources, handling extended and unusual characters, and working with multiple files.

*Audience:* Experienced CINDEX users.

*Presenter:* Maria Sullivan Young has been indexing for 12 years. She also provides on-line technical support for Indexing Research and their family of CINDEX products.

#### **Basic Indexing: Part 2: Joanne Clendenen and Kay Schlembach**

See description of Part 1 on Wednesday morning.

#### **Browsing Strategies: Barbara Kwasnik**

As indexers we know that careful attention to the structure and integrity of an index is invaluable not only for finding information that we already know or suspect is in the document or database, but also for exploring new or unfamiliar information. In this workshop we will learn about how to evaluate the design and structure of an index in terms of how it enables or constrains various kinds of information-seeking. Using a wide array of existing indexes as examples we will simulate searches, paying attention to design features such as cross-references, formatting, arrangement, and access points. Participants will not only learn how to evaluate an index along these criteria but also how to conduct evaluation studies of their own in the future.

*Audience:* General

*Presenter:* Barbara H. Kwasnik is an Associate Professor at the School of Information Studies, Syracuse University, where she has been teaching organization of information and indexing for 13 years. Previously she has worked as an editor and a freelance indexer in New York City. Her research interests are in classification, document genres, and browsing.

#### **Introduction to MACREX: Do Mi Stauber**

Learn the basics of creating index entries with MACREX.

*Audience:* Beginning indexers who have yet to choose indexing software or more advanced indexers desiring to switch to MACREX,

*Presenter:* Do Mi Stauber has been indexing full-time for 14 years. She specializes in back-of-the-book indexes for social sciences and humanities and also designs and presents workshops on indexing. She has been a happy user of MACREX for ten years.

**Thursday afternoon May 11****2:00 – 5:00 pm****Basic Indexing with MACREX: Gale Rhoades**

Learn to create your first real index with MACREX. Learn keyboard macros and keywords for double posting and other tasks, spell-checking, multitasking with Windows, and preparing electronic copy for submission to publishers.

*Audience:* MACREX owners who have completed the Getting Started exercises.

*Presenter:* Gale Rhoades manages the North American office for MACREX and provides technical support for the product.

**Creating your Own Model Contract and Using It: Barbara E. Cohen**

This workshop focuses on the development of a contract or confirmation letter “template” for indexing assignments. It will discuss a list of standard elements to include in a contract and the advantages of negotiating with a checklist of possible working conditions. Participants will engage in role-playing exercises focusing on negotiation scenarios. Everyone will leave with a sample contract they have drafted for themselves and a better understanding of the use of contracts.

*Audience:* General

*Presenter:* Barbara E. Cohen has been a freelance indexer, copy-editor, publishing consultant, and teacher for 16 years. She has served ASI as secretary (1993-96) and as national publicity coordinator (1995-97), and she is currently co-coordinator of the ASI History/ Archaeology SIG.

**Web Indexing: Bill Meisheid**

In this half-day workshop, Bill Meisheid will investigate the unique world of Web indexing. We will examine, from a more “how-to” perspective, the issues, tools, and unique concerns of the indexer trying to do indexing on the Web, Web sites, and Intranets. We will also look at the Web index as a product or service in itself.

*Audience:* Experienced indexers interested in indexing the Web.

*Presenter:* Bill Meisheid is the owner of Sageline Publishing and a principal in Sageline Software LLC. He is a member of the American Society of Indexers (ASI) and the Society for Technical Communication (STC) and a frequent conference speaker. He was Microsoft's first MVP (Most Valuable Professional) for Help systems, an honor he still holds. A certified RoboHELP instructor and active consultant, he teaches, writes, and creates and designs help and information

systems for a broad range of government and commercial clients

**The Taxman Cometh: Diana Witt and Alexandra (Sandy) Steen**

Financial planning and tax issues for independent contractors, including discussion of tax forms, online tax filing, deductions and gross income estimates, and what to do with profits.

*Audience:* Freelance indexers, all experience levels.

*Presenters:* Diana Witt has been a freelance indexer for more than 20 years. She has filed taxes as an independent contractor for 15 of those years and has managed her own IRAs and KEO-SEP for all of that time.

Sandy is a CPA, based in Albuquerque, NM. She recently spoke to the Albuquerque chapter about taxes and financial planning for freelancers.

Our third speaker is Patricia Bender of American Express Financial Services, who will speak about retirement and financial planning for independent contractors.

**Friday afternoon, May 12****2:00 – 5:00 pm****Achieving the Ideal Index: Barbara E. Cohen, Seth Maislin, and Kate Mertens**

We invite you to take part in an orchestrated conversation/ debate between two experienced indexers about topics relating to “achieving the ideal index.” The moderator will pose a series of prepared questions to the two panelists, who will toss a coin to determine which side of the argument they will have to defend. The questions focus on those “well, it depends . . .” situations in indexing where there is no “right” answer, only a “better” answer for the circumstances of that particular text and index. Specific examples will be examined. In addition to the questions prepared in advance, the panelists will discuss questions raised by the workshop audience.

