ANZSI News

ANZSI Committees

To help facilitate specific work of Council, committees have been set up to assist it. The main Council committees are the Registration Committee, the Education Policy Committee, the Awards Committee and the Promotions and Publicity Committee.

Registration Committee

The Registration Committee assesses the indexes submitted for registration.

The Council regretfully accepted Michael Harrington's resignation as Chair of the Registration Committee. I would like to thank Michael on behalf of all of you for the many years of work he has given to the Registration Committee.

Sherrey Quinn has agreed to become the new Chair of the Registration Committee. Her committee members will be Jean Norman and Frances Paterson. Shirley Campbell will continue as Receiving Officer.

Education Policy Committee

The Education Policy Committee, chaired by Michael Ramsden, was set up last year and has the following terms of reference: 'To develop a draft policy framework for the provision and quality assurance of professional education in indexing. The policy should encompass generalist and specialist courses and all modes of delivery, including courses and mentoring.'

The members of the Committee are Glenda Browne, Max McMaster, Sherrey Quinn and Michael Ramsden. Their report was tabled at the March Council meeting and is now with Council members for comment. Discussion on the report will be at the May Council meeting and the details will be in a future ANZSI News column.

Awards Committee

The Awards Committee is chaired by Alan Walker and is responsible for the annual judging of the ANZSI Indexers' Medal. Applications for the medal will be available soon and I urge members to consider applying.

Promotions and Publicity Committee

As you read in the March Newsletter this committee is chaired by Max McMaster, with me as a Committee member. Having declared 2010 as the Year of Annual Report Indexes, you will notice in this issue that Victorian Branch has announced the first event in the form of a Peer Review. While being run by Victorian Branch it is open to all members.

Mary Russell

Book indexing courses in NSW

New South Wales Branch ran another two-day Basic Book Indexing workshop in March, this time at the NSW Writers Centre in Rozelle – a nice old building with beautiful grounds. Ten students attended, from a variety of backgrounds. Most of them had expressed interest in the course before we had done any specific advertising, showing the depth of interest in the community in indexing as a profession. Catering – delicious and healthy – was by Mary Coe and Frances Paterson, with Sue Flaxman efficiently managing the bookings.

This introductory course will be followed by an intermediate/practical course running from 8 April, finishing with a face-to-face get-together on Saturday 8 May.

In addition to the full intermediate course (online discussion and face-to-face) we have decided to also offer the initial portion of the intermediate course as a stand-alone event. The cost will be $200 for members and $235 for non-members. This will include an electronic copy of the book, and one month's access to comments on the YahooGroup, but will not include the final summing up face-to-face event nor the lunch. For details of the full course, see <www.anzsi.org>.

Glenda Browne

Indexing guru visits Queensland Branch

Our inspirational guest speaker for March was an indexing guru from the United States, who has several times donned the mantle of the President of the American Society for Indexers (ASI). She is a well-known indexer and teacher, Frances S Lennie. Originally born and bred in the United Kingdom, Frances says that she fell into indexing by accident. Whether by accident or not, today Frances Lennie is an indexing entrepreneur, with over thirty years experience in the publishing industry. Frances formed *Indexing Research*, her own U.S. company, some twenty-four years ago. She is also the creator of the software package CINDEX, which helps indexers around the world to undertake the precise activity we call indexing.

Frances gave Queensland Branch two presentations on the night of 20 March – a night to remember for those people who attended. We played host to both ANZSI Queensland Branch members and other industry friends, at the Library meeting room at the Carindale Shopping Centre in Brisbane.

The first presentation was on how to use the indexing software CINDEX. Frances showed by simple indexing examples how easy CINDEX is to use.

However, she also explained that with her well-known product, there was full back-up for the new or the experienced user, should any queries or problems arise.

The supper break gave participants an opportunity to discuss a wide range of topics with Frances and the other industry professionals.

The second presentation was entitled 'How to survive and thrive as a freelance indexer in today's publishing world'. Frances first asked us what sort of work we were reaching for? What level and type of indexing we were applying for? She suggested that these directions might vary from year to year depending on the economic climate and the availability of work in the industry.

Frances told us about the present situation in the USA, where availability of jobs and the rates of pay are controlled not by the publishing houses as in days of old, but by the groups known as 'packagers'.

These packagers now outsource to different professionals, such as editors, typesetters, and indexers, who are freelancers and find it hard to bargain for a fair price against jobs being sent to India or Asia, where prices are severely undercut. Frances suggested that it would be good policy for indexing professionals

Franz Pinz, Frances Lennie and Mei Yen Chua

to get in with these packagers, to gain their respect and trust and hopefully to obtain repeat business.

