

The Chicago/Great Lakes Chapter of the  
American Society for Indexing  
Presents Its 2009 Fall Workshops

*What's in a Name?*

Martin White  
Friday, November 6, 2009

*Managing Your Indexing Business*

Multifaceted Business Panel  
Friday, November 6, 2009

*Easy as Pie?  
(The Complexities of Cookbook Indexing)*

Fred Leise  
Saturday, November 7, 2009

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Location

Hilton Garden Inn O'Hare  
2930 South River Road, Des Plaines, Illinois

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**PROGRAM DESCRIPTIONS**

**What's in a Name?**

What's in a name? That which we call a rose / By any other name would smell as sweet (from William Shakespeare's *Romeo and Juliet*).

Martin White's workshop will address major topics in the indexing of biographies and biography-like texts, including the handling of personal names, entries for the subject of the biography, analysis and locator strings, and organization of the entry for the subject. Examples will be analyzed for usability.

**Managing Your Indexing Business**

What does it take to manage an indexing business? Beyond obvious indexing knowledge and savvy, there are business concerns (e.g., taxes, insurance, investments, getting work) that must be addressed by independent business owners, whether they are sole proprietors, corporations, or partnerships. A panel of experts will provide valuable tips for managing your business.

CPA Jarvis Friduss will discuss the procedures and requirements for setting up small business financial records, issues to consider when starting a small business, and tax considerations of types of

businesses. He can recommend business records and management techniques from simple to complex and will alert us to tax implications of our decisions.

Pete Donovan will discuss the role of insurance in small businesses and freelance business operations, including personal and business insurance needs. The issues of liability and workmen's comp insurance for clients and assistants will be discussed also.

Matt Batt will address the complexities of marketing in a social media world, including sites such as FaceBook and LinkedIn.

Do you have specific questions that you would like to have answered by members of the panel? We are compiling a list of questions for the panelists as talking points. Please send your questions by October 30 to <[chicagogreatlakes@asindexing.org](mailto:chicagogreatlakes@asindexing.org)>.

**Easy as Pie?  
(The Complexities of Cookbook Indexing)**

At first glance, cookbook indexing can seem easy. After all, you've got recipe titles and ingredients. What could be simpler? In reality, indexing cookbooks is a complex task, replete with myriad issues.

Fred Leise's workshop will focus on the appropriate selection of indexing terms for cookbooks, including subjects and techniques analysis, the treatment of recipe titles, and selecting and defining indexable ingredients. We will also explore the intricacies of multiple languages in cookbooks. The workshop will include a number of hands-on exercises, with plenty of time for questions and answers.

Cookbook indexing deals with many of the same issues as general back-of-the-book indexing, and all indexers will benefit from the problem solving inherent in cookbook indexing. This workshop will help you "cook up" superb indexes in whatever indexing you do.

## DAILY SCHEDULES

### November 6 Schedule

9:00 a.m. .... Registration and continental breakfast  
9:30 a.m. .... Introduction and announcements  
9:45 a.m. .... What's in a Name: Part One  
11:00 a.m. ... Break  
11:15 a.m. ... What's in a Name: Part Two  
12:30 p.m. .... Lunch  
1:30 p.m. .... Managing Your Indexing Business:  
Part One  
3:00 p.m. .... Break  
3:15 p.m. .... Managing Your Indexing Business:  
Part Two  
4:30 p.m. .... Adjournment  
6:00 p.m. .... Dinner at Cafe Zalute

### November 7 Schedule

9:00 a.m. .... Registration and continental breakfast  
9:30 a.m. .... Introduction and announcements  
9:45 a.m. .... Easy as Pie? (The Complexities of  
Cookbook Indexing)—Part One  
11:00 a.m. ... Break  
11:15 a.m. ... Easy as Pie?—Part Two  
12:30 p.m. .... Lunch  
1:30 p.m. .... Easy as Pie?—Part Three  
3:00 p.m. .... Break  
3:15 p.m. .... Easy as Pie?—Part Four  
4:45 p.m. .... Adjournment  
6:00 p.m. .... Dinner at Gino's East