*Audience:* General

*Presenters:* Barbara E. Cohen has been a freelance indexer, copy-editor, publishing consultant, and teacher for 16 years. She has served ASI as secretary (1993-96) and as national publicity coordinator (1995-97), and she is currently co-coordinator of the ASI History/ Archaeology SIG. As an indexer with experience in scholarly, technical, and trade publishing, Barbara is well qualified to split hairs about what constitutes an “ideal” index under different circumstances.



Seth Maislin is a directory manager at Lycos, Inc. and sole proprietor of Focus Information Services. He provides indexing, information architecture, and consulting services to public and private audiences, regularly presents workshops at conferences, and indexes books and Web documents.

Kate Mertes is a freelance editor with over 20 years' experience in publishing, writing, and indexing. She currently specializes in legal and academic indexing, especially large and complex projects.

### **Indexing Scientific/Common Names: The Ideal and the Real: Hannah Huse**

Indexing scientific and common names for plants and animals can seem deceptively easy. Following the ideal format is not as difficult as actually adapting ideal entries to a particular text, a diverse audience, differing press styles and the constraints of given formats and limited space. Members of the Gardening/Environmental Studies SIG will present a half-day workshop including brief presentations on the history of scientific terminology, the principles and maintenance of taxonomic nomenclature, differences between plant and animal terminology, tips for making and proofing index entries more easily, and a discussion of the practical aspects of the indexer's task.

*Audience:* Indexers who deal with scientific nomenclature in fields such as biology, geology, and anthropology.

*Presenters:* G/ES SIG members including Susan Olason, Therese Shere, and Hannah Huse. Dr. Tim Lowrey, Director of the Herbarium at the University of New Mexico, will contribute his expertise as a plant taxonomist.

### **Marketing for the Shy: Alternatives to Cold Calling: Carol Roberts**

Explore and practice a variety of alternative marketing techniques, including effective use of business cards and brochures, how and with whom to network, persuasive mailings to publishers, and advertising. Learn to recognize and capitalize on opportunities.

*Audience:* Indexers who are shy about making cold calls to publishers. (In other words, most of us.)

*Presenter:* Carol Roberts has been indexing full-time for six years. Most of her work is on academic books in a variety of subjects in the humanities, especially philosophy, sociology, and art history. She is currently managing the Scholarly Indexing SIG. She has also taught beginning and intermediate indexing courses.

### **Using SKY Index Professional: Heather Jones**

Topics covered will include:

- Data entry and navigation within SKY, with tricks to speed editing late
- Configuration (sorting options, cross reference format, file format, etc.)
- Use of macros for data entry and editing
- Use of groups and filters and other advanced editing features
- Use of tools for error checking, repaginating, adding volume labels, etc.

*Audience:* New users of SKY Index and more experienced users who want to learn more about indexing with SKY's advanced features.

*Presenter:* Heather Jones has been indexing books in the sciences and social sciences since 1996. Her specialties are physics, mathematics, military history, and area studies of Asia and the states of the former Soviet Union. She was one of the first people to purchase SKY Index when it was released to the public, and has since used it to create dozens of indexes in many different formats.

### **Saturday afternoon, May 13 2:00 – 5:00 pm**

#### **Botanical Garden Field Trip: Hannah Huse**

This is a primarily a social event offered as a follow on for *Indexing Scientific/Common Names: The Ideal and the Real*. There is no charge for it and you need not be specifically registered for it to attend.

*Audience:* Those who attended the earlier workshop *Indexing Scientific/Common Names: The Ideal and the Real*, and anyone interested in botanical gardens.

*Organizer:* Hannah Huse of the Gardening and Environmental Science SIG.

#### **Embedded Indexing Techniques: Peg Mauer**

When index entries are inserted electronically into the computer files along with the text of the document, they are called embedded. Instead of having a separate index file that is created with dedicated indexing software, an embedded index is created in the same software as the rest of the document. This workshop discusses the advantages and disadvantages of embedded indexing and demonstrates creating embedded indexes in FrameMaker and in Microsoft Word.



