# Bulletin

## 2009 Conference Coverage

University of St. Michael's College in the University of Toronto, site of the 2009 conference. Conference coverage begins on page 14.

# Membership Renewal Notice

If your membership expires December 31, 2009, I will be sending you a renewal reminder early in December. With the increased frequency of The Indexer, the grace period for renewing is shorter, so please send in your cheque as soon as possible. To renew please print out and fill in the form at the following link:
http://www.indexers.ca/application.html (English)
http://www.indexers.ca/applicationfr.html (français)
and mail the form with your cheque to:

**The Membership Secretary, ISC/SCI
P.O. Box 664, Station P
Toronto, ON
Canada M5S 2Y4**

**Important:** Please remember to add the ISC/SCI membership secretary to your list of people to contact when your details change.

# Call for Bulletin Contributions

**Author Guidelines:** submit unsolicited articles electronically in DOC or RTF formats, artwork in PDF format, and photographs in TIF or JPG format. Please contact the Editor, Natalie Boon, at:
natalie@booninformationservices.com

# Advertising in the Bulletin

Full page ...............................CDN $80.00
Half page .............................CDN $40.00
Quarter page ........................CDN $20.00
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Please contact the Editor for details.
natalie@booninformationservices.com

# Joining ISC/SCI

**Membership Categories and Fees**

Individual $90

Student $60*

Institution $105

(For members outside Canada, add $10).

> * Student membership is available for full-time students only.
> Please inform ISC/SCI of your course name and institution.

For more membership information, please visit our website at
http://www.indexers.ca/membership.html

# Co-Presidents' Message

## History in the making…
## Introducing your Co-Presidents

Something unusual happened at the annual conference at the beautiful University of St. Michael's College in the University of Toronto: the executive elections have resulted in ISC/SCI having Co-Presidents. We feel that with two people tackling the work load it will be more enjoyable for each of us and we're ready to take it on together. Thank you to Elizabeth Macfie for her hard work in trying to find a full slate of officers for the executive.

There's only one vacancy which we'd love to have filled: a regional representative for Eastern Canada. In the annual general meeting we were delighted to receive a volunteer for Vice President, the ebullient Riça Night. So, a warm welcome to all the people returning to executive positions and to the new people and people in new positions, Riça Night (Vice President), Heather Ebbs (Past President), Jane McGuire (Publicity), Elspeth Richmond and Sheilagh Simpson (British Columbia representatives), and Marie Gabe (Central Canada representative). Gillian Faulkner has volunteered to co-ordinate local Toronto meetings.

The annual ISC/SCI meeting on the spring-clad campus was a roaring success due to the camaraderie of all attendees and to the hard work of so very many volunteers, some of whom had key roles: Anna Olivier (conference co-ordinator), Angela Wingfield (local arrangements), Marie Gabe (programme), Brian Hogan (sponsors), Cheryl Lemmens (webmaster). It's also worth mentioning that because ISC/SCI was contacted well before the conference, we were able to make arrangements to accommodate a person with a disability (and to begin to develop a protocol for future occasions). By all reports to date, the accommodation was well done and the conference was enriched by the experience.

## Introductions

Mary. My first job as a freelance editor in 2001 was to index a scholarly book, and although I now probably do as much editing as indexing, it was through indexing that I gained confidence in this field. For some inexplicable reason (although, when I begin teaching indexing in the winter at Ryerson in Toronto, I will do my best to make it explicable), I found that I had a natural ability for it. According to Sylvia Coates' presentation at the conference, this may have something to do with my being stuck with my childhood method of organizing information thematically instead of categorically!

Vivien (aka Viv). I'm one of those "in house" indexers, employed at the Legislative Assembly of Saskatchewan since 2001. I index the Hansards, the proceedings of the House and the committees of the Assembly. Over the last couple of years many of you have probably noticed that the *Bulletin's* regional report for the Prairies and North leans heavily on information about Hansard indexing in Alberta and Saskatchewan. Most of my working life has been spent in archives (cartographic materials) and libraries of various kinds (national, special, and public), so I'm a relative newcomer to indexing and to ISC/SCI.

## Things to do

Get ready for the next annual conference and general meeting to be held in Montreal. Bien! And, like this year, it will precede the Editors' Association of Canada annual conference. But there is more, maybe the most exciting of which is news that the ISC/SCI award committee is gaining steam. We're hoping to get the award launched within the next two to four years.

The energy of the conference was vitalizing and will carry us forward. Get some sense of it by reading through this issue of the *Bulletin*— it is full of news of where we have been and where we are going.

You might be inspired to volunteer to fill the vacancy on the executive, the position of Eastern Canada representative. Until it is filled, we'll try to keep in touch with eastern Canadians via e-mail.

Stay tuned as we investigate online payments for membership and for entries in the *Register of Indexers.*

— Vivien Cartmell and Mary Newberry

# Message de la part des présidentes

## L'histoire s'écrit sous nos yeux les nouvelles co-présidentes de l'ISC/SCI

Quelque chose d'inhabituel s'est passé à la conférence annuelle qui a eu lieu sur le campus St. Michael's de l'Université de Toronto. Suite aux élections du bureau de direction, la SCI a maintenant deux coprésidentes. En travaillant à deux, nous pouvons nous partager la tâche et rendre le travail plus agréable. Nous nous sentons prêtes à plonger dans ce nouveau rôle. Merci à Elizabeth Macfie qui a réussi à ce que tous les postes dans le comité de direction soient remplis.

Il reste un seul poste vacant, celui de représentant régional pour le Canada de l'Est. À l'assemblée générale annuelle, nous avons été ravis que l'enthousiaste Riça Night se soit portée volontaire pour le poste de vice-président. Une chaleureuse bienvenue au nouveau comité de direction, à ceux qui se sont joints au comité cette année et à ceux qui restent en changeant de fonction: Riça Night (vice-président), Heather Ebbs (président sortant), Jane McGuire (relations publiques), Elspeth Richmond et Sheilagh Simpson (représentantes pour la Colombie-Britannique) et Marie Gabe (représentant pour le Canada central). Gillian Faukner a assumé la tâche de coordination pour les rencontres locales à Toronto.

Le campus en habit printanier a été l'hôte de notre assemblée générale annuelle qui a eu un succès fou grâce à la camaraderie de tous les participants et au travail acharné de tant de bénévoles. Parmi eux : Anna Olivier (coordonnatrice du congrès), Angela Wingfield (coordonnatrice locale), Marie Gabe (programme), Brian Hogan (commandites), Cheryl Lemmens (webmestre). Il est important de mentionner que nous avons pu faire des préparatifs pour accueillir une personne handicapée parce que la SCI a été contactée bien à l'avance. Ceci nous permet de commencer à élaborer un protocole à ce sujet. Selon les commentaires reçus jusqu'à présent, l'accueil a répondu aux attentes et le congrès a été richie d'expériences.

## Présentations des coprésidentes

Mary.

Mon premier emploi en tant qu'éditeur pigiste en 2001 a été d'indexer un livre savant. Même si maintenant je travaille autant en édition qu'en indexation, c'est à travers l'indexation que j'ai gagné de la confiance dans ce métier. Pour une raison inexplicable (mais je vais faire de mon mieux pour l'expliquer quand j'enseignerai l'indexation à Ryerson l'hiver prochain), j'ai découvert que j'avais un talent naturel pour ce travail. Selon la présentation de Sylvia Coates au congrès, c'est peut être du au fait que j'organise l'information par thème et non par catégorie, comme le font les enfants.

Vivien (alias Viv)

Je travaille en tant qu'indexeure pour l'Assemblée législative de la Saskatchewan depuis 2001. J'indexe les Hansard, qui sont les débats de la Chambre et des comités de l'assemblée. Beaucoup d'entre vous ont probablement observé que depuis quelques années, le rapport régional du *Bulletin* pour les Prairies et le Nord contient beaucoup d'information concernant l'indexation Hansard en Alberta et Saskatchewan. J'ai passé la majorité de me vie active à travailler dans des archives (matériel cartographique) et des bibliothèques variées (nationale, spéciale et publique). Je suis relativement nouvelle dans le champ de l'indexation et comme membre de l'ISC/SCI.

