

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

Polishing Your Index

Enid Zafran

Friday, October 24, 2008

*The Role of Indexers in
the Publication Process*

John Wean and Cathy Townsend

Friday, October 24, 2008

*Taming the Wild Project List:
Organizing Tools for the Complex Life*

Do Mi Stauber

Saturday, October 25, 2008

Location

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

PROGRAM DESCRIPTIONS

Polishing Your Index

Enid Zafran will present a workshop on the steps for editing and polishing your index. Tips will include “editing-as-you-go” and various self-checks that will make indexing easier and more accurate. The workshop will have something for newer indexers as well as for those with more experience. A hands-on exercise will be included, and there will be time for questions. If you have an indexing issue that you want Enid to review prior to the workshop, please send it to her by email: enid@indexingpartners.com. Remember, when you have finished indexing, you have not completed the job—the edit is an essential step and requires its own skills and checklist. This is an opportunity to learn from a “master” indexer who has headed two indexing departments, trained innumerable indexers, and runs one of the largest freelance indexing businesses in the United States.

The Role of Indexers in Publishing

How are due dates determined for an index manuscript? What causes the schedule and the page proof to be delayed? Why does it seem that indexers are frequently asked to make up time on a book schedule? What is the book production process, and what is the role of the indexer in that process? Why does it seem as if no response is received from marketing attempts?

Many indexers learn about indexing through an MLS program or other means but may not have a background in the publishing field. John Wean and Cathy Townsend of the Black Dot Group will present an introduction to publishing and to what happens in the book production process. Black Dot is a full-service publishing house. Their specialty is producing varied titles for elementary, high school, and college textbook publishers and trade book publishers. Black Dot also prepares publications for retail, commercial, and journal/magazine clients. For more information about Black Dot, visit www.blackdot.com.

Taming the Wild Project List: Organizing Tools for the Complex Life

Do you juggle multiple interests as well as professional commitments and family responsibilities? Are wonderful projects lying around your house waiting to be completed? Do you wake in the night with visions for yet more new creations? Do you wonder whether you can have a sane life with all this going on? Then this workshop is for you!

Popular workshop presenter Do Mi Stauber, a connoisseur of time management systems for many years, has found a combination of organizing tools that enables her to excel in many areas of her multifaceted life. This participatory workshop provides participants with a toolkit for managing daily tasks, deadlines, multiple ongoing projects, and creative new ideas. Among the strategies covered in the workshop are the following:

- A flexible organization system that promotes calm and clarity by creating conceptual homes for all of your tasks, projects, and ideas
- Mindmapping techniques for brainstorming, planning, and collecting information, using the natural strengths of the creative brain
- Strategies for welcoming multiple interests and projects and integrating them into a sane and balanced life.

Practical hands-on activities and Do Mi's enthusiastic and empowering style make this workshop an energizing experience and send participants home ready to enjoy and manage their own wild project lists.

DAILY SCHEDULES

October 24 Schedule

9:00 AM.....Registration and continental breakfast
9:30 AM.....Introduction and announcements
9:45 AM.....Editing Indexes: Part One
11:00 AM.....Break
11:15 AM.....Editing Indexes: Part Two
12:30 PMLunch
1:30 PM.....Editing Indexes: Part Three
3:00 PM.....Break
3:15 PM.....The Role of Indexers in the Publishing Process
5:15 PM.....Adjournment
6:00 PM.....Dinner at Zia's Trattoria

October 25 Schedule

9:00 AM.....Registration and continental breakfast
9:30 AM.....Introduction and announcements
9:45 AM.....Part One
11:00 AM.....Break
11:15 AM.....Part Two
12:30 PMLunch
1:30 PM.....Part Three
3:00 PM.....Break
3:15 PM.....Part Four
4:45 PM.....Adjournment
6:00 PM.....Dinner at Gino's East

SPEAKER BIOGRAPHIES

Enid Zafran

Since 1989, Enid's company, Indexing Partners LLC (IP), has been meeting the information needs of publishers, authors, and organizations. In the first half of 2008, IP met over 175 deadlines and used the services of 20 freelancers, most of whom Enid has trained personally.

Enid graduated from Mount Holyoke College and has a J.D. from Cleveland Marshall College of Law, a Masters of Library Science from the University of Kentucky, and a LL.M. in Labor Law from Georgetown Law Center. She 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 is presently a member of its board of directors.