## Theory Track



Basic Indexing Workshop: Part 1 workshop, Wednesday, 8:45 AM

Editor/Indexer Perspective roundtable, Wednesday, 12:00 PM

Web Indexing: A Corporate Perspective workshop, Wednesday, 2:00 PM

Basic Indexing Workshop: Part 2 workshop, Thursday, 8:45 AM

Browsing Strategies workshop, Thursday, 8:45 AM

Open/Closed Indexing roundtable, Thursday, 12:00 PM

Print, On-line, and One-sourced Indexes panel, Friday, 12:00 PM

Achieving the Ideal Index workshop, Friday, 2:00 PM

Indexing Scientific/Common Names workshop, Friday, 2:00 PM

Development of Controlled Vocabularies MIDs general session, Saturday, 8:45 AM

A History of Indexing Style general session, Saturday, 10:05 AM

The Glory and the Nothing of a Name workshop, Saturday, 2:00 PM

The Need for Human Judgment Indexing the Web Keynote Speech, Saturday, 12:00 PM

## Business Track



Let's Get Profitable!: Part 1 workshop, Wednesday, 8:45 AM

Managing Large Projects workshop, Wednesday, 8:45 AM

ASI Strategic Planning roundtable, Wednesday, 12:00 PM

Professional Development Seminars roundtable, Wednesday, 12:00 PM

Publicizing ASI, Chapters, and SIGs roundtable, Wednesday, 12:00 PM

Let's Get Profitable!: Part 2 workshop, Wednesday, 2:00 PM

Marketing Your Services workshop, Wednesday, 2:00 PM

Report from the Front Lines Roundtable, Thursday, 12:00 PM

Business/Finance: Record Keeping roundtable, Thursday, 12:00 PM

Time Management roundtable, Thursday, 12:00 PM

Professionalism roundtable, Thursday, 12:00 PM

Indexing by Moonlight roundtable, Thursday, 12:00 PM

Creating Your Own Model Contract... workshop, Thursday, 2:00 PM

International Affiliations panel, Friday, 12:00 PM

Marketing for the Shy workshop, Friday, 2:00 PM

ASI Salary Survey (Saturday breakfast), Saturday, 8:45 AM

The Need for Human Judgment Indexing the Web Keynote Speech, Saturday, 12:00 PM

## Tools Track



Beginning CINDEXTM workshop, Wednesday, 8:45 AM

Let's Get Profitable!: Part 1 workshop, Wednesday, 8:45 AM

Computer Programming Basics roundtable, Wednesday, 12:00 PM

SKY Index Professional Roundtable, Wednesday, 12:00 PM

Search Engines roundtable, Wednesday, 12:00 PM

Advanced MACREXTM workshop, Wednesday, 2:00 PM

Dragon Naturally Speaking Roundtable, Wednesday, 12:00 PM

Let's Get Profitable!: Part 2 workshop, Wednesday, 2:00 PM

Advanced CINDEXTM workshop, Thursday, 8:45 AM

Introduction to MACREXTM workshop, Thursday, 8:45 AM

Basic MACREXTM workshop, Thursday, 2:00 PM

Web Indexing workshop, Thursday, 2:00 PM

Multiple Index Publications general session, Friday, 10:55 AM

The Tools We Need Now ... general session, Friday, 11:35 AM

Using SKY Index Professional workshop, Friday, 2:00 PM

Embedded Indexing Techniques workshop, Saturday, 2:00 PM

Online Help Indexing workshop, Saturday, 2:00 PM

The Need for Human Judgment Indexing the Web Keynote Speech, Saturday, 12:00 PM

*Note that the same event can appear in more than one track. Bill Meisheid's Online Help Indexing, for instance, deals with both the specialty of indexing online Help systems and the tool of RoboHELP.*

**Specialty Track****Wednesday - Thursday**

- Managing Large Projects  
workshop, Wednesday, 8:45 AM
- Computer Programming Basics for Indexers  
roundtable, Wednesday, 12:00 PM
- Editor/Indexer Perspective  
roundtable, Wednesday, 12:00 PM
- Medical Indexing  
roundtable, Wednesday, 12:00 PM
- Search Engines  
roundtable, Wednesday, 12:00 PM
- Web Indexing: A Corporate Perspective  
workshop, Wednesday, 2:00 PM
- Browsing Strategies  
workshop, Thursday, 8:45 AM
- Earth/Environmental Science  
roundtable, Thursday, 12:00 PM
- Indexing Computer Books  
roundtable, Thursday, 12:00 PM
- Indexing the Whole Wide Web. Ha!  
roundtable, Thursday, 12:00 PM
- Legal Indexing  
roundtable, Thursday, 12:00 PM
- Medical Indexing  
roundtable, Thursday, 12:00 PM
- Web Indexing  
workshop, Thursday, 2:00 PM

**Continued...****Friday - Saturday**

- Databased System-wide Bibliographies  
general session, Friday, 10:15 AM
- Multiple Index Publications  
general session, Friday, 10:55 AM
- The Tools We Need Now for Technical Indexing  
general session, Friday, 11:35 AM
- Indexing Specialties: Law  
panel, Friday, 12:00 PM
- Scholarly Indexing  
panel, Friday, 12:00 PM
- Indexing Scientific/Common Names  
workshop, Friday, 2:00 PM
- Development of Controlled Vocabularies for MIDs  
general session, Saturday, 8:45 AM
- Finding the Trash You Want to Find: Indexing the Totally MAD  
CD  
general session, Saturday, 8:45 AM
- The Mysteries of Fiction Indexing  
general session, Saturday, 9:25 AM
- Botanical Garden Field Trip, half-day trip  
Saturday, 2:00 PM
- Embedded Indexing Techniques  
workshop, Saturday, 2:00 PM
- Online Help Indexing  
workshop, Saturday, 2:00 PM
- The Need for Human Judgment Indexing the Web  
Keynote Speech, Saturday, 12:00 PM

*Audience:* Indexers experienced with dedicated indexing software who want to understand the use of embedding software.

*Presenter:* Peg Mauer is the past-President of the Western New York State chapter of the American Society of Indexers (ASI), and has served on the ASI Board of Directors. She is the Manager of the Society for Technical Communication's (STC) Indexing Special Interest Group (SIG). Peg is the owner of Communication Link, providing professional services in technical writing, indexing, and editing.

