



Bulletin

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Prix Tamarack 2012-13 Tamarack Award 2012-13 François Trahan

Le prix Tamarack a été créé en 2004 par Ruth Pincoe, alors présidente, en vue de récompenser les membres qui vont « au-delà des attentes exigées par leurs fonctions » dans leur travail bénévole pour la Société. Il est, depuis lors, attribué annuellement, ce qui fait partie des nombreuses tâches plaisantes que doivent effectuer la présidente ou les co-présidentes. Le prix se présente sous la forme d'une œuvre en branches de mélèze tressées, d'où le nom de Tamarack (mélèze). Il s'agit d'une version miniature d'un appelant créé par le peuple Cri de la région de la Baie-James.

Ruth Pincoe introduced the Tamarack Award in 2004, when she was President. She wanted a way to recognize members who went “above and beyond the call of duty” in their volunteer work for the Society. Since then it has become an annual award, and one of the many pleasures of being a president or co-president. It is called the Tamarack because the physical acknowledgment of the award is a small version of a tamarack-twig decoy created by the Cree people of the James Bay area.

Les lauréats de ce prix sont choisis par la présidente ou les co-présidentes et ceci n'est jamais une décision facile. Il y a toujours de nombreux candidats qui ont tous du mérite. Parfois, nous nous demandons si le prix Tamarack devrait avoir des enfants – comment s'appelleraient-ils? (Il existe bien des versions plus petites, de la taille d'un poussin!)

The choice of who will receive the award is the president's or co-presidents' own decision, and always a difficult one. There are always many who are deserving candidates. Sometimes we wonder if the Tamarack should have babies—what would they be called? (They do make small, chick-sized versions!)

Le fait de ne décerner qu'un seul prix rend cet événement cependant bien plus significatif. Cette année, comme les années précédentes, le récipiendaire mérite vraiment cet hommage.

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**Indexing Society of Canada
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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 members: Christopher Blackburn, Moira Calder, Marnie Lamb, François Trahan, Gillian Watts.

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Editor, comments from . . .

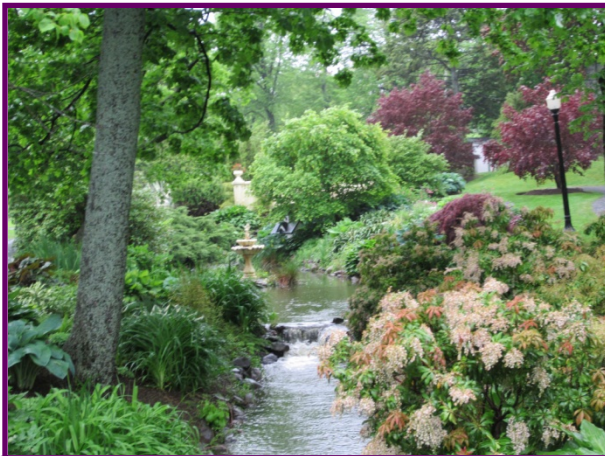
With the recent elections of the ISC/SCI officers at the annual general meeting, this issue of the *Bulletin* represents the start of a new term of office for me as editor. This is the sixth issue we've published together, and our little *Bulletin* seems to be developing momentum. We anticipate continuing with three issues a year (April, August, and December) for the next year, with a possibility of increasing to quarterly after that. Gradually we seem to be creeping into members' consciousness, so people now email us with remarks such as "Such and such happened, and I immediately thought of the *Bulletin*."

This is very much a group effort by the editorial team, the board, the ISC/SCI executive, members and associates who have shared ideas and articles, and those who have reminded us that there is always room for improvement and have offered suggestions. If you have experiences to share—insights on indexing or the business, favourite web links or other online resources, technical tips, pictures of magpies—please contact us.

Many thanks to team members Christopher Blackburn, Marnie Lamb, François Trahan, and Gillian Watts; the ISC/SCI executive; and all who wrote articles and reports, shared photos, and contributed in so many other ways. Gillian is our copy editor and style expert, and François oversees translation. Pietro Cammalleri was our first proofreader and then Chris took over from him. And a special thanks to Marnie, who has been outstanding in her role as production editor, ideas person, and pretty much everything in between.

Moira Calder
Bulletin Editor

Memories of the 2013 Halifax conference



Photos by Marnie Lamb

Almost 150 years old, the Halifax Public Gardens cover 16 acres in the heart of the city.

Co-presidents' Report Rapport des co-présidentes

Adapted for the Bulletin from end of year co-presidents' report 2012-2013, Mary Newberry and Gillian Watts, with the new co-president Jennifer Hedges. / Adapté pour le Bulletin à partir du rapport de fin d'année 2012-2013 rédigé par les co-présidentes, Mary Newberry et Gillian Watts, ainsi que par la nouvelle co-présidente Jennifer Hedges.

Gillian Watts and Mary Newberry opened their final report by reflecting on a trend—they began by exclaiming about the extraordinarily high level of activity and productivity of the Indexing Society of Canada/Société canadienne d'indexation (ISC/SCI). You would think at least one of them (Mary Newberry has, after all, been a co-president for four terms) would have realized that this is a constant state of affairs. And so it is—this year was no exception.

Gillian Watts et Mary Newberry ont débuté leur rapport final en examinant une tendance – chacun de leurs rapports commence par un commentaire enthousiaste sur le niveau d'activité et de productivité extraordinairement élevé de la Société canadienne d'indexation/Indexing Society of Canada (SCI/ISC). On aurait pensé qu'au moins une d'entre elles (c'est le quatrième mandat de Mary Newberry en tant que co-présidente) aurait réalisé que ceci est un état de fait habituel. Ce qui est le cas. Cette année ne fait pas exception à la règle.

In the Prairies and Northern Canada region, Judy Dunlop successfully organized a presence for us at the 2013 Words in 3 Dimensions “Get Publishing” conference in Edmonton. She and Adrian Mather, another Edmonton member, set up a table with the new promotional poster and business cards. Sound simple? Read on!

Dans la région des Prairies et du Nord du Canada, Judy Dunlop s'est chargée, avec grand succès, de représenter notre organisation à la conférence Words in 3 Dimensions « Get Publishing » 2013 à Edmonton. En compagnie d'Adrian Mather, un autre membre d'Edmonton, elle a installé une table avec notre nouvelle affiche promotionnelle ainsi que des cartes professionnelles. Simple, direz-vous. Mais continuez donc à lire!

The business card and poster first needed to be produced, and Judy jumped right in. After shepherding the process through deciding the content and wording, she contacted Rayola Creative, our website supplier, for designs. Together with Judy they came up with a poster that can be reproduced economically, whenever and wherever it is needed. As well as the one produced in Edmonton, Linda Lefler arranged for one to mark our presence at the Halifax conference (more on that later).

Les cartes professionnelles et l'affiche devaient d'abord être produites et Judy s'est lancée sans hésiter. Après avoir entamé le processus en décidant du contenu et de la manière de communiquer le message, elle a contacté Rayola, notre prestataire de services du site Web, pour discuter du graphisme. Ensemble, ils ont conçu une affiche qui peut être reproduite à moindres frais, où et quand cela est nécessaire. Linda Lefler s'est procuré une affiche identique à celle utilisée pour la conférence d'Edmonton pour marquer notre présence au congrès de Halifax (ce dont nous vous reparlerons plus tard).

The fruits of Judy's initiative to get involved in the “Get Publishing” conference did not end there, however. A major target audience for the conference is our potential clients—publishers, websites, and authors. We realized that, although the business card and poster directed clients to our website, there was little there in the way of education or information about what we could do for them. So we set to creating a page just for that: “Why Hire an Indexer?” With the ever-present support of François Trahan, our website administrator, this was quietly launched at the beginning of April—an excellent addition to our new website. Thank you, Judy!

La décision de Judy de s'impliquer dans la conférence Get Publishing a cependant encore porté d'autres fruits. L'une des audiences principalement ciblée par cette conférence est en fait composée de potentiels clients pour les membres de notre profession – des rédacteurs, des personnes travaillant dans le domaine des sites Web et des auteurs. Nous nous sommes rendu compte que les cartes professionnelles et l'affiche incitaient les clients à visiter notre site Web, mais que celui-ci ne comportait que peu d'explications et de renseignements sur les services que nous pouvions leur offrir.

Nous avons donc décidé de créer une page à ces fins uniquement, intitulée « Pourquoi engager les services d'un indexeur? » Avec le constant soutien de François Trahan, notre administrateur du site Web, cette page a été ajoutée sans grande fanfare au début du mois d'avril, un complément parfait pour notre nouveau site. Merci, Judy!

Which brings us back to the website. Last year at this time, we were just on the cusp of launching the redesign of our site. This year the website is well and truly launched, and a number of additions have been made throughout the year. The most recent is the addition of a members-only area, protected by a password. This allows our members access to the newsletters of associated indexing societies, such as *Sidelights* from the Society of Indexers and the *ANZSI Newsletter* of the Australian and New Zealand Society of Indexers. The international agreement allows for these to be shared, but only through a password-protected web page.

Ceci nous ramène à notre site. L'année dernière, à la même époque, nous étions sur le point de lancer notre nouveau site. Cette année, il est bel et bien lancé et nous y avons fait un certain nombre d'ajouts tout au long de l'année. Le plus récent est un « coin des membres » uniquement, protégé par un mot de passe. Ceci permet à nos membres d'accéder aux bulletins d'information de sociétés d'indexation associées, tels que Sidelights de la Société des indexeurs et ANZSI Newsletter de l'Australian and New Zealand Society of Indexers. L'Accord international autorise le partage de ces renseignements, mais uniquement par le biais d'une page Web protégée par un mot de passe.

The website changes have also meant the need to change the structure of our executive, since there is no longer a *Register of Indexers Available*. The online "Find an Indexer" made the printing of such a register redundant, so what to do with the position of Editor of the *Register*? This meant that we needed to take a look at the Society's constitution. When we did, it quickly became clear that this document, so important to the administration of the Society, required a complete review. We drafted the minimum changes necessary for ongoing administration, which was passed unanimously at the AGM, and formed a committee to conduct the review for the 2013–14 term.