## À faire

Se préparer pour le prochain congrès annuel et la prochaine assemblée générale, qui auront lieu à Montréal. Bien! Encore une fois, notre congrès précèdera le congrès annuel de l'Association canadienne des réviseurs. Mais il y a davantage de nouvelles, la plus alléchante étant que le comité du prix de la SCI gagne du terrain. Nous espérons pouvoir lancer le prix dans les 2 à 4 prochaines années.

L'énergie vitale que le congrès nous a infusée va nous propulser vers l'avenir. Vous vous en apercevrez en lisant le dernier numéro du

*Bulletin*. Il contient des nouvelles sur le chemin parcouru et sur l'avenir de l'association.

Peut-être allez-vous être inspiré et vous porter volontaire au poste vacant de représentant pour le Canada de l'Est. En attendant, nous allons garder le contact avec les Canadiens de l'est par courriel.

Nous examinons la possibilité d'introduire le paiement par internet pour l'adhésion et pour

l'enregistrement dans le *Répertoire des indexeurs*. À suivre!

— Vivien Cartmell and Mary Newberry

Traduction par Mona Iordache

# Editor, comments from . . .

Welcome to another issue of the *Bulletin*!

This issue is the post-conference issue. It's traditionally our largest of the year, as it has summaries of many of the conference sessions. It's not as good as being there, but it gives those who couldn't make it to the conference a taste, and those who did a few good reminders.

Conference coverage begins on page 14. The 2009 Conference was wonderful. The cover photo and the closing photo were provided by Anna Olivier. The photographs through the issue were courtesy of Brian Hogan.

Now, before we go on, let me give you a brief look at the conference coverage. The keynote speaker this year was Katherine Barber, who gave a fascinating talk on language and indexing (page 14). Ruth Pincoe delved into the craft of indexing with her illuminating talk on *See* and *See Also* references. We shouldn't just take them for granted (page 17).

Frances Lennie gave a talk on the new CINDEX (page 16) which made us think about how we use our software, and what we could be doing with it. Enid Zafran talked about public policy indexing, a complex job that can be quite daunting (page 18).

Business was strongly represented with a marketing panel moderated by Mary Newberry (page 15), a networking talk by Elizabeth Macfie (page 19), and a talk by Sylvia Coates on Indexing Niches (page 21).

This year's Tamarack Award went to Gillian Watts (page 22) who wrangled ISC/SCI's books back into shape. Heather Ebbs, our current past president, has a note on page 23.

And that's just the conference!

We've also got the annual reports from the 2008/2009 executive, starting on page 6. (Right after this!)

In SIG news, the Web SIG has sent us news on the winner of their 2009 Web Indexing Award, Mary Russell. For details, check out page 24.

If you're interested in finding out about indexing courses, there's some information on course instructors on page 24.

We finish off the issue with two articles by ISC/SCI members. Mary McDonald has written an article on the ethics of moonlighting as a beginning indexer (page 25). The second is a report by Trine Schioldan on her talk at the Newfoundland and Labrador Library Association's (NLLA) annual conference, where she talked about indexing and ISC/SCI (page 25).

Overall, it's turned out to a great content-filled issue. To make our other issues as good, we're going to need content from you. If you've thought about writing for the *Bulletin*, why not take action.

I would love to see submissions in French. I've got volunteers to edit material in French, so I'd love to see it come in.

My thanks to all who contributed to the production of this issue. Mona Iordache translated our French content. Anna Olivier was our French language editor. Edna Barker proofread the English language content. Vivien Cartmell also contributed to the editing process.

**Natalie Boon,**
**Managing Editor,** *Bulletin*

# Annual Reports 2008/09

## Indexing Society of Canada
## Société canadienne d'indexation

## President: Heather Ebbs

As I read through the annual reports of each member of the 08/09 executive, I felt very proud of this organization and the people in it. We are a small enough organization that we (all members, not just the executive) are informal with each other, yet professional enough that we help each other and our Society through such things as our website, our regional meetings, the listserv, the *Register,* the *Bulletin*, our conference programming, our publicity efforts and our international liaison.

My executive has been amazing. I want to single out a few for their particular expertise, but I don't know where to start—should I start with Beth Macfie (who is far too modest in her own report) and Viv Cartmell, who have stepped in repeatedly for me this year when I've been unavailable for a few days here or a few more days there? or Cheryl Lemmens, who is webmaster extraordinaire, working with all of us for our separate website needs (including thinking of things we need before we do) and developing enhancements for the site? or Ruth Pincoe, who serves on various committees and is internationally recognized through her work as ISC/SCI international rep as well as the international coordinator for all sister societies? or Gillian Watts, who has straightened up our books and kept us in the black? or Deborah Schryer, for identifying the need for changes to the *Register* and help making them happen? or our regional coordinators—Meral Alakus, Gillian Faulkner, Vivien Cartmell and François Trahan—for maintaining interest through meetings and e-mails amongst everyone in our far-flung membership? or Natalie Boon, for getting our *Bulletin* back to a regular three-times-a-year schedule and continuing to beat the bushes for interesting articles? or Audrey McClellan for not just maintaining our membership lists but also welcoming new members and responding instantly to requests for broadcasting important information? or Mary Newberry, for her work in coordinating a committee to develop a promotional brochure for ISC/SCI? And what about Anna Olivier, our 2009 conference coordinator, who took on the job even though she was not just a new member but also a francophone handling a primarily anglophone conference? or Marie Gabe, who has set up a fabulous program for the conference? or Angela Wingfield, who found such a great venue and handled the catering? And I have to personally thank Mona Iordache for translating my messages for the *Bulletin*, always at the last minute and always cheerfully and accurately. The list goes on, and in the individual reports below, you'll see more names mentioned.

Most of all, I have to thank all of you for participating in this Society and making it such an open and collegial and helpful group of people. I thank each and every one of you for all you have done for indexing and our Society during the past year.

## Past-President: Beth Macfie

As past president, I participated in executive meetings and discussions, assisted with organizing the conference, recruited a slate of nominees for the biennial executive elections and prepared to conduct the executive elections (which will be held at the AGM on June 4, 2009).

## Treasurer: Gillian Watts

I am pleased to present the year-end financial statement for 2008. We have done well this year, producing a surplus of almost $1,200 when we expected only to break even, thanks to larger than anticipated revenues from the conference and the *Register of Indexers Available.* Our reserves are also healthy, so, in spite of the hefty increase in the cost of *The Indexer,* I anticipate good things for 2009.

Because our AGM occurs in the middle of the year, here is a brief update on our financial progress for 2009. As of the middle of May we had revenues of just over $9,000 (including conference registrations) and expenditures of about $5,000, and there was about $13,000 in the chequing account and $15,000 invested in GICs.

**ISC/SCI Year-End Financial Statement, 2008**

| | Budget | | Actuals |
|---|---|---|---|
| **Income** | | | |
| Membership dues | 9,700 | | 10,969 |
| Conference | 5,300 | | 7,072 |
| *Register of Indexers Available* | 1,800 | | 2,240 |
| Publications revenue | 300 | | — |
| Interest income | — | | 322 |
| **Total** | **17,100** | | **20,604** |
| | | | |
| **Expenses** | | | |
| Membership (including directory) | 840 | | 289 |
| Conference | 4,300 | | 4,795 |
| Executive expenses: | 1,930 | | 3,989 |
|     Telephone | | 24 | |
|     Executive travel | | 2,263 | |
|     International liaison travel | | 1,342 | |
| *Bulletin* | 1,500 | | 2,087 |
| *Register of Indexers Available* | 1,015 | | 818 |
| *The Indexer* | 3,500 | | 5,777 |
| Internet expenses | 300 | | 395 |
| Operating expenses: | 760 | | 554 |
|     Office supplies | | 29 | |
|     P.O. box rental | | 158 | |
|     Postage & delivery | | 367 | |
| Bank charges | 25 | | 322 |
| Regional groups: | 1,200 | | 341 |
|     B.C. | | | 79 |
|     Edmonton | | — | |
|     Calgary | | — | |
|     Toronto | | 263 | |
|     Ottawa | | — | |
|     Montreal | | — | |
| Volunteers, honours & awards | 330 | | — |
| Miscellaneous | 200 | | 50 |
| **Total** | **17,100** | | **19,418** |
| | | | |
| **Income less Expenses** | **0** | | **1,186** |
| | | | |
| **BALANCE SHEET** | | | |
| **Assets** | | | |
| Chequing account | 4,768.89 | | |
| GIC | 15,322.34 | | |
| Accounts receivable | 115.00 | | |
| **Total** | **20,206.32** | | |
| | | | |
| **Liabilities** | **—** | | |

## Membership Secretary: Audrey McClellan

As of May 15, 2009, we have 123 members. Seven members did not renew last June, and all but five renewed in December.