## SPEAKER BIOGRAPHIES

### Martin White

Martin L. White has been an indexer since 1982. He began his indexing career with Encyclopædia Britannica. He has been a freelance indexer since 1990, full-time since 1995. He specializes in scholarly books but also indexes trade books, textbooks, and medical journals. His index for John Patrick Diggins's *The Promise of Pragmatism: Modernism and the Crisis of Knowledge and Authority* (University of Chicago Press, 1994) received the 1995 H.W. Wilson Award of the American Society of Indexers for

Excellence in Indexing. He is the author of "Indexing Lives" in *Index It Right! Advice from the Experts*, Volume 1 (Enid L. Zafran, ed., American Society of Indexers, 2005) and presented a workshop on indexing biographies at the ASI annual meeting in Philadelphia in 2007.

### Jarvis Friduss

Jarvis Friduss, CPA, is Co-Managing Member of FLS Group LLC, Skokie, Illinois. He is a Chicago-area CPA specializing in accounting, audit and review services, business & tax planning, estate and insurance planning, tax return preparation, and general consulting. He has been a partner/shareholder in these CPA firms since 1976:

- Friduss, Heyman & Co.
- Jarvis H. Friduss & Co.
- Friduss, Lukee, Schiff & Co., P.C.
- Reznick Group, P.C.

### Pete Donovan

Pete Donovan is an insurance specialist and partner at E. J. Coyne and Company, Park Ridge, Illinois. He is licensed in Life, Health, Property & Casualty, and Commercial insurance.

### Matt Batt

Matt is CEO and founder of Pipeline Media Relations (<http://www.pipelinemediarelations.com>) and has provided his social media and PR counsel and hands-on training to business professionals working with Cision, CME Group, CVS Caremark, Redbox, and others. In 2009, more than 2,000 communications professionals logged onto his two separate Twitter 101 webinars.

### Fred Leise

Fred Leise has been indexing since 1995, specializing in scholarly works in the humanities. He is a certificate holder from the University of Chicago Publishing Program, where he learned indexing from Leah Hotimlanska.

He has taught indexing for the University of Chicago Publishing Program and Columbia College Chicago and has served as instructor for the Dominican University Graduate Library School's course on indexing and abstracting. He currently is an instructor for the University of California Berkeley Extension Division's course on indexing, for which he wrote the unit on taxonomies.

His index to *Art and Affection: A Life of Virginia Woolf* by Panthea Reid, was one of three indexes on the shortlist for the 1998 ASI/H.W. Wilson Award in Indexing; his online index for PeopleSoft.com won an Australian Society of Indexers Web Site Index Award, 2002–2004.

Fred has taught workshops on indexing, information architecture, and taxonomy design across the United States, as well as in England,

Malaysia and Brunei. He has authored a number of articles on those topics, including coauthoring a series of seminal articles on controlled vocabularies for the online journal BoxesandArrows.com.

He is the coeditor of two volumes in the American Society for Indexing's publication series: *Indexing for Editors and Authors: A Practical Guide to Understanding Indexes* and *Indexing Specialties: Cookbooks*.

Fred has served several times on the board of directors of the American Society for Indexing, including a term as president (2008–2009).

In addition to his indexing work, Fred is the proprietor of ContextualAnalysis, LLC, providing information architecture and taxonomy consulting services to such companies as Disney; Harpo, Inc.; American Mathematical Society; Social Security Administration; Accenture; Abbott Laboratories; Scripps Newspapers, and H-P.

## WORKSHOP MEALS

A continental breakfast and 3-course plated 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.* For ease and comfort, lunch will be served in the hotel restaurant rather than in our meeting room.

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

## 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 p.m.

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 some of the participants ahead of time.

### Friday—6:00 p.m.

*Cafe Zalute*  
9501 W. Devon, Rosemont  
6 blocks from the hotel

This relatively new restaurant (hidden in an office building) will make your mouth water. As

members of the executive committee discovered, the food was expertly crafted and exceptionally tasty.

