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Co-presidents' Report Rapport des co-présidentes

We began our last report exclaiming about the extraordinarily high level of activity and productivity at the Indexing Society of Canada / Société canadienne d'indexation (ISC/SCI). The trend continues, as many members of the executive can attest. We are looking forward to some projects' reaching a point where we in the executive can pause and pass some of the activity on to you, the members.

Notre dernier rapport s'ouvrait avec un éloge du niveau extraordinairement élevé d'activité et de productivité de la Société canadienne d'indexation / Indexing Society of Canada (SCI/ISC). La tendance se poursuit, comme plusieurs des membres de la direction peuvent le confirmer. Nous nous attendons à ce que certains projets atteignent un degré d'avancement où le personnel de la direction pourra prendre une pause et transférer certaines activités aux membres.

You are very close to having access to the new website. Its design is professional and pleasing to the eye—and exciting. But what has been hugely challenging is behind the scenes—an efficient and affordable structure for membership purchase, public profiles, and information exchange. François' report gives you some of the details of our struggle.

Vous aurez très bientôt accès au nouveau site Web. Sa conception graphique est de qualité professionnelle, visuellement agréable et passionnante. Mais le plus gros défi se trouvait en arrière-plan, et consistait à mettre en place une structure efficace et abordable pour les demandes d'adhésion, les profils publics et l'échange d'information. Le rapport de François vous donne un aperçu des difficultés que nous avons surmontées.

(Continued on/suite page 3)

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Web (English)
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<http://www.indexers.ca/accueil.html>

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Mail the form with your cheque to:

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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.

Audrey McClellan
Membership Secretary

Write for the *Bulletin*

Author guidelines: Submit unsolicited articles electronically in Word or rich text format (*.rtf). Artwork should be in PDF format, and photographs in TIF or JPG format. Send submissions to Production Editor [Marnie Lamb](#).

Board: Christopher Blackburn, Maira Calder, Pietro Cammalleri, Marnie Lamb, François Trahan, Gillian Watts

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Editor, comments from ...

Recently I have been contemplating the term *collegial*. Although no college of indexers currently exists in the sense that many other professions have, how do we as indexing professionals enact and demonstrate collegiality? How can we?

I will begin by once again thanking all ISC/SCI members who have contributed so generously to the *Bulletin*. In particular, I send a shout out to the people—some quite new to the society—who have written reports for this issue for the first time. Sharing ideas, writing, providing constructive feedback, editing, translating: Many talented and creative people are helping to shape what I hope will be a strong voice for the society and for Canadian indexing.

At the recent conference, which you'll read more about in this issue, Canadian and international indexers met, talked, laughed, debated, and argued. Conferences provide the opportunity to step back from daily routines and contemplate current practices. Through formal presentations and informal discussions we are challenged, stimulated, and inspired by others' viewpoints and approaches. Being confronted in this way can reaffirm our original choices; it can also open new doors.

But many—probably most—indexers are loners, professionally speaking, so we are colleagues but also competitors. Not always, of course. Some indexers work in-house. Others have unique specialties. Recent listserv discussion on the increasing numbers of indexers in the marketplace suggests that there might be limits to collegiality. I hope not. I believe that a rising tide raises all the boats. A prolific author with a world-class reputation in his field (read: lots of potential work) once told me that he had stopped hiring indexers some years earlier because he had engaged one—not me, and I don't know who it was—who didn't understand his book, and it showed in the index. This sort of thing hurts us all.

Can we help to promote the success of our fellow indexers? If we are aware of something they might do better or differently, do we tell them honestly, privately (where appropriate), and respectfully? I hope so. Learning is endless and not limited to beginners. And I hope that if someone were to approach me with constructive feedback, I would have the humility to listen and the wisdom and judgment to either agree or respectfully disagree and perhaps start a dialogue that could help us both grow as indexers.

Moira Calder
Bulletin Editor

Co-presidents' report / Rapport des co-présidentes (cont'd from / suite de la page 1)

The website is not the only news of the year. This has been a year of change as the new executive members found their groove. Besides François's finding himself in the thick of things—and handling it all very professionally—a new editor, Moira Calder, and editorial team took over the *Bulletin*, with the first issue already in our hands. Our editorial skills, personified by Heather Ebbs, were also gainfully employed as she took the guest editor's seat for the December issue of the international indexing journal, *The Indexer*, on behalf of the ISC/SCI. Merridy Cox Bradley has just about worked out the kinks in the new accounting software, adopted when she took over from long-serving outgoing treasurer Gillian Watts, who was also learning the ropes as co-president. Linda Lefler, when she wasn't working hard on the website, moved our publicity forward. We are now a presence on Twitter!

Le site Web n'est pas la seule nouvelle de cette année. Ce fut une année de changement, alors que les membres de la direction ont trouvé leur rythme. Pendant que François se retrouvait au cœur de l'action et relevait les défis avec brio, une nouvelle rédactrice en chef, Moira Calder, a pris en charge le Bulletin avec une nouvelle équipe, dont le premier numéro est déjà entre vos mains. Nos compétences rédactionnelles, personnifiées par Heather Ebbs, ont été mises en valeur alors qu'elle était la rédactrice invitée pour le numéro de décembre du journal international d'indexation, The Indexer, au nom de la SCI/ISC. Merridy Cox Bradley vient de compléter le rodage du nouveau logiciel de comptabilité, adopté lorsqu'elle a remplacé la trésorière sortante, Gillian Watts. Cette dernière avait occupé ce poste pendant une longue période et faisait également ses armes comme co-présidente. Linda Lefler, outre son travail intense sur le site Web, a fait progresser le volet publicité. Nous sommes maintenant présents sur Twitter!

The reports from the regional reps—Moira Calder for the Prairies and northern Canada and Tia Leschke for British Columbia—indicate that these are challenging positions. Both found creative ways to communicate with our members in these regions, but both also found their success mixed or disappointing. They are struggling to find ways to support a membership that is often unresponsive except when meeting face to face. Chris Blackburn, central Canada's rep, has a larger base of members who live closer together. His energy was rewarded and he ran a very successful program of meetings.

Les rapports des représentantes régionales, Moira Calder pour les Prairies et le nord du Canada, et Tia Leschke pour la Colombie-Britannique, indiquent que ces postes présentent des défis importants. Elles ont trouvé des approches créatives pour communiquer avec nos membres de ces régions, avec cependant plus ou moins de succès. Elles travaillent très fort pour trouver des façons de soutenir les membres, qui ont tendance à ne pas répondre, sauf lors des rencontres en personne. Chris Blackburn, le représentant du centre du Canada, profite d'un plus grand nombre de membres qui vivent rapprochés. Ses efforts ont été récompensés et il a piloté un programme réussi de rencontres.

And then there is the 2012 Ottawa conference. Already the program and registrant numbers promise a big success. We have a wonderful mix of Canadian talent, headed by Noeline Bridge and her newly published book about indexing names, and international contributions headed by our acclaimed keynote speaker, Jan Wright. As we slowly make progress thinking and talking about the challenges of e-publishing and the future of indexing, this conference promises to give us a boost.

Puis il y a le congrès d'Ottawa de 2012. Le programme et le nombre d'inscriptions présagent une grande réussite. Nous avons une belle panoplie de talents canadiens, avec en tête de liste Noeline Bridge et son livre nouvellement publié sur l'indexage des noms et, sur le plan international, notre conférencière principale, la très appréciée Jan Wright. Ce congrès sera une grande source de motivation alors que nous entamons les discussions sur les défis de l'édition en ligne et le futur de l'indexation.

As usual, the conference represents a huge amount of work carried out by a small and very busy team, this time headed by Judy Dunlop and with considerable contributions by past president Vivien Cartmell. Viv, who now has three years' experience of conference organizing, is wondering whether it's too much for our organization to think we can do this every year. Would every two years be more reasonable? This is something to discuss. Conferences are so central to our organization—how can we make them less work?

Comme toujours, le congrès représente une énorme charge de travail, portée par une petite équipe très occupée. L'équipe est dirigée cette fois-ci par Judy Dunlop, avec la contribution appréciable de la présidente sortante Vivien Cartmell. Vivien, qui cumule maintenant trois années d'expérience dans l'organisation de cet événement, se demande si la tenue d'un congrès à chaque année constitue une tâche trop lourde pour notre organisation. Serait-il plus raisonnable de le tenir tous les deux ans? Nous devrions en discuter. Les congrès sont d'une importance capitale pour notre organisation. Comment en alléger la tâche?

It's been a challenging and invigorating year, and the fruits of our labour are beginning to show. We look forward to sharing more of these successes with you, the membership, in the following year.

Cette année fut énergisante et pleine de défis, et les fruits de notre travail commencent à paraître. Nous avons hâte de partager plus de ces succès avec vous, les membres, dans l'année qui vient.

Mary Newberry and Gillian Watts, Co-presidents
Indexing Society of Canada / Société canadienne d'indexation



At the conference, from left to right: The session venue, lunchtime, and hallway chat.

Tamarack Award Presentation 2012 / Remise du prix Tamarack 2012

La remise annuelle du prix Tamarack de la SCI/ISC est l'une des activités les plus gratifiantes pour un président (ou une co-présidente, dans ce cas-ci) de la Société. Le prix, créé en 2004 par Ruth Pincoe, membre de longue date et alors présidente, vise à reconnaître les membres qui vont au-delà des attentes dans leurs contributions à la Société. Il est remis chaque année, généralement lors du congrès annuel, et consiste en un petit appeau en forme d'oie, fabriqué en branches de mélèze par les Cris de la région de la Baie-James. Le choix du lauréat est à l'entière discrétion du président, dont la tâche était difficile cette année, vu le nombre élevé de candidats méritants.

Presenting the ISC/SCI's annual Tamarack Award is one of the more rewarding parts of being president (or co-president, in this case) of the society. The award, instituted in 2004 by long-term member and then-president Ruth Pincoe, is meant to recognize members who have “gone the extra mile” in their contributions to the society. Presented annually, usually at the yearly conference, it consists of a small decoy goose made of tamarack twigs by the Cree of the James Bay area. Choosing who should receive the award is entirely up to the president(s), who had a difficult time of it this year because there were so many deserving candidates.

