

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

Annual Fall Conference

Saturday, October 4, 2008

9:00 a.m. to 4:00 p.m.

(Registration and Continental Breakfast from 9:00 a.m. to 9:30 a.m.)

**Sturbridge Host Hotel & Conference Center on Cedar Lake
366 Main Street, Sturbridge, MA 01566**

Index Comparison Project, presented by Cheryl Landes

Cheryl Landes will summarize her work with the Index Comparison Project. Cheryl describes the usability tests on indexes created for the same book by two indexers with different backgrounds, comparing their styles and approaches to the structure and terms in the index. She also interviewed readers for their reactions to the two indexes.

Cheryl Landes has more than 17 years of experience as an indexer and a technical writer in several industries. After working for seven years as a technical writer for Phoenix Controls Corporation in Acton, MA, she recently left to return to full-time contracting through her business, Tabby Cat Communications, in Seattle. She is the president of the Pacific Northwest Chapter of the American Society for Indexing.

Indexing from the Production Editor's Viewpoint, presented by Penny Stratton

A discussion with Penny Stratton, a production editor who has edited and produced a wide range of educational, scholarly, and trade books over a thirty-plus-year career in Boston-area publishing. Penny will discuss how indexers and indexes fit into the book production process, and how she works with indexers and evaluates their indexes.

Penny Stratton is director of book production at the New England Historic Genealogical Society in Boston. Her previous employers have included Commonwealth Editions, Editorial Services of New England (now nSight), Houghton Mifflin, OG&H Publishers, and D. C. Heath.

Luncheon Buffet

Term Selection Workshop, led and moderated by Seth Maislin

Text analysis and term selection are basic skills needed for writing all types of indexes. Using short selections, Seth will direct exercises and lively discussions to hone our decision-making skills about terms to use and resolving problems as we structure indexes. Both newer and more experienced indexers will benefit from sharing ideas and approaches to term selection in the art of indexing.

Seth Maislin is an independent information architecture and indexing consultant; an adjunct instructor at Middlesex Community College, Simmons College, and Bentley College; and a trainer at nSight, Inc. Seth has also served as President of the American Society for Indexing and of the New England Chapter.

Peer Review Session, coordinated by May Hasso

Peer review sessions are an opportunity for back-of-the-book indexers with various levels of experience to give and receive feedback on their indexes to improve the quality of their work. Indexers learn how to improve their indexing not only from receiving comments on their indexes but by reviewing others' indexes. To submit an index for review, contact May Hasso at mhasso@charter.net for details. All are welcome to listen in.

May Hasso has been full-time indexer since 2000, specializing in back-of-the-book, Web-based environment, and journal indexing. She also provides data mapping, taxonomy, and research services for corporations and individuals. She has served as secretary of the Massachusetts Chapter.

NEASI Business Meeting: We will discuss nominations for **board positions for 2009: Vice President/President-Elect** (Vice President for 2009 and President in 2010) and **Secretary** (one-year position). All members are encouraged to participate and to make nominations.

Cost: \$70.00 for ASI members and \$85.00 for nonmembers.

Cancellation policy: Cancellations must be received by September 26 for a full refund. No refunds can be made for cancellations received after September 26. If you need to cancel, contact Steve Csipke at steveindexer@hotmail.com.

Directions: www.sturbridgehosthotel.com/directions/.

Questions: Contact Steve Csipke at steveindexer@hotmail.com.

NEASI Website: www.newenglandindexers.org.

Registration deadline is Friday, September 26, 2008. Please complete the **registration form** on the next page.

Registration Form

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Annual Fall Conference

Saturday, October 4, 2008

Registration deadline: Friday, September 26, 2008

I will attend the NEASI meeting on October 4, 2008, at the Sturbridge Host Hotel & Conference Center.

Name: _____

Address: _____

E-mail: _____

(Your e-mail address **is required** to receive an acknowledgement.)

Telephone: _____

Peer Review Session: Please contact May Hasso at mhasso@charter.net for details.

_____ Yes, I will participate in the **Peer Review Session**. Indexes must be submitted by **Friday, September 26**.

ASI Membership: Are you an ASI member?

Yes. ___ Which chapter? _____

No. _____ I would like more information. Please have someone contact me.

Background information: Please supply the information below to help us in planning.

What is your profession? _____ Are you a freelancer? _____

How many years of experience do you have in indexing or a related field? _____

How did you hear about this conference? _____

Attention all NEASI Members: NEASI has two openings on the board for 2009: Vice President/President Elect (serves as Vice President in 2009 and President in 2010) and Secretary (one-year position).

Are you interested in serving on the board in 2009? ___ Yes, please contact me.

Enclosed is my check payable to NEASI in the amount indicated below:

_____ \$70.00 for ASI members.

_____ \$85.00 for nonmembers.

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Registration deadline: Friday, September 26, 2008.

Send your check payable to NEASI with this completed form to:

Steve Csipke, NEASI Vice President
199 Massachusetts Ave. #1111
Boston, MA 02115-3039