Frances admitted that a professional indexer's life may be either 'feast' or 'famine'. Quickness and efficiency, while creating a quality index, are the key; if we take too long on an index we are diluting our rate of pay. Too much work and no downtime is another hazard for the indexer – we have to focus on the end result and create that index in as little time as possible, so that we have some time to spoil ourselves.

Working out the 'style of the client' is another characteristic of the smart indexer. Does the client like to chat in emails or on the telephone, or do they just have short sharp-to-the-point emails or phone calls? How stressed out is your client? Where are you on their list of priorities? Be supportive and efficient.

Looking after 'self' is also a priority for the indexer – we must work out our own strategy for survival. When there is too much work, we must try to put money aside for the lean times. Frances suggested that we look outside the box when looking around for jobs. For example, what about school boards, clubs or associations? They might need minutes of their meetings indexed for ease of reference – and perhaps even for posterity.

We might also engage in further education for our professional development, aimed at developing additional skills – as one of our previous guest speakers, Karl Craig, an editor, put it, we should 'value–add' to our skills. Frances proposed that we might perhaps consider adding editing or proofreading, or abstracting, web indexing or database work, or even thesaurus or taxonomies to the skills we offer our clients. 'Continuing Professional Development' might very well lead to extra jobs, even with the same clients.

Frances Lennie received the Theodore C Hines Award in 2005 for 'continuous dedication and exceptional service to ASI'. Most recently, she has been closely involved in establishing ASI's 'Training in Indexing' distance learning course. She continues as a grader for the course exams, and is about to begin another term as president of ASI (2010–11) – truly a woman of distinction! We thank Frances for coming to Brisbane for our General Meeting. She left us with a whole new set of thoughts about this fascinating world of indexing and the tools which we have at our disposal.

All Queensland members of ANZSI are warmly invited to attend our General Meetings, which are held on the third Tuesday of each month (see our flyers). The next meeting will be on Tuesday 20 April, at 7.00 pm, in the Library at the Carindale Shopping Centre. The guest speaker will be Elisabeth Wheeler, on 'Cataloguing and Indexing for Small Archives'.

Don't forget – we have our own Branch now. Keep in touch!

Moira C Brown, President, Queensland Branch
<brown5moira@yahoo.com.au>

Moira Brown, Frances Lennie and Mei Yen Chua

Branch events

Date & time	Organiser	Name of activity	Venue	Contact details
8 April to 7 May (from home); 8 May 10.00 am (morning class)	NSW Branch	NSW Intermediate/Practical indexing course At home from 8 April to 7 May, then on 8 May from 10.00 am to 1.00 pm at Thomson Reuters, 100 Harris St, Pyrmont details at<www.anzsi.org/site/calendar_details.asp?id=132>		
Mon 12 April	Vic Branch	Basic Book Indexing Pt 1	Holmesglen TAFE	details at <www.anzsi.org/site/calendar_details.asp?id=128>
Tues 13 April	Vic Branch	Basic Book Indexing Pt 2	Holmesglen TAFE	details at <www.anzsi.org/site/calendar_details.asp?id=129>
Tues 20 April 7.00 pm	Qld Branch	General Meeting	Library, Carindale Shopping Centre.	Guest speaker Elisabeth Wheeler, on 'Cataloguing and Indexing for Small Archives' Contact *Moira Brown, <brown5moira@yahoo.com.au>*
Wed 5 May 6.00 pm	Vic Branch	The VIC Animals and zoology	Kew Holy Trinity Anglican Church	details at <www.anzsi.org/site/calendar_details.asp?id=127>
Fri–Sun 4–6 June	Vic Branch	Nuggets of Indexing Seminar	Sovereign Hill Ballarat	details at <www.anzsi.org/site/calendar_details.asp?id=118>

Indexing degustation

Nikki's inspired choice of *indexing indaba* for the title of her bi-monthly column prompted me to think of an original title for mine. *Indexing degustation* seemed to fit the bill, for it concerns two interests dear to me; eating and indexing. Degustation is the action of tasting, a term that is suited to this page of indexing bits and pieces. Restaurant goers would be familiar with the term, which is increasingly popping up on menus. A 'degustation menu' features a selection of the chef's signature dishes, *chosen by the chef.*

It has been said by food writers that 'a la carte is democracy and the degustation menu is dictatorship'. See an article on the subject at: <http://www.smh.com.au/articles/2004/06/14/1087065077981.html>

This column then will feature a selection of subjects chosen by your dictatorial columnist.