La lauréate de cette année est Vivien Cartmell, qui a travaillé à titre de co-présidente (avec Mary Newberry) de 2009 à 2011. Elle a contribué à organiser trois conférences, allant souvent bien au-delà des attentes afin d'assurer une expérience des plus agréables aux participants. Cette année, elle a pris l'initiative de fabriquer de jolis sacs cadeaux en tissu. Vos co-présidentes actuelles, Mary Newberry et Gillian Watts, ont apprécié le soutien indéfectible de Vivien dans son rôle de présidente sortante. Elles ont aussi trouvé en elle une personne capable d'identifier rapidement les actions à prendre et toujours prompte à s'impliquer. Elle a été une force déterminante au cours de cette dernière année, marquée par le changement et le renouvellement.

This year's recipient was Vivien Cartmell, who served as co-president (with Mary Newberry) from 2009 to 2011. She has been instrumental in organizing three conferences, often going far beyond the call of duty to enhance attendees' experience—she took it upon herself to make the attractive cloth gift bags for this year's event. Your incumbent co-presidents, Mary Newberry and Gillian Watts, have found her not only a rock-solid support as past president but also someone who is quick to notice when things need doing and quicker to do them herself. She has been a potent force during the past year of change and renewal.

Vivien rejoint le groupe prestigieux des précédents lauréats du prix Tamarack : Beth Macfie, Noeline Bridge, Cheryl Lemmens, Jane Maguire, Ruth Pincoe, Gillian Watts, Jennifer Hedges, et Heather Ebbs. Bravo à toutes ces lauréates!

Vivien joins an illustrious group of previous Tamarack recipients: Beth Macfie, Noeline Bridge, Cheryl Lemmens, Jane Maguire, Ruth Pincoe, Gillian Watts, Jennifer Hedges, and Heather Ebbs. Stars, every one of them!



*Mary Newberry and Gillian Watts
Co-presidents / Co-présidentes
Société canadienne d'indexation /
Indexing Society of Canada*

*Co-presidents Mary Newberry
and Gillian Watts present the
Tamarack Award to Vivien
Cartmell of Saskatchewan.*

2012 Conference Ottawa—Pointing to the Future: Indexing in the Digital Age

Indexing in e-Books and e-Content: The Devil Is in the Details: Keynote Address by Jan Wright

Jan Wright's stimulating keynote address began with the comment that we are at a watershed moment in the publishing world, with a number of groups trying to determine a common approach to digital publishing so that all reading devices (e-readers, cellphones, Internet browsers, etc.) can read all e-books. One of the exciting developments is that indexers are actively involved in the International Digital Publishing Forum (IDPF) and the development of standards for EPUB 3.0. EPUB 3.0 is an open-source standard that offers a consistent way of talking about and marking up text.

Current e-book indexing is generally poor. Indexes are missing or non-linked, or they are linked but not to the precise paragraph. Usually the index is physically placed as a chapter at the end of the book. It can take several steps to get to the index, and if a user does go to it and uses it to look something up, but that something is not quite what he or she wants, it is a relatively slow and cumbersome process to return to the index and search again. Further, it is hard to browse the index on a small screen.

Some publishers are attempting to do better e-indexes right now, such as Apple's iBooks and Amazon's X-Ray, but these tend to be imprecise, lacking context for helping users identify "aboutness" and get to the specific information they want. They also tend to lack the indexing touch of "discovery"—Jan's example was looking up "Ferris Wheels, operation of" and noticing that the next subentry is "romance on." Thinks the user, *Interesting! I'll go read that.*

Readers come to texts in many different ways. Some may have never read the book and need to know if it contains the concept they want. Others may have read it and know their concept is there, but where? Or they may be asking a question, and while searching they

may rephrase or narrow or broaden that question. All these readers need to be served.

Further, reading styles for learning and pleasure differ. For example, for learning, people tend to use physical cues such as the location of something they have seen (recto or verso, approximate depth into the book, etc.). That form of mapping is disrupted on e-readers, as is skimming. Students may also physically mark up textbooks, something that is slow on e-readers.

What do onscreen indexes need? Ease of accessibility from anywhere in the e-book, a reflection of "best hits," results as snippets of text in context, subheadings and closely related terms, cross-references, and "place-saving" in both the book and the index. All these are feasible. The Indexes Working Group (IWG) of the IDPF has come up with "use cases" that will display all these capacities, plus the capacity to have an independent e-book containing multiple e-book indexes (index mash-ups).

Indexers need to start talking to clients about getting ready to produce data in all kinds of screen formats, how to do it, and why it is important.

Jan closed by saying that anyone with questions is welcome to contact her at jancw@wrightinformation.com, and she also offered a list of resources that she has made available through Dropbox (see sidebar, following page).

Heather Ebbs



Jan Wright started the discussion on digital media in her keynote address.

SIDEBAR TO THE KEYNOTE ADDRESS:

Resources related to e-indexing

American Society for Indexing. Digital Trends Task Force (DTTF): <http://bit.ly/rFp0Re> (many links from this page).

EPUB 3.0. Indexes Working Group: <http://bit.ly/uqKwD7>.

Fry, Stephen. MyFry: <http://bit.ly/johDP2>

International Digital Publishing Forum (IDPF). EPUB Indexes Proposal: <http://bit.ly/zy4tyg>.

University of California Libraries. Academic e-Book Usage Survey: <http://bit.ly/k4G4SS>

University of Washington. Kindle Academic Study: <http://bit.ly/johDP2>

Wright, Jan. The Devil is in the Details: Indexes vs. Amazon's X-Ray. *The Indexer* 30, no. 1 (March 2012), 11–16.

———. Quick and Dirty Look at iBooks Author Index/Glossary: <http://bit.ly/x5mMIC>

(6) Romanization; and (7) names as phrases. The examples she discussed were from each of these seven areas.

Christopher Blackburn



Noeline Bridge discussed the intricacies of names.

The Glory and the Nothing of a Name, by Noeline Bridge

Noeline Bridge's talk was remarkable for her composure, her sense of humour, and her many practical examples of varying forms of personal names. Noeline often explained why indexing certain names is difficult. Two handouts were given out, one with many examples of names (Noeline went through this with us) and the other a two-part bibliography: the first part a list of books and articles on establishing names to be used in indexes, and the second part a list of reference sources in print or electronic form.

Noeline is the editor of a new book, *Indexing Names*, just published by Information Today in association with the American Society for Indexing. She mentioned the book only once during her talk, but I bought a copy and am very happy with my purchase. The various chapters of the book have been contributed by many well-known indexers. Noeline's first chapter explains her "seven-problem" approach to indexing names: (1) choice of initial element; (2) length or brevity of a name; (3) one-word names; (4) distinguishing between similar names; (5) variant names and changes in name;

Building a Bilingual Taxonomy for Ordinary Images Indexing: Utopia, Chimera, or Inaccessible Quest?, by Elaine Ménard

Elaine Ménard's presentation on the Taxonomy for Image Indexing and Retrieval project (TIIARA) provided insight into challenges associated with the development and use of a bilingual taxonomy for digital images. Ménard discussed the first two phases of her project, and with the third phase now underway, we look forward to the final results of her research at a future ISC/SCI conference.

An associate professor at McGill University's School of Information Studies, Ménard explained that while taxonomies are powerful tools for information classification and retrieval, they can be labour-intensive and costly to construct and maintain. The bilingual component adds a level of complexity to the process, but the need to understand and take into account the audience's perspective remains the same.

Phase 1 of TIIARA was a best-practices review in which Ménard and her team evaluated 150 resources, including 70 image collections held by libraries, museums, commercial stock agencies, and image-sharing platforms with user-generated tagging. Some clear patterns emerged: 40% of metadata dealt with image dimensions, materials, and sources, 50% dealt with copyright information, and the remainder was subject-related information.

In phase 2, Ménard and her team created a database of images and developed the top-level categories and subcategories of their bilingual taxonomy of English and French terms. They relied on voluntary submissions to create the “Images Donated Liberally” (IDOL) database of more than 6,000 photographs. Taxonomy development was an iterative process; the end result was 9 broad, top-level categories and 43 second-level categories. The taxonomy was pretested by two participants in a card-sorting exercise, which suggested that users were either “splitters” or “lumpers” and resulted in some revisions for the next phase of testing.

In the revised card sort, half of the testers were instructed to sort second-level categories according to the existing first-level structure and the other half could sort the second-level categories as they pleased. The 10 participants were evenly divided by gender and language preference. The results revealed some significant language-related disparities, but there were less of these than anticipated. Categories describing more concrete, tangible things, such as “nature” and “places,” were understood by both groups, while other categories—including those attempting to capture more complex or symbolic concepts, such as “abstractions” and “activities”—proved problematic. The taxonomy was further refined and additional second-, third-, and fourth-level subcategories were incorporated.



Katherine Kasirer spoke on the NFB's online photo and film catalogue and how clients use it.



Elaine Ménard described her research on bilingual taxonomies.

Phase 3 is underway and two indexers are working to classify images in the IDOL database with the revised TIIARA taxonomy. Ménard concluded that language barriers still create challenges for searchers and that a bilingual taxonomy is a useful tool in this context. She hopes to implement TIIARA as an image search engine in the future.

Rosalind Guldner

Indexing National Film Board Images, by Katherine Kasirer

Katherine Kasirer, a film producer and a librarian at the National Film Board (NFB), spoke about an area of indexing unknown to many of us: the categorizing of film images. While some NFB collections are for internal use only, outside clients looking to license material will find the NFB archives a treasure trove. External clients can choose from two kinds of images: raw footage and finished film products. Each represents a discrete collection that is indexed differently.

