

**The Chicago/Great Lakes Chapter of the American Society for Indexing
Presents Its 2011 Fall Workshops**

Friday, October 21
Full-Day Program

**Double Posting
and Its Friends**

Enid Zafran

Saturday, October 22
*Full-Day Program with
Two Presentations*

**Digital Trends
in Publishing:
DIY and Its Industry
Implications**

Lauren Popko van Holten

Today's Social Media

Michael J. Sansone

Location

Hilton Garden Inn O'Hare

2930 South River Road, Des Plaines, Illinois

Program Descriptions

Double Posting and Its Friends

A new skills improvement workshop.

Double posting means more than just creating another entry; it involves understanding when to use cross-references, when to customize the other multiple postings, and how to avoid scattering. Enid will address common mistakes in indexing (including overindexing which creates extra work for the indexer and underindexing, which creates extra work for the user), as well as show shortcuts for inputting and accuracy in indexing jobs. This workshop, which includes some hands-on exercises, will offer useful tips for both newer and more experienced indexers.

**Digital Trends in Publishing:
DIY and Its Industry Implications**

iPads, Kindles, smart phones, blurb (www.blurb.com), and computers that refer to air. The implications of publishing gone digital are real—for the industry, education,

and the way society consumes information. This session will focus on establishing basic technological trends that indexers “in the know” need to know. Additional discussion will include practical skills, best practices, and resources tailored for a Google-influenced mediascape.

Today's Social Media

Facebook has significantly changed the landscape of the Internet. With more than 500 million active users on Facebook, spending over 700 billion minutes per month on Facebook, creating 85 million tweets per day, and 12 million bloggers, many companies and individuals are scrambling to get their arms around what to make of this phenomenon.

Today's social media has two sides: the social community side used to establish and maintain contact, share personal information, and so forth, and the formal or professional side. This presentation will focus on the professional and business uses of social media sites like Facebook, LinkedIn, Twitter, and YouTube. We will demonstrate and discuss how professionals use social

media for brand building, credibility, reputation management, networking, and more.

Daily Schedules

October 21 Schedule

8:30 AM.....Registration and continental breakfast
9:00 AM.....Introduction and announcements
9:15 AM.....Double Posting: Part One
10:30 AM.....Break
10:45 AM.....Part Two
12:00 PM.....Lunch
1:15 PM.....Part Three
2:15 PM.....Break
2:30 PM.....Part Four
4:00 PM.....Adjournment
6:00 PM.....Dinner at Cafe Zalute

October 22 Schedule

9:00 AM.....Registration and continental breakfast
9:30 AM.....Introduction and announcements
9:45 AM.....Digital Trends in Publishing, Part One
11:00 AM.....Break
11:15 AM.....Digital Trends in Publishing, Part Two
12:30 PM.....Lunch
1:45 PM.....Today's Social Media, Part One
3:00 PM.....Break
3:15 PM.....Today's Social Media, Part Two
4:30 PM.....Adjournment
6:00 PM.....Dinner at Gino's East

Speaker Biographies

Enid Zafran

Since 1989, Enid Zafran's company, Indexing Partners LLC (IP), has been meeting the information needs of publishers, authors, and organizations. So far in 2011, IP has met 200 deadlines and used the services of 12 freelancers, whom Enid has trained personally.

Enid has worked in publishing for 25 years and has run indexing departments at Banks-Baldwin Law Publishing Co. in Cleveland, Ohio, and at the Bureau of National Affairs, Inc. (BNA), in Washington, DC. She is a past president of the American Society for Indexing (ASI) and was a member of its board of directors for over 6 years. In 2010, Enid received the Hines Award from ASI in recognition of her contributions to the field of indexing. She is a founding member of the Institute of Certified Indexers (www.certifiedindexers.com).

Enid has given presentations to various librarian, publishing, and information groups in the United States and Canada. In 2009, she was editor of the popular book, *Starting an Indexing Business* and has edited and written for many other ASI publications as well as for the Society

newsletter, *Key Words*, for which she serves as regular columnist on indexing style issues. She also offers a three-day Indexing Bootcamp at her office in Delaware.

Her indexing specialty areas include law, business, public policy and government, history, art, social sciences, and psychology. She has produced taxonomies for electronic-only information as well as indexes that are used in both electronic and print formats.

Lauren Popko van Holten

Lauren van Holten is a communications professional specializing in new media. A native of Chicago's northwest suburbs, Lauren graduated from the University of Wisconsin-Madison in 2006 and completed a Master's Degree in Gender and Media Studies at the University of Utrecht, the Netherlands, in 2007. Lauren was awarded an internship with Expatica.com, a news and information website based in Holland for internationals living in Western Europe. This opportunity stimulated Lauren's career in digital marketing.