No jam for the wicked

Indexers are generally fascinated by language, so Julia Miller's survey into English idiom is worth a look. About 1500 native speakers of English in Australia and the UK participated in the exercise. Eighty-four idioms were divided between six different surveys and represented Biblical, literary/historical, Australian in reference, British in reference and older reference classes.

Older speakers were generally more familiar with the idioms than the younger ones. However, the latter proffered some intriguing idioms of their own: *you can't judge a wolf by its cover*, and *feed pearls to pigs and their meat will sparkle.* Read more about the results at <www.ling.mq.edu.au/news/australian_style/v16_no2/no_jam_for_the_wicked.htm>.

Pro Bono program

The Pacific Northwest Chapter of the American Society for Indexing has developed a program that benefits both qualified beginner indexers and small non-profit organisations which are in need of an index. In other words, a satisfying blend of education and volunteering. For more information on participants, mentors, organisations and sample projects, go to <www.pnwasi.org/probono.htm>.

In-Sync Indexing

Another innovation from the Pacific Northwest Chapter is In-Sync Indexing, where simultaneous meetings are held across the region. On 10 April, members will meet at their nearest location and follow a pre-planned script. Each group will have a facilitator to synchronise activities, and work through a packet of materials that will guide members through the discussions and activities. At the end of the meetings a recorder will post group summaries and evaluations, in order to create a collection for the entire chapter to review. Indexers outside of the chapter are welcome to take part. View more on the subject at <www.pnwasi.org/mtgnext.htm>.

Virtual History Timeline

A new interactive history timeline developed by the British Library allows users to explore collection items chronologically for the first time: <www.bl.uk/timeline>.

A diverse combination of texts is included – those that allow glimpses of everyday life (handbills, posters, letters, diaries), remnants of political events (charters, speeches, campaign leaflets), and the writings of some of our best known historical and literary figures. Thematic timelines, such as 'everyday life' and 'politics, power and rebellion' and 'literature, music and entertainment' enable the user to make fascinating comparisons, both within time periods and across time.

Marketing and networking for introverts

Many indexers tend to sit nearer the introvert end of the extrovert/introvert scale so it was with interest that I read a post on the subject in the Indexers Discussion Group, [index-l] (18 March) by Susan Coh. Susan claims to be 'a total introvert' who found making cold calls extremely difficult. However, by forcing herself to make two per day (with little rewards to help her along) she has managed to get as much work as she wants. She now relies on word of mouth, referrals and her website, plus a Google advertisement. Her sage advice to 'take the plunge' is a heartening call to all the introverts out there.

See and See Also

Ruth Pincoe presented a paper entitled *See and see also: rules and controversies* at the Indexing Society of Canada's 2009 conference. Ruth has compiled several rules for references, the first referring to the two types of cross-references: *see* (prescriptive) and *see also* (suggestive). Her analysis of *see also* references included the use of *see under*, *see also under* and *see below*. Do we go this far? Ruth also explained the placement and completeness of cross-references, the editing stage and punctuation and typography.

Ruth concluded her talk on a humorous note with Browne and Jermey's story from the UK Yellow Pages: 'Boring. See Civil Engineers'.

You can read more of this summary of Ruth's talk at <www.indexers.ca/BULLETIN_Summer_2009.pdf>.

Index It Right! Advice from the experts

Volume 2, edited by Janet Perlman and Enid L Zafran, 2010, is now available. The second volume in this series provides a range of topics on the technique of indexing.

Further information and purchase details are available at the ASI Publications homepage, or directly through ITI <http://books.infotoday.com/books/index.shtml#index>. And meanwhile see Mary Russell's review on page 9.

Jane Purton

Annual Report peer review opportunity

ANZSI Promotions and Publicity Committee declared 2010 as the Year of Annual Reports. How about brushing up your annual report indexing skills and participating in the Victorian Branch peer review opportunity?

Process

Payment of $75 (inc GST) will be required by 23 April. During the weekend 24-25 April you will receive an email with the links to the PDF files of the two annual reports. You pick one annual report and complete an index to it. The annual reports selected are approximately 130 pages in length, so the task is not onerous. Indexes are to be submitted by 9.00 am Monday 17 May.

Assessment and feedback

Each index will be assessed using the same criteria used by the Registration Committee and participants will receive personal feedback.

Follow up

During the session on indexing annual reports at the Nuggets of Indexing seminar in Ballarat, 4-6 June, the assessors for the Peer Review Opportunity will provide general comments and feedback on the whole program. This will be a wonderful opportunity for participants to add their comments on the process and participate in the general discussion on indexing of annual reports.