Les changements apportés au site Web nous ont également obligés à modifier la structure de notre équipe de direction, puisque le Répertoire des indexeurs n'existe plus. L'option en ligne « Trouver un indexeur » a rendu inutile l'impression d'un tel répertoire; qu'allions-nous alors faire au sujet du poste de rédacteur du Répertoire? Il nous fallait donc examiner la constitution de la Société. Ce faisant, nous nous sommes très vite rendu compte que ce document, si important pour la gestion de la Société, devait être revu dans son ensemble. Nous avons fait une ébauche des changements minimum nécessaires pour permettre une continuation de la gestion, changements qui ont été acceptés à l'unanimité à l'assemblée générale annuelle et nous avons constitué un comité pour l'examiner durant l'année 2013-2014.

Meanwhile during the 2012–13 term, the everyday business of the Society's executive continued. Then vice-president François Trahan ably managed the website and liaised with its developer, Rayola. Vivien Cartmell, then past president (who has agreed to stay on as half-past-president with Gillian Watts, who is also carrying the office of treasurer for the new term), advised competently about conference matters and successfully prodded the membership to get involved on the executive. Merridy Cox Bradley, then treasurer, responsibly took care of our money. Audrey McClellan monitored the membership through the website and direct communication and liaised with François to keep things operating smoothly. Moira Calder, as Editor of the *Bulletin* and leader of an active and engaged newsletter team, kept us up-to-date, informed, and entertained. Linda Lefler, then member-at-large responsible for publicity, aided with the website and with conference publicity, even though unforeseen obligations made it impossible for her to contribute as much as she had previously. However, her magnificent contributions on the ground in Halifax for the conference showed no evidence of her other busy schedule! Heather Ebbs, who took over from Ruth Pincoe as International Liaison, brought back exciting news from Australia and elsewhere around the world in her first term. Among the regional representatives, Judy Dunlop (Prairies and Northern Canada) and Christopher Blackburn (Central Canada, now represented by Margaret de Boer) found their efforts falling on fertile ground. Chris kept active a vibrant group that met regularly in Toronto, with the help of Gillian Faulkner and Mary Newberry.

Pendant ce temps, la direction de la Société a continué à s'occuper des affaires courantes de l'année 2012-2013. François Trahan, alors vice-président, a géré le site Web tout en restant en constant contact avec les créateurs du site, Rayola. Vivien Cartmell, alors présidente sortante, (qui a accepté de continuer à remplir les fonctions de présidente sortante à mi-temps avec Gillian Watts, laquelle a également accepté le poste de trésorière pour cette nouvelle année), a offert de compétents conseils en matière de congrès et a convaincu certains de nos membres de participer aux activités de l'équipe

de direction. Merridy Cox Bradley, alors trésorière, a géré nos fonds de manière extrêmement responsable. Audrey McClellan a géré les adhésions par le biais de notre site Web ainsi que par des communications directes et est restée en contact avec François pour assurer que tout se déroule sans problèmes. Moira Calder, rédactrice du Bulletin et à la tête de l'équipe du bulletin d'informations, une équipe active et engagée, nous a régulièrement mis à jour, informés, mais aussi distraits. Linda Lefler, responsable de la publicité, a offert son aide avec le site Web et la publicité pour le congrès, bien que des obligations imprévues ne lui aient pas permis de participer autant qu'elle l'avait fait auparavant. Son travail incroyable sur le terrain pour le congrès de Halifax n'a cependant jamais laissé entrevoir que son emploi du temps était chargé à ce point! Heather Ebbs, qui a repris les rênes de Ruth Pincoe au poste de liaison internationale, a rapporté des nouvelles très intéressantes d'Australie et du reste du monde pendant son premier mandat. Parmi les représentants régionaux, Judy Dunlop (Prairies et Nord du Canada) et Christopher Blackburn (Canada central, maintenant Margaret de Boer) ont vu leurs efforts récompensés. Chris a géré un groupe actif et très vibrant, qui s'est réuni régulièrement à Toronto, avec l'aide de Gillian Faulkner et de Mary Newberry.

We would be remiss not to mention two non-executive members, Jennifer Hedges (who has now joined the executive as co-president) and Christine Jacobs, who carried out special projects of great importance to the Society. Jennifer was and continues to pursue setting up an archives of our past records and publications and finding a permanent home for them, a daunting process when one considers such issues as electronic communications. Christine and her small committee have been working towards developing an award for excellence in indexing that will very soon become a reality. Thanks are due to these unsung heroes.

N'oublions pas de mentionner deux membres qui ne font pas partie du comité de direction, Jennifer Hedges (qui s'est à présent jointe à l'équipe de direction en tant que co-présidente) et Christine Jacobs, qui ont pris en charge des projets spéciaux de grande importance pour la Société. Jennifer continue à s'occuper de l'organisation des archives pour nos anciens dossiers et publications et de trouver un lieu d'archivage définitif, un projet intimidant lorsqu'on pense à certains facteurs tels que les communications électroniques. Christine et son petit comité ont travaillé à développer un prix d'excellence pour l'indexation, ce qui deviendra très bientôt une réalité. Merci à tous ces héros méconnus.

Which leads our thoughts back to the website (all roads lead to indexers.ca!). François, who spent most of his two years as vice-president working long hours on development of our website, deserves special mention. It's almost unbelievable what he has achieved, and at such a reasonable cost. Always calm, always thoughtful, with his eye firmly on the priorities, he directed, prodded, pushed and pulled, and ultimately triumphed. And all of this more than once, because each stage required its own process and its own approach. We're very lucky to have had François take on this task. In consideration of this and many other contributions, Gillian and Mary chose him to be honoured with the Tamarack award (more on this on page 1 of this *Bulletin*).

Ceci nous ramène à notre site Web (tous les chemins mènent à indexers.ca!). François, qui a passé la plus grande partie de son mandat de vice-président de deux ans à développer notre site Web mérite une mention spéciale. Ce qu'il a accompli est presque incroyable et à un tarif si raisonnable. Toujours calme et plein d'égards, et gardant fermement l'œil sur les priorités, il a pris les rênes, a motivé, parfois demandé et insisté, mais a finalement atteint ses objectifs. Et tout ceci plus d'une fois, car chaque étape nécessitait un processus et une approche particuliers. Nous sommes très reconnaissants à François de s'être occupé de cette tâche. Au vu de ce qu'il a ici accompli et de bien d'autres contributions, Gillian et Mary l'ont choisi comme récipiendaire du prix Tamarack. Plus de détails à la page 1 de ce Bulletin.

As co-presidents, Gillian and Mary found our own contributions were dictated by both experience and temperament. As a seasoned co-president, Mary was very much the public face of the Society, the communicator, and the chief contact with the Editors' Association of Canada in planning the conference. Gillian played more of a behind-the-scenes role, polishing communications, answering individual enquiries, working on website issues, and consulting with Mary on matters of policy and procedure. In addition she established a style guide for the *Bulletin* and the Society's other communications and encouraged Jennifer in her ongoing efforts to establish the Society's archives.

En tant que co-présidentes, Gillian et Mary ont réalisé que nos propres contributions étaient basées tant sur son expérience que sur son tempérament. Au vu de sa longue expérience au poste de co-présidente, Mary est devenue la représentante de la Société devant le public, en charge des communications et le point de contact avec l'Association canadienne des réviseurs (ACR) au moment

de la préparation du congrès. Gillian a plutôt travaillé en coulisses, et a mis la touche finale aux communications, répondu aux demandes individuelles, travaillé à résoudre des problèmes de site Web tout en consultant Mary au sujet de la politique et des procédures. Elle a, en outre, créé un guide stylistique pour le Bulletin et les autres correspondances de la Société et a encouragé Jennifer dans ses constants efforts pour mener à bien la mise en œuvre des archives de la Société.

Mary and Gillian's original report was written as the days counted down to the opening of the Halifax conference, "Mapping Between the Lines," June 7 and 8, 2013. The attendance, greater than we had expected (close to 50 on the opening day), was the bellwether for a resounding success. It was particularly exciting for Mary to welcome the keynote speaker, Nancy Mulvany, as she had been the featured guest at her first indexers' conference, in Calgary in 2004. All three of us—Jennifer, Gillian, and Mary—feel blessed and enriched by the conference and are grateful for all the support received in ensuring its success. And now it's time to think about next year. Start planning, indexers—we're headed for Toronto in 2014!

Le rapport original de Mary et de Gillian a été rédigé juste quelques jours avant le début du congrès de Halifax, Cartes entre les lignes, les 7 et 8 juin 2013. L'audience, bien plus nombreuse que nous ne l'avions prévu, était composée de presque 50 personnes, un clair indicateur du succès retentissant du congrès. Mary a eu grand plaisir à accueillir l'intervenante principale, Nancy Mulvany, car elle était l'invitée principale à son premier congrès d'indexeurs canadiens à Calgary, en 2004. Nous sommes toutes les trois – Jennifer, Gillian et Mary – très reconnaissantes d'avoir pu participer à ce congrès et de tout le soutien que nous avons obtenu pour en assurer la réussite. Et il est à présent temps de commencer à penser à l'année prochaine. Mesdames, messieurs les indexeurs, commencez à planifier – Toronto nous attend en 2014 !

*Mary Newberry and Gillian Watts,
with new co-president Jennifer Hedges
Co-présidentes, Mary Newberry et Gillian Watts,
ainsi que par la nouvelle co-présidente Jennifer Hedges*

Prix Tamarack / Tamarack Award (cont'd from/suite de la page 1)

Still, having one and one only does increase its significance as an honour. This year, as in all years, the recipient is most deserving.

Le poste de vice-président n'avait pas été pourvu lors de l'assemblée générale annuelle de 2011. Peu de temps après la réunion, (si ce n'est pendant la réunion), François Trahan a indiqué qu'il envisageait de présenter sa candidature. C'est avec grand plaisir que le comité de direction l'a sélectionné et il a gracieusement accepté.