As a result of this and other such positions, Lauren's communications prowess continues to grow across a variety of industries and environments. A digital native with an intuitive knack for problem solving, her passion and skills shine brightest while tackling projects and learning new skills to add to her virtual toolbox. Lauren most recently completed an exciting year of teaching for the Communication Technology Department at University of Wisconsin-Platteville and is currently freelancing as a communications consultant.

Michael J. Sansone, Executive Vice President

Michael Sansone is a seasoned marketing business leader with direct, traditional, and Internet marketing experience as well as marketing strategy, sales promotion, branding, and communications for both business-to-business and business-to-consumer products.

Michael has been involved with Internet Marketing since 1995. He is a Certified Google Search Engine Marketing & Analytics Professional with 10+ years' experience.

Michael holds a BS Degree in Marketing from Central CT State University and has worked on comprehensive traditional and Internet marketing projects for numerous Fortune 500 companies, including Aetna, Allergan, Black & Decker, Conde Nast, Fortune Brands, General Electric, Gold's Gym Enterprises, Harman International, Nestle Foods, Penwest Pharmaceutical, Permatex, PGA Tour, Scientific American, Standard Engine Systems, T. Rowe Price, the *New York Times*, Thule Inc., and Titleist Footjoy Worldwide.

Workshop Meals

A continental breakfast and three-course lunch are included each day with your registration fee.

A variety of entrées, including vegetarian options, have been chosen for lunch. *You must select your desired entrée for each day on the registration form.*

Each lunch includes a garden salad with tomatoes, cucumbers, and carrots with the choice of two dressings; dinner rolls and butter; and dessert. A fountain drink, a glass of milk, or coffee/hot tea is also included.

If you have any specific dietary restrictions (e.g., gluten free, vegan), please indicate on the registration form.

Evening Dinners

The Chicago/Great Lakes Chapter has arranged informal dinners on Thursday, Friday, and Saturday evenings. The cost of each dinner is *not* included in the registration fee and is each attendee's responsibility. Transportation to and from the restaurants (from the Hilton Garden Inn) will be provided.

Thursday—7:00 PM

If you are arriving on Thursday, please join us for dinner at the Hilton Garden Inn's Great American Grill. This is a great networking activity and an opportunity to meet and greet, catch up with old friends, and make new friends in a relaxed atmosphere.

Friday—6:00 PM

Cafe Zalute

9501 W. Devon, Rosemont

6 blocks from the hotel

Cafe Zalute & Retro Bar features superb Italian dishes, fresh seafood, prime steaks, mouth-watering chops, and BBQ ribs. Some appetizers can be a meal equivalent when you consider the quantity supplied for an average price of \$7 to \$10. With the exception of steaks, veal, and some seafood, most complete dinners are about \$15 to \$18. Prices do not include tax and gratuity. (Visit <<http://www.zalute.com>> for more information.)

Saturday—6:00 PM

Gino's East

8725 W. Higgins Road, Chicago

2 miles from the hotel

Gino's East is a popular restaurant for pizza aficionados. It is legendary for its Chicago-style deep-dish pizza, which has been ranked #1 by *People Magazine*. The menu also includes thin crust pizzas, pastas, salads, sandwiches, and burgers. For more information, visit <<http://www.ginosonhiggins.com/>>.

Hotel Info

Hilton Garden Inn O'Hare

2930 South River Road, Des Plaines, IL 60018

Direct line: 847-296-8900

<<http://www.hiltongardeninnohare.com>>

All workshop sessions will be held at the Hilton Garden Inn O'Hare. Each guest room has either one king-size bed or two queen-size beds, and each room has a refrigerator and a microwave. High-speed Internet access is complimentary in each guest room. The business center can handle all of your computer needs. The hotel premises include a pool, a hot tub, and an exercise complex; there is a large lobby for meeting and greeting.

All attendees staying overnight must secure their own hotel reservations.

The chapter has reserved a block of rooms at the hotel. The group rate of \$89.00 plus tax per night applies for Thursday through Saturday, October 20–22, plus three days before and after the event. The standard rate will apply for any other night.

Make your reservations using the hotel's personalized homepage for the Chicago/Great Lakes Chapter: <http://hiltongardeninn.hilton.com/en/gi/groups/personalized/O/ORDCHGI-CGL-20111020/index.jhtml?WT.mc_id=POG>. (Click on Book a Room to make your reservation.) The room block is reserved until September 29; after that, we cannot guarantee the availability of rooms at the \$89 rate. If the hotel is full, the Courtyard by Marriott is next door to the Hilton.