### **Online Help Indexing: Bill Meisheid**

All program help systems, including Web-based applications, need to be indexed. In many companies, this is the job of the help author. However, some companies, including Microsoft, contract out their help indexing. This session will help you understand the issues, tools, processes, and problems involved in participating in this market.

*Audience:* Advanced: Technical writers and indexers who want to prepare indexes for online Help systems.

*Presenter:* Bill Meisheid is the owner of Sageline Publishing and a principal in Sageline Software LLC. He is a member of the American Society of Indexers (ASI) and the Society for Technical Communication (STC) and a frequent conference speaker. He was Microsoft's first MVP (Most Valuable Professional) for Help systems, an honor he still holds. A certified RoboHELP instructor and active consultant, he teaches, writes, and creates and designs help and information systems for a broad range of government and commercial clients.

### **The Glory and the Nothing of a Name: Noeline Bridge**

The presentation gives guidelines (handouts) for the entry of names in an index., answers questions, and shares favorite sources of names. It covers four types of names: personal, corporate, geographic, and names of objects (toys, transport vehicles, animals, for example). These are discussed in turn, followed by issues around any name in a index.

*Audience:* General

*Presenter:* Noeline Bridge has been a freelance indexer since 1990. Prior to that she was a librarian, with 15 years' experience in cataloguing books, in which she toiled daily over the entry of names, personal, corporate, and geographical. She is currently president of the Indexing and Abstracting Society of Canada.

## Roundtables

### **Wednesday lunch**

**12:00 – 1:45 pm**

**ASI Strategic Planning:** Diana Witt discusses the ASI strategic plan: What is a strategic plan? Why is ASI doing one? Where are we now? Where are we going with it?

**Computer Programming Basics for Indexers:** Bill Meyers gives a computer programmer's perspective on what programmers want to see in the indexes of books on computer programming.

**The Bigger Picture: Or, How Does This Stuff Get to Me in This Kind Of Shape?™:** Brooke Graves is both a copy editor and an indexer who will share her thoughts on her dual view of the publication process that leads up to the books we index.

**Medical Indexing:** Carolyn Weaver hosts a discussion on the ins and outs of indexing medical texts.

**Professional Development Seminars:** Kate Mertes explains ASI's PDS (Professional Development Seminar) program, a means by which local chapters can receive monetary grants from ASI national to subsidize local professional development events.

**Publicizing ASI, Chapters, and SIGs:** Mary Mortenson, chair of the ASI Publicity Committee, describes what ASI is doing to publicize the national organization, local chapters, and SIGs.

**Search Engines:** Seth Maislin, a directory manager at Lycos, Inc., talks about using search engines on the Web.

**SKY Index Professional:** Kamm Schreiner, develop of SKY Index, shares his knowledge of SKY Index Professional.

**Dragon Naturally Speaking:** Charles Anderson shares his experiences indexing with Dragon Naturally Speaking, a program that converts the spoken word to index entries.

### **Thursday lunch**

**12:00 – 1:45 pm**

**Business/finance Record Keeping for Freelancers:**

Larry Harrison offers advice to new freelancers (and disorganized established freelancers) on orderly keeping of financial records.



## **Indexing earth and environmental science topics:**

David Moody shares his experiences as an indexer of earth and environmental science books.

**Indexing by moonlight:** Carolyn Weaver talks about juggling part-time indexing with a full-time career.

**Indexing computer books:** Richard Shrout discusses some of the special skills and concerns associated with indexing technical computer books.

**Indexing the whole wide Web. Ha!** Seth Maislin, a directory manager at Lycos, Inc., shares his wry view of the prospects for indexing the entire World Wide Web.

**Legal indexing:** Brooke Graves approaches the indexing of legal material at an introductory level.

**Medical indexing:** Pilar Wyman, an experienced medical indexer, offers her insights into the special considerations of her craft.

**Open/closed indexing:** Susan Klement discusses the differences between open-ended indexes (periodicals) and closed indexes (back-of-the-book).

**Professionalism:** Maria Coughlin discusses issues of educating our clients about indexing as a profession.

**Time Management:** Do Mi Stauber offers time management tips for busy indexers.

**Report from the Front Lines:** Dorothy Dirienzi conducts a discussion about how the folks who commission back-of-the-book indexes, print production editors, work.

## **Panels**

Panels are conducted concurrently and are included in the conference registration fee.

**Indexing Specialties: Law:** Peter Kendrick, head of indexing at Matthew Bender, a large legal publisher located in NYC, and Enid Zafran, Director of Indexing Services at The Bureau of National Affairs, moderate a panel on the indexing of legal materials.

**International Affiliations:** Lori Lathrop, past president of ASI and liaison to ASI's international affiliates, moderates a panel about ASI's affiliations with other indexing organizations in Canada, Europe, Australia/New Zealand, China, and South Africa.

**One-sourced indexes:** Karen Bjorkman of Lotus Development Corporation moderates a panel on the special

challenges of producing a single index that will serve both print and electronic documentation.

**Scholarly Indexing:** Carol Roberts, specialist in indexing academic books in the humanities, especially philosophy, sociology, and art history, moderates a panel on indexing scholarly texts.