While this activity is being run by Victorian Branch, the annual report peer review opportunity is open to all and since this is all done via email, you can take advantage of it anywhere. Further details and online payment facilities are available at <www.anzsi.org/site/calendar_details.asp?id=137>.

Mary Russell

News from New Zealand Branch

New Zealand Branch has sent a directory of its freelance indexers to almost 70 publishers around the country. The aims are to raise awareness of the indexing profession and to provide another practical way for publishers to find a trained indexer suitable for a particular job.

We have had appreciative replies from several recipients and at least one publisher has used it already.

The directory has a description of professional indexing and information on ANZSI, including its website.

Entries for individual freelancers give information on qualifications, publications indexed and contact details.

The recipients range from subsidiaries of international companies through medium-sized New Zealand operations (commercial and institutional) to small publishers.

The directory was sent by email as a pdf file which can be printed as an A5 booklet. We intend to produce this annually and in future may also post it in printed form.

The promotion of freelance workers in the various fields of database indexing is less clear-cut, but the Branch committee has invited members to make suggestions.

Collective thanks go to Tordis Flath, Julie Daymond-King and Jill Mellanby for their work on the first directory.

Robin Briggs, Branch President

Thinking about words – the birth of the press

*… printed books had consistent pagination from copy to copy
so that tables of contents, indexes and citations became possible …*

This is an issue of your newsletter (and no doubt there will be more like it) where you have contributed too much good material for eight pages but not quite enough for twelve. Our printer insists that it has to be one or the other. Reluctantly, because as your editor I would much prefer to publish your contributions, I am putting in a short article of my own as a filler on this occasion. It is one of the monthly articles that I write for the newsletter of the Canberra Society of Editors. I have picked this particular piece because it mentions indexing and so has links to your own history.

It was prompted by a TV program last year on the origins of printing. I had previously written something about Caxton, who brought printing to England in 1476 and began the process of standardising English spelling. But Caxton had simply continued along the path first mapped out by Gutenberg. I began to wonder what exactly Gutenberg had done, and how much of it he really did by himself? We have all heard that the Chinese invented printing with movable type, so what was new? Where did Gutenberg come in?

The Chinese certainly had the three basic elements of printing by the end of the second century CE: paper made from rags (replacing silk for writing on), ink, and surfaces with raised relief from which impressions could be taken. Initially this involved little more than the equivalent of brass-rubbing, but later they were producing prints by writing on fine paper that was then pressed onto a wooden block covered with sticky rice paste that took up the ink. Craftsmen then cut round the ink-marks, leaving a relief image on which to print a page at a time. The first known book, the *Diamond Sutra*, was made in this way in China in 868; it was followed by a collection of the Chinese classics in 130 volumes.

It wasn't until the 11th century that the Chinese invented the first movable type, made of a mixture of clay and glue. The type was stuck into wax on a tray to hold the characters in place. After the job was finished, the wax was melted and the type recovered for further use. The Chinese system of writing requires many thousand separate ideographs – in 1313 an author commissioned 60,000 characters carved on movable wooden blocks. The Koreans took this even further, with ten fonts each of 100,000 pieces of type cast in bronze.

Little of these eastern printing developments seems to have been known in Europe except for paper, which arrived there dramatically. The Arabs and Chinese were warring in the

8th century for the control of Central Asia, and in 751 a decisive victory by the Arabs resulted in the capture of many Chinese prisoners, including artisans skilled in paper-making. The opportunity was too good to miss, and soon paper factories were operating in Samarkand, Baghdad, Damascus, Cairo and Delhi. By 1120 there was a factory in Valencia, Spain (then under Arab rule), and before long paper spread right across Europe. Paper was not necessary for the invention of printing, but printing would not have been a commercial success without paper. If a book took a year to make by hand, vellum was a good option that would last indefinitely. And anyway, for the next three centuries paper was seen as a Muslim invention, unfit for the use of Christians!

Johann Gensfleisch zur Laden zum Gutenberg was born in 1400 to an aristocratic family in Mainz, in central Germany. As a result of some vicious politics, a number of the wealthy families were driven into exile, so that in his thirties Gutenberg found himself in Strasbourg. There he saw a market opening. The Renaissance was under way, the clergy was losing its monopoly of literacy, there was a shortage of books at an affordable price and an increasing demand for them. For example, Cambridge University was founded in 1209, but by 1424 its library still owned only 122 books, each worth as much as a farm or vineyard. Gutenberg had trained as a jeweller and gold- and silver-smith, but now he borrowed money to develop his ideas for printing.