The position of Vice-President was left unfilled at the 2011 AGM. Shortly after the meeting (if not during it), François Trahan made it known that he would consider standing for the position. It was with great pleasure that the executive nominated him for the position, and he graciously accepted.

Lorsqu'il y a des co-présidents, le poste de vice-président peut n'être qu'un poste de conseiller, et comporter peu de responsabilités. Mais ceci n'était pas le cas pour François! Très rapidement, pendant sa première année de service, il s'est lancé dans un travail d'une envergure énorme, celui de refaire le site Web de la Société. Je ne pense pas que qui que ce soit se rende vraiment compte de l'envergure de ce travail. Nous savons tous que l'entretien ou la refonte d'un site Web peut requérir du temps (et de l'argent), plus que la plupart des choses. François a géré le tout – avec beaucoup d'aide, au début, en particulier celle de Linda Lefler – avec distinction et calme. Ceci tout en restant dans les limites du budget.

When there are co-presidents, the vice-presidential position can sometimes be a purely advisory and assisting role, with few responsibilities of its own. That was not to be for François! Very quickly, in the first year of his first term, he took on managing the huge task of redoing the Society's website. I don't think any of us have a full sense of how much work this was. We all know that websites can eat up time (and money) like almost nothing else. François managed the whole thing—with a lot of help in the beginning from many, in particular Linda Lefler—with extreme grace and calm. And kept to the budget.

Le budget était si limité que l'un des soumissionnaires pensait que nous avions oublié d'ajouter quelques zéros lorsque nous lui avons donné le montant. Et pourtant, c'était bien le budget et nous avons trouvé un excellent candidat – Rayola – qui a accepté de relever ce défi. Mais ce genre de projet ne se passe jamais sans quelques bavures et problèmes imprévus importants. Celui-ci n'a pas fait exception à la règle.

The budget was so low that one of the bidders thought we must have left off a few zeros when we told them what it was! But no, that was the budget, and we found an excellent winning candidate—Rayola—to take it on. Still, projects such as these never run completely smoothly and without major unforeseen disconnects. This one was no exception.

Ce genre de problème peut se transformer en échec global ou en interruption de service mineure. Cela dépend souvent de la manière dont les choses sont gérées. François a toujours réussi à faire de ce qui aurait pu être une réelle catastrophe une interruption de service mineure. Ce qu'il continue d'ailleurs à faire encore aujourd'hui.

But one can let such disconnects become complete power failures or merely minor service interruptions. Often the difference between the two is how they are handled. François always managed to recast the worst disaster as a minor service interruption. And he continues to do so.

Mais ses contributions en tant que vice-président ne se sont pas limitées à la refonte du site Web. En fait, il est difficile de dire ce qui a été le plus significatif. Nous sommes tentées de dire que, même si nous n'avions profité que de sa manière de penser claire et de ses sages conseils, sa présence au comité de direction aurait déjà été exceptionnelle. Lorsque François donne son avis, il le fait toujours d'une manière réfléchie et claire. Il fait preuve d'un sérieux qui n'est ni exagéré (ce qui serait intimidant), ni frivole (ce qui ne le rendrait pas crédible). Il se montre toujours coopératif, aimable avec ses collègues et plein d'égards.

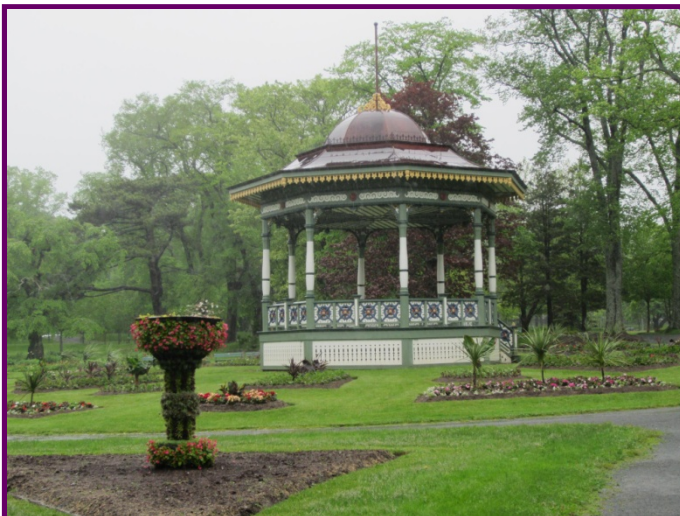
But his contributions as Vice-President were not only to the website. In fact, we find it hard to say which was most valuable. We are tempted to declare that even if he had contributed nothing more than his clear-headed thinking and wise advice, his presence on the executive would still be exceptional. When François offers his opinions, they are always considered and clear. They are expressed with a seriousness that is neither overdone (which would leave one intimidated) nor frivolous (making them easy to dismiss). He is ever cooperative, collegial, and considerate.

En bref, François est un membre exceptionnel du comité de direction de la SCI/ISC et mérite, sans aucun doute, le prix Tamarack. C'est un honneur de l'avoir comme collègue et nous sommes absolument ravies de pouvoir le récompenser de cette manière.

To sum up very briefly, François is an exceptional member of the ISC/SCI executive and exceptionally deserving of the Tamarack Award. We are honoured to call him our colleague, and we are delighted to be able to honour him in this manner.

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

Photo by Marnie Lamb



At the centre of Halifax Public Gardens is a bandshell built in 1887 and restored in 2011. Surrounded by Victorian-style "floating beds," it is used for concerts and other events. Information from the Friends of the Public Gardens website, www.halifaxpublicgardens.ca.

2013 Conference Halifax: Mapping Between the Lines

The Repurposed Index: Keynote Address by Nancy Mulvany

Renowned indexer Nancy Mulvany opened our conference with a stimulating presentation on books, indexes, and information sharing—past, present, and potential future.

People today freely share tremendous amounts of information digitally. As a result, those who provide information and ways to share it have been devalued. As an example of how digital sharing can affect information providers, Nancy offered the case of Eastman Kodak, maker of photographic film, which at its height had 140,000 employees worldwide and was worth \$28 billion. With photographic film now rarely used by the average consumer, Kodak is struggling to emerge from bankruptcy. Meanwhile, Instagram has just 13 employees worldwide and was bought by Facebook in 2012 for more than \$1 billion.

Similarly, the book was a major step in sharing information. The codex may have been first introduced by Julius Caesar, circa 100–44 BCE. Gutenberg invented movable type circa 1440, and the first book with pagination was printed circa 1474. The introduction of spaces between words and punctuation were further steps. Another was the ability to read, which was rare in earlier times. As a result of all these things, books—a way of sharing information—were highly valued. Indeed, in early libraries, books were chained to prevent their removal.

Today we are in a period of devaluation. Books are everywhere, in numbers impossible to count. We have home and office libraries stuffed with books. And now we have e-books, and our Kindles and Kobos are also stuffed. In all those books is information, which many of us value. But to use it we need to find it, and we need to find a way to integrate print information with digital information.

Using her personal collections of pictures, recipes, and index samples, Nancy showed an example of one tool for integration. Evernote is a free program that allows one to collect information from a variety of sources: from the Web or from one's own head, from PDF files,

Word files, images, audio files, and more. Users categorize and subcategorize their own information however they wish, and it all goes onto the Evernote server in the cloud. Users access their information through their computer, telephone, or tablet. They can search by user-assigned tags or by any word in any of the “printed” (or handwritten clearly) documents. Hence, says Nancy, the repurposed indexer.

Indexers have amazing skills. We don't just read text. We analyze the text; we prioritize the information in it. We synthesize that analysis and prioritization into language that we think other people might use to get to particular information, and then we localize it. That set of skills can be easily utilized in Evernote. Indexers could use Evernote's digital capacity and their own skills to create a product for a client that provides an incredible depth of access to information, something that digitizing it and using even the most sophisticated search algorithm cannot provide.

This is just one idea of how indexers can repurpose their skills. It's time to play around with the new tools to see what they—and we—can do.

Heather Ebbs

Note: See the [Bayside Indexing website](#) for a PowerPoint of Nancy's presentation.

Metadata, Marketing, and More, by Pilar Wyman

Pilar Wyman, immediate past president of the American Society for Indexing, spoke at the 2013 ISC/SCI conference about the marketing value of considering indexes as metadata. We're used to thinking of a book's metadata as information about the book as a product (e.g., its ISBN), but the index can also serve as metadata: each index heading and subheading can be thought of as a tag for a chunk of text that we want readers to see. Readers can use this metadata to provide them with a filtered view of the content that reveals specific facets of a book.

Indexes, Wyman argues, are as important for ebooks as a search function. They

- add browsability and help readers find what they need by expanding the number of points of access to content;
- serve as a navigational tool;
- offer pre-analysis: indexes give readers a good sense of the range of topics covered and the importance of each; and
- provide a conversation with the reader, allowing publishers to show what their product has to offer.

Wyman advocates providing a book's index for free as a marketing strategy, to let readers know what they could be getting. She also showed us the potential of index mashups, in which you combine the indexes of several publications in a collection that allows users to browse or search across all of them. Each heading in the mashed-up index is a link, taking you either directly to the content or to a summary screen of available information, with context. Most important for publishers, these indexes would offer users a direct link to purchase any of the books included in the mashup.

To exploit this marketing potential of ebook indexes, Wyman says, publishers should link them—both in, to the content, and out, to further resources or places to buy the book. These linked indexes should be included as back-of-the-file chapters or, better yet, at the front of an ebook so that the index gets searched first. And, for usability, the index should be accessible wherever you are in the book (just as you can flip to the back of a print book anytime you want), and the find tool should bring up the best hits, as identified by the index. The results should show snippets of a term in context, and cross-references should help the reader refine their search terms.

