

The Chicago/Great Lakes Chapter of the American Society for Indexing Presents Its 2013 Fall Workshops

The annual fall workshops are for all indexers—new and experienced. This year, we feature two presentations each from two well-known speakers: Fred Leise and Kay Schlembach. Jam-packed with both content and discussion, these workshops will help grow your expertise and your business.

Friday, November 8

Successful Subheadings

Avoiding Common Mistakes

Fred Leise

Saturday, November 9

*Marketing 101,
or Is It Ever Too Late?*

Metatopic Menace

Kay Schlembach

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

Program Descriptions

Successful Subheadings

One of the primary skills an indexer must have is the ability to create appropriate heading-subheading relationships. Through a combination of discussion and hands-on exercises, this workshop will help you improve your ability to write successful subheadings. We will explore the characteristics of successful subheadings, common subheading problems, and some best practices for subheading creation. We will also evaluate and improve a number of subheading examples from existing indexes.

Participants should also come prepared with examples of their own subheadings that could be improved, for discussion during the workshop.

Avoiding Common Mistakes

Based on his nearly fifteen years of experience teaching indexing, including six years as an instructor for the UC Berkeley online course, as well as his service on the AIS/H.W. Wilson Award committee, Fred will review some of the most common mistakes that indexers make when creating their indexes. This is a great opportunity to discuss some concrete steps you can take to improve your overall indexing.

Marketing 101, or Is It Ever Too Late?

Sharpen your promotion skills in this hands-on workshop on marketing your professional indexing services. We will start with developing a freelance “persona” to project and leverage your unique offerings and then move on to creating a marketing plan with a view to building a solid and lasting business.

Metatopic Menace

Do you struggle with mastering the metatopic of a book? Are you comfortable working with the metatopic? What IS the metatopic, and why is it important?

Kay will help us answer these questions. By taming the metatopic, both main and local, a stable index structure can be developed. Kay will present examples, discuss various approaches, and suggest solutions to this challenge. If time permits, finding the metatopic in biographies will also be discussed.

Daily Schedules

Thursday, November 7

7:00 p.m. Informal dinner at the Great American Grill at the Hilton Garden Inn

Friday, November 8 Schedule

8:30 a.m. Registration and continental breakfast
9:00 a.m. Introduction and announcements
9:15 a.m. Successful Subheadings
10:45 a.m. Break
11:00 a.m. Successful Subheadings (continued)
12:30 p.m. Lunch
1:30 p.m. Avoiding Common Mistakes
3:00 p.m. Break
3:15 p.m. Avoiding Common Mistakes (continued)
4:45 p.m. Adjournment
6:00 p.m. Dinner at Cafe Zalute

Saturday, November 9 Schedule

8:30 a.m. Registration and continental breakfast
9:00 a.m. Introduction and announcements
9:15 a.m. Marketing 101
10:45 a.m. Break
11:00 a.m. Marketing 101 (continued)
12:30 p.m. Lunch
1:30 p.m. Metatopic Menace
3:00 p.m. Break
3:15 p.m. Metatopic Menace (continued)
4:45 p.m. Adjournment
6:00 p.m. Dinner at Gino's East

Speaker Biographies

Fred Leise

Fred began indexing in 1995 and later trained as an information architect at the pioneering firm of Argus Associates under the tutelage of Louis Rosenfeld and Peter Morville, the founders of the field and authors of the seminal text *Information Architecture for the World Wide Web*. Fred now consults in taxonomy development and content strategy through his company, ContextualAnalysis, and also continues back-of-book indexing.

Fred has been an associate of Potomac Indexing (PI) since early 2008, where he has worked on a number of indexes, including *World History for Dummies*, several knitting books, and a monograph on the representation of Porfirian Mexico in American travel discourse. He is now also lead content strategist and taxonomist for PI.

He is a founder of the Institute of Certified Indexers, the only organization in the United States providing certification for indexers.

He has contributed to a number of ASI publications, serving as co-editor of *Indexing Specialties*:

Cookbooks, co-author of *Indexing for Editors and Authors*, and contributor of chapters to *Indexing Specialties: Scholarly* and *Indexing it Right, Vol. 3*. Fred has also served three terms on the ASI board of directors, including a year as president. He has presented sessions and workshops at numerous ASI national conferences and for local chapters around the country.

Kay Schlembach

Kay Schlembach has based her professional life on service, both to clients and the indexing profession. Since 1996, she has indexed hundreds of books and manages projects as a senior managing partner for Potomac Indexing (www.potomacindexing.com). Large, multivolume projects are a specialty, as well as business, professional, and school publishing texts. For more than a decade, Kay taught the acclaimed Practical Introduction to Indexing workshop, as well as serving for five years on the ASI board of directors. During her ASI service, Kay was instrumental in the development, adoption, and implementation of the ASI Training in Indexing distance learning course. She works full-time as an indexer and project manager while continuing to develop her taxonomy application skills. Kay lives and works near Washington D.C.

Workshop Meals

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

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

Each lunch includes a garden salad with the choice of two dressings; the chef's choice of vegetables or potatoes/pasta/rice for each entrée; dessert, and coffee or hot tea.

