



Navigating the confluence of text and context
ISC/SCI CONFERENCE 2018 PROGRAM



Winnipeg, Manitoba

Friday, June 8, 2018

8:00 am Registration begins (breakfast provided). All events in Gateway Room, Fort Garry Hotel.

8:45 am Welcome

9:00–10:00 Diplomacy, The Art of: Maureen MacGlashan in Conversation

We know Maureen MacGlashan as a fellow indexer and as the editor of *The Indexer* (2005–18), but how many of us know that she was the first female ambassador of the United Kingdom to the Holy See (1995–98)? In conversation with Christine Jacobs, Maureen comments on indexing, *The Indexer*, her career in the British Foreign Office, and her life experiences.



Maureen MacGlashan was president of the UK Society of Indexers (2001–04), SI international liaison (2012–17), and editor of The Indexer (2005–18). Contrary to the reports she sees, she has no plans to retire from indexing for some time to come.



Christine Jacobs is currently chair of the Information and Library Technologies technicians program at John Abbott College in Ste-Anne-de-Bellevue, Québec. She is a past president of ISC/SCI and was the first international liaison officer under the current international agreement.

10:00–10:15 Break

10:15–11:15 Navigating Complex Concepts and Paying the Bills: Scholarly Indexing

There is nothing quite like burrowing deep inside a complex discursive narrative and emerging out the other side, pulling a tightly drawn guide behind. When the elements include a good writer, a generous budget, and an interesting story, it is a joyful experience. But even when one or more of these elements is missing, the scholarly indexer can find happiness and pay the bills. Co-presenters, and long-time scholarly indexers, Judy Dunlop and Mary Newberry share their experiences of finding clients, choosing texts, answering authors' queries, gaining speed, and writing heads and subheads.



Judy Dunlop, a past recipient of the Ewart-Daveluy Indexing Award, has been indexing scholarly books in the humanities and social sciences since 2000. In addition, she indexes law and government policy.

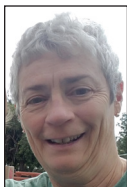


Mary Newberry has been indexing and editing since 2000 and is past president of ISC/SCI. Mary was the recipient of the 2016 Ewart-Daveluy Indexing Award and works in many disciplines.

11:15–11:30 Break

11:30–12:30 Live from Winnipeg!

Indexers have unique ways of approaching their projects, but who knows exactly what goes on at each lone indexer's desk and screen? As she indexes on the spot for us, Diana Witt shares with us the way she works – an approach honed from decades of professional experience.



Diana Witt has been a professional indexer for many years and recently received the Hines Award for 2018. She believes our profession is very important, particularly in the current climate, where information and content are instant, and there is more of it. That is where indexing and information architecture are vital.



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Friday, June 8 continued

12:30–1:30 Lunch

1:30–2:45 Annual General Meeting

Come and find out what your hard-working executive has been doing this year! Hear the annual report from the executive committee, news about updated finances, announcements about the mentorship program and the new website, updates from the Bulletin and Special Projects committees ... all this plus more! Vote on the proposed constitutional amendment! Congratulate the people receiving the certificates of recognition!

2:45–3:00 Break

3:00–4:00 Off the Page: Digital Innovation and Parliamentary Indexing

In this case study of Hansard indexes to political debates of the British Columbia legislative assembly, we will discuss unique aspects of parliamentary indexes and demonstrate enhanced features for online index navigation and search. Following index entries from indexing software to export as XML, and further transformation involving JavaScript and CSS, these innovations enhance user experience and lay the foundation for further integration with source text (transcript), video content, and search appliances.



***Julie McClung** is an experienced indexer of political debates at the Legislative Assembly of British Columbia, with interests in controlled vocabularies and information retrieval for digital content.*



***Michael Sinclair** is a software developer and open data advocate at the British Columbia Legislative Assembly. He is the vice president of the Open Data Society of BC and a graduate of the ViATEC Entrepreneurship program.*

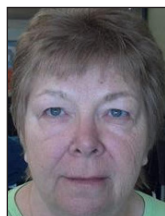
4:00–4:15 Break

4:15–5:15 “How Do You ...?”: The Experts Answer Your Software Questions

Representatives for the major indexing software programs Frances Lennie (CINDEX), Gale Rhoades (MACREX), and Kamm Schreiner (SKY) will be available to answer your questions, in a small-groups session.



