The Chicago/Great Lakes Chapter of the American Society of Indexers Sponsors Two Workshops

Marketing: Building a New Business and Enhancing an Existing One

Carol Roberts
Friday, September 7, 2007

NASCAR Indexing: Creating and Maintaining Speed

Kate Mertes
Saturday, September 8, 2007

Location

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

Marketing: Building a New Business and Enhancing an Existing One

Since last fall, Carol has hired a business coach, expanded her business, trained a team of indexers, and learned new approaches to marketing. The results have been phenomenal, and she is eager to share with us everything she knows about target markets, print ads, trade shows, tracking results, costs of marketing, networking, and—believe it or not—cold calling!

September 7 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 PM ..... Lunch
1:30 PM ..... Marketing Panel Discussion
3:30 PM ..... Chapter Business Meeting (?)
4:00 PM ..... Adjournment
6:00 PM ..... Dinner at Zia's Trattoria

Carol Roberts

Carol Roberts has been indexing for over 14 years and has more than 600 indexes under her belt. She has been helping her fellow indexers with their marketing for many years. You may have heard of her workshop "Marketing for the Shy" (among others), which she's given both at ASI conferences and to ASI chapters. She is also a past secretary and board member of ASI. If you know Carol at all, you know where the indexing income goes: competitive ballroom dancing, her longtime passionate hobby. A new passion in her life is Darwin, her puppy.

NASCAR Indexing: Creating and Maintaining Speed

Time is money, and indexers are business people. We all want to work quickly and efficiently without sacrificing quality. NASCAR drivers don't win races because they drive carelessly and cut corners or because they only drive in easy races. They win because they're good, they're fast, and they're good at being fast. Indexers can do that too.

This workshop is divided into three parts: philosophical aspects of speed in indexing; the baseline requirements an indexer needs for speed; and actual speed-producing skills and practices.

September 8 Schedule

9:00 AM ..... Registration and continental breakfast
9:30 AM ..... Introduction and announcements
9:45 AM ..... NASCAR Part I: Philosophical Aspects of Speed in Indexing
11:00 AM ..... Break
11:15 AM ..... NASCAR Part II: The Baseline Requirements for Speed
12:30 PM ..... Lunch
1:30 PM ..... NASCAR Part II continued
3:00 PM ..... Break
3:15 PM ..... NASCAR Part III: Speed-Producing Exercises and Practices
4:45 PM ..... Adjournment
6:00 PM ..... Dinner at Bennigan's

Kate Mertes

Kate Mertes is sole proprietor of Mertes Editorial Services, providing indexing, information retrieval, and editorial expertise for complex, challenging projects in law and the humanities. Kate earned a B.A. in medieval studies, a Ph.D. in medieval history, and a post-doctoral degree in theology; after teaching at the university level for several years, she moved into publishing with a stint at Oxford English Dictionaries. After nine years as a managing editor of indexing with the Research Institute of America, a legal publishing company, Kate started her own business in 1998. She has lived in Alexandria, Virginia, since 1992. Kate served on the Board of the American Society of Indexers (ASI) from 1998 to 2004 and was president of ASI in 2002–2003. She was president of the Washington, D.C. chapter of ASI in 2005–2006. She is also a founding fellow of the Consortium of Indexing Professionals. Some of her recent projects include indexing the Oxford Jewish Study Bible, a 1600-page edition of the works of Sir Edward Cook, and Corbin's 12-volume text on contract law; developmental editing of texts in law, history, theology, and neurobiology; and taxonomic construction and classification for the Web site of the Healthcare Financial Management Association (HFMA). Kate is the author of *Good Governance and Politic Rule: The English Noble Household, 1250–1550* and chapters in many of ASI's publications on the indexing of legal, historical, and theological materials. She is currently composing a chapter on classical and medieval nomenclature for ASI's new book on names and naming and is a coauthor of the upcoming *Guide to Indexing for Editors and Authors.*

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. Catering is provided by the hotel.

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 September 6 and Friday September 7. The standard rate will apply for any other night.

Make your reservations online at *http://www.hiltongardeninnohare.com/reservations.php* and use the code CGLC to get the group rate. The room block is available until August 22, 2007. If the hotel is full, the Courtyard by Marriott is right next door.

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

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

Great American Grill at the Hilton Garden Inn

If you are arriving on Thursday, please join us for dinner in 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 picked up quite a few cooking techniques and recipes while there which, to the benefit of diners from all around Chicago, eventually made their way to the tables of Zia's.

Saturday—6:00 PM

Bennigan's
8420 W. Bryn Mawr, Chicago
2.5 miles from the hotel

Americana's restaurant has it all. Relax over fine food and networking.

Are You Driving?

Please visit www.mapquest.com to create exact driving directions from your location.

Questions?

If you have any questions, please write to chicagogreatlakes@asi.org

Registration Information

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 August 10
- Friday only: $85
- Saturday only: $85
- Both days: $150

Registration received by August 31
- Friday only: $110
- Saturday only: $110
- Both days: $210

Non-ASI Members

Registration received by August 10
- Friday only: $100
- Saturday only: $100
- Both days: $190

Registration received by August 31
- Friday only: $125
- Saturday only: $125
- Both days: $245

Continental breakfast and lunch are included with your registration fee for each day.

Cancellation Policy

Registrations may be cancelled until August 31; refunds will be made less a 50% processing fee. After August 31, 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 check here if a vegetarian food choice is required.
Friday _____ Saturday _____

Are you an ASI member?
Yes _____ No _____

Amount Enclosed: $_____