For raw footage, the NFB's stock-shot library houses unused film footage. Producers of NFB films give this footage to the library, which can reject it if it's not of good quality. Accepted footage is displayed on the stock-shot website, <http://www.nfb.ca/images>, and indexed to a minute level. Footage on a wide variety of subjects is available, including images from the Canadian Army's Film and Photo Unit. Clients can search using parameters such as subject, location, shooting conditions, and time of day or season. Stock-

shot footage has been licensed for music videos, commercials, documentaries, and feature films. The NFB does not receive a copy of the finished product in which the raw footage it provides is used.

The finished-film products comprise 13,000 films, ranging from feature-length to short animated projects. These products are indexed differently, depending on the audience. Clients can search two websites to locate these films: <http://www.onf-nfb.gc.ca> and <http://www.nfb.ca>. The latter will eventually have all the NFB's films digitized and available in an online screening room. At [nfb.ca](http://www.nfb.ca), clients use the Explore option to search films. During the indexing, each film is given one or more broad categories and one or more subcategories within those broad categories. For example, a broad category might be "animals" and a subcategory "endangered species." By following the links under Explore, clients can pinpoint films about endangered species.

The educational market is a big one for the NFB, so the organization has started the CAMPUS project. CAMPUS is a subscription service that allows individual educators to stream selected films in the classroom. CAMPUS material comprises 2,500 films (those already digitized) and an additional 500 not available to the general public. Because education is provincially based, the need for standard terminology in indexing these films is paramount. The terms chosen represent an attempt to standardize by using curriculum-friendly terms. For example, a film intended for the general public would be indexed under "Aboriginal arts and crafts"; a CAMPUS film, however, would be indexed under "Aboriginal studies, arts," as the latter is a term more likely to be seen in a curriculum.

Marnie Lamb

Report on the Digital Trends Task Force, by David Ream and Jan Wright

The American Society of Indexers' (ASI) David Ream and Jan Wright gave ISC/SCI a report on their work with the Digital Trends Task Force (DTTF), which came into being in the summer of 2011 after the issue of electronic publication indexing was brought up at the ASI conference earlier that year. The task force actively participated in the International



David Ream and Jan Wright brought us up to date on epub standards. Later they explored e-book indexes with the group.

Digital Publishing Forum (IDPF), a consortium of businesses and organizations involved in defining the new EPUB 3.0 standard. (EPUB is the open-source format that can be read on the iPad, Nook, Kobo, Sony, and other e-readers. The notable exception is Amazon's Kindle, which uses a different format.) By establishing a special indexers' working group in the IDPF—and aided by the Australia and New Zealand Society of Indexers' membership in the Forum—indexers made their presence known to the much wider community of players that is driving the future of electronic publishing.

The task force also set out to do industry outreach at such events as the Digital Book World and O'Reilly's Tools of Change conferences. With this kind of outreach, the ASI could establish itself as an authority about indexing in a digital age. At the latter conference, a recurring concern of electronic publishers was the issue of discovery, since traditional channels, such as bookstores and libraries, are now out of the equation. Indexing—and indexers—Ream and Wright pointed out, is the gateway to discovery, and because discovery means money, publishers are more likely to listen to indexers if we emphasize discovery. (Interestingly, Amazon did not participate in Tools of Change.)

Jan Wright also presented at the WritersUA conference. Based in the United States, WritersUA is a group of technical writers, who had to deal with the issue of single-sourcing—

and a move to XML—years ago. They have experience solving the kinds of problems that trade publishers are only now beginning to face.

Wright's outreach extended to being a guest on #ePrdctn Hour on Twitter; as a platform, she said, it was more powerful than she could ever have imagined. After her Twitter hour, which established her as an expert in the nascent field of e-book indexing, Wright was able to reach organizations and companies that otherwise would have been much harder to access. For instance, she is now able to talk directly to Adobe engineers about InDesign's scripts for e-books.

The ASI is trying to get members of the Digital Trends Task Force to conferences that indexers don't usually attend, focusing on the themes of monetization and semantic metadata. To stay informed about digital trends affecting indexers, Wright and Ream suggest joining the DTF's LinkedIn group. Other useful sources include TidBITS (<http://tidbits.com>); Peter Meyers, both on Twitter (@petermeyers) and through his blog (<http://newkindofbook.com>); and Joe Wikert's Publishing 2020 blog (he is responsible for Tools of Change) at <http://jwikert.typepad.com>.

Iva Cheung

Winning Contracts with the Government of Canada, by Marion Soublière

There is good news for indexers interested in winning contracts with the federal government: you don't have to live in Ottawa, you don't have to rely on a temp agency, and you don't have to be bilingual (unless that is spelled out as a requirement in the tender). In addition, up to 25% of government employees are eligible to retire in 2012, so there is a move afoot to increase the volume of business with small and medium-sized suppliers—and the pay is good. The not-so-good news is that winning contracts is a bit more complicated than approaching other types of clients such as book publishers. You can start by visiting the Public Works and Government Services Canada (PWGSC) website, <https://buyandsell.gc.ca>. Here you will find links to help you pursue opportunities for bidding, including information on training from the Office of Small and Medium Enterprises and on using MERX, the electronic tendering system.



Marion Soublière shared her knowledge of government procurement.

Once you have registered with the Supplier Registration Information service to obtain a procurement business number (PBN), Marion recommends a three-pronged approach. The short-term approach includes registering with temp agencies and contacting companies that have been awarded contracts to see if they are subcontracting any of the work. A medium-term strategy would be to contact departmental materiel managers and request that you be added to their source lists, or to register with supplier databases such as Professional Services Online (<http://www.tpsgc-pwgsc.gc.ca/app-acq/sp-ps/index-eng.html>). For those interested in long-term results, standing offers and supply arrangements listed on www.merx.com are the way to go.

Marion's book, *Getting Work with the Federal Government: A Guide to Figuring Out the Procurement Puzzle*, is available in both paperback and e-book formats. For more information, see her website, www.meseditingandwriting.com.

Jennifer Hedges

What Is the Future of Indexing?, by Cheryl Landes

In her informative presentation Cheryl Landes pointed out that changes in how people read are having effects on indexing. For indexers willing to change the ways they work, though, new opportunities are opening up. Cheryl's presentation led to questions and answers, with contributions from the audience.

Print is still here, Cheryl said, but people are increasingly switching to mobile devices. She is noticing more people using smartphones and tablets to read rather than e-readers. She gave recent figures from the Association of American Publishers (May 18, 2012) to support her comments.

The changes in ways of reading, including the use of “search,” have effects on indexing, and many people find that searching fails to give the results they want. As publishers grapple with changes in technology and as suppliers of hardware and software do battle, there may be limitations on index output. But, because of these changes, opportunities for indexers are growing if we know where to look.

Among the new opportunities suggested by Cheryl were, first, partnerships with content strategists. She defined content strategy as planning, development, and management of informational content. She said that finding content efficiently is part of this, and added that taxonomies (classification) and controlled vocabularies (agreed-on word lists, or thesauri) are key in finding content. Indexers may view themselves as consultants who help build taxonomies or controlled vocabularies.

Database indexing has been associated with catalogues, multivolume indexes, and periodical indexes. Cheryl mentioned that more retail companies are moving their catalogues online.

For *embedded indexing*, the same knowledge and skills are needed but a different process is used. More publishers are moving to embedded indexing—especially in InDesign, with tagging in XML—to allow for output of either print books or e-books.

Search engine optimization was defined as the process of increasing a website’s visibility on the Internet through improving search results. The selection of keywords likely to be input by the audience and then retrieved by the search engine—“developing a strategy for keywording”—is crucial.



Cheryl Landes considered what indexers will be doing in the future.

Blog and wiki indexing is another area in which demand for indexers is likely to grow. Blogs and wikis are challenging to maintain, but more companies are turning to blogs for promoting products and services and to wikis for technical documentation. Cheryl gave several examples of blog indexes.

Opportunities in indexing *social media*, such as FaceBook’s “Timeline” feature and a guide to Twitter’s hashtags, were also mentioned.

“Learn anything you can about any of the new tools” was Cheryl’s advice. “Approach your career as a consultant, not as a traditional freelance indexer. Think of ways you can use your special skills, and go for it!”

Christopher Blackburn

Reindexing: Practical Dilemmas for the Indexer, by Max McMaster

The Australian and New Zealand Society of Indexers’s (ANZSI) Max McMaster presented a lively interactive session using various scenarios to prompt attendees to think and talk about some of the practical and ethical issues that come up in reindexing.

Reindexing often involves a new edition of a book. Do you reuse the existing index or start again from scratch? This depends mostly on how much information has changed and whether you were the first indexer. For texts that you indexed and where the information is essentially the same, you can easily use indexing software to reuse the former index. This is excellent for annual reports, for example. If text changes are substantial or you have rethought the topic, it is often more efficient to start again from scratch.

If the first index was by another indexer, a key question is why the publisher is asking you to do it instead. The reason might be innocuous (e.g., the indexer is not available), or it could be of more concern (e.g., the index had errors). In either case, you should ask for a copy. If it was unsatisfactory, you can identify both mistakes and potentially useful entries; if satisfactory, you can try to emulate its depth and style. That said, if the former index was deemed satisfactory but you see problems, you may need to explain why you handled something differently—without disparaging the other indexer. Further, there may be copyright issues in using another’s work, depending on whether copyright was assigned.

Sometimes you can reuse much of the same index with different books, as with standardized publications that follow a template, using the same headings for different subjects. Just as the publisher follows a template, so can you.

Something many Canadian indexers have to deal with is converting a US or European index for the Canadian market, as terminology, available products, and so forth will differ. Whether you reindex or adapt depends in part on the degree of content change, but there could also be cultural reasons. For example, when a US index is converted for an Australian edition, the latter will be approximately 70% of the length of the former, as American indexers tend to provide more detail.

Similarly, Canadians often have to deal with the same text being published in both English and French. It is generally better to start from scratch with the second language than to translate the first because absurdities can arise. That said, should one indexer do it or two? The advantage to using one indexer is familiarity with the content and structure of the book, but indexers working separately in each language may have a better grasp of the cultural differences in index styles and user expectations.