***Frances S. Lennie** is the owner of Indexing Research, which develops and supports CINDEX™ indexing software for both Windows and Mac. She is sad to be unable to attend in person ISC/SCI's 2018 conference in Winnipeg.*



***Gale Rhoades**, in addition to being the North American publisher of the Macrex Indexing Program, is a consultant who specializes in making the use of computers more like toasting bread than rocket science.*



***Kamm Schreiner** is the owner of SKY Software and the programmer for SKY Index Professional. He is an amateur musician and songwriter in his spare time.*

6:30 Banquet and Awards



ISC/SCI CONFERENCE 2018 PROGRAM

Saturday, June 9

8:00 am Registration begins (breakfast provided)

9:00–10:00 Navigating Your Career, Part 1—Making a Splash with Clients: Email Bidding Secrets

When JoAnne Burek bids on an indexing job that she really, really wants, she draws on all her marketing and sales skills to write an email that's compelling without being sales-y. Last year she was a client herself for an editing job. Struck by the varying quality of the bids, she realized that freelancers in this business could do a lot better at this essential skill. In this presentation, we'll walk through email sales principles and some real-life examples (good and bad) to learn the secrets of writing query replies that connect with clients and win their business.



JoAnne Burek splits her time between indexing and copywriting and can't decide which she loves more. She is currently the ISC/SCI communications director.

10:15–10:15 Break

10:15–11:15 Navigating Your Career, Part 2—Staying Afloat

Ever feel like you're sinking in multiple projects, schedule changes, family responsibilities, and keeping your clients happy? Nan Badgett offers advice on work-life balance, scheduling, and client relations so you can stay on an even keel as you grow your business.



Nan Badgett has been providing freelance indexing services to publishers, authors, and corporate clients since 1992. Her work is focused on trade books and textbooks in a wide range of subjects, including health and nutrition, sports training, and education. Nan is the author of The Accidental Indexer.

11:15–11:30 Break

11:30–12:30 Editing Without Pain

Anne Fifer doesn't subscribe to the philosophy of "no pain, no gain" in anything she does. For the indexing process that pain can be that "final" edit just before you send the index off to the editor or publisher. The first step in efficient yet painless editing starts as soon as the first entry is made. Anne shows you how to continue from there, using strong structure and consistent and continual editing, while making the best possible use of the features of our indexing software, no matter which software that is.



Anne Fifer began freelance indexing in 2008 and has been full-time since 2011. She indexes trade books, encyclopedias, and medical books of various levels. Anne does embedded indexing using SKY Index Pro v8. She lives and works in North Carolina.

12:30–1:30 Lunch

1:30–2:30 Usability in Indexing: Helping Readers Find the Way

As indexers, we're guides. We're helping readers find their way to information they need in books and electronic content. How do we make this journey the most effective? In this presentation, Cheryl Landes will talk about usability concepts to help us create elegant indexes in print and electronic formats and share tips on how to help readers find information quickly and easily.



Cheryl Landes, primarily a technical writer, has indexed hundreds of books for trade publishers and content for many of her corporate clients. She also writes content optimized for search and blogs about travel at Tabby Cat's Pawprints (<https://tabbycatspawprints.com/>). She currently lives in Vancouver, Washington, which creates a lot of confusion with people who don't know that there's Vancouver outside Canada.



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Saturday, June 9 continued

2:30–2:45 Break

2:45–3:45 Navigating Your Career, Part 3—Sailing into Retirement

Freelance indexers can sail into retirement gently, tacking a bit this way or that to gradually change our work and personal schedules as we grow familiar with our new directions. Heather Ebbs shares her thoughts and wisdom on issues both practical and ruminative as she contemplates what it means to glide away from a successful career.



Heather Ebbs has been indexing, editing, and writing since 1980 and has indexed nearly seven hundred books, reports, periodicals. A teacher and seminar leader, Heather is a past president of both ISC/SCI and the Editors' Association of Canada.

3:45–4:00 Break

4:00–5:00 A Confluence of Many Voices

For a conference with the double themes of “confluence” and “navigation,” at a river crossroads that has been a place of networking and exchange for generations, we are fortunate to have Dr. Gregory Younging, author of *Elements of Indigenous Style* (2018), address some of the wider issues in publishing that will surely impact our work as indexers.

Last year's keynote was given by the bilingual team of cross-Canada indexers who collaborated to index the Truth and Reconciliation Commission's multivolume report. As well as logistical issues, they found themselves facing ethical issues while striving to ensure the information would be accessible to the widest range of readers. Their experience was personally and professionally educational and moving, and raised a lot of questions.