Generic cross-references can often present a dilemma for the indexer (e.g., Does “See specific battles” really give readers the information they need?), but Wyman’s vision for the EPUB index eliminates this problem. The term “specific battles” would link to a list of those battles, which would in turn link to the corresponding headings in the index. She also adds that smart use of tagging would allow you to filter based not only on concept but also on type of content. For example, many of us already indicate locators of definitions with boldface, images with italics, and do on. This “decoration metadata,” as Wyman calls it, can be another layer of information that users can use to narrow their search down to what they need.

Iva Cheung

User-Generated Metadata: Boon or Bust for Indexing and Controlled Vocabularies? by Louise Spiteri

A trained cataloguer, Louise Spiteri, director of the School of Information Management at Dalhousie University, said at the ISC conference, “I’m a firm believer in controlled vocabularies, but we have to accept the fact that that’s not what our clients use.” She added, “User-generated metadata is here. Let’s accept it and learn to work with it rather than against it.”

Traditionally a document’s metadata has been the purview of cataloguers, information architects, and professional indexers. Users could search for an item based on its existing classification, but they couldn’t amend that item’s categorization and organization based on their own needs and understanding. In recent years, however, many blog and social media platforms have made it possible for users to store and categorize items—blog posts, photos, music, articles, and so on—based on their interests. They can organize these items by adding their own keywords, and in many cases they can add further metadata in the form of ratings or reviews.

Users typically add keywords using tags, which are non-hierarchical. A social dimension to user tagging was popularized by such sites as Delicious and Flickr, on which users could not only tag information but also share those tags with a wider community. The collective tagging efforts of such a community is a folksonomy—the set of terms that a group of users has used to tag content. Although such a set is open and uncontrolled, some sites offer tag recommendations based on what others have assigned, allowing potential for consensus.

User tagging has its limitations, of course—from ambiguity and polysemy to synonymy to variations in the level of their specificity—but it can also be enormously powerful. In some communities, for example, dedicated users—avid fans who are intimately familiar with the content—can generate a set of tags that are more useful and more informative than classifications offered by the vendor or a cataloguer, who is more likely to do the minimum level of cataloguing. Social tagging’s major strength is that terms can be individualized to users’ own needs. Further, folksonomies can adapt quickly to changes in

user vocabulary, accommodating new terms with virtually no cost to the user or the system. Over time, particularly if the platform supports recommendations for tags, an item's tags will tend to stabilize into an organically curated set.

Social tagging, emphasized Spiteri, isn't going away. How do we indexers work with it? Ideally we would have a system that combined both controlled vocabularies and tags. On many blogs, for example, you can assign a post to one or more categories, which can be tightly controlled. User tags can then supplement or complement these categories, serving special user-focused functions. For instance, in multicultural communities, users can tag an item in their own language. Tags can also connect like-minded users, a function that controlled vocabularies don't readily support. Most important, indexers can learn from user tags, adapting their subject headings to the language of their clients.

Iva Cheung

The *EJW* Team Indexing Experience: Is Team Indexing the Way Forward? by Caroline Diepeveen

Must indexing be a solitary activity? Not many of us have indexed as part of a team, but for large projects this strategy could make a huge workload more manageable or a deadline far easier to reach. Caroline Diepeveen was the head indexer for the award-winning index for *The Encyclopedia of Jews in the Islamic World* (*EJW*, pronounced *edge-oo*). In her presentation she provided insight on the team indexing experience and shared some best practices.

EJW is an encyclopedia in five volumes, published by Netherlands-based Brill. It contains more than 2,500 articles covering a unique area in Jewish history, religion, and culture. A team of three experienced indexers worked on the *EJW* index. Caroline was the lead indexer; she and her two colleagues worked as a virtual team, as each was based in a different city. To keep the index consistent, each team member indexed articles in only one category: music and related topics; finance and related topics; or religion, philosophy, and history. The team used software that allowed all terms indexed in the encyclopedia to be highlighted onscreen. This was essential for comparing each

member's indexing style. If one member was over- or under-indexing, she adjusted her style to suit the project. Over a six-month period, the three separate indexes were merged only three to four times, or approximately every 2,000 entries.

The *EJW* index is in both print and electronic format. The electronic index was created using a CMS publishing technology with an indexing module built in. Most of this work was subcontracted to a software firm.

An essential component of team indexing is trust between colleagues, or what Caroline calls "team affinity." Since most indexing teams are virtual, developing this rapport is challenging; however, it is fundamental to a good experience. During conference calls, she suggests taking the time to chat casually with one another before diving into a discussion about the index; this increases the sense of collegiality and develops trust.

In addition to team affinity, Caroline recommends the following team-indexing best practices:

1. Edit the index at the start. When you've indexed 10 percent of the material, do a thorough edit. This establishes the structure of the index, which helps ensure consistency.
2. Designate one person as the final editor. This person is often the lead indexer as well.
3. Do not double-post. Double posts can easily become too numerous when multiple indexers work on one project. Use cross-references instead; these can be changed to double posts in the final edit.
4. Add a subheading to every new entry. You may have one subheading for a topic while your colleague has five. Better to consolidate numerous subheadings in the final edit than have to add them later.
5. Maintain an open dialogue. Ask each other questions throughout the process and be open to questions about your indexing choices. Peer editing throughout the project is a must.

Cheryl Caballero

Innovations in Indexing Software

The software innovations we heard about in Halifax were given in four 15-minute presentations. Three of these were from dedicated indexing ("computer-assisted")

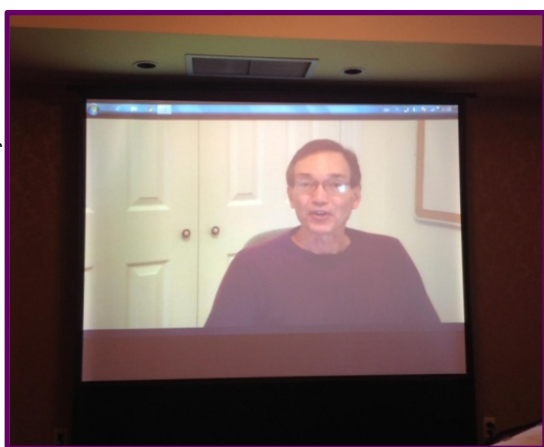
programs—Cindex, Macrex, and SKY—and one was from a “semi-automatic” program, TExtract. All four presenters discussed new features in the latest versions of their programs.

SKY Index (www.sky-software.com)

Kamm Schreiner of SKY was not there in person but he sent a 12-minute video on recent developments and new features in SKY 7. A recent feature that will certainly be useful is that you can now see the index as it builds up. The video explained the user’s guide and help system. It stressed that SKY 7 uses keyboard commands rather than macros. Macros are ingenious but also hard to remember. For people who prefer keyboard commands to macros, Kamm remarked that this is SKY’s preference. (However, for those who like macros, these are also available, according to a report in the June 2013 *Indexer* on a SKY workshop conducted by Jon Jermy at the 2013 ANZSI Conference: “Jon also mentioned the SkyIndex macros created by John Beale, available as add-ons.”)

BROWSE PANE and EDIT VIEW are two new features of SKY 7. EDIT VIEW is said to be more intuitive for most editing, and also faster; use Shift+F10 to switch from ENTRY VIEW to EDIT VIEW. BROWSE PANE lets you compose the same subheads for similar main heads. EDIT VIEW is discussed more fully in a two-part article by Kamm Schreiner in the Spring and Summer/Fall 2012 issues of the *Bulletin*.

Photo by Heather Ebbs



CINDEX (www.indexres.com)

Frances Lennie spoke to us about new developments in CINDEX 3. One feature she discussed was Unicode: the many thousands of Unicode characters allow selection of the script you want—Latin, Greek, Arabic, or other.



Photo by Heather Ebbs

Gale Rhoades, Harry Bego, and Frances Lennie (above, left to right), and Kamm Schreiner, who presented through a prerecorded video (below left) described new developments in the indexing programs Macrex, TExtract, CINDEX, and SKY.

CINDEX will invert the order of a right-to-left language such as Hebrew, Frances told us, referring to a review of a German/Hebrew index prepared with CINDEX 3.0 (see *The Indexer*, June 2013, p. 88). Frances said that CINDEX can export to RTF, InDesign, XML, SGML, and other formats, and discussed help features and online tutorials available on YouTube.

Macrex (www.macrex.com)

Gale Rhoades explained features of the new Macrex 9 (just released), which runs in recent versions of Windows, including Windows 8. “Learn what you need to do for the project you’re working on,” she said. “Macrex will probably have the features necessary, or our support team will find a way to supply them.” Gale remarked on new features such as the ability to immediately see the output RTF index in Word, and screens of different colours for different indexes. She also mentioned the support provided by Macrex, and their recent experiments with chat sessions, when Macrex users can discuss problems and questions online.

TExtract (www.textract.com)

TExtract selects words or groups of words automatically from a PDF, producing a suggested index in what seems like seconds. Harry Bego said it uses a combination of statistics and linguistics to do this (for example, the program can compare the frequency of words in the document to their

frequency in natural language). The indexer then accepts or rejects these suggestions, adds terms, and edits. New features of version 10 include Unicode and support for embedded indexing. Harry noted that TExtract has a lot of features and requires a steep learning curve. The program has a large store of first names, using it to invert names. Subheads can be created by highlighting words close to the main head, then hitting Control+comma. TExtract will sort alphabetically or by page number, and it can be exported to another software such as CINDEK. As with other programs, a free trial version is available.

Christopher Blackburn

Taxonomy for Indexing Digital Images (TIARA Project), by Elaine Menard

Professor Elaine Menard spoke to us about indexing digital images with no title or caption. She agreed with Louise Spiteri that social tags have advantages: they are current and close to natural language. But without some guidance such as a controlled vocabulary provides, using social tags to index images may lead to mislabelling. The disadvantages of controlled vocabularies are that they often use a formal style and are difficult to update.

Professor Menard introduced us to the early phases of her current project—a bilingual “taxonomy for image indexing and retrieval” (TIARA)—at the Ottawa conference last year. This project is an attempt to combine social tagging with a controlled vocabulary framework or taxonomy. The taxonomy is bilingual (English/French), for use in either language. Guidelines will make adding new terms easy, so it can be kept up-to-date and sensitive to the needs of its users.