“Inadvertent reindexing” may arise when you do a book for one market and it is republished in another. Should you be paid again? This depends on whether copyright was assigned. Attendees at the session thought that, ethically, the publisher should at least tell you. Further, although some indexers routinely ask for published credit, Max finds that it is rarely done, and that sometimes it can lead to problems if an editor or author makes changes without contacting you.

Whatever the situation, you need to decide whether to adapt the previous index or to start from scratch, considering both the practical and the ethical issues.

Heather Ebbs



Michèle Hudon walked conference attendees through the new standards for thesaurus construction.



Max McMaster talked about the hows and whys of reindexing books.

New Standard, More Interoperability, by Michèle Hudon

Michèle Hudon, associate professor at l'École de bibliothéconomie et des sciences de l'information at l'Université de Montréal, spoke at the ISC conference about ISO25964, a new standard for thesauri.

ISO25964 will replace ISO2788 and ISO5964, out-of-date standards for monolingual and multilingual thesauri, respectively. These standards don't address subject headings or taxonomies and are ill-suited to a networked environment of linked data, so in 2008 an international working group was struck to create a new standard, based on the content of BSI8723, created by British information specialists. The working group, of which Dr. Hudon is a part, includes both practitioners and researchers.

Officially titled “Information and Documentation: Thesauri and Interoperability with Other Vocabularies,” the ISO25964 project consists of two parts, the first of which, “Thesauri for Information Retrieval,” was published in August 2011; it covers general principles for developing and managing monolingual and multilingual thesauri. Part 2, “Interoperability with Other Vocabularies,” addresses crosswalks and mappings and is scheduled to be published at the end of this year.

“Interoperability”—a bit of a mouthful, as Hudon admits—refers to an ability to “act together coherently, effectively, and efficiently to achieve common objectives.” In the world of information science, it means “the capability of agents, services, systems and computer applications to exchange data, information and

knowledge while preserving their integrity and full meaning” (Zeng and Chan 2009, 4645–62). Thesauri are great tools for information retrieval for local users, but there may be multiple thesauri on the same topic that use different classification schemes and subject headings and thus can’t talk to one another. Having multilingual thesauri adds another layer of complexity.

In traditional information systems, thesauri allow a searcher to use the same search terms and strategies to search several databases and provide an efficient way to cross the language barrier. In the context of the Web, semantic interoperability becomes even more relevant. It allows for effective searching in several situations: with the same language in different countries, with two or more natural languages, with a natural language and a language of specialty, with a natural language and an indexing-and-retrieval language, and with one or more indexing-and-retrieval languages (e.g., Library of Congress and Dewey).

Interoperability implies equivalence, but many would argue that absolute equivalence, particularly between distinct languages, doesn’t exist. Part 2 of the standard gives recommendations for establishing and maintaining mappings between multiple thesauri or between thesauri and other types of vocabularies. As Hudon said in her talk, “Because it necessarily exists in a particular cultural, social, professional, and linguistic context, semantic and terminological interoperability of indexing languages depends on compromises to compensate for the lack of absolute equivalence between concepts and between terms.” She also emphasizes an important point—that semantic equivalence is dynamic and ever evolving.

Iva Cheung

Reference:

Zeng, M. L., and L. M. Chan. “Semantic Interoperability.” In *Encyclopedia of Library and Information Science*. 3rd ed. London: Taylor & Francis, 2009.

Panel Discussion: To Award or Not to Award— That Is the Question

Awards bring recognition and validation to the individual indexers who win them and to the professional as a whole. They set standards

for all of us to aspire to. The Australian and American indexing societies have well-established awards, and ISC/SCI is in the process of creating one. A panel discussion on the subject was moderated by Ruth Pincoe and included Christine Jacobs, representing ISC/SCI, Max McMaster from Australian and New Zealand Society of Indexers (ANZSI), and Jan Wright from American Society for Indexing (ASI).

Max McMaster spoke from the perspective of a multiple winner of ANZSI’s Medal for indexing and also as a judge of the competition. Indexes that are eligible for the award must have been compiled in Australia or New Zealand in the previous three years and be in a print publication (the text to which the index refers may have originated elsewhere). The winner must demonstrate “outstanding professional achievement.” Non-winners may be “highly commended” by the judges. The award, consisting of a medal and a certificate for the indexer and a certificate for the publisher, may not be awarded if the judges feel that none of that year’s entrants meet the full criteria. There is no cost for entering the competition, and entries may be submitted by publishers, indexers, and “all interested people.” Self-nominations are encouraged.

Jan Wright is a past winner of the ASI’s H. W. Wilson Award for excellence in indexing. Eligible indexes are for monographs or other non-serial work published in the United States in English in the past calendar year. The winning indexer receives a plaque and \$1,000 and the publisher receives a plaque. The judges have the right to withhold the award.

Publishers and indexers may nominate indexes. There is an entry fee of \$25 for ASI members, \$35 for non-members. (The full criteria for the ANZSI and ASI awards are available on their websites, at <http://www.anzsi.org/site/medal.asp> and <http://www.asindexing.org/i4a/pages/index.cfm?pageid=3339>.)

Christine Jacobs is working with Ruth Pincoe, Susie Stephenson, and Noeline Bridge to develop a similar award for our own society. Among the issues they have had to grapple with are the bilingual nature of our country and of the society itself, the size of the country and how that affects the judging process, what type of materials should be considered, and who is eligible.

Its name has been chosen: the ISC/SCI Ewart-Daveluy Indexing Award, which commemorates two indexing pioneers in Canada. More information about John Ewart and Marie-Claire Daveluy will be available when the award is launched. The committee

hopes to announce the first competition at the next AGM.

The proposed award will be in the form of a certificate. Max advised looking for a sponsor to enable the society to afford something more tangible, such as a medal or plaque—and/or a cheque.

Jennifer Hedges

Kindle, Fire, Touch, iPad: Hands-on e-Books, by Jan Wright and David Ream

his session was very helpful in clarifying the current state of indexes in e-books and the possibilities that are important for future developments. Jan Wright and David Ream started with an overview of the range of standards affecting the navigation and packaging of content for e-books, and then Dave focused on EPUB 3.0, which is being developed by the International Digital Publishing Forum (IDPF). Dave and Jan both sit on the American Society for Indexing's Digital Technology Task Force (DTTF) EPUB 3.0 Working Group. This group was instrumental in creation of the IDPF Indexes Working Group, which is currently working on the standards for indexes within EPUB 3.0. The design is moving ahead in anticipation of future possibilities in e-book software and hardware design. EPUB 3.0 will allow much more flexibility and sophistication in the implementation of indexes.

Among the aspects that must be considered are indexing of rich media (requiring audio and video time codes),

indexing of interactive features, and full implementation of cross-reference structures. Ideally it should be possible to present index data in multiple ways—for example, to start a search at the index as you would in a print book, but also to be able to search concepts you find in the book by clicking on a concept in the text and moving to the index to find additional and related references. At a minimum the locators should link to paragraphs, and ideally to the word level.

At present the implementation is generally very rudimentary, and one of our tasks is to convince e-publishers that indexes improve “discoverability”—the “findability” of information in books they want to sell, and hence the findability of the books themselves—so that they start to see indexes as important enhancements that will help sell their products. Jan and Dave have been active on the conference circuit, focusing on events at which e-book publishers are present, meeting with them, and talking about these issues. Progress is being made!

The second half of the presentation was a “let's look at indexes in our e-books” session. Everyone got into small groups, looking at what they had and discussing the issues raised. Indexes were few and far between. Among those that you might like to check out are *Hiking the Continental Divide Trail* by Jennifer A. Hanson, *Three Diseases of the Prostate* by Albert L. Stone, and *A Thousand Farewells* by Nahlah Ayed (on Kindle).

This was a very enjoyable and useful session that highlighted the present difficulties of implementing e-book indexes, and some of the future possibilities.

Christine Jacobs



Indexing awards, discussed from the international perspectives of those who have given and received awards. From left to right: Max McMaster of New Zealand, Jan Wright of the United States, moderator Ruth Pincoe, and Canada's own Christine Jacobs.

Tech Tools

Using SKY™ Index's New Edit View: Part 2

In the previous issue of the Bulletin, Kamm Schreiner provided an overview of SKY's™ new feature, Edit View. In this article he continues with a discussion of specific applications.

Duplicating a heading

During editing, you may find that you wish to include a main heading and all of its subheadings under a different main heading to provide two or more access points in your index for the same information. If you wish to do this in Edit View, you simply move the marquee over the desired main heading and press Ctrl+D (for Duplicate). SKY Index will create a duplicate set of entries in the index, except that the main heading of the new set of entries will have "(copy)" appended to it so that you know it is a copy. Next you press F2 and type the new main heading. You've now got a perfect copy of the original main heading, with all of its subheadings, under a new main heading.

Reducing index size and the Consume Subheadings command

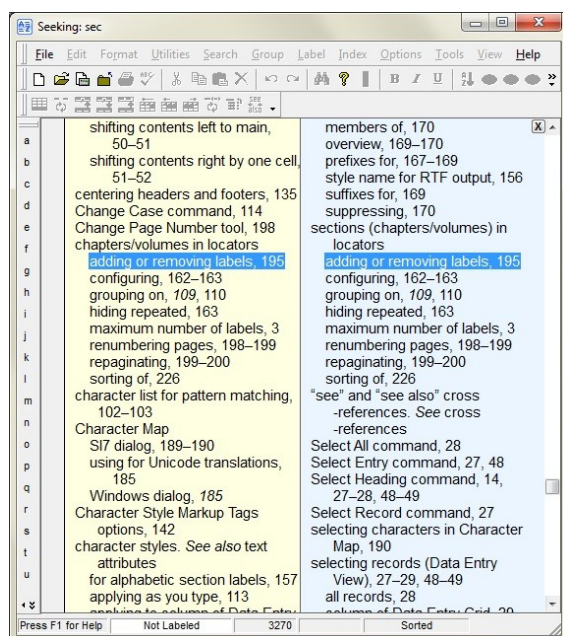
Most indexing jobs come with a size limitation. It is therefore common practice to over-index the book during the data entry phase and then, during the editing phase, look for ways to reduce the size to meet the limitations that have been set. A common way to reduce index size is to look for main headings with a few subheadings that have only a single locator, and then to remove those subheadings from the index, keeping the locators and adding them to the main heading. One of the handiest new features of SKY Index is the Consume Subheadings command. This command removes all subheadings from the highlighted heading and moves the locators from those subheadings to the main, or parent, heading. You place the marquee over the heading for which you wish to consume the subheadings and then press Alt+Ctrl+K (or choose Utilities/Consume Subheadings). All the subheadings will be eliminated and their locators will be added to the parent heading.