## **General Sessions**

### **Friday morning**

**8:45 – 11:45**

### **Databased Systemwide Bibliographies: David Blyth**

A bibliographical entry typically consists of an author, the name of the article, a journal name, and a date. When these four items are seen as fields, then the entry itself becomes a record in a database. A bibliographic database allows multiple bibliographies to be searched, sorted, or manipulated simultaneously.

Dave Blyth has a BA in Cognitive Studies and has also studied Religion, History, Literature and Computer Science. He's currently working on his MA in Educational Technology at San Diego State University.

### **Multiple Index Publications: Four Case Studies: David Ream**

This session will show four different system models for generating multiple indexes to a publication. Two of the editorial systems use a database approach and two use dedicated indexing preparation software. The approaches will be discussed and contrasted.

Mr. Ream has worked in the publishing industry since 1973. His programming and consulting experiences include the development of editorial, database, and typesetting systems as well as custom software for publishers of all types. LevTech is also the corporate/government partner for Indexing Research's CINDEXTM product line.

### **The Tools We Need Now for Technical Indexing: Caroline Parks and Jan Wright**

This presentation will focus on the new requirements of technical indexing (e.g., embedded indexing, online help indexing, and Web indexing), and the need for the indexing process to "circumnavigate" the client's files -- indexing codes must be extracted from the documents so that teams can be

working simultaneously on writing, editing, and layout, as well as indexing -- and then the keywords are inserted back into the files at the end of the journey. Current tool shortcomings will be discussed, leading to an outline of the tools that must be developed in order for indexers to work effectively in the high-tech industry.

Caroline Parks has been doing technical indexing for 4 years, and was recently involved in a massive team effort to complete the Windows 2000 online help index, working with 5 other indexers and over 40 writers. Both Caroline and Jan have used several proprietary tools for embedded and online help indexing, all of which leave lots to be desired, and would like to see the development of commercial indexing software and modules that would us do our work easier.

With nearly 15 years of experience in the software industry, Jan Wright's clients have included Microsoft, Visio, Asymetrix, and the Washington State Insurance Commissioner. One recent project involved generating style guides and training editorial staff for a massive online indexing effort involving over 100,000 technical documents, written by over 40 different departments at Microsoft.

### **Saturday morning 8:45 – 11:45 am**

#### **Indexing the *Totally MAD* CD-ROM Archive: Dr. Ellen Brodsky**

Dr. Brodsky gives an overview of the special challenges faced to index 22,000 pages of MAD Magazine material on a CD-ROM. She will show examples from the *Totally MAD* indexing files and databases, explain something about the indexing process and how the databases and files worked. She will demonstrate the Search feature in the product and field questions from the audience.

Dr. Ellen Brodsky is the Producer of *Totally MAD*, the CD-ROM archive of every issue of MAD Magazine. She led the indexing team for the project, and worked with engineers and MAD experts to design the index process and strategy.

Reviewers have raved about the search engine and how it can find even obscure memories amid the 22,000 pages of MAD trash.

#### **Development of Controlled Vocabularies for Moving Image Documents (MIDs): Dr. Kathleen Haynes**

The paper will review current research and development of controlled vocabularies for moving image documents (MIDs).

There is a critical need for improved subject access to moving image collections that contain ordinary images. Indexers need to analyze the materials to include ways for users to determine what the image exemplifies (the genre or form) and what the image is of or about. All images (stock shots, still frames, moving picture elements, etc.) have ofness, and finished products or long sequences of shots have a context so aboutness can be addressed. Vocabularies need to assist in assigning terms for both, but part of the difficulty is that ofness and aboutness are not distinguished in many subject lists. The users also need retrieval that supports a variety of user tasks related to semantic representations of information objects, linking and combining techniques, and provision for review of the actual images.

Kathleen J. M. Haynes is an associate professor in the School of Library and Information Studies at the University of Oklahoma. She earned her Ph.D. in Library and Information Studies at Texas Woman's University and her Master of Library Science from OU. She teaches the organization of knowledge, indexing, archives and records management, and information systems.

#### **The Mysteries of Fiction Indexing: Mary Ann G. Chulick**

Everyone who has ever enjoyed a mystery series knows how helpful an index to that series would be. After the reader has finished five or six of the books, there may be questions like, "When did that character first come into the series? What did the murderer say that made the detective suspect him?" When Dave Ream of Leverage Technology Inc. wanted an index to display on his Web site, he decided to have one created for a favorite mystery series--Les Roberts' Milan Jacovich novels. The indexer worked with both Dave and Les Roberts to come up with an index that would satisfy all three.

Mary Ann G. Chulick trained to be a librarian, but took a job with a small Ohio legal publishing company until a library position turned up. Almost twenty years later, Mary Ann is still indexing the laws of Ohio, Kentucky, Indiana, and Connecticut. The company is now owned by West Group and Mary Ann is the Principal Indexing Specialist at the Cleveland office.

#### **A History of Indexing Style: Frances Lennie and Kate Mertes**

If there's more than one way to skin a cat, there are a hundred ways to design an index. It's easy to get used to a particular style and a set of rules for constructing an index, especially since so many of us specialize in types of book or subject matter. Looking at historical and modern indexing styles is a good way



to find new solutions to indexing problems - and a good way to find out how NOT to do an index.