Courtyard by Marriott, Chicago-O'Hare

2950 S. River Road, Des Plaines, IL 60018

Direct line: 847-824-7000

Reservations: 800-321-2211

www.marriott.com/hotels/travel/chica-courtyard-chicago-obare/

Transportation

Hotel Shuttle

The Hilton Garden Inn provides a free shuttle service between O'Hare International Airport and the hotel and also a local station on the Blue Line El from downtown Chicago. For "EP" fare information, visit <<http://www.transitchicago.com>>.

Amtrak

Amtrak arrives at Union Station in downtown Chicago, and the Blue Line El (subway) will take you close to the hotel, where the hotel shuttle will pick you up. Exit Union Station at Jackson Blvd. (follow signs inside the terminal leading to Jackson Blvd. exit) and walk east on

Jackson six blocks (the short side of the block) to Dearborn Street. The Blue Line Station is at Jackson and Dearborn (the star on the following map).



Board a train headed toward O'Hare airport. Proceed to the Rosemont/River Road stop. Call the hotel to have the shuttle meet you at the station.

Interstate Bus

There are two terminals for interstate bus routes that are applicable for the Hilton Garden Inn: Chicago's Amtrak Station and Cumberland Avenue (near O'Hare Airport).

If your travel route takes you to the Amtrak Station, follow the directions above for accessing the Blue Line El and traveling to the Rosemont Station.

If your travel route takes you to the Cumberland Avenue Station (a multitransit station), walk over to the Blue Line tracks and board a Blue Line El headed toward O'Hare. It is a short ride to the next stop (Rosemont/River Road), where you will disembark. Call the hotel to arrange a shuttle pickup.

O'Hare International Airport

For hotel guests, the hotel shuttle makes regular runs to and from O'Hare. Prearrange with the hotel to connect with your incoming flight.

Midway Airport

If your flight will arrive at Midway rather than O'Hare, you will need to take the Orange Line El into downtown Chicago and transfer to the Blue Line El at the Clark and Lake Station. (*Note:* In the Loop, the Orange Line is elevated, whereas the Blue Line is a subway.) Board a Blue Line train going to O'Hare and get off at the Rosemont/River Road stop, where you can call the hotel for the shuttle to pick you up. (*Note:* A taxi from Midway would be very expensive—at least \$50.) Allow a minimum of 90 minutes after arriving at Midway before arriving at the hotel.

Are You Driving?

Visit <<http://www.mapquest.com>> to obtain driving directions from your location. The hotel has free parking.

Other

If you have any questions, please write to <chicagogreatlakes@asindexing.org>.

Registration

Registration is for either Friday, Saturday, or both days. Make checks payable to the *Chicago/Great Lakes Chapter* and mail to the workshop registrar:

Caryl Wenzel
115 Village Creek Drive
Lake in the Hills, IL 60156

ASI Members

Registration received by October 1

Friday only: \$110 per day
Saturday only: \$110 per day
Both days: \$200

Registration received by October 14

Friday only: \$120 per day
Saturday only: \$120 per day
Both days: \$230

Non-ASI Members

Registration received by October 1

Friday only: \$125 per day
Saturday only: \$125 per day
Both days: \$240

Registration received by October 14

Friday only: \$140 per day
Saturday only: \$140 per day
Both days: \$280

There are two full days of content and business development. A continental breakfast and lunch are included each day with your registration fee. (The evening dinners are *not* included in your registration fee.)

Due to hotel policy, registrations cannot be accepted at the door.

Cancellation Policy

Registrations may be cancelled until October 14; refunds will be made less a 10% processing fee prior to October 1 and 30% prior to October 14. After October 14, no refunds are possible.

Registration Form

Please Print Clearly

Name _____

Address _____

City, State, Zip _____

Phone _____

E-mail _____

Please indicate your desired lunch entrée:

Friday

- _____ chicken Caesar wrap with gourmet pasta salad
- _____ lemon chicken piccata with rice pilaf and fresh seasonal vegetables
- _____ teriyaki salmon with garlic mashed potatoes and fresh seasonal vegetables
- _____ vegetarian wrap served with gourmet pasta salad
- _____ tri-colored tortellini with roasted vegetables and tossed with a marinara sauce
- _____ oven-roasted chilled beef wrap served with gourmet pasta salad

Saturday

- _____ chicken Caesar wrap with gourmet pasta salad
- _____ Asiago crusted chicken with pommery mustard sauce, garlic mashed potatoes, and fresh seasonal vegetables
- _____ vegetarian wrap served with gourmet pasta salad
- _____ stir-fried vegetables over rice pilaf
- _____ oven-roasted chilled beef wrap served with gourmet pasta salad

Do you have any specific dietary restrictions? Please indicate any specific issues and meal requests related to the items for each day.

Friday:

Saturday:

Please indicate if you plan to attend the optional evening dinners:

Thursday _____ Friday _____ Saturday _____

Are you an ASI member?

Yes _____ No _____

Amount Enclosed: \$ _____