### Geographic breakdown of members

| **Within Canada** | | **Outside Canada** | |
|---|---|---|---|
| British Columbia | 35 | United States | 8 |
| Alberta | 6 | Italy | 1 |
| Saskatchewan | 4 | | |
| Manitoba | 1 | | |
| Ontario | 52 | | |
| Quebec | 10 | | |
| New Brunswick | 2 | | |
| Newfoundland & Labrador | 1 | | |
| Nova Scotia | 3 | | |

### Membership types

| | |
|---|---|
| Individual | 110 |
| Student | 3 |
| Institutional | 10 |

Institutional members are distributed as follows:

| | |
|---|---|
| Alberta | 1 |
| British Columbia | 2 |
| Ontario | 2 |
| Quebec | 2 |
| Italy | 1 |
| United States | 2 |

### New members since the last AGM

Penelope J. Bahr of Gabriola Island, BC
Edna Barker of East York, ON
Susan Brown of Pierrefonds, QC
Lyle Cowles of Nanaimo, BC
Wendy L. Donnahee of Dundas, NB
Heather Hollingworth of West Kelowna, BC
Barbara Joughin of Vancouver, BC
Linda Lefler of Dartmouth, NS
Annette Lorek of Vancouver, BC
Lee Losell of Nanaimo, BC
Perry Millar of Saskatoon, SK
Hugh Morrison of Abbotsford, BC
Kim Pape-Green of Newmarket, ON

### Returning members

Pat Dales of Toronto, ON
Jean Mann of Port Townsend, WA

## Webmaster: Cheryl Lemmens

Web-related activities from June 2008 to June 2009 can be summed up as follows:

### *Register of Indexers Available*

A new deadline of October 31 was implemented for listing applications and renewals. The transition to a fall deadline was very smooth, facilitating publication of the print *Register* early in 2009. The online *Register* followed on February 12.

The feasibility of creating online *Register* application forms was discussed at the November 2008 executive meeting. Four HTML files (English and French application and change forms) have since been created and made accessible to the executive for an initial review. These forms can be filled out online and sent to both the *Register* editor and the webmaster, who each receive a plain-text e-mail displaying all of the applicant's information. However, before the forms can be released to the general membership, a bit of further scripting is required to enable capability compatible with all e-mail programs (Microsoft Outlook, Thunderbird, web-based applications such as Gmail, etc.).

The move to online forms will enable the *Register* editor to assemble data immediately rather than having to wait for receipt of a hard copy form filled out manually. The webmaster will also be able to create HTML entries as each e-mail is received, rather than waiting until the print *Register* is completed. Payment must still be sent by "snail mail" along with hard copy forms, but the online forms can be printed for this purpose and forwarded to the *Register* editor for record-keeping purposes.

Once scripting has been done and the forms have been tested, they will be released for use by the membership. It is hoped that this process will not be too problematic.

### New web hosting account

The scripting requirements for the *Register* forms have necessitated an upgrade to the Society's web hosting account, from the basic account we have had for a couple of years to a business standard account with many more features. The upgrade will require a small additional cost.

### Conference web pages

As in past years, the conference website has endeavoured to provide "one-stop" information on all activities. In addition to the conference home page, information was provided as follows:

- conference program (http://www.indexers.ca/conf2009_program.html)
- AGM information (http://www.indexers.ca/conf2009_agm.html)
- registration and fees (http://www.indexers.ca/conf2009_reg.html)
- venue and accommodations, including information on St. Michael's College, its history, resources, buildings, and special attractions (http://www.indexers.ca/conf2009_venue.html)
- Toronto – general information on the city and attractions across the metropolitan area (http://www.indexers.ca/conf2009_toronto.html)
- Getting around – transportation, transit, etc. (http://www.indexers.ca/conf2009_getaround.html)
- University of Toronto – information on history, buildings, etc. (http://www.indexers.ca/conf2009_uoft.html)
- Area attractions – museums, galleries, government buildings, historic architecture (http://www.indexers.ca/conf2009_attractions.html)

## International Liaison Representative (ISC/SCI) and International Coordinator (All Societies): Ruth Pincoe

This report will be available at the AGM and in the subsequent *Bulletin.*

### *Bulletin* Editor: Natalie Boon

First of all, I'm happy to say that we again published all three of our constitutionally required issues this year! I'd like to thank the following people who made this year's *Bulletin*s possible:

Our contributors:
> Martin Ahermaa (book review)
> Shelley Brown (conference reporter 2008)
> Vivien Cartmell (conference reporter 2008; tidbit from the Saskatchewan legislature)
> Jennifer Hedges (conference reporter 2008)
> Brian Hogan (conference photographer 2008)
> Linda Jenkins (article on Ottawa indexers)
> Linda Lefler (article, "Odd, Wonderful Entries—With a Purpose")
> Adrian Mather (conference reporter 2008)
> Maureen MacGlashan, the editor of the *Indexer*, for her columns
> Audrey McClellan (conference photographer and reporter 2008)
> Trine Schioldan (conference reporter 2008)
> Deborah Schryer (conference reporter 2008)
> ... as well as executive and conference reports

Our proofreaders:
> Vivien Cartmell
> Christine Dudgeon
> Gillian Faulkner
> Susana Gomes
> Gillian Watts

Our translator: Mona Iordache, who translated the President's messages

Thanks also to
- the ISC/SCI webmaster, Cheryl Lemmens, who handles electronic publication of the PDF
- the ISC/SCI membership secretary, Audrey McClellan, who e-mails the membership about new issues and maintains our mailing lists
- the ISC/SCI International Rep, Ruth Pincoe, for her invaluable assistance in considering the thorny issue of courtesy copies

I'd also like to thank all those who volunteered at various times, even when circumstances made their involvement problematic.


### *Register of Indexers Available* Editor: Deborah Schryer

The work for the *Register* began last October when reminder e-mails went out to the membership advising everyone of the new deadline (October 31) for sending in fees and forms. Things seemed to go very smoothly with no confusion resulting from the deadline change. The *Register* for 2009 was accomplished in February, and this time our webmaster worked on the online coding while I compiled the letters to the publishers and stuffed envelopes, so that streamlined things a bit.

This year's edition has 53 indexers working in English (5 more than last year) and 5 working in French.

Back to streamlining. I wondered if we could make the application forms for the *Register* available as electronic versions that could be sent in by e-mail instead of regular mail to the post office box. Our wonderful webmaster, Cheryl Lemmens, is making that happen, and we hope to be able to put the new system in place for next year. The biggest advantage for me is that I won't have to wait for snail mail forms to arrive. The person who empties our post box will be happy not to have to send bunches of forms out in the mail as well. We will still need those pesky cheques as payment, but we're heading more in the direction of using electronic resources to advantage.

As we did last year, we will accept entries to go online throughout the year. Payment is still $40, but if an entry is sent in after August it will be included in the next print version without an additional fee.

## Member-at-Large, with Publicity Portfolio: Mary Newberry

**Brochure**

The brochure committee (Chris Blackburn, Margaret Gibbs, Jennifer Hedges, Cheryl Lemmens, Penelope Jane Bahr, Gillian Faulkner, François Trahan, Vivien Cartmell and Jane McGuire, with the help of Katherine Howlett) has almost completed its work. The brochure, in English and French, will be ready for the conference.

**Logo**

Cheryl Lemmens is working to develop a version of the logo that can be used by ISC/SCI members on their websites and possibly a print version that can be used on letterhead. Again, this should be ready for the AGM at the conference.

Discussions with the original logo designer about the quality of the print version of the logo are ongoing. There have been some problems in getting the text (the Society name) to be as strong as the image when printed.