Cafe Zalute & Retro Bar features superb Italian dishes plus fresh seafood, prime steaks, mouth-watering chops, and excellent BBQ ribs. Some appetizers can become a meal 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 (see <<http://www.zalute.com/menudinner.html>>).

### Saturday—6:00 p.m.

*Gino's East*  
8725 W. Higgins Road, Chicago  
2 miles from the hotel

Join us for a relaxing meal at one of Chicago's best pizzerias. 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.

## HOTEL INFO

**Hilton Garden Inn O'Hare**  
2930 South River Road, Des Plaines, IL 60018  
Direct line: 847-296-8900  
[www.hiltongardeninnohare.com](http://www.hiltongardeninnohare.com)

All workshop sessions will be held at the Hilton Garden Inn O'Hare.

The rooms are quiet, despite the hotel's proximity to the Tri-State Tollway and O'Hare International Airport. 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 is family friendly and has a pool, hot tub, and exercise complex; there is a large lobby for meeting and greeting. The hotel provides a free shuttle to/from O'Hare Airport and to the Blue Line "L" for excursions to downtown Chicago.

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 \$79.00 plus tax per night is for Thursday November 5, Friday November 6, and Saturday November 7. The group rate will also apply for 3 days before and after the event. The standard rate will apply for any other night.

Make your reservations online at <<http://hiltongardeninn.hilton.com/en/gi/hotels/index.jhtml?ctyhocn=ORDCHGI>> and use the code CGLC to get the group rate. (Use the group/convention code line to enter the code.) The room block is available until October 16. 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/CHICA](http://www.Marriott.com/CHICA)

## **OTHER**

### **Indexing Specialties: Cookbooks Available for Purchase**

A limited number of copies of the newly published *Indexing Specialties: Cookbooks* will be for sale on Saturday only. Fred Leise is one of the editors of the book and will sign copies for those interested in an autographed version. ASI members can purchase the book for \$32; nonmembers can purchase the book for \$40.

### **Are You Driving?**

Please visit <<http://www.mapquest.com>> to obtain exact driving directions from your location.

### **A Piece of History**

You still have an opportunity to purchase a red and black portfolio and own a piece of ASI history at the workshop. A limited number of portfolios emblazoned with ASI's former name (the American Society of Indexers) remain in stock and will be sold at the meeting.

First appearing at the Indianapolis national conference in 1999, these portfolios are perfect for keeping your workshop and conference materials in order. Each portfolio comes with a pad of paper.

### **Questions?**

If you have any questions, please write to <[chicagogreatlakes@asindexing.org](mailto: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 16

Friday only: \$110

Saturday only: \$110

Both days: \$200

Registration received by October 28

Friday only: \$120

Saturday only: \$120

Both days: \$230

### **Non-ASI Members**

Registration received by October 16

Friday only: \$125

Saturday only: \$125

Both days: \$240

Registration received by October 28

Friday only: \$140

Saturday only: \$140

Both days: \$275

This is an excellent value—two full days of content; a continental breakfast and lunch are included each day with your registration fee. (The evening dinner is *not* included in the registration fee.)

### **Cancellation Policy**

Registrations may be cancelled until October 28; refunds will be made less a 10% processing fee prior to October 16 and 30% prior to October 24. After October 28, no refunds can be made on cancelled registrations.

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## 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 rice pilaf and fresh seasonal vegetables
- \_\_\_\_\_ vegetarian wrap served with gourmet pasta salad
- \_\_\_\_\_ tri-colored tortellini with roasted vegetables and tossed with a basil pesto 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
- \_\_\_\_\_ ciabatta bread layered with portobello mushrooms, mozzarella cheese, and grilled vegetables (zucchini, red onions, yellow squash, tomatoes) all drizzled with a pesto sauce
- \_\_\_\_\_ oven-roasted chilled beef wrap served with gourmet pasta salad

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

Thursday \_\_\_\_\_ Friday \_\_\_\_\_ Saturday \_\_\_\_\_

Are you an ASI member?

Yes \_\_\_\_\_ No \_\_\_\_\_

Amount Enclosed: \$ \_\_\_\_\_