Frances S. Lennie has been indexing for 23 years, focusing mainly on clinical and research-oriented medical texts. Over the years Frances has tackled indexing projects that have demanded diverse approaches, and currently specializes in converting and cumulating material from existing indexes

Kate Mertes is a freelance editor with over 20 years' experience in publishing, writing, and indexing. She currently specializes in legal and academic indexing, especially large and complex projects, and writes screenplays on the side. Kate is also a director of ASI.

## What You Need to Know

### Registration and Payment

Please enclose payment in full with your registration. The registration fee must be paid by all attendees. Partial payments cannot be accepted. Hotel reservations must be made separately, directly with the hotel. Make checks or money orders payable to American Society of Indexers and mail to:

ASI Conference  
P.O. Box 75405  
Baltimore, MD 21275

To pay by credit card, include your card information in the space provided on the registration form.

Registration information is available at [Info@asindexing.org](mailto:Info@asindexing.org).

### ASI Membership Rates

If you are not currently a member of ASI, consider joining in order to receive the member rate on conference registrations. The cost of membership can easily pay for itself in conference savings.

ASI is converting its membership renewal schedule from an anniversary-renewal schedule to a fixed-date schedule (every January 1). If you are already an ASI member, you will receive a separate mailing explaining the conversion and how it affects your renewal. If you are joining ASI for the first time, your initial enrollment will be for 18 months (through 2001). Please select a membership type and rate from the following table and enter the appropriate information on the registration form on page 15.



For more information about features of respective membership types, contact [info@asindexing.org](mailto:info@asindexing.org).

Membership Type	18mo. Rate
Individual, with subscription to <i>The Indexer</i>	\$200
Individual, without subscription to <i>The Indexer</i>	\$150
Individual, introductory. For those who have not been an ASI member within the last five years. Does not include <i>The Indexer</i> .	\$130
Organizational. Multiple memberships within an organization.	\$665

### Refund Policy

Requests for refund must be made in writing to:

ASI Registrar  
11250 Roger Bacon Dr., Suite 8  
Reston, VA 20190-5202

All refunds are subject to a \$25 processing fee. Full refunds will be issued for requests postmarked prior to March 8. A 50% refund will be issued for requests postmarked March 8 through April 19. Requests postmarked after April 19 cannot be honored. Refund checks or credit card adjustments will be issued within six weeks after the end of the conference

### Change Policy

Requests for changes must be made in writing to:

ASI Registrar  
11250 Roger Bacon Dr., Suite 8  
Reston, VA 20190-5202

No phone calls will be accepted. All requests for change are subject to a \$10 handling fee.

### Registration Hours at the Conference

Tuesday, May 9: 2:00 – 6:00 pm  
Wednesday, May 10: 7:30 – 9:00 am / noon-6:00 pm  
Thursday, May 11: 7:30 – 9:00 am / noon-6:00 pm  
Friday, May 12: 7:30 – 8:30 am

### Conference Hotel

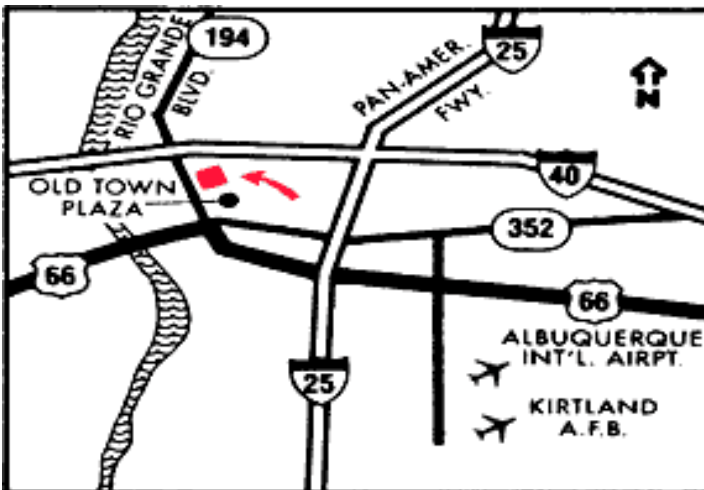
Sheraton Old Town Hotel  
800 Rio Grande Boulevard, N.W.  
Albuquerque, New Mexico 87104  
800-237-2133 (Toll Free)  
505-843-6300

ASI has negotiated a discounted room rate of \$89 single or double plus tax for the week of the meeting. This rate is valid

for reservations made before April 19. After that reservations will be made on a space available and rate available basis. To reserve your room, call the hotel directly. When you call, be sure to state that you are with the American Society of Indexers. The group discount code is ASE (no, the "E" is not a typo).

For pictures and more details on the Sheraton Old Town Hotel, check out their Web site: <http://www.flash.net/~sheraton/> The hotel is only about a 15-minute drive from the Albuquerque airport. Shuttle service via Checker Airport Express costs \$9.88 one way and \$17.57 round trip, including all taxes. Rates are lower for children. From the lower level baggage claim doors, go to the blue ticket booth located on the second curb. Vans depart from the airport every 15 minutes.