## Western Canada Representative: François Trahan

Vancouver was host to last year's conference, and this generated much enthusiasm for regular meetings. Our first gathering in October was well attended and the group of 15 quickly agreed to a schedule of meetings, a choice of meeting place, topics of discussion, chairs and secretaries, as well as several other agenda items for the year.

We met three times between October and April (quarterly but skipping the summer), and all meetings were held on Saturdays to allow for as many people as possible to attend. Two ISC/SCI members from Vancouver Island visited in January, and we also had two non-members who were curious to know more about indexing and ISC/SCI.

In January we held a peer review session, and in April attendees brought their favourite books on indexing for discussion. At each of these meetings we also spent time talking about networking and promotion. In the April meeting we took time to discuss tentative agenda items for the 2009/10 meetings.

## Prairies and Northern Canada Representative, and Vice-President: Viv Cartmell

Indexing activity in this part of the country generally takes place in solitary fashion: the number of ISC/SCI members is low and we live far apart. As well, there is usually a low response rate to enquiries on their indexing activity, so it's really gratifying to have a few people who answer my frantic e-mails for news of their work. To stimulate the thinking process I usually ask some questions in the e-mails and I always hope that responses will go way beyond those few ideas.

Recession and difficult economic times are part of our lives right now, so my questions in early May were "What kind of a year have you had in your indexing business? Has the economic recession been causing some difficulties in getting a stream of work you consider appropriate? Have you had to do some additional marketing during the past year in order to keep business rolling in? If you do other work besides indexing, has that also been affected by the recession? Have you had to take on another job because your indexing business isn't making ends meet at this time?"

I was delighted to get three responses to my enquiries. We have a new indexer, Maha Kumaran, who is a virtual reference librarian in the Saskatoon Public Library and is starting her business part-time. She

has completed two indexes for people at the University of Saskatchewan. Initially her goal is to complete a book index each month, but she recognizes that she needs to do some marketing in order to build her business.

Adrian Mather, another independent indexer, writes, "2008 was the best year I've had since becoming a full-time indexer in 2002. It looks as though 2009 won't be as good. January and February were dull, but things picked up in March and April. Whether this has anything to do with the economic recession I'm not sure. Publishers appear to be busy. My publishing contacts continue to fluctuate. I'm getting work from publishers I've not had work from before while some of my old contacts are quiet. (This is very frustrating. You'd like to add new ones and keep the old ones.) I have no income other than indexing. I've thought about getting another job but as you know it'd be difficult to fit in—indexing work being as unpredictable and sometimes as unscheduleable as it is. I do the same marketing I always have: e-mails and phone calls to publishers." I'm sure that Adrian's experience is similar to that of many independent indexers.

As I work in one of our provincial legislatures, these reports always have content from that field. In Alberta, Deirdre Grist writes about their procedural changes. Saskatchewan implemented very similar changes a few years ago. "The biggest change in procedure for the Assembly here is discussing estimates in the various individual 'policy field committees' instead of in committee of supply (the whole house) as they have done for eons. Two of these committees meet each evening (in lieu of the House meeting) which makes it 'crunch' time for the editorial staff as it is like producing two Hansard issues per day. So far they (editors) are holding up well, and the transcripts are getting out at a fairly good rate. These committees were created last session and are intended to review certain Bills, including having public input, before they are passed. They can also review departmental annual reports, regulations, and now estimates, so have a wider mandate than the traditional standing committees (Public Accounts, etc.).

"Issues that are prevalent in Question Period include allowing nuclear power plants, changes to the health care system (no more regional health authorities—they have been replaced by a central Heath Services Board, changes to drug coverage for seniors, gender reassignment surgery no longer being covered by the health care plan), a new land-use strategy and of course the ever-popular need for greenhouse gas emissions reductions. Lots of other issues, but those are the main ones."

In Saskatchewan this session ends on 14 May 2009. Significant topics in Question Period include the pros and cons of nuclear power development in this province. A round of public consultation on a uranium development report starts in May and runs until June. The NDP opposition would like to have an equal amount of time spent on researching and considering the development of alternative sources of energy, such as wind power and solar power. Health care and highways issues have not been discussed nearly as much as in previous years.

## Central Canada Representative: Gillian Faulkner

In Toronto, attendance at our, mainly, monthly meetings has been good, and we have covered a variety of topics, alternating with an interesting selection of peer reviews. Ottawa area indexers also continue to meet regularly. Our thanks to Marie Gabe and Clive Pyne for their efforts, and to all who come out, no matter what the weather, and contribute their expertise, questions and opinions, thus maintaining good standards of indexing and the sense of community that we hope extends to those who live outside the main areas who receive overviews of the meetings.

As previously reported, we now have position descriptions for all executive positions that will be available on the website.

Central region is pleased to be hosting this year's conference, and we are looking forward to seeing everyone.

## Eastern Canada Representative: Meral Alakus

When we started the Eastern Canada Regional group meetings in 2007, there were a few interested people who were not ISC/SCI members then but who attended our meetings regularly, and this went on for over a year. During this period we added two new indexers to our group, Katherine Howlett and Linda Lefler, who became members. Two, three or four others attended our meetings at different times; however, this number is reduced to two now who are still considering becoming members. One member, Linda Lefler, started a full-time job as an engineer and she informed us that she will not be able to continue her indexing activities for some time. Again, I must add that, unfortunately, because of long distances between the provinces in the region, we could appeal only to indexers in the Halifax and Dartmouth areas.

We highly appreciated Noeline Bridge, who came all the way from Moncton to attend our meeting on 26 March and take part in the panel discussion organized for the Indexing and Abstracting class at the School of Information Management, Dalhousie University. We were hoping that one of our regional meetings in the spring would take place in Moncton; however this could not be arranged.

**January meeting (5 January 2009)**

Linda Lefler, Barbara MacKenzie, Johan Shaw and I were present. I gave my presentation on taxonomies, which I previously delivered in Vancouver and Toronto in 2008. There are always many topics to be discussed during these meetings, and the meetings are always well received and lively.

**February meeting (16 February 2009)**

Linda Lefler, Barbara MacKenzie, Amanda Stevens, Marina Pluzhenskaia and I were present. Linda Lefler talked about her personal experiences after she decided to become an indexer and gave general information on the indexing courses she took, the books she studied, how she became a member of ISC/SCI and how she got her first book to index through her connections in the Society. This was a good introduction to a few others who are about to take a step in becoming an indexer.

Barbara MacKenzie gave a brief introduction on corporate information and how she deals with the immediate information needs from the companies. She also spoke about the relation of information retrieval to indexing.

**March meeting (26 March 2009)**

The March meeting was planned to be after the panel discussion organized for the Indexing and Abstracting class at the School of Information Management, Dalhousie University, where I taught the indexing course during the winter semester (January–March 2009).

Noeline Bridge came from Moncton to talk about indexing, the Indexing Society of Canada, and her experiences of many years as a librarian and indexer. Barbara MacKenzie talked about the information needs in the corporate world, and Linda Lefler talked about her experiences as a new indexer. We also had John MacLeod, archivist/indexer (mainly indexing pictures) from Nova Scotia Archives, and Penny Logan, librarian, who is in charge of Capital Health Library Services, Halifax. They both talked about their experiences and how they used indexing in their work as information managers.

**Conclusion**

Unfortunately, we could not hold any meetings in May. I wrote to everyone twice and asked them if they would be willing to go to Moncton and hold our last meeting there. However, there wasn't anyone who thought they could attend a meeting in Moncton, nor anyone who was willing to come to a meeting in Halifax or Dartmouth. I am somewhat discouraged but at the same time I feel that the winter months are more active—somehow—than are May and after that. I believe that things will start moving on by November or December 2009.

It has been an honour and joy to act as the representative of Eastern Canada Region. I am sorry that I had to resign from my position at this time, as I am not sure I will be in Canada next year. Also, I feel that this is a matter of taking turns, and I am sure it will be carried on by the other members of ISC/SCI in the region.

# Conference Coverage 2009

## Conference Keynote address presented by Katherine Barber

Prepared by Deborah Schryer

"Pennies, Pies and Pointing: What They Have To Do With Indexing"



The keynote speaker for this year's conference was Katherine Barber, who until recently held the daunting title of Editor-in-Chief of the Canadian Dictionary Department at Oxford University Press.