Following examination of 150 online image resources, initial formation of the taxonomy took place. After revisions and translation, the first two levels were tested on 10 information studies students. Feedback helped refine the main categories and develop subcategories. Understandability of terms was important: the aim was a normal language familiar to a wide range of users.

Next, two experienced indexers, one native English speaker and one native French speaker, indexed the entire database of images. They could choose one main category, then the most specific term available within that category. The indexers were fairly

consistent in term selection in both English and French, indicating that the taxonomy works in both languages. Professor Menard discussed details of comparison in her talk, and these are also available in her article in the March 2013 edition of *The Indexer*. Both indexers made valuable comments on images, guidelines, categories, and terms. Their suggestions led to the inclusion of many new terms.

The latest phase of TIARA considers retrieval. This work is ongoing. Participants will be 30 French-speaking students and 30 English-speaking students. Will retrieval success rates for the two groups be similar? Feedback will be important, as the project will also consider the efficiency of search engines such as Google to retrieve images, compared to a bilingual taxonomy.

A problem seen is that the project aims to create a taxonomy for a wide range of users, yet the users so far are limited to university students. Will it be possible to obtain funding for testing with other groups of users? And will it be possible to compare a taxonomy based on slightly more than 6,000 images with Google Image, which has millions? We will continue to follow Professor Menard’s work with interest.

Christopher Blackburn

Indexing a Memoir: Michael Bryant’s *28 Seconds* by Marnie Lamb

Oral History, by Mary Newberry and Margaret de Boer

An Author’s Perspective by Marjorie Simmins

Marnie Lamb wasn’t particularly interested in indexing biographies or memoirs. Nevertheless, when she won a door prize at the 2012 ISC/SCI conference, she chose Hazel Bell’s *Indexing Biographies and Other Stories of Human Lives*. Shortly after she returned to work, she was approached by Penguin to index Michael Bryant’s *28 Seconds*, and despite her reservations she accepted the job.

Michael Bryant is a former attorney general of Ontario whose life changed forever after a 28-second encounter with a bike courier, Darcy Allan Sheppard, during which Sheppard

sustained fatal injuries. Indexing the memoir of one of two people involved in a high-profile event presented a number of challenges, some common to all biographies and memoirs, some specific to this book and its author/subject.

When indexing a memoir, the indexer has first to decide whether to use the metatopic (i.e., Bryant) as a heading. Marnie looked at a number of indexes to recent memoirs, keeping in mind the expectations of the reader, and decided to use “Bryant, Michael” as a main heading. Subheadings in memoirs are often in chronological rather than alphabetical order, resulting in an index that offers a summary of the subject’s life. However, the narrative in *28 Seconds* was not in linear order and included long passages that “read as” fiction: reflections, thoughts, and stream of consciousness. Alphabetical order seemed to work better.

Closely related to how to deal with Bryant as metatopic was “naming the event,” that is, coming up with a heading for references specifically to the 28 seconds of the title. She decided on “events of August 31, 2009” with cross-references from “accident,” “Bryant, Michael,” and “Sheppard, Darcy Allan.” In her completed index Marnie also had a heading “28 seconds,” but this was deleted from the published index.

As is common in memoirs, the author included many names, not all of which were significant enough to be indexed. Marnie created rules to weed out name-dropping of famous people and mentions of others who were tangential to the story. People who were quoted were included, but not participants’ partners (unless they ended up also playing a role in the main event); most vanity inclusions (e.g., Steve Nash, Alice Cooper) were ignored.

As the indexing project progressed, Marnie had to guard against developing a bias towards the author or Sheppard. For every reference to a “negative” characteristic, she included a counter-balancing positive or neutral term. For example, under “Bryant” she has the subheadings “ego” and “humility and.” Under Sheppard she has the subheadings “criminal record” and “talent for bike racing.”

The remaining part of this session consisted of two shorter presentations:

Mary Newberry and Margaret de Boer are involved in a team indexing project. The History Group of the Harbord Village Residents’ Association has interviewed more than a hundred long-time and former residents of the Harbord Village area of Toronto. Mary and Margaret are indexing the transcriptions of these interviews, which will eventually be

shared on an interactive website. Mary and Margaret’s presentation will be developed for a longer session at next year’s conference.

The final presenter in this session was Marjorie Simmins, a writer who specializes in memoirs. She gave a humorous but complimentary commentary on indexes from the author’s perspective. Quoting John Sutherland of the *Guardian* in reference to Salman Rushdie’s 656-page memoir *Joseph Anton*, which has no index, Simmins said: “Indexing is as necessary to [non-fiction] books as oxygen is to lungs—even if you’re Rushdie and want us to read every page.”

Jennifer Hedges

EPUB Indexes 1.0, by Dave Ream

Indexing, Metadata, and Search, by Ronnie Seagren

In a dual session at the ISC/SCI conference, Dave Ream, co-chair of the Indexes Working Group (IWG) of the International Digital Publishing Forum (IDPF), gave us an exciting update on the new indexing standard for e-books. This standard will be the blueprint for including indexes with improved functionality in all types of reading systems (that is, all types of software used on various devices). The standard defines the specifications for a reading system to identify and understand an index and its parts. The way the index integrates with content is up to the reading system; the standard just says what the elements should be. Those elements include

- index:index (outer wrapper tag)
- headnote
- index body
- legend
- index groups (groups of entries, such as all entries beginning with A)
- entries
- subentries
- locators, and
- cross references (preferred = *see*; related = *see also*).

The IWG is now up to the point of addressing comments on the draft specification. It is hoped to have the revised specification ready for July 2013, pending some decisions by the IDPF on the broader EPUB specification.

Dave has also been working with Jan Wright on enabling Adobe InDesign to output an EPUB 2-type index. They hope that the

indexing software vendors will provide ways to output Epub 3 indexes.

In the second part of the session, Ronnie Seagren, a technical editor and information architect for IBM Canada, described how information in IBM's "living documents"—those that are being continuously or periodically updated—is best found through the index. With its shifting staff and the massive amount of information in its products, IBM has been moving towards an enormous library that will contain all its documents. Using the SEARCH function does not work well because of the millions of topics, and trying to navigate to the correct topic is difficult and intimidating. Indexes are the key.

Currently IBM has a top-down taxonomy, but index entries are created from the bottom up, based on content. Entries are developed by authors and then reviewed by editors. Two things they have learned are the importance of consistency guidelines and the fact that an index does not have to be perfect to help people find information. Even if the index represents just 60 percent of what a user might expect, it still helps users find most of what they want.

Ronnie demonstrated a number of IBM's indexing features and uses and concluded with a series of questions for indexers in the world of e-publications:

- How do we ensure that e-pub indexes can always link to content, both within that publication and beyond?
- How do we get index entries prioritized for use in search within an e-pub?
- How do we get index entries recognized for search in Google and for the discovery of other e-pub content?
- How do we get young people looking at indexes?
- How else can we visualize indexes to add usefulness?
- How do we use taxonomy subjects (controlled metadata) and index entries (uncontrolled metadata) together for maximum benefit?
- How do we best incorporate user tagging?

Heather Ebbs

Upcoming Conferences

The China Society of Indexers conference will take place November 2 to 4, 2013, in Shanghai. The theme is the era of big data indexing and the indexer. The society's website is <http://www.cnindex.fudan.edu.cn>. The first menu item in the left-hand list is society news, including current conference information. The third item links past conferences. Click the translator if needed.

The American Society for Indexing 2014 conference will be held April 30 to May 3 at the Embassy Suites, Charleston Convention Centre, Charleston, South Carolina. Information is available at the ASI website, <http://www.asindexing.org>, under "Conferences."

During July 12 to 14, 2013, the Society of Indexers (UK) met at Wyboston Lakes. The conference theme was "Revitalize Your Business, Refresh Your Skills." Conference reports at <http://www.indexers.org.uk>.

The Australian and New Zealand Society of Indexers (ANZSI) conference was held March 13 to 15, 2013. The title was *Intrepid Indexing: Indexing Without Boundaries*. Reports are at http://www.anzsi.org/site/conference_papers.asp. Their next conference will be held May 6 to 9, 2015, in Canberra, Australia.

ISC/SCI annual conference news is posted at <http://indexers.ca/annual-conference/>. The 2014 conference will be held in Toronto.

