

# **New England Chapter of the American Society for Indexing (NEASI)**

## **Annual Fall Meeting**

***Saturday, September 19, 2009***

### ***Speaker Biographies***

**Cheryl Landes**, an award-winning technical writer, is the owner of Tabby Cat Communications in Seattle. She has more than 18 years of experience as an indexer and a technical writer in several industries: computer software, marine transportation, manufacturing, and the trade press. She is the chair of ASI's Electronic Presence Subcommittee, the past president of PNW/ASI, and an Associate Fellow for the Society for Technical Communication. She speaks frequently at ASI and STC meetings throughout the United States and Canada.

**Steve Csipke** has an MLS degree and a Certificate in Technical Writing. After working initially as a catalog librarian and then as a freelance indexer for 10 years, he was "captive" (salaried) for 25 years as a technical writer, editor, and indexer, working with software manuals, help systems, content management databases, and intranets. He also conducted writing and indexing workshops and wrote self-paced tutorials for the writers he supervised. Last year, Steve's job moved out of state but Steve did not, and he returned to a freelance career, indexing trade books and textbooks. He has been a member of the American Society for Indexing since the 1970s and a senior member of the Society for Technical Communication since 1983. Steve is the NEASI President for 2009.

**Seth Maislin** is an indexing and information architecture consultant, specializing in the construction of information hierarchies, knowledge retrieval systems, and indexes. He is a managing partner of Potomac Indexing, LLC (PI), an international indexing firm with nearly 100 clients. He is an industry leader in editorial indexing and search and database keywording. Seth is an adjunct instructor at Bentley College, Middlesex Community College, and Simmons College, all in Massachusetts. His interactive online-learning indexing course is only one of two in the global industry. Seth served on the national board of the American Society of Indexers, including as president in 2006-7, and is the current chair of the ASI Training Course Committee. Seth was the first Chair of Continuing Studies for the then-named Massachusetts Chapter of ASI. Seth works with a large variety of clients, such as the United Nations Library, Mattel, MIT, and PeopleSoft, in a variety of consultancies. Notable former in-house positions include senior integration manager at Terra Lycos and senior indexer at O'Reilly & Associates. He has written several articles for professional print and online periodicals.