While Oxford dictionaries are serious and heavy, her address was delightfully easygoing, humorous and informative—all at the same time! It was the perfect way to ease into the heavier topics of indexing covered in the rest of our conference.

In general, lexicographers and indexers are kindred spirits, with a love of alphabetical order in common and an appreciation for each other's work. Katherine began her presentation with some interesting questions (guaranteed to bring laughter from indexers) posed to her after the publication of the *Oxford Canadian Dictionary*: Wouldn't it be better if it wasn't in alphabetical order? Is there an index? Will it be translated into other languages?

Katherine went on to mention that indexes have been well regarded through the centuries. In 1893 there was a statement to the effect that, "There ought to be a law against indexless books."

A brief history of English formed a large part of Katherine's presentation. She followed English from that spoken by the Anglo-Saxons, through changes introduced by the Vikings and then on to the influence of the Norman French after 1066. Throughout the evolution of what we speak as English today, we have been fond of synonyms. Why use just one word when two or more are better? We have the word "shirt" from the Anglo-Saxons, and "skirt" from the Vikings. We have "swoon" from the Anglo-Saxons and "faint" from the French. Even further, we have "fear" (Anglo-Saxon), "terror" (French), "alarm" (Italian), "anxiety" (Latin), "trepidation" (Latin) and "angst" (German). What a rich variety!

What is really interesting is the French "squishing" syndrome. French tended to "squish" Latin words that came into the language by taking out some of the consonants. So, "pica," meaning the bird, became "pia" and then "pie" in English. We added "mag" so that now we have "magpie" to refer to the bird that collects bits and pieces of this and that to take to its nest.

In a way, that is what indexers do. They take pieces of the book and put them in their index nest. So indexers are like human magpies.

To take the word relationships further, Katherine mentioned that the word "pie" as a food is related because pies began as a collection of many foods baked together in a crust. Reference books of feasts were also called "pies."

Now back to the history. In the Renaissance, indexing as a concept began. Borrowing from Greek and Latin increased so that we have the following words meaning "index": elench (from Greek *elenkos*), concordance (from Latin), repertory (from Latin) and index (from *indicare* in Latin meaning to point). So now we have the index finger, the one with which we point.

## Conference Keynote (continued)

And finally, Katherine told us about the history of gazetteers or geographical indexes. In the 17th century, gazettes were tabloid-style newspapers that were sold in Venice for a penny (a *gazeta*). And once again the magpie flies by; *gaza* is the Italian word for magpie.

So, pennies, pies and pointing all relate to what we now call indexes, a word made even more interesting when we trace the history of English through the influences of the many languages and cultures that gave our language the richness we have today.

## Marketing Panel
### Moderated by Mary Newberry

Prepared by Trine Schioldan



The marketing panel (from left to right) was composed of Yvonne van Ruskenveld (editor and part-owner of Edvantage Press in British Columbia), Noeline Bridge (indexer), Carol Harrison (Associate Editor from Key Porter Books) and Clive Pyne (indexer). Each panelist presented individually, and there was time reserved for questions at the end.

**Clive Pyne** provided handouts for participants, which included many tips and advice about marketing processes and successful practices. Providing a website gives potential clients a risk-free means of finding out what you offer. Consider the value of having a website presence versus the cost of its set-up and maintenance. Clive stated that he gets about 30 percent of his business from his website.

**Advice**: Individual indexers can promote themselves as standing out from the pack. Promote yourself not just with facts about your education and indexing background, but target

your skills to the specific problems of the client. Provide solutions for your client! Review your marketing strategy often. Find a niche where you can develop expertise and command higher fees. Remember, without good customer service, you will not get repeat business.

**Noeline Bridge** began indexing in the late 1980s. Her practice didn't develop from a specific plan, but rather evolved over time through a variety of means. Noeline sent between thirty and forty researched, targeted letters and resumes to some publishers when she began indexing. Responses came in the mail, but most were negative. Two or three of those initial letters bore fruit years later. Noeline found that doing editing work for a publisher later led to long-term indexing work for that same publisher. Work can come through contacts and networking. Even something like her early involvement with the Indexing and Abstracting Society of Canada led to work. She has been referred work simply by virtue of having attended a conference of the American Society of Indexers. Once her indexing practice got going, work really snowballed. She has had a lot of repeat business.

**Advice**: It's important to do other work that comes your way, even if it's not particularly what you want to do. Keep an interest in your work. Keep up with current affairs.

**Yvonne van Ruskenveld** has twenty years of experience as a freelance editor. The company she has been with for five years now uses professional indexers. With regard to working with indexers, she finds scheduling to be important. She admires indexers' ability to quickly process large volumes of information. She looks for skill, experience in the field, professionalism, and good communication skills. She does not hire people without references. She's always happy to receive curriculum vitae from indexers. She suggests that indexers need to understand the needs of publishers. In her case, indexes are needed for student readers.

**Advice**: Be proud of the work that you do as an indexer, and of the good services you offer.

## Marketing Panel (continued)

**Carol Harrison** is an Associate Editor with Key Porter Books. She keeps the reader in mind when planning and editing books. For her indexes, she's looking for something about six to eight pages long. She has used various indexers. She and her colleagues rely on indexers to be thorough.

**Advice**: Realize that there's a high degree of trust placed in the indexer.

### Questions and Answers:

*What is the cost of setting up a website, and how many hours of commitment is required for maintenance?*

$1,500 is a basic set up cost, though that was considered a good rate. There's also the cost of software, and the cost of taking the time to learn the software.

*What are some of the important aspects of curriculum vitae?*

Show how your experience relates to what the publisher does. Don't just identify your education. Include other work such as copyediting, if you do it.

*How important was the proximity of the indexer to the publisher?*

One response was that it didn't matter, assuming the indexer would work from PDFs online. The other response was that couriering is a real cost in terms of time and money.

*How can an indexer's or editor's mistake be rectified, in terms of professional relationships?*

The advice given was to be professional, communicate to the client right away, and suggest ways of dealing with the problem.

The marketing panel session of the conference was varied and dynamic. The format seemed to work really well, and provided the benefit of various perspectives and dialogue.

## CINDEX
## Presentation by Frances Lennie

Prepared by Christopher Blackburn

Frances Lennie discussed CINDEX 2 for both Windows and Mac versions. She demonstrated the flexibility of her indexing program.



During the question period of the presentation, she experimented with alternate solutions to questions such as changes necessitated by Vista—mentioning those that most indexers seemed to prefer.

She also covered basic information. For example, small dots indicate new entries or show new deletions. She reminded the audience that the draft view shows entries exactly as you input them, while the fully-formatted view is what you need for the final index to be submitted to a client. She pointed out that sorting options now include ISO and CMS 15—seven choices altogether.

In her presentation, Sylvia Coates had mentioned working with an index averaging twenty-five entries per page. She would certainly have found CINDEX useful for its capacity to repeat page numbers from the previous entry. Frances often works with two indexes together, or with an index and a PDF sharing the screen, dragging and dropping to save time. The autocomplete feature is also a real time saver in entering material, and Frances went on to discuss the merits of when to enable autocomplete, versus the use of Cindex's abbreviation feature.

This talk was full of information: only a few points have been mentioned.

### *See* and *See Also*:
### Rules and Controversies
### Presentation by Ruth Pincoe

Prepared by Vivien Cartmell

Have you ever found frustrating entries in indexes? For example, a *see* reference that leads you nowhere, a circular reference that has you needlessly dashing back and forth, or so many references that the brain is numbed?

These are some of the issues that have annoyed Ruth Pincoe through many years of reading indexes, so she accepted the challenge of presenting a paper on the topic to help us create better references in our indexes.



Ruth's method was to consult seven professional indexing texts in search of definitions and explanations. Her brief comments on those key texts included one about Hans Wellisch, author of *Indexing from A to Z*: she likes him because he's so opinionated.

As a result of her research, Ruth compiled several rules for references that she clearly identified in her handout. The very first rule or guideline follows:

**RULE:** There are two main categories of cross-references:
*see* cross-references are prescriptive; they direct the reader to look in another place.
*see also* cross-references are suggestive; the reader may or may not wish to follow up.

This basic rule provided a segue into fuller analyses of the two types including their functions and subcategories.