Introducing the ISC/SCI Executive 2013-2015

Co-presidents: Mary Newberry and Jennifer Hedges

Vice-president: John Barkwell

Treasurer: Gillian Watts

Membership Secretary: Audrey McClellan

Editor of the *Bulletin*: Moira Calder

Publicity: Natalie Boon

Website Administrator: François Trahan
Regional Representatives

British Columbia: Isabel Steurer

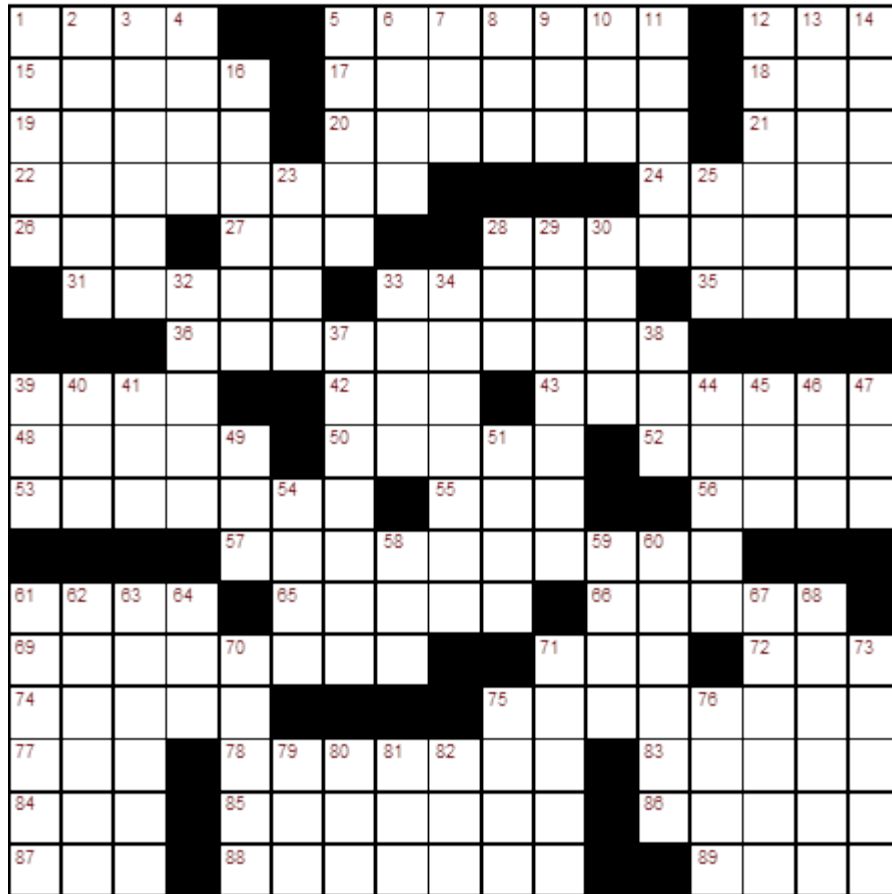
Central Canada: Margaret de Boer

Quebec and Eastern Canada: Stephanie Bilodeau

Prairies and Northern Canada: Judy Dunlop

International Liaison: Heather Ebbs

Conference Crossword Puzzle



Crossword by
Heather Ebbs

Solution on page 25

4. Teen woe
5. Pedestal
6. Pulse of sound
7. Global giant
8. Party leader
9. Place with no room
10. Can
11. La ___ (famed opera house)
12. Even though
13. Damon character
14. Indulge
16. Solvent
23. Thought
25. Printer's measures
28. Coach
29. Consumes
30. Readied the ball
32. Entreated
33. Lean
34. Atlantic city
37. With good reason (Latin)
38. Err
39. Prohibit
40. Single
41. Poem
44. Pace
45. Cholera
46. Eggs
47. Lout
49. Bro's sib.
51. Small, to Henry
54. Sipping socials
58. Crazy magazine?
59. Bounder
60. Entreat
61. Intelligent bird
62. Cooks' clothing
63. Shades
64. Stitch
67. Inner circle
68. Wife of Priam
70. Distribute
71. Rolls' partner
73. "Whither thou ____ ..."
75. Snob
76. Heads
79. Problem for 17 Across
80. Spelling social
81. Campaigned
82. Collection of anecdotes

Across

1. Printer's measure, or another name for more than one 61 Down
5. Shades
12. Start of an organizing series
15. Author of *All Quiet on the Western Front*, to pals
17. Ship with sad connection to 34 Down
18. Head
19. 1000 kilograms
20. Aerial
21. Coach
22. Organizing
24. Suggestive looks
26. Bond
27. Sum up
28. Tocopherol
31. Author of *Red Badge of Courage*
33. Title for MacBeth
35. Let it be
36. Major transformations for the Atlantic?
39. Text
42. Sicken
43. Impression
48. South American range
50. Measures

52. Cheek
53. Amends again
55. Able
56. Honey brew
57. Skill on the Atlantic?
61. Critical bunch?
65. Unsteadiness
66. Ancestor of Noah
69. Mollified
71. Short title for minister
72. Limb
74. Dog's warning
75. Party player
77. Diminutive suffix
78. Place for more than one 39 Across
83. Canadian cap
84. Printer's fluid
85. Of the Atlantic
86. Digital bestsellers
87. 19th letter
88. Adolescent
89. Chair

Down

1. Small, to Henri
2. Incongruous
3. Ash for Ella?

Treasurer's Report to the Annual General Meeting, 7 June 2013

Although the fiscal year of the Indexing Society of Canada runs from January 1 to December 31, the annual general meeting is held midyear. I am pleased to present this report for the year 2012 and for the first part of 2013.

We have a healthy bank balance and more than \$10,000 invested in short-term GICs. Total assets are \$25,896.96, this in spite of our ambitious endeavour to recreate the ISC/SCI website, including a private members' area. Rayola Creative, a company in Victoria, BC, has improved the function of our website to allow for automated registration for membership, the Register of Indexers (now called "Find an Indexer"), and conferences. This endeavour has increased the ease of managing our society.

The other change, also made possible through the new website, is the opportunity for members to submit their fees through PayPal. This too increases the ease of managing our society enough to justify the transaction fees.

The budget-to-actuals report (not shown here) reflects the successful activities of 2011 and 2012, including the conference last year in Ottawa. Congratulations are due to the 2012 conference committee for bringing in more than was budgeted for. The Editors' Association of Canada is managing the conference registrations for 2013.

The deficit for 2012 was planned, our decision being to take website development costs from savings. Similarly there is a planned deficit for 2013, for the creation of the members-only part of the website, just recently completed.

For 2013 the budget-to-actuals report is as up-to-date as possible. The "actual" figures for 2013 may seem low, but that's only because the majority of income and expenses come later in the year.

Thank you for the opportunity to serve as ISC treasurer for the past two years.

*Merridy Cox Bradley
Treasurer*

Balance Sheet as of 7 June 2013

Assets

Chequing account	\$15,682.61
Savings account (GIC)	<u>10,214.35</u>
Total chequing & savings	25,896.96
Accounts receivable	<u>0</u>
<i>Total assets</i>	25,896.96

Liabilities & Equity

Equity	
Equity (GIC)	\$ 10,214.35
Liabilities	
Accounts payable	<u>0</u>
<i>Total liabilities & equity</i>	10,214.35



Photo by Heather Ebbs

Magpie in Cochrane, Alberta.

Past President's Annual Report, 2012–13

Since the previous ISC/SCI annual general meeting (AGM) I've had a light executive workload. Following compilation and presentation of the post-conference evaluation there were many months during which my contributions were minimal. Mary Newberry is the chair and co-ordinator for the 2013 annual conference. The many details associated with producing a successful conference are generally invisible to the participants, so thank you, Mary, for all your work.

This year, 2013, is an ISC/SCI executive election year, so in the past few months I've had the responsibility of searching for candidates for those positions that are being vacated. Trying to find people to volunteer for the executive can be discouraging, as there are so many people who turn you down because of their full schedules and responsibilities. I'm very grateful that Mary Newberry and Heather Ebbs provided me with numerous suggestions; some of the new faces that will be seated around the executive table after the AGM are people who were suggested by Mary and Heather. Thank you to those people who have decided not to continue on the executive, and also thanks to those who have decided to continue: all of your volunteer time for the Society is very much appreciated!

Vivien Cartmell

Vice-president/Web Administrator's Report, June 2013

Since the March meeting I have worked only on the website. The secure members' area went live and we sent everyone the same username and password. I update this section when we receive new newsletters from other societies or when ISC administrative documents are ready. The directory of members in this area cannot have both members without a listing and those in "Find an Indexer"; since the latter are on the website already, only members without a listing are included in the Members Directory. We are planning to include a PDF that includes both lists on the Members Directory page.

We also replaced the "News and Events" section with "Why Hire an Indexer?" Nobody was writing articles for "News and Events," and the main event, the annual conference, has its own section already. The new page is for publishers and others who hire indexers, and it links to our page about rates as well as to "Find an Indexer."

We had a major issue with the website in late April/early May and the databases were down for about one week (we use external plug-ins for the databases and these were upgraded, but this created a conflict with the data found in the previous versions). Apologies to anyone who was affected by this; the problem was beyond my skills and Rayola had to add this to their other work, which is why it took a while to fix completely. Everything was sorted out in the end and everything is fine with the display of records in "Find an Indexer."

François Trahan

Congratulations, Marnie!

Central Canada member Marnie Lamb has had a short story nominated for this year's Journey Prize. "Mrs. Fujimoto's Wednesday Afternoons" was originally published in issue 91.3 of *The Dalhousie Review*. The Journey Prize winner will be announced in November. Further details are available on The Journey Prize's Facebook page: <https://www.facebook.com/TheJourneyPrize>

Do you have exciting news or accomplishments to share? If so, we'd love to hear from you. Send your news to Production Editor [Marnie Lamb](#)

Regional Reports

Central Canada

Looking back over the past two years, Central Canada has really meant the Toronto area. When I took on the position two years ago, Heather Ebbs advised that my main concern would be the Toronto-area meetings, and this has been true. Audrey McClellan did supply me with a list of Ontario members, but before long I realized it was more sensible to concentrate on the Toronto meetings, offering suggestions for meeting topics and relying on Gillian Faulkner to send notices to the whole ISC/SCI membership, as she had been doing previously (about half the Central Canada membership is from the Toronto area).

Merridy Bradley initially helped with places to meet, providing the recreation room at her condo, but then Gillian Faulkner offered to resume arrangements, through her city councillor, to obtain meeting rooms in city buildings such as City Hall or Metro Hall. I was glad to accept her offer, which solved two problems: meeting space and notices of meeting, when she agreed to continue sending monthly notices of meetings to the ISC/SCI list.

At first I thought it was up to me to lead meetings, but Mary Newberry was soon helping with this. For a few meetings I led the first hour and Mary the second, but then Mary became the main leader, with other members helping. Angela Wingfield, Marnie Lamb, and Joan Eadie were among those who led meetings or made presentations; Ronnie Seagren, Margaret de Boer, Brian Hogan, and others also helped.

This has been a good learning experience for me, working with others and realizing how willing people are to help if approached. Thanks to everyone who attended Toronto meetings and contributed. We enjoyed Brian Hogan's presence in the first year—he often brought others with him from Hamilton or Burlington—but he was unable to attend in the second year. Joan Eadie often attended from Peterborough. For contact with Ottawa I really relied on Heather Ebbs; Heather also attended one of our meetings by telephone, when Mary arranged a phone interview with her.