If you have any specific dietary restrictions (e.g., gluten free or 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 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 and greet, catch up with old friends, and make new friends in a relaxed atmosphere.

Friday—6:00 p.m.

*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. Appetizers have an average price of \$8 to \$10. With the exception of steaks, veal, and some seafood, most complete dinners are about \$15 to \$18 plus tax and gratuity. See <http://www.zalute.com> for more information.

Saturday—6:00 p.m.

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

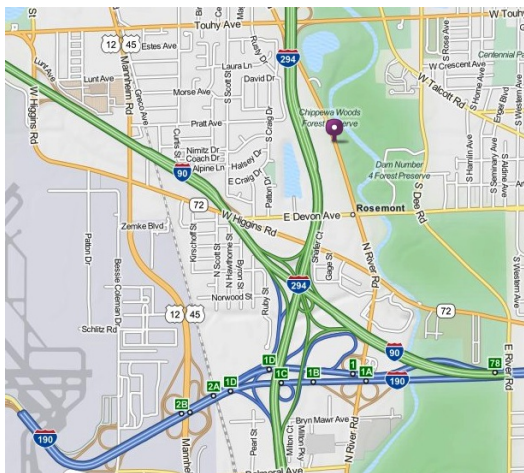
Gino's East is a popular restaurant for pizza aficionados. It is legendary for its Chicago-style deep-dish pizza, which has been ranked #1 by *People Magazine*. The menu also includes thin crust pizzas, pastas, salads, sandwiches, and burgers. For more information, see <http://www.ginosonhiggins.com/>.

Hotel Info

Hilton Garden Inn O'Hare

2930 South River Road, Des Plaines, IL 60018
Direct line: 847-296-8900

<http://hiltongardeninn3.hilton.com/en/hotels/illinois/hilton-garden-inn-chicago-obare-airport-ORDCHGI/index.html>



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. Complimentary high-speed Internet access is available in each guest room. The business center can handle all of your

computer needs. The hotel amenities 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 \$94.00 plus tax per night applies for Thursday through Saturday, November 7–9, plus three days before and after the event. The standard rate will apply for any other night. Make your reservations by either calling the hotel or using the unique website for the Chicago/Great Lakes Chapter: http://hiltongardeninn.hilton.com/en/gi/groups/personalized/O/ORDCHGI-CHI-20131107/index.jhtml?WT.mc_id=POG. For phone reservations, ask for the Chicago/Great Lakes Group Rate. The room block is reserved until October 11; after that, we cannot guarantee the availability of rooms at the \$94 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/

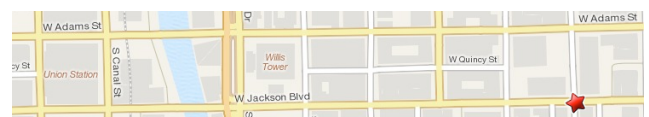
Transportation

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 "El" fare information, see <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 the 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.

Note: Taxi fare from the Amtrak station to the Hilton Garden Inn O'Hare is in the vicinity of \$50.

Interstate Bus

Two interstate bus terminals can be used to reach 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 on the previous page 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 have the shuttle meet you at the station.

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 is very expensive—in the vicinity of \$70. Allow a minimum of 90 minutes after arriving at Midway before arriving at the hotel.

Are You Driving?

Go to <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 18

Friday only: \$110 per day

Saturday only: \$110 per day

Both days: \$200

Registration received by October 31

Friday only: \$120 per day

Saturday only: \$120 per day

Both days: \$230

Non-ASI Members

Registration received by October 18

Friday only: \$125 per day

Saturday only: \$125 per day

Both days: \$240

Registration received by October 31

Friday only: \$140 per day

Saturday only: \$140 per day

Both days: \$280

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

Hotel policy prohibits at-the-door registrations.

Cancellation Policy

Registrations may be cancelled until November 1; refunds will be made less a 10% processing fee prior to October 18 and 30% prior to October 31. After October 31, no refunds are possible.

Registration Form

Please Print Clearly

Name _____

Address _____

City, State, Zip _____

Phone _____

E-mail _____

Please indicate your desired lunch entrée:

Friday

_____ Asiago Crusted Chicken (tender breast of chicken crusted with bread crumbs, spices, asiago cheese, and pommery mustard sauce)

_____ Pork Tenderloin Vesuvio (marinated pork tenderloin with garlic, olive oil, fresh lemon, and oregano)

_____ Pecan Crusted Atlantic Cod (sautéed cod nestled on a bed of mashed yams)

_____ Eggplant Parmesan (thick-cut breaded eggplant sautéed and served over a bed of spaghetti pasta and topped with a tomato basil sauce with parmesan cheese)

Saturday

_____ Chicken California (sautéed chicken breast topped with artichokes, basil, mushrooms, garlic, and lemon sauce)

_____ Roast Pork Medallions (slowly roasted pork served with a sage and thyme demi-glaze)

_____ Teriyaki Salmon (grilled Atlantic salmon filet topped with sliced pineapple and teriyaki sauce)

_____ Roasted Vegetables (vegetables served with mushroom risotto and aged balsamic vinaigrette dressing)

Do you have any specific dietary restrictions? Please indicate any specific issues and meal requests related to your selected lunch entrée 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: \$ _____