Among the functions of *see* references were the following:

- synonym and antonym control
- personal, corporate and geographical names
- acronyms
- references from general to specific terms

There was also an enlightening discussion on the use of double posting rather than *see* references where it will benefit the reader. If a double post pair and a *see* pair take up the same amount of space, then you should use the double post pair. It's kinder to the reader. For example:

(cross-reference)
      shiraz. *See* syrah
      syrah, 15, 17-19

(double posting)
      shiraz, 15, 17-19
      syrah, 15, 17-19

Why make the reader hunt down syrah, when you can give them the information right there?

In her discussion of *see also* references Ruth created rules for guidance in their formulation and use. She explained three types that Wellisch specified:

- general to specific
- associative cross-references
- cross-references between synonymous names

Cross-references that are used within the subheadings of a main entry were also discussed. You can use these types:

- *see under*
- *see also under*
- *see below*

There are also issues associated with references. These were identified and explained:

- the placement of *see also* references
- the completeness of cross-references
- cross-references at the editing stage of an index
- punctuation and typography (as per *Chicago*)

## *See* and *See Also*: Rules and Controversies (continued)

A valuable section of Ruth's presentation was a list, with examples, of the common errors with cross-references:

- use of a *see also* reference between synonyms
- use of a *see also* reference that gives the same locators
- locators with a *see* reference
- blind cross-references with no target entry
- circular cross-references
- serial cross-references that take the reader on a wild rabbit chase
- use of *see also* references when no additional information is given

Ruth concluded on a humorous note. In her handout she writes, "We should always remember that cross-references and cross-reference issues have an almost limitless capacity to bring humour and joy to our work as indexers … From Browne and Jeremy: until 1996 the United Kingdom *Yellow Pages* contained the cross-reference 'Boring. *See* Civil Engineers.' It was finally removed after lobbying by the institution of Civil Engineering." Ruth encourages you to start a collection of humorous references to read when you feel discouraged or angry.

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(Texts consulted by Ruth Pincoe for her presentation)

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## Public Policy Indexing Presentation by Enid Zafran

Report by Audrey McClellan



Enid Zafran began her introduction to indexing public policy documents by defining public policy documents. These documents generally present a course of action (or inaction) to be taken by government actors.

They aim to influence government, but they may also be written to influence the public so that individuals will put pressure on government to act a certain way.

Public policy involves anything the government regulates, including business and economics, education, energy and the environment, immigration, infrastructure and utilities, social policy (such as equality, poverty) and trade.

Publications in this area take the form of books, reports, memoirs, textbooks, conference proceedings, and journals. They are published by government agencies, quasi-governmental organizations (such as the World Bank and non-profit lobby groups), think tanks, university presses, and mainstream publishers.

These documents are not objective; they will contain a definite point of view, and you should think about your own politics before pursuing a client. If you don't agree with the stand an author or group takes, you may have trouble indexing their documents.

## Public Policy Indexing (continued)

For example, if you are in favour of gun control, you may find it difficult to index (or even read) a book, article, or paper that argues for looser regulation of firearms.

Some of the specific challenges of public policy indexing are:

### Multiple authors
Different authors may repeat information that has been included in other chapters, some may want more references than others, and they may use different terminology for the same concept. Enid suggested using the editor's preferred term or using the first term you come across, then cross-referencing other terms to that one.

### Dense introductory material
An introduction that tries to cover everything in the document or in the topic area might tempt you to over index. Enid mentioned one job in which she had forty entries for page one. In such cases, you may want to wait till the end to index the introduction. At that point you'll have a better idea of what's important and covered in more detail in the publication.

### Cross-country or within-country studies
Enid suggested making each country or sector a main heading, with specific topics as subheads. When you've indexed the chapter(s) on that country/sector, you can double-post and cross-reference under these headings. Whenever possible, include similar subheads for each main heading.

### Names
"Don't be sucked in by the tyranny of the name." Not all names need to be indexed (though if you're indexing a memoir, you may find the author does want his or her name indexed every time it's mentioned), and some indexable names can be tricky. Some examples include where a city name, such as Paris or Ottawa, is used to represent the country; when a leader's name is used interchangeably for his or her administration (e.g., George W. Bush and the Bush administration; Enid's view is that the president does stand for his administration, so she doesn't have two entries in this case); and when people have similar names and need to be differentiated in the index.

There are also the common concerns of indexing foreign names, where the family name is not necessarily the "last name"; name changes for

both individuals and countries/organizations; legal case names; and acronyms. Enid distributed a handout with examples of many of these problems and discussed how to deal with them. For example, if there is a reference to Zaire, you could cross-reference it with a "*See now* Congo, Democratic Republic of."

The idea of public policy indexing may be daunting, as it has an aura of dry, statistical data or turgid governmental prose, but many of these documents are written by articulate people with a passion for the topic. You may find you've been reading about the subject in the newspaper or online, and the document you're indexing gives you a fuller understanding of the issues involved.

Enid commented that she's had the thrill of seeing some of her authors interviewed on the *The Daily Show with Jon Stewart*.

Ultimately, as in most indexing jobs, the aim is to produce a neat package with all information on each topic together in one place. The difference with public policy is that the tone may be more subjective and the content more up to the minute

## What is networking and how do I get business? Presentation by Elizabeth Macfie

Prepared by Jane McGuire



What is networking and how do I get business?

Elizabeth Macfie handily answered these questions and provided a multitude of effective and painless ways of promoting oneself without becoming stressed or overwhelmed in the process.

## What is networking and how do I get business? (continued)

Elizabeth started her talk with a little skit between herself and Anna Olivier simulating an encounter turned networking opportunity.



It set the tone for the kinds of opportunities that Elizabeth stressed we should take advantage of. What followed was an entertaining and informative session filled with tips and strategies on how to network and what it means: Networking 101.

Networking is about getting the word out about yourself and the services you offer. It is not about being pushy or annoying. Elizabeth Macfie is someone who networks well. She follows her own advice. She circulates in a room, speaking with people, listening and sharing information about other opportunities she has heard about. She makes a point of remembering something about each person she connects with. When the opportunity presents itself she passes on that information to someone else who may be in need of the particular service. She helps connect people and all the while people remember her.

Building contacts is key to networking. Connecting with people can bring business to you. Start by asking yourself: What do I have to offer and what do I need to know? Opportunities can happen at any time so be prepared. Take advantage of casual encounters, social activities, a meeting at your child's school or a chance meeting at a coffee shop. Be prepared with information on who you are and what you do. You want people to remember you.

How do you get people to remember you? Elizabeth identified three things that she looks for:

- The likability factor—be yourself, but you want to be liked.
- You have to mention something specific about yourself.
- She has to remember you so that she can connect you with others.

Be visible! Get out to meeting opportunities, talks and other activities. Keep up your contact list and send out little updates when you have something new to share, or when you want to say hello and see what someone else is doing.

What makes networking effective?

- Be nice—people remember when you are nice.
- Project a positive image—people remember positive vibes and will want to work with you. If you don't know what image you project, ask someone close to you for an honest assessment.
- Show that you are a problem solver—people want the security and comfort of knowing that you can help them with their problems.

Elizabeth added a few practical pieces of advice too. People do judge you by your appearance and speech:

- Wear appropriate clothing.
- Be careful how you speak.
- Act confident.
- Do just what your mother told you—stand up straight.

How do you make your impression and demonstrate you can do the job?

- Be a speaker.
- Teach in your area of expertise—Elizabeth, for example, taught a copyediting seminar at the Editors' Association conference.
- Be active in your professional association.
- Contribute to e-mail forums.
- Be a session reporter or help with the conference.

Help people remember your name.

## What is networking and how do I get business? (continued)

How do you go about networking?

- Keep up with current contacts. Remind them about yourself and update them on what you are doing.
- Re-connect regularly with clients you have worked with. Send a reminder note to help them think of you.
- Develop your loose connections. These are people you do not know well and whom you may know through other people. A good time to develop these contacts is when you are not busy. Elizabeth told of her experience meeting a conference organizer through a neighbour and Elizabeth shared information about conference buddies from the Editors' conference.
- Send a message to your family and friends that you are looking for work. If you are changing careers, or between jobs, ask them if they hear of things to e-mail you and let you know.
- Pick networking ways that suit your personality.