Thanks again to the other members of the Toronto leadership committee that seemed to gel informally: Mary Newberry, Gillian

Faulkner, and Merridy Bradley. I'm happy that Margaret de Boer will be taking over as Central Ontario representative: she is relaxed and knowledgeable.

*Christopher Blackburn
Outgoing Representative*

We had a meeting of the Toronto area indexers on June 23. We shared our conference experiences—both seminars and sightseeing. In particular we discussed Elaine Menard's seminar and the challenges of indexing images. We also talked about TExtract, the semi-automated indexing software that was presented at the conference. This led to the many questions and concerns that indexers today have about how to translate our skills into the e-publishing world. It was acknowledged that this will be an area that we need to learn about and to focus on at future meetings.

On July 27, at 2 p.m., we will be having a social event at Mary Newberry's home.

*Margaret de Boer
Incoming Representative*

Prairies/Northern Canada

So how did Adrian Mather and I end up sitting at a marketplace table for four hours, trying to interest editors, authors, and publishers in our society?

A few months ago I saw the early publicity for "Words in 3 Dimensions," a conference to be held at MacEwan University in Edmonton on May 24–26. Some big names promised to draw a crowd: Alistair MacLeod, Shelagh Rogers, Rosemary Shipton, and Nancy Flight. And I was sure the festive Alberta Book Awards banquet would attract even more participants.

With support from the executive (especially Mary's enthusiasm), we made plans for a poster mounted on foam board and a business card; we also added a page on the indexers.ca website, "Why Hire an Indexer?" Adrian agreed to help and our web designer worked his magic, creating both items by using the colours and logo from our website. Once the cards and poster were printed, we drew up a list of materials to display: recently indexed

books, copies of *The Indexer*, recent books on indexing, *The Chicago Manual of Style*, ISC/SCI postcards and magpie pins, and something to draw people over to the table—jelly beans!

During the four hours we were in the marketplace, we talked to probably 20 or more people, some just curious about who we were and others more interested. During the remainder of the conference of more than 150 people, whenever I looked for a place to sit, I chose tables with people I did not know and usually found a way to talk about indexing. Over the weekend I discovered a local newbie indexer who was already taking an online course, and I answered the same question over and over: “What is it you do???” I also heard about the struggles publishers have about including indexes in e-books. When possible, I encouraged them to hope that, as promised, the new Creative Cloud version of

InDesign would actually be able to export an e-book with a linked index.

What I enjoyed most was stretching myself to talk to another audience. I am used to talking with other indexers, but three days of talking about indexing to people who are connected in different ways to the publishing world challenged my own concept of where we are. So many writers and editors and publishers have such a hazy idea of the value of our work. It may be that we cannot change that, but when I consider how stressed the publishers are, I am more and more concerned that we should advocate for the value of indexes. The jelly beans attracted conferees to the table and many picked up a business card (perhaps to say thanks), but I wish I could have sent them on their way with also a firm conviction that indexes are an essential part of any exquisite encounter with a book.

Judy Dunlop

Promoting ISC/SCI at Conferences: Marketplace Tables

Display Materials

Here are some suggestions:

- poster and easel (see below for more information)
- business cards: two or three stacks around the front of the table. Place jelly beans or candies close by to attract people to that area; if they take a jelly bean, they will usually take a business card!
- ISC/SCI postcards
- magpie pins
- reference materials: *The Indexer* (2 or 3 copies); *Chicago Manual of Style* (paperbound chapter on indexing if possible); Mulvany's *Indexing Books*; ITI's *Indexing for Editors and Authors* (paper or e-book)
- sample ISC/SCI newsletters
- empty bowl with sign: “For more information, leave your business card.” Contact these people about three days later to give an overview of indexing and the name of a local contact person and our website address.
- e-book or tablet reader with an example of a well-designed and fully functioning index
- sample books indexed by the people staffing the marketplace table
- camera: to take a photograph of the table with the indexers on duty

Tips for Running the Marketplace Table

- Be aware of security issues regarding the sample materials and the e-book reader.
- Many people visiting the table need to be reminded about what they already know about indexes. As a conversation starter, show them the index at the back of a sample book.
- Be prepared to talk about several subjects: the benefits of indexes; e-book indexes; the significance of the magpie; indexes as marketing tools; our website content.
- The jelly beans/candies seem to break the ice as far as taking anything off the table. Keep the

- bowl of candies close to the business cards. Place two or three bowls at the table front.
- Try to have at least two indexers take care of the table. You can spell off each other in order to visit other tables and to enjoy refreshments and chat with people.
- Use the photo to promote the marketplace event in the *Bulletin* and to encourage other indexers to promote ISC/SCI at similar events.
- Keep extra ISC/SCI business cards tucked into the back of your name tag. Easy to find!

Printing the Poster and Business Cards

- Printable files for the poster and business card are available in the members' area of the website or from the ISC/SCI executive.
- The files should be saved to a USB key or to an area of the printer's website. The designer recommends that you do not resave the files.
- Staples will print the poster on 20 x 30 foam board for about \$50, and you can buy a lightweight easel stand at Staples for about \$15.
- A box of 500 business cards can be printed at a local print shop for about \$60. For most events you will not need more than 70 cards (lots of lookers but few takers).



Judy Dunlop and Adrian Mather provided information on ISC/SCI at Edmonton's "Words in 3 Dimensions" conference in May. The banner was prepared for the conference but can also be adapted for future use.

Judy Dunlop



In 2013 ISC/SCI joined once again with our sister society the Editors' Association of Canada/ Association Canadienne des Réviseurs in a conference with the theme Between the Lines. With the Dalhousie University campus as a backdrop and Nancy Mulvany opening with a thought-provoking keynote address, there was plenty for all to do, see, think, and talk about.



Photos by Marnie Lamb

The Indexing Body: Some Issues of Care and Comfort in Pursuit of the Great Naming Game

Part 2: The Eyes Have It—Ocular Issues

Over the past few years I noticed that I was increasingly tired after a prolonged session at the computer. I started to wonder about the effect all that extended screen time might be having on the health of my eyes. And so it was off to Google-land, where a number of excellent articles awaited. What follows are some gleanings from that harvest. Of course, on reflection, much of this seems like just plain common sense. But I had never taken the time or effort to explore these issues systematically. Further, as too frequently confirmed by both time and circumstance, so-called common sense is probably about the least common thing around!

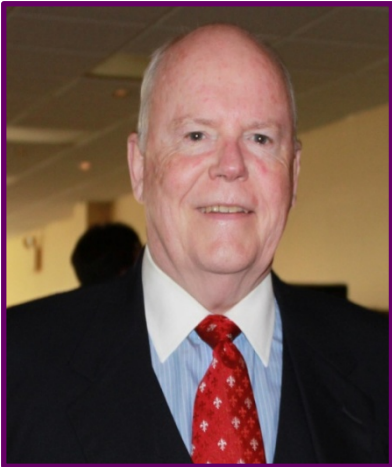
The first step is an eye exam if you haven't had one recently. Optometrists often write an expiry date on a prescription, so you should have your eyes tested if it's been more than a year or two. Your optometrist can also help you decide what type(s) of glasses will work best for you, and there's a variety to choose from. Two quick markers assist in distinguishing between reading and "computer" glasses, also called workstation glasses (and here I am speaking of prescription lenses).¹

First there is the distance factor. Reading glasses are normally set for the most common reading distance, about 18 inches from the eye. Workstation glasses are matched to the "best practice" ergonomic and focus parameters, now well established, for extended computer work—something approaching arm's length, or up to twice the distance of reading glasses. If you are being fitted for workstation glasses, be prepared to tell the optician the distance from the tip of your nose to the computer monitor, particularly if it's farther than the two arms' length. You can also get progressive workstation lenses, which have a reading distance when you look down and a computer monitor distance when you look straight ahead. Indexers and editors often go back and forth between print and online text, so you might find computer progressives or bifocals useful so you don't have to tilt your head back to view the screen with your distance glasses. Progressives tend to be more expensive than single-vision lenses, however, and take getting used to.

Second, there is the glare/reflection factor. Previously I hadn't appreciated the fatigue element associated with glare, nor the resulting squint-effort I had been expending over the years. In fact I didn't even realize there was a problem. So last spring, when I was due for a regular check-up and took the opportunity to speak with my optometrist, it was mostly out of curiosity. After that I decided to purchase a dedicated pair of prescription lenses, for the same reason. I wasn't at all certain that this was a wise investment but I decided to try it out.

To deal with the glare factor, my optometrist suggested a light grey tint, the intent being to avoid impeding the clarity of the image on the screen. Over the past 10 months I have come to really appreciate the difference. I hadn't realized the effort my body was making to compensate for combined distance and glare issues. I find that I am now far less fatigued, even after an extended session. And I find that as soon as I turn on the screen I instinctively reach for the specialized lenses.

I immediately noticed that viewing the screen with my normal reading glasses is much less comfortable. This was demonstrated graphically when I had a meeting to demonstrate the results of my indexing project to some folks in Toronto, using a laptop. I had decided to travel light and so left the computer glasses at home. As soon as I fired up the programs and began the demonstration, however, I found myself squinting, frustrated, and longing for the more comfortable experience provided by the computer glasses. I won't make that mistake again. And now that I am regularly using two large monitors, providing simultaneous access to upwards of half a dozen screens, I find the extended focus distance very comfortable for reading even reduced script at a distance of 24 to 36 inches. This is just not possible with reading glasses.



Brian Hogan offers tips on eye care in the second part of this three-part series on indexers and health.

Please note that these remarks do not reflect on either bifocal or progressive lens issues. I came rather late to the use of eyewear and have never really adjusted to bifocals for reading. I find that I prefer a full-lens view of pages, screens, etc. Nor am I experienced with progressive lenses. Others who have made such an adaptation probably won't find this to be an issue. If you decide to investigate this matter for yourself, you will find that there are different kinds of computer glasses and different takes on the best approach. Your optometrist can be very helpful with sorting through the possibilities.²

Tips for Eye Health³

Eye breaks. Follow the 20-20-20 rule: look away from the computer at least 20 feet into the distance every 20 minutes for 20 seconds. This will give your eyes a rest and compensate for infrequent blinking.