Finding and comparing headings in Edit View and the Browse pane

As a natural part of the editing process, you're going to need to find and compare index entries. Both of these tasks are accomplished in Edit View with SKY Index's new Browse pane.

While in Edit View, if you want to find a particular main heading, you just start typing the name of the heading. As soon as you type the first letter, the Browse pane will appear to the right of the standard Edit View index with a pale blue background. As you type, the Browse pane is updated to highlight the first main heading that matches what you've typed so far. If you wish to access a subheading of a particular main heading, you can do so in two ways. The first is to type a semicolon, followed by the first few letters of the desired subheading; the second is to simply use the arrow keys to move up and down within the Browse pane.

Presenting the "found" index entry in a separate pane with its surrounding index entries allows you to compare one set of entries with another. You can easily determine if two synonymous main headings contain the same subheadings (as they should), for instance. An example of the Browse pane being used to compare two sets of main headings is shown at left.



The Browse pane being used to compare two main headings

The Browse pane being used to compare two main headings

Normally when you do this kind of searching and comparing, you want to return to the place where you started after comparing. When you close the Browse pane using the Escape key, the Browse pane closes and you are returned right to the same place you were prior to browsing. If, however, you wish to make the browsed-to entry the current heading, you can press Enter instead of Escape. That will close the Browse pane and make the current heading in the Browse pane your current heading within Edit View.

Finally, if you change your mind and want to go back to your original entry (after making an edit, for instance), the original entry was bookmarked when you closed the Browse pane. You can choose Utilities/Goto Bookmark (or press Alt+Ctrl+Space) to go back to your original entry.

Online tutorials

As I noted in the previous article, we've got a short video on the SKY Software website at http://www.sky-software.com/products/indexpro_v7/videotutorials.htm that demonstrates Edit View. There are also videos demonstrating the Consume Subheadings command and the Browse pane.

Kamm Schreiner

CINDEX™ tips and techniques from Indexing Research: Page References

. . . more on Sorting in CINDEX™

If you prepare indexes in a language other than English, CINDEX version 3.0 (due late-September) will greatly ease your task. CINDEX v. 3 uses Unicode to represent text, and can accommodate all languages and scripts. Index entries can contain any characters that your computer can display, and CINDEX can sort index entries by the collation rules appropriate to the language in which you are working.

. . . ensuring page reference accuracy

Spotting and correcting mistyped words is relatively easy, but less so the proofing of page references, where an unnoticed transposition or miskeying can produce embarrassing results. CINDEX provides several features to ensure that you enter the correct page number.

If the material requires you to make many entries from the same page you may wish to have CINDEX automatically populate the page field with the last entered (or altered) page reference or locator. This can speed up data entry enormously. Enable the setting at:

Windows version—Edit Menu/Preferences/Editing tab/Adding/Carry Locators Forward

Mac version—Cindex Menu/Preferences/Editing tab/Adding/Carry Locators Forward

Using a new single-keystroke feature (Ctrl J) in CINDEX v.3 you can now increment the page number as you begin entering material from the next text page. You can also decrement the page number by using Ctrl [. This operation affects only the *last* component of the *last* page number in the page (locator) field. If the last recognized component is not a number in Arabic numerals (e.g. it consists of Roman numerals or is an alphabetic suffix), the operation does nothing.

Also at the Preferences location under Missing/Malformed Locator (renamed Bad Locator in CINDEX v. 3) are options to allow or disallow records with *an empty page field* or *incorrectly formed locator*. For example, if you key in 74-67, depending on what you have selected, CINDEX will act accordingly: "Accept" will allow you to save (leave) the record, "Warn" will alert you to a problem with a beep and a message but will allow you to save the record on a second attempt, and "Forbid" will not allow you save the record without changing the number value within acceptable bounds.

Two other helpful settings that can prevent you from entering *"out-of-range"* page numbers are found at:

Tools Menu/Reference Syntax/Page References

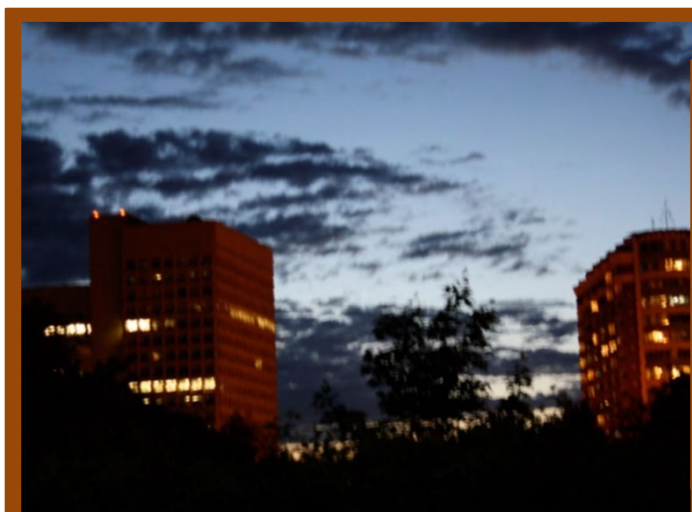
- Set the “Maximum Value” to the last text page in the text or chapter you are indexing and if you exceed that value, CINDEX will alert you. For example, if the current chapter you are working on ends on page 102 and you accidentally key 202, 192, 103 or any other “out-of-range” number the program will alert you. You will need to change this setting when beginning a new chapter.
- Set “Greatest Range” to be the largest acceptable page range for your project. If you set it to 10 and then key in 25-45 it will likewise alert you.

Should you decide not to make any of these settings you can still find some aberrant numbers *after you have finished entering* material. If you place the index into a *page order sort* (click the 19 icon on the index toolbar) any records into which you failed to place a page number will float to the top of the index, and those that exceed the number of pages in the book will be positioned at the end of the records containing page references (and before the cross references).

Of course, just as spell-check will not catch “experiences in” miskeyed as “experience sin,” this method will not catch miskeyed items that parse a real numbers. So, if you are prone to transposing numbers as you key them, enabling some of the settings described above will provide some protection against potential embarrassment.

Reminder: If you find yourself using the mouse repeatedly for the same function, stop, look, and learn its keyboard equivalent. It will save you time and energy.

*Frances Lennie
Indexing Research*

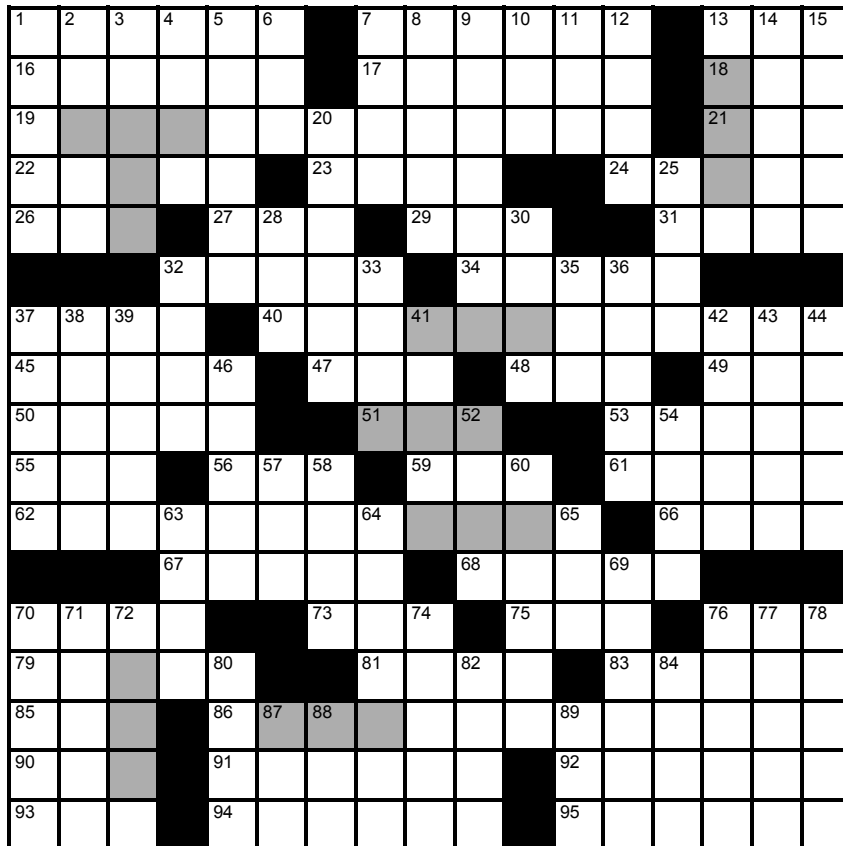


*Clockwise from the left:
(1) Noeline Bridge had sold all copies of her new book before the book launch, held in conjunction with the banquet.
(2) Ottawa's night sky. (3) The Cordon Bleu school restaurant, which was the venue for the book launch and the banquet.
(4) At the banquet.*



Crossword Indexers at the Heart

Puzzle by Heather Ebbs. The solution is on page 21.