Enid teaches indexing classes at EEI Communications in Alexandria, Virginia, and has given presentations to various librarian, publishing, and information groups in the United States and Canada. In 1998, 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 3-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 indexes that are used in both electronic and print formats.

John Wean

John Wean began his career in the book industry in 1984 with the Black Dot Group. He began an apprenticeship in Freeport, Illinois, operating an Autologic phototypesetting unit. He later worked in many of the production departments within the Black Dot Group and within several facilities, including Crystal Lake, Orlando, and Mt. Prospect. Over John's 24 years of service with the company, his positions have included Special Projects Coordinator, Customer Service Representative, Customer Service Manager, Production Manager, and Plant Manger. John's education includes the executive development programs of the Printing Institution of America and many executive level seminars and workshops. He is a member of the Chicago Book Clinic, the New York Bookbinders Guild, and the Boston Book Builders. John's broad experience within the industry has lead him the position he holds today—Vice President of Educational Publishing Services.

Cathy Townsend

As Director of Editorial Services for the Black Dot Group, Cathy Townsend leads a full-service team that provides clients with a broad array of services—project management, copyediting, proofreading, indexing, design, photo research, art creation, copy writing, and translation.

Cathy's professional career includes more than twenty years of managing editorial, design, and production services in diverse segments of the academic, business, and lifelong learning communities. With a degree in French and English and an enthusiasm for working with words and written language, Cathy began her journey in the publishing field at the University of Nebraska where she wrote and edited curriculum materials for high school and college continuing studies courses. After moving to Fort Worth, Texas, with her family, Cathy joined Harcourt College Publishers as a project manager of world languages texts. She subsequently became Managing Editor, which entailed hiring, developing, and coordinating the full range of skill sets and capabilities necessary to produce quality texts and supplements in Harcourt's diverse publishing program. In July 2002, Cathy joined the Black Dot Group. She has linked her publishing experience with the vendor's perspective of service and process to build a successful customer-focused team.

Do Mi Stauber

Wilson Award winner Do Mi Stauber excels in indexing and also presents, consults, and coaches in the area of personal productivity for creative people with multiple interests. She has presented highly popular workshops in a wide range of fields, including indexing, colored pencil art, and early childhood education. She has embraced her nature as a person with multiple interests who will never settle for just one passion. Among the fields in which she excels are back-of-the-book indexing, self-publishing, colored pencil art, art teaching, guitar, and choral music.

DINNERS

The Chicago/Great Lakes Chapter will host informal dinners on Thursday, Friday, and Saturday evenings. The cost of each dinner is the attendee's responsibility. Chicago chapter members will provide transportation from the Hilton Garden Inn.

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 opportunity.

Friday—6:00 PM

Zia's Trattoria
6699 N. Northwest Highway, Chicago
About 3 miles from the hotel

Zia's Trattoria is one of those spiffy Chicago Italian restaurants that consistently turns out excellent Italian cuisine under a canopy of great service and comfortable surroundings.

The inspiration behind Zia's Trattoria—which in Italian means *Aunt's Table*—derived from executive chef Joe Calabrese's culinary adventures to Italy and two of its most well-known regions: Tuscany and Liguria. Joe learned many cooking techniques and recipes while there, which eventually found their way to the tables of Zia's.

Saturday—6:00 PM

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 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

All workshop sessions will be held at the Hilton Garden Inn O'Hare. The hotel opened in August 2005.

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 \$99.00 plus tax per night is for Thursday October 23, Friday October 24, and Saturday October 25. 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 CGLC8 to get the group rate. (Use the group/convention code line to enter the code.) The room block is available until October 10. 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

DIRECTIONS/QUESTIONS

Are You Driving?

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

Questions?

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: \$125
Saturday only: \$125
Both days: \$200

Registration received by October 17

Friday only: \$150
Saturday only: \$150
Both days: \$275

Non-ASI Members

Registration received by October 1

Friday only: \$150
Saturday only: \$150
Both days: \$275

Registration received by October 17

Friday only: \$175
Saturday only: \$175
Both days: \$340

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 17; refunds will be made less a 10% processing fee prior to October 1 and 30% prior to October 17. After October 17, no refunds can be made on cancelled registrations.

Registration Form

Please Print Clearly

Name _____

Address _____

City, State, Zip _____

Phone _____

E-mail _____

Please indicate if you plan to attend the optional dinners:

Thursday _____ Friday _____ Saturday _____

Please indicate if you require a vegetarian lunch:

Friday _____ Saturday _____

Are you an ASI member?

Yes _____ No _____

Amount Enclosed: \$ _____