Dr. Younging will provide insight into how to answer some of these questions as he addresses issues, obstacles, and successes he has observed and experienced as Indigenous writers gain presence in the publishing world.

Gregory Younging, PhD, is a Member of Opsakwayak Cree Nation in Northern Manitoba. He has worked for the Royal Commission on Aboriginal Peoples, the Assembly of First Nations, the Committee of Inquiry into Indian Education, and the Native Women's Association of Canada. From 1990–2003 he was managing editor of Theytus Books, an Indigenous-owned publishing house.



Dr. Younging has been published in Indigenous Affairs Journal, Prairie Fire Literary Journal, and the Australian Journal of Canadian Studies, 1996. He is a former Member of the Canada Council Aboriginal Peoples Committee on the Arts (1997–2001) and the British Columbia Arts Council (1999–2001). He is on the Indigenous Studies Faculty at University of British Columbia Okanagan and is former Assistant Director of Research for the Truth and Reconciliation Commission of Canada.

His recent book, Elements of Indigenous Style, is a major contribution to the discussion on the inclusion of Indigenous voices in all aspects of publishing.

Sunday, June 10

9:00–12:00 Workshop: Embedded Indexing with Cheryl Landes

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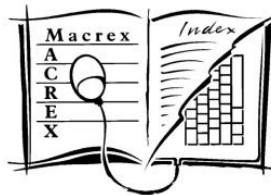
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PARTICIPANTS

Alexandra Peace
Canning, Nova Scotia
www.AlexandraPeace.com
Alex@AlexandraPeace.com

Alicia Peres
Toronto, Ontario
ww.aliciaperes.ca
aliciaperes.editor@gmail.com

Angela Wingfield
Toronto, Ontario
Fine Tune Communications
www.finetune.ca
angela@finetune.ca

Ann Macklem
Vancouver, British Columbia
UBC Press
macklem@ubcpres.com

Anne Fifer
Durham, North Carolina
www.e-graffito.com
sa.fifer.graffito@runbox.com

Audrey McClellan
West Coast Editorial Associates LLP
Sidney, British Columbia
www.westcoasteditors.com
amcclellan@shaw.ca

Catherine Plear
Catherine Plear Editing & Indexing
Vancouver, British Columbia
www.catherineplear.com
CatComm@telus.net

Christina MacDougall
Burlington, Ontario
www.christinajmac.com
christinajmac@gmail.com

Christine Jacobs
Montréal, Québec
cmjacobs@johnabbott.qc.ca

Diana Witt
Marietta, Georgia
Diana.witt@comcast.net

Elena Gwynne
Nanaimo, British Columbia
Quill and Ink Indexing Services
www.quillandinkindexing.com
elenagwynne@gmail.com

Emily Dix
Toronto, Ontario
Legislative Assembly of Ontario
edix@ola.org

Frances Curry
Chelsea, Québec
fxcurry@gmail.com

Gale Rhoades
Woodland, California
Macrex Support Office, North America
www.macrex.com
macrexna@gmail.com

Gillian Watts
Toronto, Ontario
Word Watch Editorial Services
wattsbar@ca.inter.net

Heather Ebbs
Carleton Place, Ontario
Editor's Ink
www.editorsink.net
hlebbbs@gmail.com

JoAnne Burek
Edmonton, Alberta
J Burek Indexing Services
www.jburekindexing.com
joanne@jburekindexing.com

Judi Gibbs
Seattle, Washington
Write Guru[®]
www.writeguru.com
judi@writeguru.com

Judy Dunlop
Edmonton, Alberta
www.dunlopinfo.ca
judy@dunlopinfo.ca

Julie McClung
Victoria, British Columbia
Hansard Services, B.C. Legislature
julie.mcclung@leg.bc.ca

Karen Limbert Rempel
Lorette, Manitoba
www.kirconsulting.ca
klimbertrempeleditors.ca

Kristen Braun
Montréal, Québec
www.kristenbraun.com

Linda Christian
Winnipeg, Manitoba
linda.christian@yahoo.com



PARTICIPANTS

Linda Presto
Shorewood, Wisconsin
Presto Book Indexing
www.PrestoBookIndexing.com
linda.presto@att.net

Nan Badgett
Tucson, Arizona
Wordability
www.dbawordability.com
nan@dbawordability.com

Sergey Lobachev
London, Ontario
Brookfield Indexing Services
www.brookfieldindexing.com
info@brookfieldindexing.com