DOWN

1. Punctuation before locator, often
2. Opera solos
3. "Family" actor who ends up with indexers?
4. Sask.'s fossil fuel Act of 2012
5. "There is ___ unmingled with fear ..." (Spinoza)
6. Biggest fossil fuel co. in Italy
7. Wooden floater
8. Ancient Canaanite nation
9. Sowers, eventually
10. Canadian beast, or brotherly fellow
11. Untruth
12. Place for a sale?
13. Letter-perfect coding?
14. Parenthetical punctuation
15. Referred to
20. Brought in
25. Any time
28. Sicken
30. Mexican sandwich
32. Sandwich for super folk?
33. Two for 32 Across?
35. Capture
36. Complaint
37. Soothing plants
38. About, for Caesar
39. Fire extinguishing compound
41. First-generation Japanese immigrant
42. Weighty
43. Ran easily
44. Rope
46. Play boxes
52. Price
54. Wild West lawman
57. Ewe talking to me?
58. ___ and the King
60. Mesh
63. Quick
64. Medical symbols
65. Not in the closet
69. Aggregated
70. Smart group
71. Stay clear
72. Indexing Kid at the heart of an old Western?
74. Sleepy noise
76. Electric pole
77. Redder (steak)
78. Levels
80. Sums up
82. Kiss
84. "___ be dark soon, and they mostly come at night ..." (*Aliens*)
87. Annoyance
88. To ___ With Love
89. Start of a light series

ACROSS

1. Chicago "family" man
7. Seldom
13. Letter-perfect order?
16. Home state of author Stauber
17. Famed flyer
18. ___ Lanka
19. Indexer near the heart of a practical joker?
21. Feline
22. Indexer's aid
23. On
24. Something for 17 Across to do?
26. Sister soc.
27. Golfer's desire
29. Cyberspace, informally
31. Competed
32. He makes either catsup or ketchup
34. Place for golfers to drive
37. Complaint
40. Wondrous author with indexers in his heart?
45. Tellers of 11 Down
47. French of
48. Waist garb
49. Neck garb
50. Ship's lowest deck
51. Indexers at the heart of this puzzle
53. Glances
55. The name behind Name of the Rose
56. Shaq's home?
59. Goddess of the dawn
61. Relaxes
62. Workshop site for Macrex indexers
66. Fix again
67. Type of yoga
68. The Donald
70. Not PCs
73. Brief commercials?
75. YOW stat
76. Creative output
79. Don't cry for her
81. Cease to exist
83. Egyptian desert
85. Negatives
86. Cheap shopping locale with indexers near the opening?
90. [Thus it was written]
91. Moisture removers
92. Metalworker
93. Fuss
94. Ongoing items
95. Lazy folk

Regional Reports

Central Canada

I (rashly!) agreed to assume the role of Central Canada representative at the Vancouver conference in May 2011. This report deals mainly with Toronto area meetings. The June meeting was already set up, and I gave a report there on the Vancouver conference. The July meeting posed more difficulty for me, even though Ruth Pincoe had offered her home for a garden party, because I was struggling to understand who should receive notices of Toronto meetings.

I notice with amusement a remark about Gillian Faulkner in one of my early emails: "Gillian has usually found meeting places for us in the past year at Metro Hall or City Hall. She seems to have a lot of political influence, being on good terms with her local councillor." I was relieved when, after an August holiday and a September meeting at Merridy Cox Bradley's condo, Gillian gracefully reactivated her political connections so that we could hold an October meeting (and most of the 2012 meetings) in Metro Hall. Later she also resumed her function of sending out notices.

Merridy Cox Bradley's condo (we used the "rec room") is located on the site of the former Woodbine racetrack, so it has street names such as Winner's Circle and Northern Dancer. On the day of the September meeting, the Don Valley Parkway was closed for the weekend—we were honoured that the city would celebrate our group in this way! Excitement was high but Merridy retained her usual good-natured calm. Mary Newberry discussed her plans for an online indexing course from Ryerson, to begin in January 2012.

The October meeting was a "peer review" session to discuss recent indexing projects. Feedback indicated that the peer-review concept was popular, but one note tactfully suggested a "less confrontational" style of leadership. (I had led the session rather aggressively because of my nervousness.)

In place of our November meeting, after the November 5 ISC executives met at Mary Newberry's house, we moved to Ruth Pincoe's house for a supper to which general members were also invited. It was very gracious of Mary and Ruth to open their homes. The other November event was "Indexing Day," on November 19, presented by the Toronto

branch of the Society for Technical Communications (STC), the Indexing Society of Canada, and Front Runner Training. This full day was a paid event, but ISC members were given a special price. Several Toronto members attended, and three of the five speakers were Central Canada indexers: Heather Ebbs, Mary Newberry, and Ronnie Seagren. Through a Skype connection, Frances Lennie gave a preview of CINDEX 3.0.

In early December Linda Lefler sent information about a webinar on digital publishing, and some of us listened to this (my first webinar). However, we avoided the December event crush by holding our next meeting in January, when Mary interviewed Heather Ebbs (by Skype) about her editing of the December *Indexer*. James Harbeck, who had written an article for the issue, attended in person to supplement Heather's comments.

The February discussion was full of topics. Ronnie Seagren, Mary, and I led discussions; information on new digital publishing groups and the EPUB format was given out; and Mary spoke about François' and Linda's work on the new website and online *Register*.

Software and computer use were discussed in March. Ronnie mentioned the presentation she would be giving at the ASI conference in San Diego. In April Brian Hogan gave a talk on fitness and Mary spoke on information management sessions she had attended at the University of Toronto. In June Mary led a discussion on the ISC/SCI conference, with contributions from those who had attended. And in July we are looking forward to another garden party at Ruth Pincoe's.

Contributions from new members of the Toronto group—among them Celia Braves, Margaret de Boer, and Ronnie Seagren—have been much appreciated. In fact, Ronnie made tremendous contributions even before joining as a member. Thank you all for your help in assisting me to wear the title of Central Canada representative.

Christopher Blackburn

British Columbia

The last year has had its ups and downs for the BC indexers group. There was a lot of excitement about the group at the conference

last year. We had two good meetings, in the fall and in January, one on each side of the pond. There seemed to be lots of excitement. Then, the March meeting in Victoria was cancelled due to lack of response.

I started a Yahoo list for the group last summer, but it has had very little traffic. Needless to say, I've been feeling frustrated. I'm thinking that the BC group needs to have two co-reps, one on the mainland and one on Vancouver Island. For now I've decided to focus on meetings here in Victoria. Everyone will be welcome, and I will try to schedule them so that people can come over from Vancouver for them. If someone on the other side wanted to step up and organize meetings over there, it would be wonderful, but I can't continue to do that from the Island. I will certainly try to make any meetings over there that I can, but I'm not willing to be responsible for making them happen.

Audrey McClellan and I have discussed having an informal meeting here after the conference, and I think that will happen. We local people can talk about where we want things to go at that meeting.

Moira Calder has had similar problems with her even more widespread Prairie Provinces and North group. We're both thinking that some kind of electronic meeting (Skype? something else?) might be a good idea for those who aren't able to make in-person meetings. This might be something for the executive to discuss (and probably needs a tech-savvy person to organize the meetings).

Tia Leschke

Prairies / Northern Canada

Saskatchewan Legislature News

The Saskatchewan Legislature will soon be completing its first session of the 27th Legislature. As noted before, the NDP opposition is very small, with only nine people. There are 48 Saskatchewan Party government members. The opposition has been working extremely hard, managing to respond to lots of legislation and to participate fully in all the discussions on estimates. The NDP has been vociferous about the Constituency Boundaries Amendment Act, rigorously objecting to the addition of three more MLAs to the Legislature. As well, there's been an outcry about the elimination of the film employment tax credit, with loads of questions during question period, providing lots of news for all the media.

As the indexer, I find it surprising just how much the opposition has been able to question

during the discussions on the estimates. Of course, some of it is plain and simple verbosity and easy to skim, but there are occasional nuggets that are amusing. During the Ministry of Environment estimates on April 27, 2012, Mr. Buckley Belanger said the following: "So I always fancy the notion that you go into the southeast corner of Saskatchewan and lift it up and let all the water drain over the height of land and then put it back down again to even out the land use . . . sorry, water use. Because I think that you see the drought happening in the midwestern area of Saskatchewan, yet they have a ton of water in the Southeast. And it just seems that there's all the different problems attached with either no water or extreme amount of water, and you have the contrasting problem."

This session was scheduled to end on May 18, but I anticipate that it will be well into June before I complete the indexing. The next session of the Legislature will start on October 25, 2012.

Outgoing Rep

The Prairie Provinces and North segment of ISC/SCI is a small, scattered group. During the past year, which was my first as a rep, I tried to initiate online discussion groups but found the group too small even for that. My next idea was cross-jurisdictional online discussions in conjunctions with other regional reps, which got to the discussion stage. I have also continued the tradition of providing an opportunity for members to share their experiences through reports to the executive meetings and through these regional rep reports.

Early in my tenure, an urgent vacancy at the *Bulletin* resulted in my stepping in there. It was vital to get the newsletter back on a regular production schedule. As a result, I felt frustrated in my role as regional rep, with more ideas than time to explore them. Thank you to all who helped me in that role.

Incoming Rep

After Moira Calder stepped down, Judy Dunlop offered to become the new representative. Plans are being made for increased involvement in the Get Publishing conference "Words in 3 Dimensions," scheduled for May 24 to 26, 2013, in Edmonton. Look for more information later.

Moira Calder (outgoing rep)
Judy Dunlop (incoming rep)

Registry of Indexers

In summer 2011 I accepted responsibility to act as editor of the *ISC/SCI Register of Indexers Available*. I received all the necessities from Deborah Schryer in order to effect a smooth transition. She warned me that it was a complicated business, but I had no idea how complicated!

I attended to inquiries and requests for inclusion from late summer. In the autumn, working with Co-president Mary Newberry (and she in turn with our web people), we developed an update for the site. After that it was mostly the business of responding to inquiries and asking people to be patient while our new website and format were being developed.

In February I prepared an inclusive file of persons who had indicated their desire to be included in the new *Register* and sent it to Mary Newberry. She then worked with François Trahan, and they with the new web designers, to include all the material in the new Register. It is now up and running and, as I understand it, my job is really just now beginning.