Develop your elevator speech and be prepared with three points:

- what you do.
- what you are looking for.
- what is distinctive about your services

How much you include depends upon the situation but try to say something that people will remember. Make your speech about fifteen to thirty seconds. It will make you think about what it is that you do. Remember to practice it as a presentation so that it is perfect. Take advantage of situations as you find yourself in them. Adjust your speech and your presentation to where you are and who you are speaking to.

And one last piece of advice. Have your business cards ready and hand them out.

Following this excellent advice from Elizabeth's presentation will give you the lead on networking. You'll be ready for anything and have a head start on building and maintaining your business contacts.

## Indexing Niches: Apples and Oranges Presented by Sylvia Coates

Prepared by Christine Jacobs

This presentation focused on strategies for making a better living as an indexer. With many years of experience, Sylvia Coates has developed methodologies that have been very effective for her. She feels that with hard work and attention to these strategies, anyone who chooses can make a good living at indexing.

The essential first step is to learn the craft of indexing well. This includes becoming skilled with your software. She feels it is essential to work with one of the top three software packages. You need to know what it can do for you, including disaster-recovery functions. Don't hesitate to contact software support, as this can save you enormous amounts of time.

Develop your general knowledge, and hone your specialized knowledge. If you can confine your work to particular fields, you will not have to acquire base knowledge every time you start a new text. You will be able to anticipate entries based on the context of the text, and work quickly based on your understanding of the context.

Market yourself and your strengths strategically, using well-designed tools such as business cards and websites. Find your market niche. Focus on your discipline and subject specializations and on specific types of publishers. Set yourself apart so that you will be the one to go to for the editors in those fields.

Develop good reciprocal relationships with the editors who hire you. Behave professionally. Go out of your way to avoid causing them extra work. Make it easy for them to hire you again and again. However, avoid overdependence on a single client. Use spec sheets to ensure you have all the necessary information from them about jobs before you start work. If you are not getting repeat work, consider why.

## Indexing Niches (continued)

You want to project a positive image and carry through with the reality of being hardworking, reliable, flexible and reputable. In other words, you want to keep your clients happy.

Once you have defined your niche(s), make an effort to balance profitability and work enjoyment. You need to enjoy what you do, even if for you this may mean occasionally taking on the challenge of work outside your specializations or work that is not well-paid. Don't rest once you have "gotten there"—continuing professional development and awareness of the latest software functionalities are essential for maintaining your professional standing.

# 2009 Tamarack Award Goes to Gillian Watts



ISC/SCI's treasurer, Gillian Watts, was honoured with the Tamarack Award during the Annual General Meeting on 4 June 2009.

Gillian Watts has been ISC/SCI's Treasurer since June 2007. As the result of a computer crash near the end of her predecessor's tenure, Gillian was faced with a dearth of formal records, various bits of printed and electronic financial notes, and an undefined budget. Gillian has sorted all of that and put ISC/SCI on a healthy financial track. Meanwhile, she has helped and continues to help with membership payments, with *Register* payments and with conference registrations. She also takes the lead on new projects, such as setting up GICs and researching new methods of payment for the Society, and she does it all with grace, serenity and her own inimitable style.

Congratulations, Gillian, and thank you!

The Tamarack Award was instituted in 2004 to recognize members who go "above and beyond the call of duty" in their volunteer work for the Society. It is awarded annually and is the subjective decision of the President. It is called the Tamarack because the physical acknowledgement of the award is a small version of a tamarack-twig decoy created by the Cree people of the James Bay area.

Past winners are Beth Macfie (2004), Noeline Bridge (2005), Cheryl Lemmens (2006), Jane Maguire (2007) and Ruth Pincoe (2008).

**Heather Ebbs**
**ISC/SCI Past President**

# From the Past President

## My Heartfelt Thanks

I was surprised and delighted at the Annual General Meeting on 4 June 2009 to receive a parting gift from all of you as I retired from my position as President of this great Society. For those of you not in attendance, it was a gorgeous ceramic bowl made by Jenny Clark (see http://jennyclarkpottery.com). Fittingly, it includes the sketch of a bird, which I am going to choose to believe is a magpie, to echo Katherine Barber's description of how we indexers are so like those industrious, nugget-gathering birds.

I was initially hesitant when Beth Macfie contacted me a couple of years ago about standing as President, especially as I wasn't even living in Canada at the time. But I feel so proud and so lucky to have been in that role for the past two years. We are such a collegial, friendly, helpful group of people, and we are characterized by truly good people. We are a very small group, as national societies go, but I think that our small size makes us stronger in many ways. I hope and believe that we all feel connected to one another and that we all feel we want to continue to support each other, both individually and as a society.

Thank you, everyone!

Heather Ebbs
ISC Past President

## Merci de tout mon cœur

J'ai été surprise et ravie de recevoir, à l'assemblée générale annuelle du 4 juin 2009, un cadeau de départ de votre part à l'occasion de ma retraite en tant que présidente de la Société. Pour ceux d'entre vous qui n'étaient pas présents, il s'agit d'un magnifique bol en céramique, création de Jenny Clark (http://jennyclarkpottery.com/). Le croquis d'un oiseau décore de façon appropriée le bol. Pour reprendre le thème du discours de Katherine Barber, je crois qu'il s'agit d'une pie. Tout comme elle, les indexeurs font un travail laborieux de collecte de pépites d'information.

Au départ, j'ai hésité quand Beth Macfie m'a proposé, il y a quelques années, de devenir présidente de l'Association, surtout parce que je vivais à l'extérieur du pays à ce moment-là. Je suis fière d'avoir eu la chance d'être présidente pendant les deux dernières années. Dans cette association règnent collégialité, amitié et entraide. Nous sommes un groupe de personnes vraiment bien. En tant que société nationale, nous sommes peu nombreux, mais je crois que ça nous rend plus forts. Je suis convaincue que nous sommes tous connectés et que nous allons continuer à nous entraider. Merci à vous tous!

Heather Ebbs
Présidente sortante de la SCI

# SIG News

## WEB INDEXING SIG

The winner of the 2009 Web Indexing Award, awarded by the ASI's Web Indexing Special Interest Group, is Mary Russell. Her index to the Australian and New Zealand Society of Indexers (ANZSI) website at http://www.anzsi.org impressed the judges with its comprehensiveness and usability.

Mary has been a Registered Indexer with the Australian and New Zealand Society of Indexers for over ten years. She also wears a couple of ANZSI hats—she's their current President and Web Manager, as well as being on the committee of the Victorian Branch. While she enjoys indexing predominately science and medical works, she occasionally branches out to index/catalogue a private collection of objects, such as bookplates, or to prepare a descriptive bibliography of perhaps an author's complete works, or a collection of old books.

In lieu of the prize money of US $75, Mary elected to receive a one-year subscription to the American Society of Indexing newsletter *Key Words* and the book *Indexing Specialities: Cookbooks*.

The Web Indexing Award is awarded annually to a deserving indexer for excellence in website indexing. The 2009 judges were Fred Brown, a recipient of the Australian and New Zealand Society of Indexers Web Indexing Award, Heather Hedden, author of the book *Indexing Specialties: Websites* and a past manager of the Web Indexing SIG, and James Lamb, author of the book *Website Indexes*. Selected comments from the judges and further information about the award are available on the Web Indexing SIG site at:
http://www.web-indexing.org/web-indexing-award.htm

Submissions for the 2010 award will be accepted towards the end of 2009. The Award is open to members of ASI and affiliated indexing societies, in addition to members of the Information Architecture Institute (a partner organization).

# INDEXING COURSE ANNOUNCEMENTS

**UC Berkeley Extension Indexing: Theory and Application course (from Sylvia Coates):**

I have known Heather Ebbs for several years, both as a valued colleague and friend, and am pleased to announce her new position as one of the instructors of the UC Berkeley Extension Indexing: Theory and Application course.

Heather Ebbs, a freelance editor, writer, and indexer for almost 30 years, has written hundreds of indexes in a broad range of subjects and styles. Heather is the current Past President of ISC/SCI and a former president of EAC/ACR. A winner of the Tom Fairley Award for Editorial Excellence (1986), Heather has also instructed Book Editing at the Banff Publishing Workshop and Publications Production for Algonquin College.