Monitor height and distance. Your eyes should be focused slightly downward, about 15 to 20 degrees below eye level (4 or 5 inches), as measured from the centre of the screen. The

monitor should be 20 to 28 inches from your eyes.

Avoid glare. Adjust the room lighting so that the light source is not visible when you are at the computer and also does not reflect off the screen.

Blinking. Blinking keeps the surface of the eye moist. Ask your optometrist to recommend moisturizing drops if your vision tends to get blurry from not blinking.

Brian F. Hogan

Notes

1. *WisegEEK.com*. "What Is the Difference Between Reading and Computer Glasses?" <http://www.wisegEEK.com/what-is-the-difference-between-reading-and-computer-glasses.htm>.
2. For further information about eyesight issues surrounding computer use, see the following articles from *WisegEEK.com*:

[How Do I Choose the Best Computer Screen?](#)
[What Are the Best Ways to Maintain Good Eyesight?](#)
[What Are the Most Common Causes of Blurry Eyesight?](#)
[What Are the Best Methods of Reducing Eye Strain?](#)
[What Are the Most Common Causes of Eyesight Loss?](#)
[What Are the Most Common Causes of Eyesight Problems?](#)

3. These tips are taken from "Vision Discomfort Linked to Computer Vision Syndrome: Eyesight May Be Strained as a Result of Improper Arrangement of Computers," *Medical News Today*, March 21, 2008. <http://www.medicalnewstoday.com/releases/101348.php>.

Website Update for June 2013

There were 524 visits made to the website, by 296 unique visitors. Of the total visits, 43 percent were made by new visitors and 57 percent by returning visitors. The average number of pages looked at per visit was three, and the average time of each visit was three minutes.

Pages visited. The total number of pages viewed was 1,557, for an average time of one minute per page. Of these, 22 percent were the home page, 11 percent the annual conference page, 9 percent the

members' area, and 7 percent "Find an Indexer." There were also some visits to the publications pages.

Traffic sources. Of the 524 visits, 34 percent came directly to the site, 42 percent came through searches, and 24 percent through referral (links). Of the direct traffic (178 visits), the main pages visited were the home page (83 visits), "Renew Membership" (27 visits), the members' area (16 visits), "Publications" (11 visits), and "Annual Conference" (9 visits). The keywords used were primarily "indexing society of canada" (11 percent); also used were "macrex software" (3 percent). Referral sites included editors.ca and englishor french.com.

Language. Of the visits, 93 percent were by English-speakers and 5 percent by French-speakers.

Location. Of the 524 visits, 412 came from Canada and 46 from the United States. Other locations included the United Kingdom, Switzerland, and Australia.

In comparing June 2013 with May 2013, the statistics show a decrease in the number of total visits (from 586 to 524), with 43 percent by new visitors. The average time of visit decreased from five to three minutes (the norm), with the average number of pages viewed being three (down from six). The total number of pages viewed dropped from 3,285 to 1,557. Views of "Find an Indexer" dropped from 11 percent to 7 percent, and those of the annual conference page increased from 5 percent to 11 percent (the conference was held June 7–8). Of the direct traffic, views of the members' area dropped from 49 to 16 visits, but there were 27 visits to "Renew Membership" and 11 visits to "Publications," consistent with annual renewals and a new issue of the *Bulletin*.

Angela Wingfield

Note: The website statistics are now updated regularly in the members' area of the website.

Archives Committee Report

The Archives Committee (presently composed of Jennifer Hedges and Gillian Watts) has been working towards finding a permanent home for ISC/SCI records. I met with Carolynn Bart-Riedstra, then Archives Advisor for the Archives Association of Ontario, on March 20 in St. Thomas, Ontario. Before our meeting she had reviewed our website, and she felt that a number of universities might be interested in our archives.

Her recommendations were based on the presence of a library or information sciences program (e.g., University of Western Ontario, University of Toronto), an archives program (University of Toronto, University of Ottawa), or an existing archive that is related to publishing. She thought that universities with bilingual programs might be particularly interested in our collection. Some of the universities had also been suggested in 2005 by Peter Greig. Carolynn's recommendations included only Ontario universities, so the committee may explore some other options as well.

Our paper collection consists of 20 boxes or fewer. As there is not yet a standard way to save and compile emails, one component that would add to the paper files is printed emails. These would be the equivalent of correspondence files in the past. As for digital files for minutes, special projects, conferences, etc., Carolynn indicated that individual repositories have their own specifications in terms of naming and organizing files and the digital format they prefer. In sum, her advice was to establish a mandate, draft letters to send to possible repositories, and, until we have a home for our archives, not "throw anything away." She also recommended a couple of helpful websites that we will be exploring:

- The Archives Association of British Columbia (<http://www.aabc.ca>) has an archivists' tool kit, with good information on collection policies and mandates.
- ARMA International (<http://www.arma.org>) is the Association of Records Managers and Administrators. It has a Canadian section at <http://www.armacanada.org>.

Jennifer Hedges

ISC/SCI Membership Report for May 2013

As of May 28, 2013, we have 120 members. Six new members have joined since March. The geographical breakdown of the membership is as follows:

Within Canada

British Columbia	38
Alberta	4
Saskatchewan	2
Manitoba	0
Ontario	49
Quebec	11
New Brunswick	1
Newfoundland & Labrador	2
Nova Scotia	2
Prince Edward Island	1

Outside Canada

United States	8
Italy	1
Turkey	1

Membership Types

Individual	113
Student	2
Institutional	5

Institutional members are distributed as follows:

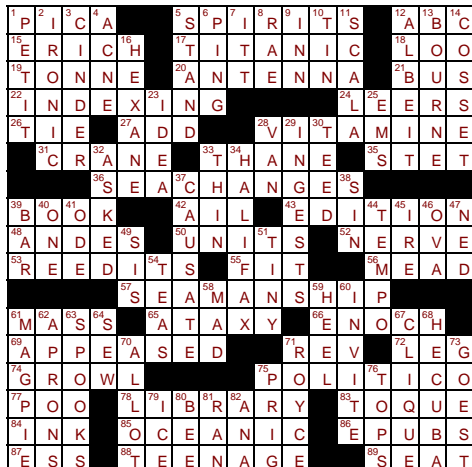
Alberta	1	Quebec	1
Ontario	3	United States	1

You can now purchase or renew an ISC/SCI membership online using PayPal.

The following members have joined since the annual report:

John Barkwell, Comox, BC, barkwell@shaw.ca
 Susan Keeping, Kitchener, ON, dadelus@gmail.com
 Mireille Léger-Rousseau, Les Éboulements, QC, rousseaumireille@gmail.com
 Bill Sheldrick, Okotoks, AB, bill_sheldrick@me.com
 Elena Gwynne, North Vancouver, BC, elena_gwynne@hotmail.com
 Krista Smith, Vancouver, BC, krista.smith@outlook.com

Audrey McClellan
 Membership Secretary



Crossword Puzzle Solution

Puzzle is on page 16

International Liaison Report

ISC/SCI maintains close relations with our sister societies and networks around the world through various means, but most regularly through the international liaison people appointed by each society. Together we make up the International Committee of Representatives of Indexing Societies, or ICRIS.

During 2012–13 the international representatives were Mary Russell (Australia and New Zealand), Marlene Burger (South Africa), Pilar Wyman (United States), Maureen MacGlashan (Britain and Ireland, and *The Indexer*), Wu Zhaolu (China), Jochen Fassbender (Germany), Caroline Diepeveen (Netherlands) and, transitionally, Ruth Pincoe and me for ISC/SCI. Ruth completed her unparalleled service as International Coordinator for all the societies and networks at the Triennial Meeting held in Brighton in 2012, where ANZSI's Mary Russell took up the torch.

Largely as a result of Ruth's work over her years as International Coordinator, international relations have been extremely congenial, collegial, and close over the past year and more. The ICRIS representatives maintain ongoing communication through an email list forum, and we meet in person at the conferences of each society. We also now share our newsletters through the password-protected members' areas of our websites.

And speaking of websites, ICRIS now has a [web page](#), thanks to Maureen MacGlashan (editor of *The Indexer*) and Rebecca Linford (*The Indexer* webmaster). On it you can find information about ICRIS specifically and international relations generally, including minutes from our formal and informal meetings for the past few years.

As reported in the previous *Bulletin*, the most exciting international news of the past year has undoubtedly been completion of the standard for EPUB indexes by the Indexes Working Group (IWG) of the International Digital Publishing Forum (IDPF). For more information, see <http://www.idpf.org/epub/idx/>.

On your behalf, yours truly attended the ANZSI biennial conference in March in Wellington, New Zealand (see my report in the Spring *Bulletin*), and Judy Dunlop attended the ASI conference in April in San Antonio, Texas. The SI conference was held July 12 to 14 in Wyboston Lakes, England, and the conference of the China Society (more than a thousand members strong) will be this coming October.

Heather Ebbs

Web Links

Epubs

Gardiner, Dave. *Digital Publishing with XML: Concepts for Editors*. Sydney: Xmplar, 2012. <http://www.xmplar.biz/training/digital-publishing-with-xml.pdf> (downloadable e-book).

Society of Indexers (UK) Publishing Technology Group. "Online Resources." <http://www.ptg-indexers.org.uk/resources/online.htm>.

EPUB 3 references from the 2013 ANZSI conference papers: Glenda Browne and Jon Jermey's website, <http://webindexing.biz/anzsi-2013-conference-references-from-epub-talks-2/>.

Just for Fun

The movement for free education is growing. You can join more than a million people worldwide who study online at Harvard, Berkeley, MIT, or, if you want to go further afield, Peking University or Karolinska Universitet. <https://www.edx.org/>. The University of Alberta's latest offering in the MOOC (massive open online course) movement is Dino 101. You can study dinosaur palaeobiology online starting in September: <http://uofa.ualberta.ca/dino101>.

Moira Calder