The very good news is that the *Register* is now more responsive to members' changing needs. While we have been frustrated for the time being (a crucial piece of software is being updated) in our desire to make it completely interactive, in the future we plan that those who choose to be listed will be provided with a password and can make such additions/corrections as they wish, whenever they wish. Formerly, additions and corrections required reworking the *Register* and its indexes; this required intervention from the webmaster and took place only once or twice a year, with considerable angst and anguish. The interim arrangement is much more flexible; please see Linda Lefler's articles in this issue for detailed instructions on how to create and change listings in the new *Register*.

The job of managing the *Register* promises to be much simpler than formerly. I hope that, over the summer, I will have both learned and mastered it to everyone's satisfaction. My sincere thanks to Co-president Mary for much assistance, and to fellow members for your patience through a prolonged process. And to Deborah—my continuing admiration for your accomplishment over these past years—as I now clearly understand, it was no small service that you provided.

Brian F. Hogan

Crossword Solution

The crossword puzzle is on page 18.

1	C	2	A	3	P	4	O	5	N	6	E	7	R	8	A	9	R	10	E	11	L	12	Y	13	A	14	B	15	C			
16	O	17	R	18	E	19	G	20	O	21	N	22	A	23	M	24	E	25	L	26	I	27	A	28	S	29	R	30	I			
31	M	32	I	33	S	34	C	35	H	36	I	37	E	38	F	39	M	40	A	41	K	42	E	43	R	44	C	45	A	46	T	
47	M	48	A	49	C	50	R	51	O	52	A	53	T	54	O	55	P	56	D	57	E	58	I	59	C	60	E	61		62		
63	A	64	S	65	I	66	P	67	A	68	R	69	N	70	E	71	T	72	V	73	I	74	E	75	E	76	D	77		78		
79		80	H	81	E	82	I	83	N	84	Z	85	R	86	A	87	N	88	G	89	E	90										
91	A	92	C	93	H	94	E	95	L	96	E	97	W	98	I	99	S	100	C	101	A	102	R	103	R	104	O	105	L	106	L	
107	L	108	I	109	A	110	R	111	S	112	D	113	E	114	E	115	S	116	O	117	B	118	I	119	B	120	O	121	A			
122	O	123	R	124	L	125	O	126	P	127	I	128	S	129	C	130	P	131	E	132	E	133	P	134	S							
135	E	136	C	137	O	138	A	139	B	140	A	141	E	142	O	143	S	144	E	145	A	146	S	147	E	148	S					
149	S	150	A	151	N	152	F	153	R	154	A	155	N	156	C	157	I	158	S	159	C	160	O	161	R	162	E	163	D	164	O	
165		166	A	167	S	168	A	169	N	170	A	171	T	172	R	173	U	174	M	175	P											
176	M	177	A	178	C	179	S	180	A	181	D	182	E	183	T	184	A	185	A	186	R	187	T									
188	E	189	V	190	I	191	T	192	U	193	N	194	B	195	E	196	S	197	I	198	N	199	A	200	I							
201	N	202	O	203	S	204	D	205	I	206	S	207	C	208	O	209	U	210	N	211	T	212	S	213	T	214	215	216	217	218	219	220
221	S	222	I	223	C	224	D	225	R	226	I	227	E	228	R	229	S	230	W	231	E	232	L	233	D	234	235	236	237	238	239	240
241	A	242	D	243	O	244	S	245	E	246	R	247	I	248	E	249	S	250	I	251	D	252	L	253	254	255	256	257	258	259	260	



Magpie in Edmonton. Photo by Audrey McClellan.

Upcoming Conferences

The American Society for Indexing 2013 conference will take place April 17–19 at the Hotel Contessa, San Antonio, Texas. Information is available at the ASI website (<http://www.asindexing.org>), under Conferences).

On July 12–14, 2012, the Society of Indexers (U.K.) will meet at Wyboston. The conference theme is “Revitalize your business, refresh

your skills.” Information is available at <http://www.indexers.org.uk>.

The next Australian and New Zealand Society of Indexers (ANZSI) conference will be held March 13–15, 2013, in Wellington, New Zealand. The title is “Intrepid Indexing: Indexing without Boundaries”; information can be found at <http://www.anzsi.org>. This society meets every other year.

ISC/SCI Membership Report, February 2012

As of May 24, 2012, we had 123 members. Nine members did not renew last June, and nine did not renew in December. Fifteen new members have joined, for a net loss of three members. The geographical breakdown of the membership is as follows:

Within Canada

British Columbia	37
Alberta	4
Saskatchewan	2
Manitoba	1
Ontario	52
Quebec	12
New Brunswick	3
Newfoundland & Labrador	1
Nova Scotia	4
Prince Edward Island	1

Outside Canada

United States	5
Italy	1

Membership Types

Individual	109
Student	7
Institutional	7

Institutional members are distributed as follows:

Alberta	1	Ontario	3	United States	1
British Columbia	1	Quebec	1		

The following members have joined since the annual report:

Alan Ritchie, Ottawa, ON	alandritchie@sympatico.ca
Ann-Marie Gasher, Port Coquitlam, BC	info@wintergreenindexing.com
Blake Heathcote, Toronto, ON	blake.heathcote@gmail.com
Boyd Holmes, Toronto, ON	boydholmes@hotmail.com
Celia Braves, Toronto, ON	indexing@bravenewword.ca
Daphne Davey, Crapaud, PEI	ddavey@eastlink.ca
Eve Rickert, Vancouver, BC	everickert@pobox.com
Jane Campbell, Ottawa, ON	campbellje09@gmail.com
Jennifer Foster, Toronto, ON	planet_word@hotmail.com
Linda Cardella, Beloeil, QC	index@videotron.ca
Louise Saint-André, Ottawa, ON	communication@lapsus.ca
Margaret de Boer, Toronto, ON	mtdeboer@sympatico.ca
Marilyn Barz of Richmond BC	mjbarz@telus.net

Maurice Guibord, Vancouver, BC
Nancy Wills, Kingston, ON
Rebekka Augustine, West Kelowna, BC
Ronnie Seagren, Toronto, ON
Stéphanie Bilodeau, Gatineau, QC
Sylvia Coates, of Orinda, CA (USA)
Veera Harnal, Ottawa, ON

mguibord@shaw.ca
nancwills@gmail.com
rebekka.augustine@gmail.com
seagren@ca.ibm.com
Stephanie.Bilodeau@gmail.com
sylvia@sylviacoates.com
veera.harnal@mail.mcgill.ca

Please update your *Membership Directory / Liste des membres* as follows:

Meral Alakus has a new email address: meral_alakus@yahoo.ca
Ruth Marzetti has replaced Hugh Leschot as the contact at BC211
Stéphanie Bilodeau has a new address: 167 du Vision, Gatineau QC, J9J 0Y5

New members who do not appear in the *Membership Directory / Liste des membres*:

Marilyn Barz
309–11240 Daniels Rd.
Richmond, BC V6X 1M6
mjbarz@telus.net

Linda Cardella
1189 Desmarais
Beloil, QC J3G 5A9
index@videotron.ca

Ann-Marie Gasher
Wintergreen Indexing
3735 Evergreen St.
Port Coquitlam, BC V3B 4X3
info@wintergreenindexing.com
website www.wintergreenindexing.com

Eve Rickert
Talk Science to Me Communications
@theHiVE, 210–128 West Hastings
Vancouver, BC V6B 1G8
everickert@pobox.com
website: ca.linkedin.com/in/froghollow

Louise Saint-André
Communication Lapsus
113 Sweetland Ave.
Ottawa, ON K1N 7V1
communication@lapsus.ca
website: www.lapsus.ca

Nancy Wills
ILEX indexing and editing
13 Sydenham St.
Kingston, ON K7L 3G8 nancwills@gmail.com

*Audrey McClellan
Membership Secretary*



Some faces of the conference. From left to right: Anna Olivier served again as conference photographer, Judy Dunlop did an amazing job as conference co-ordinator, Heather Ebbs was always ready to lend a hand when needed, and Linda Lefler brought us up to date on the new ISC/SCI website.

Treasurer's Report to the Annual General Meeting, 31 May 2012

Although the fiscal year of the Indexing Society of Canada runs from January 1 to December 31, the Annual General Meeting is held in mid-year. I am pleased to present this report for the year 2011 and for the first part of 2012.

We have a healthy bank balance and more than \$10,000 invested in short-term GICs, for total assets of more than \$34,000. This more than covers our ambitious endeavour to recreate the ISC/SCI website. Rayola Creative, based in Victoria, B.C., is improving the function of our website to allow for automated registration for membership, the *Register of Indexers*, and the annual conference. A secure members' area will also increase functionality. The cost for this is reflected in the balance sheet under Accounts Payable for 2012.

The budget-to-actuals sheet reflects the successful activities of 2011. We were able to support travel for important international liaison meetings and for printing of ISC/SCI marketing postcards and still end the year in the black.

For 2012, the budget-to-actuals is as up-to-date as possible. Congratulations are due to the conference committee for bringing in more than was budgeted. A portion of the website renewal expense has been entered under Website and Listservs; this inflates the budget for this item, only because the project was in the early planning phase when the budget was created. There is a possibility of running a deficit for 2012, as the cost of website development was originally planned to be taken from savings.

Merridy Cox Bradley
Treasurer

Balance Sheet as of 30 April 2012

ASSETS		LIABILITIES & EQUITY	
Chequing account	\$24,579.37	Equity	
Savings account (GIC)	10,043.63	Equity (GIC)	\$10,043.63
	<hr/>		
Total chequing & savings	34,623.00	Liabilities	
		Accounts payable	5,650.00
Accounts receivable	0		<hr/>
	<hr/>	Total liabilities & equity	15,693.63
Total assets	\$34,623.00		

Introducing the New Indexers.ca

This summer we launched a new version of our Society website, indexers.ca.

The new site, with an updated visual design, offers two important steps forward in functionality. First, it is now fairly easy for our website committee to add or change information on the website, by logging in with an administrator password and navigating through the WordPress “edit” functions. Site maintenance is now as easy as maintaining a blog. This saves the Society the time and cost of having a contractor make changes, as we were doing previously. All information on the site can be accessed and edited efficiently, including textual content, links, and member profiles.