**Ryerson Publishing Program:**

Mary Newberry, our current co-president, will be an instructor in CDPB 311 Indexing for Books, Journals, and Reports with the Ryerson publishing program through the communications group. Mary is an experienced indexer and editor. She has taught both editing and indexing at George Brown College and writing and editing at Centennial College. She was the recipient of the Stephen Mills Mentorship Award, with the Ryerson Publishing program, in 2001.

The following is the link to the Ryerson course:
http://ce-online.ryerson.ca/ce_2009-2010/program_sites/program_default.asp?id=2024

**Simon Fraser University:**

Karen Griffiths, a member of ISC/SCI, and fulltime indexer for over 9 years, teaches an indexing course at Simon Fraser University, both on-line and on-site. Karen has worked on indexes for a variety of clients and is a contributing author to *Indexing Specialties: Cookbooks*, Information Today Inc., 2009.

Here is the link to SFU:
http://www.sfu.ca/wp/ieas.htm

# The Ethics of Moonlighting

## Some tips for indexers juggling a day job with part-time indexing

By Maria H. McDonald

Many indexers, like me, start out learning, practicing and finally writing indexes on a part-time basis. For several years, I juggled a demanding day job in public relations with a fledgling indexing business that I launched quietly from my home office.

I learned some hard lessons about business ethics during that time. If you're striving to make the transition from cubicle to home office, or you want to pick up some freelance work to help take care of the bills, read on. You may already be wrestling with the ethics of moonlighting. Fear not—you can perfect your indexing skills and launch your business without shortchanging your moral code.

### Understand your employer's code of conduct:

Almost every company has a code of conduct or expectations for employees' behaviour on—and even off—the job. Some companies are explicit in their expectation that employees do not run secondary businesses, or that such secondary enterprises remain strictly in the realm of private time. Check with your supervisor or HR to be clear on what you are permitted to do.

### Be clear on what constitutes conflict of interest:

Perhaps you already work in publishing. Thinking of bidding on a contract for your employer? That might turn out to be "double-dipping," which is *verboten* for many companies. Your employer might be more flexible. Investigate discreetly before you begin. Did you sign a non-compete clause when you were hired? Read it carefully. You may also be bound by a confidentiality agreement by your employer, your client, or both. Trust your gut. If something feels wrong, it probably is.

### Don't use your employer's technology for moonlighting:

It may seem like no big deal to print a chapter or two of your latest project on your employer's computer or respond to a client's e-mail on company time. It's not. As a small business owner, you should be investing in technology and equipment to operate your business separate from your day job. Think you're saving money by using the office computer? You're not getting an accurate picture of your business expenses. It's not like you can claim your employer's printer as a capital asset for your indexing business… Try getting *that* past your accountant! Plus, you probably signed a technology user's agreement when you signed on with your employer. You'll find a print shop on just about every corner—open up an account and print with a clear conscience.

### Know when to walk away:

If you work hard and plan ahead, there may come a day when you have to either resign from your day job to concentrate on your indexing enterprise, or abandon your freelance dreams for the security of a paycheque. If the ethics of moonlighting are keeping you up at night, and your moonlighting is more like daylighting, the time may be right to bid your employer a fond adieu.

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# Newfoundland and Labrador Library Association (NLLA) presentation on indexing

By Trine Schioldan

On May 1, 2009, I had the opportunity to make a presentation to the attendees of the Newfoundland and Labrador Library Association's (NLLA) annual conference. The conference was held at Memorial University of Newfoundland's McCann Centre, in St. John's, Newfoundland and Labrador. About fifty registrants attended the conference.

One of the goals of the conference planners was to recruit speakers on diverse topics, especially those who might address the question: What else can a librarian do (besides library jobs)?

## NLLA Conference Presentation (continued)

I began my presentation by defining an index, and gave the example of how an initially appealing non-fiction book diminishes enormously in value if it has no index. Next I reviewed some specialized types of indexing.

I gave a quick overview of freelance indexing, including the basics of the processes involved and the pros and cons of starting out in this line of work. Factors such as irregular income, the need for strong basic business skills and marketing skills, and the ability to work well in isolation and on tight deadlines were considered. A couple of people were very interested in the possibility of part-time indexing, and cornered me during the lunch break to find out more! I advised them to seek training, to join the ISC/SCI and enjoy its excellent networking and learning opportunities, and to read books on the subject of indexing. All this was done with the clear understanding that freelance indexing is not the kind of work I do.

I work exclusively in parliamentary indexing for the House of Assembly, Newfoundland and Labrador. The bulk of my presentation was on this topic. First, I defined Hansard as the official, verbatim record of our parliamentary debates and proceedings. Then we looked at specific examples of my indexes, and considered their scope and degree of user-friendliness. I create two indexes per parliamentary session. The first is a Subject Index, whereby the user can search by topic (e.g Fishery or Education) and/or by type of parliamentary procedure (e.g. Petitions or Oral Questions). The second index is a Speaker Index, whereby the user can search under the main headings of the name of the Member of the House of Assembly who is speaking. The subheadings are arranged by subject.

Our Province's Hansard has only one mention of the Hansard Index that I'm aware of. I shared this reference with the conference attendees, who were all familiar with the Member who was speaking to the topic.

Mr. Jack Harris is the former Leader of the New Democratic Party in Newfoundland and Labrador, and former Member of the House of Assembly (MHA) for the District of Signal Hill-Quidi Vidi. Currently he is a Member of Parliament for the Constituency of St. John's East. On May 13, 1999 the House of Assembly had been sitting all day and on into the night. Mr. Harris said:

"Fortunately, Mr. Chairman, Hansard publishes an index every year. Every year they publish an index, and on the back page it has the speakers' names, the Members' names, and it tells you how many times they spoke. Some places go on for one or two lines. Some people go on for half a page. Some people take up a page or more. So the member can look, anybody can look and see.

"My point about the Member for Bellevue is this. I'm wondering what is happening to him today, Mr. Chairman, because today he has spoken more than all the rest of the time since I have been here, put together. I don't know whether he is after—he must have found that bunny rabbit, took the batteries out and plugged himself in. He has the bunny's batteries in him…He has the bunny's batteries in him and he is talking and talking and talking up a storm."

Next, I reviewed what indexes our Province has available for its Hansards, and identified those available in print, and those available online: http://www.assembly.nl.ca/business/hansard/onlineindex.htm

I undertook to tell the library staff some of the qualities that make a good indexer. It's not just a love of reading—a notion that sometimes also identifies what makes a good librarian. Indexers need comprehensive reading skills, attention to detail and accuracy, language skills, tolerance of working in isolation, flexibility in scheduling in order to meet deadlines, a self-motivated work ethic, marketing skills, and analytical thinking, just for starters.

I made a point of promoting professional associations for indexers, highlighting the Indexing Society of Canada (ISC/SCI). Professional associations share the goal of promoting good indexing practices and the value of good indexes. They provide opportunities for networking, information sharing, professional development, and workshops. In addition to the ISC/SCI, I introduced conference attendees to the American Society for Indexing and the Society of Indexers, United Kingdom.

I quickly reviewed some training and study opportunities for indexing, including those available through the American Society for Indexing, the Society of Indexers and the USDA Graduate School Course. I suggested that training is important because indexing cannot be reduced to a checklist of steps to be followed. Indexing is both an art and a craft, requiring skill and good judgment—both of which can be honed in a training environment.

## NLLA Conference Presentation (continued)

I introduced the three major indexing software packages, and encouraged people to visit their websites and take a look at the demo copies.

The presentation ended with some questions from the audience. Someone asked about particular challenges for parliamentary indexers. Another wondered if Canadian parliamentary indexing practices were standardized across jurisdictions. Last came the question I had hoped for: whether computers could "do indexing." To address that question, I suggested that indexing is much more than just manipulating the words in a text (which a computer can do). Indexing is about understanding the content—the essential aboutness of the material, and organizing it in such a way that maximizes information access to the reader. I do believe that it requires a human reader to grasp aboutness (concepts, not just keywords!) and to move beyond the terms appearing in a text, to reinterpret the text for the reader in a manner compatible with acceptable indexing practices.

Overall, the presentation was a good opportunity to endorse indexes and the work of indexers. I was glad to have had the chance to do so.