For those who drive, the hotel is easily reached by taking the Rio Grande Boulevard exit south of the I-40 freeway. There is free parking in the hotel's outdoor lot.



### Roommates

If you are looking for someone to share a room at the conference, please provide the following information to **Deanna Butler**:

1. Your name, snail mail and email addresses, and telephone number
2. Are you male or female?
3. Do you smoke?
4. What hours do you usually keep?
5. Which nights do you plan to stay?
6. Is there anything else a potential roommate ought to know about you? (Severe pet or perfume allergies, sleepwalking, practicing the trumpet at 5 am, etc.)

Email, send or phone this information to:

Deanna Butler  
9522 Dudley Dr.  
Broomfield, CO 80021  
303-456-4076  
dbutler12@netzero.net

Deanna will do her best to match everyone with a compatible roommate.



### Travel to Albuquerque

The American Society of Indexers has arranged discounts on two airlines: Continental and Southwest.

If you book your flight to Albuquerque with either Continental or Southwest, please use the group travel numbers given below. The discount to you may be only a few dollars, but ASI gets a ticket for every so many passengers booked.

**Southwest Airlines:** For 10 percent discount off most fares available for the date and time you wish to travel, call the Southwest Airlines Meetings number: **1-800-433-5368**. At the outset, give the reservations agent the code number **W1400** for the American Society of Indexers annual meeting. You can consult Southwest's Web site (<http://www.southwest.com>) for information on schedules and fares. For the discounted ASI fare, however, you must call the number given above rather than book online. If you prefer to book your flight through a travel agent, just give the agent the code number and that the group name is American Society of Indexers. You will still receive the discount and ASI will get the appropriate credit.

**Continental Airlines:** For travel May 3 through May 19, Continental Airlines offers ASI members special zone fares for booking at least 14 days in advance of travel. There is a higher set of fares (about \$100 additional) for those who book only 5 days in advance.

Consult Continental's web site for schedules (<http://www.continental.com>). To book your flight, call your travel agent or Continental's MeetingWorks Department: **1-800-468-7022**. Give the reservations agent the meeting reference number **OQFRYH**. If you are outside the toll-free dialing area, contact your local Continental Reservations Office. Travel agents will also need the Z code for ticketing at the discounted rate: **ZRV5**.

# Registration Form



15

Name \_\_\_\_\_ Badge Name \_\_\_\_\_

Organization/Employer \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Daytime Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

I prefer vegetarian meals for the meals I have signed up for.  Are you willing to volunteer some time to help out at the conference as needed?

## Conference Fees

	ASI MEMBER		NON-MEMBER*		Total
	Before 4/10	After 4/10	Before 4/10	After 4/10	
Comprehensive General Conference	<input type="checkbox"/> \$270	<input type="checkbox"/> \$295	<input type="checkbox"/> \$395	<input type="checkbox"/> \$425	\$ _____

Fee Includes: General Session Presentations on Friday and Saturday • All food functions on Friday and Saturday including Panel Presentations on Friday at Lunch • Awards Reception on Friday at • Saturday Morning Breakfast • Closing Lunch with • Admission to Networking Suite • List of Registrants • Logo Gift • Eligibility to Register for Roundtables and Workshops.

Comprehensive Less Welcome Reception	<input type="checkbox"/> \$225	<input type="checkbox"/> \$250	<input type="checkbox"/> \$350	<input type="checkbox"/> \$380	\$ _____
Additional Guest at Friday Lunch	<input type="checkbox"/> \$30	<input type="checkbox"/> \$30	<input type="checkbox"/> \$30	<input type="checkbox"/> \$30	\$ _____
Additional Guest at Welcome Reception	<input type="checkbox"/> \$50	<input type="checkbox"/> \$50	<input type="checkbox"/> \$50	<input type="checkbox"/> \$50	\$ _____
Additional Guest at Saturday Lunch	<input type="checkbox"/> \$30	<input type="checkbox"/> \$30	<input type="checkbox"/> \$30	<input type="checkbox"/> \$30	\$ _____

Roundtables: Anyone attending roundtables must pay for the conference registration fee. Roundtables are limited and will be filled on a first-received basis of the completed registration form with paid fees.

Roundtables on Wednesday	<input type="checkbox"/> \$25	<input type="checkbox"/> \$30	<input type="checkbox"/> \$25	<input type="checkbox"/> \$30	\$ _____
1st Choice _____	2nd Choice _____	3rd Choice _____			
Roundtables on Thursday	<input type="checkbox"/> \$25	<input type="checkbox"/> \$30	<input type="checkbox"/> \$25	<input type="checkbox"/> \$30	\$ _____
1st Choice _____	2nd Choice _____	3rd Choice _____			

Workshops: Please fill out form on other side and list fee total here \$ \_\_\_\_\_

Friday Panel Presentation Choice: \_\_\_\_\_

\*Join the American Society of Indexers and receive member registration rates. See page 13 for an explanation of membership rates.