Second, we have partially automated membership. *Partially* connotes the website committee’s frustration with not getting everything we had hoped for (see below for more details).

Positive changes for membership

New members can register themselves and make payments through indexers.ca. This is for both “basic” members and “listed” members—those who have a listing in the *Register of Indexers Available*.

We no longer have to save up change requests for Register listings until a specified update deadline. In the new system, listed members can update their Register entry anytime by filling out an online form that is sent to registrar@indexers.ca for an efficient response.

Wish list for future versions

- **A renewal module on indexers.ca** At present, members renewing their annual membership will be directed to PayPal to submit the appropriate fee. Directions will come in an email from the Membership Secretary (membership@indexers.ca). We hope to add an automated renewal feature in the near future.
- **Self-service for existing members** We had hoped members would be able to log in to indexers.ca to make changes to their own profiles, especially those in the *Register of Indexers Available*. That is not available at this time. If you received a WordPress user ID and password by email in early May (or since then if you are a new member), it won’t actually work for now, but hold on to it for future use. Our interim solution is the online form described above to update your listing.

Other changes

The categories describing skills, specializations, and so forth in the *Register of Indexers Available* have been rationalized. When we transitioned to the new site, in many cases the existing entries were edited to mesh with the new categories. Members already listed are being asked to review their online entry at <http://indexers.ca/find-an-indexer/> and follow the process for submitting changes.

There have also been changes to the way member information is entered and displayed. Please see “Changes to the Register of Indexers Available” elsewhere in this issue for more information.

Contacts

Please contact any of the following if you have questions for them about the changes.

Membership Secretary: Audrey McClellan membership@indexers.ca

Register of Indexers Available Manager: Brian Hogan registrar@indexers.ca

Treasurer: Merridy Cox Bradley treasurer@indexers.ca

Website Administrator: Linda Lefler administrator@indexers.ca

Changes to the Register of Indexers Available

In conjunction with our redesign of indexers.ca, the way members add and edit listings in the *Register of Indexers Available* has changed.

What is a listing?

You will see the terms “Basic Member” and “Listed Member.” Being a listed member means that your freelance services are advertised on indexers.ca. Using the online form, you enter your contact details and a summary of your skills, specialties, materials, hardware/software, and other useful information. Firms or individuals wishing to hire an indexer can search the *Register of Indexers* and contact those whose listing seems to match their needs.

Only ISC/SCI members can purchase an entry in the *Register*.

If you are a new member

The process for first-time members joining as a listed member is as follows:

- On indexers.ca, select “Become a Member” and choose “Membership with Listing.”
- Click the “Membership with Listing” tab and then select Individual, Student, or Institutional.
- You will be prompted for your name and contact information and a description of your professional skills, materials and subjects indexed, languages, hardware/software, complementary information, and payment through PayPal. (See “How to Create Your Register Listing,” elsewhere in this issue, for further information.)

If you are already a listed member and want to make changes

- Take a look at your current entry at <http://indexers.ca/find-an-indexer/> and refer to “How to Create Your Register Listing” to decide what changes you wish to make.
- Visit the Members’ Area at <http://indexers.ca/contact-us/member/> and follow the directions at “To update your listing please enter your changes [here](#)”

If you are a basic member but want to add a listing in the *Register of Indexers*

- Contact registrar@indexers.ca. ISC/SCI will delete your basic membership and calculate the differential fee to harmonize your membership and Registry anniversary dates.
- You will then be directed to re-enroll as a listed member.
- In the future, you will renew your listed membership (which includes the basic membership fee and an entry in the Register) once a year.

If you are a listed member but want to become a basic member

- Contact membership@indexers.ca to delete your Register entry and re-enrol as a basic member.

How to Create your Register Listing

Become a Member

Being a “listed member” of ISC/SCI means that your freelance services are advertised on indexers.ca. This costs an additional \$40 annually on top of basic membership.

When you enrol at <http://indexers.ca/become-a-member/> as a listed member, you will be prompted through several screens to enter the following data and pay the annual fee. If you have information that does not fit into the specified categories, you can describe it in the Complementary Information field.

Personal Information

- Languages (select English, Français, or English & Français). If you use other languages, describe them in Complementary Information.
- First name, last name, email address
- Phone number, in this format: (123)456-7899. This is your primary contact number. *If you wish to display more than one phone number, please contact registrar@indexers.ca to have additional ones added.*
- Company name (can be left blank)
- Website (can be left blank)
- Address (use “N/A” if you do not wish your address to be displayed)

Once the Personal Information screen is complete, click Next to go to the Materials screen.

Materials

Choose up to 10 materials by selecting the material name. If you have chosen “English & Français,” select from the bilingual categories; if you have chosen “Français,” select from the French-only categories. To select multiple materials under any one heading, use CTRL (PC) or Command (Mac) and click.

Academic materials

Academic materials: general
Academic books and monographs
Academic papers and essays

Books

Books: general
Anthologies
Biographies
Books: art and photography
Books: children’s and young adult
Books: self-help
Cookbooks
Guidebooks
Manuals and how-to books
Trade monographs

Business and government materials

Business materials: general
Government materials: general
Contracts and collective agreements
Correspondence
Policies and procedures
Reports: annual
Reports: other

E-materials

E-materials: general
Databases
E-books
Websites

Educational materials

Educational materials: general
Textbooks: college and university
Textbooks: elementary and high school

Periodicals

Periodicals: general
Journals
Magazines and newsletters
Newspapers

Reference materials

Reference materials: general
Almanacs
Bibliographies
Catalogues and directories
Encyclopedias/dictionaries/glossaries
Software and technical manuals
Style guides

Specialized materials

Artifacts
Atlases/maps/plans
Personal files and correspondence
Multimedia and AV materials
Pictures and illustrations
Transcripts and minutes

Once the Materials screen is complete, click Next to enter your subjects.

Subjects

Choose up to 10 subjects by selecting the subject name. If you have chosen “English & Français,” select from the bilingual categories; if you have chosen “Français,” select from the French-only categories. To select multiple subjects under any one heading, use CTRL (PC) or Command (Mac) and click.

Economy, politics and law

Business
Development: international
Development: sustainable
Economics
Finances and taxation
Government: federal
Government: general
Government: municipal
Government: provincial
Insurance
Labour and employment
Law
Military and defence
Politics

Health and medicine

Health and medicine: general
Health
Health care
Medicine
Medicine: alternative/complementary
Pharmaceuticals
Psychology and mental health

Humanities

Humanities: general
Archaeology and ancient history
Architecture
Arts: performing
Arts: visual
History: Canadian
History: general
Language and linguistics
Literature
Music
Philosophy
Religion and spirituality

Industry and technology

Industry and technology: general
Aerospace
Agriculture
Communications
Construction and real estate
Energy and mining
Engineering and electronics
Information technology
Manufacturing

Natural resources

Transportation

International studies

International relations: general
Africa
Asia
Australia and Oceania
Canada
Developing countries
Europe
Latin America and the Caribbean
United States

Leisure

Leisure: general
Animals
Clothing and fashion
Food and drink
Gardening and horticulture
Handicrafts
Hospitality
Lifestyle and décor
Recreation
Sports and games
Travel and tourism

Sciences

Sciences: general
Biological sciences
Chemistry
Earth sciences
Ecology and environment
Information science
Mathematics and statistics
Physics and astronomy

Society

Anthropology and aboriginal peoples
Culture: general
Culture: popular
Education
Family
Gender studies
Social activism
Sociology and social services
Urban/rural planning

Once the Subjects screen is complete, click Next to enter your skills.

Skills

Choose up to 10 skills by selecting the skill name. If you have chosen “English & Français,” select from the bilingual categories; if you have chosen “Français,” select from the French-only categories. To select multiple skills under any one heading, use CTRL (PC) or Command (Mac) and click.

Adaptation

Adaptation: general
Abstracting
Canadianization
Plain language
Rewriting

Classification systems

Classification systems: general
Cataloguing
Information management
Metadata
Taxonomies
Thesaurus construction

Computer and web applications

Computer applications: general
Embedded indexing
Information architecture design
Search engine optimization (SEO)
Website content management

Consulting and teaching

Consulting: general
Consulting and manuscript evaluation
Teaching/training

Editing

Editing: general
Copyediting
Production editing
Proofreading
Structural/developmental editing
Stylistic/line editing

Layout and design

Layout and design: general
Desktop publishing
E-book creation
Index design

Indexing

Indexing: general
Back-of-the-book indexes
Cumulative indexes
Embedded/online indexes
Periodical indexes

Research

Research: general
Academic research
Bibliographic research
Fact-checking

Translation

Translation: editing/revising
Translation: English to French
Translation: French to English
Translation: other

Writing

Writing: general
Writing: instructional

Click Next to enter your complementary information.

Complementary Information screen

- Complementary Information is a text field where you can add up to 75 words (in each language, if using both English and French) describing your skills and experience.
- Equipment and Software is a text field where you can add up to 25 words describing your equipment and software.

Click Next to enter the final membership information.

Membership screen

- Indicate whether you reside in Canada (this is used to calculate your membership fee).
- Choose a membership type: individual, student, or institutional.

Once you have completed this screen, your membership fee will be shown and you can proceed to PayPal to make your payment.

Final Steps

Once your payment has cleared, we will approve your registration within 5 business days and your listing will be displayed.

You will receive a username and password from WordPress. This is for future use, when the site is upgraded and members will be able to edit their own profiles.



Conference photos

Top: Weather was for the most part sunny and warm, and the University of Ottawa campus was a lovely venue, with residences a short walk from the conference site

Middle: Indexers out and about; the tamarack decoy presented to Vivien Cartmell (see page 5).

Bottom: The evening before the conference started, ISC/SCI members met for an informal dinner.

Hope to see you in Halifax in 2013!



Photos for this issue were provided by Anna Olivier except where otherwise noted.