Lisa Fedorak
Vancouver, British Columbia
lfedorak@gmail.com

Nancy Wills
Kingston, Ontario
www.ILEXindexingandediting.com
nancwills@gmail.com

Siusan Moffat
Toronto, Ontario
Absolute Indexing
www.absoluteindexing.com
siusanmoffat@gmail.com

Margaret de Boer
Toronto, Ontario
Margaretdeboer.indexer@gmail.com

Noeline Bridge
Moncton, New Brunswick
Bridgework
nbridge@nb.sympatico.ca

Stephen Ullstrom
Edmonton, Alberta
www.stephenullstrom.com
hello@stephenullstrom.com

Maureen MacGlashan
Largs, North Ayrshire, UK
macg@macglashanindexing.co.uk

Patricia Wilkinson
Powell River, British Columbia
Fine Print Editing Services
pewilk108@gmail.com

Susan Brown
Pierrefonds, Québec
S.L.A.M. Resource
www.slamresource.ca
susan@slamresource.ca

Mary Newberry
Toronto, Ontario
Mary Newberry Editorial Services
www.marynewberryeditorial-
services.com
mary.newberry@rogers.com

Pierre Joyal
Victoria Harbour, Ontario
Pier 28 Consulting Inc.
www.pier28consulting.com
pierre@pier28consulting.com

Trine Schioldan
St. John's, Newfoundland
*House of Assembly, Newfoundland
and Labrador*
tschioldan@gmail.com

Melissa Stearns Hyde
Peterborough, New Hampshire
stearns.hyde@gmail.com

Ronnie Seagren
Toronto, Ontario
ronnie.seagren@gmail.com

Merridy Cox Bradley
Toronto, Ontario
www.LyricalLeafEditing.com
merridycobradley@gmail.com

Ruth Pincoe
Toronto, Ontario
ruth@pincoe.ca

Mike Sinclair
Victoria, British Columbia
Legislative Assembly, BC
mm.sinclair@gmail.com

Sarah McIntosh
Salt Spring Island, British Columbia
Full Bloom Indexing Services
mcintosh.sa@gmail.com

POINTS OF INTEREST

- 1 Winnipeg Art Gallery - 300 Memorial Boulevard - 786-6641
- 2 Manitoba Legislative Building - 450 Broadway - 945-5813
- 3 University of Winnipeg - 515 Portage Avenue - 786-7811
- 4 Circle of Life Thunderbird House - 715 Main Street - 940-4240
- 5 Upper Fort Garry Gate - Main Street between Assiniboine Avenue & Broadway
- 6 CarWest Global Park - 1 Portage Avenue East - 982-2273
- 7 Manitoba Children's Museum - 45 Forks Market Road - 924-4000
- 8 Delvovert Museum - 61 Carlton Street - 943-2835
- 9 Manitoba Sports Hall of Fame - 5th Floor, The Bay Downtown - 774-0002
- 10 Manitoba Museum of Man and Nature - 190 Rupert Avenue - 956-2830
- 11 Naval Museum of Manitoba - HMCS Chippawa - 51 Navy Way - 943-7745
- 12 Winnipeg Railway Museum - 123 Main Street - 942-4632
- 13 Ukrainian Cultural & Education Centre - 184 Alexander Avenue - 942-0218
- 14 Explore Manitoba Centre - 21 Forks Market Road - 942-2535
- 15 Aboriginal Centre - 181 Higgins Avenue - 989-6395
- 16 Tin Lizzie Auto Museum - 125 Higgins Avenue - 946-0664
- 17 Tourism Winnipeg - 279 Portage Avenue - 943-1970
- 18 Kiel Statue, Legislative River Plaza and Dock
- 19 Fire Service Museum of Winnipeg - 56 Maple Street - 942-4817
- 20 The Scots Monument & Fort Douglas - Waterfront Drive & Rupert Avenue
- 21 Alexander Dock/Paddlewheel Cruises - Waterfront Drive & Rupert Avenue - 944-8000
- 22 Fort Gibraltar/Whitaker Park - 788 Tache Avenue - 237-7692
- 23 Downtown Winnipeg BIZ - 101-426 Portage Avenue - 958-6640

LEGEND

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- One Way
- Downtown Spirit Bus Route
- Downtown Spirit Bus Stop
- Day & Evening Parking
- Evening Only Parking
- Public Passage
- Parking Lot Entrance
- Bike Rack
- Water Taxi Dock - info: 783-6633
- Walkways
- Second Level Walkway
- Underground Walkway
- Riverbank & Pedestrian Walkways



Map courtesy of Downtown Winnipeg BIZ