Regular individual membership, including The Indexer.	<input type="checkbox"/> \$200	\$ _____
Regular individual membership, without The Indexer.	<input type="checkbox"/> \$150	\$ _____
Introductory individual membership	<input type="checkbox"/> \$130	\$ _____
Organizational membership	<input type="checkbox"/> \$665	\$ _____
	<b>Total Enclosed:</b>	\$ _____

## Method of payment

Check enclosed (in U.S. Funds payable to American Society of Indexers)

Credit card  VISA  MasterCard  American Express

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Name on Card \_\_\_\_\_

Billing Address & Zip Code for Card \_\_\_\_\_ Signature \_\_\_\_\_

I agree to pay above amount according to card-issuer agreement Make checks or money orders payable to the American Society of Indexers and mail to P.O. Box 75405, Baltimore, MD 21275.

## Workshop Selection & Fees

	ASI MEMBER		NON-MEMBER		Total
	Before 4/10	After 4/10	Before 4/10	After 4/10	
Anyone attending workshops must pay for the conference registration fee. Workshops are limited and will be filled on a first-received basis of the completed registration form with paid fees.					
Achieving the ideal Index	<input type="checkbox"/> \$55	<input type="checkbox"/> \$65	<input type="checkbox"/> \$65	<input type="checkbox"/> \$75	\$ _____
Advanced CINDEKX	<input type="checkbox"/> \$65	<input type="checkbox"/> \$75	<input type="checkbox"/> \$75	<input type="checkbox"/> \$85	\$ _____
Advanced MACREX	<input type="checkbox"/> \$65	<input type="checkbox"/> \$75	<input type="checkbox"/> \$75	<input type="checkbox"/> \$85	\$ _____
Basic Indexing	<input type="checkbox"/> \$95	<input type="checkbox"/> \$105	<input type="checkbox"/> \$105	<input type="checkbox"/> \$115	\$ _____
Basic MACREX	<input type="checkbox"/> \$65	<input type="checkbox"/> \$75	<input type="checkbox"/> \$75	<input type="checkbox"/> \$85	\$ _____
Beginning CINDEKX	<input type="checkbox"/> \$65	<input type="checkbox"/> \$75	<input type="checkbox"/> \$75	<input type="checkbox"/> \$85	\$ _____
Browsing Strategies	<input type="checkbox"/> \$65	<input type="checkbox"/> \$75	<input type="checkbox"/> \$75	<input type="checkbox"/> \$85	\$ _____
Creating Your Own Model Contract and Using It	<input type="checkbox"/> \$55	<input type="checkbox"/> \$65	<input type="checkbox"/> \$65	<input type="checkbox"/> \$75	\$ _____
Embedded Indexing Techniques	<input type="checkbox"/> \$65	<input type="checkbox"/> \$75	<input type="checkbox"/> \$75	<input type="checkbox"/> \$85	\$ _____
Indexing Scientific Common Names	<input type="checkbox"/> \$55	<input type="checkbox"/> \$65	<input type="checkbox"/> \$65	<input type="checkbox"/> \$75	\$ _____
Introduction to MACREX	<input type="checkbox"/> \$65	<input type="checkbox"/> \$75	<input type="checkbox"/> \$75	<input type="checkbox"/> \$85	\$ _____
Let's Get Profitable	<input type="checkbox"/> \$95	<input type="checkbox"/> \$105	<input type="checkbox"/> \$105	<input type="checkbox"/> \$115	\$ _____
Managing Large Projects	<input type="checkbox"/> \$65	<input type="checkbox"/> \$75	<input type="checkbox"/> \$75	<input type="checkbox"/> \$85	\$ _____
Marketing for the Shy: Alternatives to Cold Calling	<input type="checkbox"/> \$55	<input type="checkbox"/> \$65	<input type="checkbox"/> \$65	<input type="checkbox"/> \$75	\$ _____
Marketing Your Services	<input type="checkbox"/> \$55	<input type="checkbox"/> \$65	<input type="checkbox"/> \$65	<input type="checkbox"/> \$75	\$ _____
Online Help Indexing	<input type="checkbox"/> \$65	<input type="checkbox"/> \$75	<input type="checkbox"/> \$75	<input type="checkbox"/> \$85	\$ _____
The Glory and the Nothing of a Name	<input type="checkbox"/> \$55	<input type="checkbox"/> \$65	<input type="checkbox"/> \$65	<input type="checkbox"/> \$75	\$ _____
The Taxman Cometh	<input type="checkbox"/> \$65	<input type="checkbox"/> \$75	<input type="checkbox"/> \$75	<input type="checkbox"/> \$85	\$ _____
Using SKY Index Professional	<input type="checkbox"/> \$55	<input type="checkbox"/> \$65	<input type="checkbox"/> \$65	<input type="checkbox"/> \$75	\$ _____
Web Indexing	<input type="checkbox"/> \$55	<input type="checkbox"/> \$65	<input type="checkbox"/> \$65	<input type="checkbox"/> \$75	\$ _____
Web Indexing: A Corporate Perspective	<input type="checkbox"/> \$65	<input type="checkbox"/> \$75	<input type="checkbox"/> \$75	<input type="checkbox"/> \$85	\$ _____
			<b>Total:</b>		\$ _____



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