He had the idea of printing from type made by pouring molten metal into moulds, one for each letter. The shape of the letter was carved on a punch, each of which took a skilled craftsman a day to cut, and then stamped into copper to make a mould. By trial and error Gutenberg came up with a formula for type metal which was still used more than five centuries later – an alloy of lead, tin, and antimony. Pure lead is soft and cannot make castings with sharp details because molten lead shrinks and sags when it cools to a solid. Adding pewterer's tin made the lead tougher; antimony reduced the shrinkage of the alloy when it cooled. The letters were stored in cases (in the background in the illustration), with divisions for each letter in upper and lower cases. To print, the type for each line was set out along a groove in a 'composing stick', with slips of lead inserted as required for justifying. The lines were then transferred to a tray (the 'forme') to build up the page. After printing, the letters were replaced in their cases.

Back in Mainz in 1448 Gutenberg had a wooden press built, worked with a screw, similar to those already used in wine- and paper-making. He developed oil-based inks, using soot and linseed oil. His early printing projects were probably Latin grammars, but a lucrative sideline in 1454–55 was 'indulgences', by which reformed sinners paid for remission of their punishment.

His greatest work was his 1272-page 'Gutenberg bible', completed in 1455. A few copies were printed on vellum, but most were on the finest quality paper, which he imported from Northern Italy. The print run was 180. Six pages of the work were composed at a time, printed, then the type broken down for re-use. The first few pages originally had 'spot colour' in red, by giving them a second pass through the press, but this was soon found to be too slow and expensive. In the end the bible was not sold as a finished book: the pages were delivered loose, and any coloured decorations added by hand before binding, according to the purchaser's wishes (and pocket) – a set of instructions for doing this has survived. The price was 30 florins, three years' wages for a clerk.

Gutenberg was slow to repay his loans and after several law suits (including one for breach of promise!) he lost his business and everything in it to his principal creditor, Johann Fust. But what he had started grew with astonishing speed. Within fifty years about eight million books had been printed. Gutenberg's bible had no title page or page numbers, but later printed books did, and they had consistent pagination from copy to copy so that tables of contents, indexes and citations became possible.

The gothic font used for the bible was seen as inappropriate for many applications, and typography rapidly became an art, with new Roman and italic shapes based on the best classical models – the Frenchman Claude Garamond (1499–1561) was one of the earliest specialised typographers ('punch-cutters' – and this newsletter is set in Garamond type). Authorship became more profitable, and copyright laws were passed to protect authors' rights. Literacy took a great leap forward, and Latin a step backward – more books appeared in the vernacular, and spelling and syntax became more standard. And suddenly we needed indexers, editors and all the other trades and professions that contribute to the amazing business of publishing!

Peter Judge

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The VIC – Indexing quilts

At the VIC meeting on 3 March, Nikki Davis examined the way in which quilts are increasingly being recognised as social documents, reflecting the economic, political and social environments in which they were created.

Since the 1960s, there has been a steady increase in the number of people looking to quilts for clues about the past. There is interest in the dye and printing technologies used, the fashions and trends in fabrics, the symbolism associated with patchwork patterns and of course, the numerous personal stories that accompany these functional and usually aesthetically pleasing items. This in turn has led to the development of national quilt indexes and registers in Australia, the United States and the United Kingdom.

Between 1990 and 1993, the Quilters Guild of the British Isles, <www.quiltersguild.org.uk/>, conducted a series of quilt documentation days, in order to create an index of historically significant quilts. More than 4000 quilts were recorded, and the findings of this documentation project were published in a book titled *Quilt Treasures of Great Britain*.

Quilt Index, <www.quiltindex.org/>, is an online repository of more than 50,000 American quilts. The index was initially built on the records from quilt documentation projects carried out by various museums and archives, as well as by quilt heritage search groups. In November 2009, individual contributors became eligible for the first time to contribute to the index. Each quilt has been photographed and the accompanying record includes where possible information on region of origin, quiltmaker, pattern, date and fabric type.

The National Quilter Register

Australia's online quilt repository, at <www.collectionsaustralia. net/nqr/index.php>, was an initiative of the Pioneer Women's Hut in Tumbarumba. Five years ago, the aim was to document an estimated 500 to 600 old quilts in Australia, but by the 1000 quilt mark, it became apparent that what had been recorded was merely the tip of the iceberg. The register was built on information submitted by the public, about quilts made or brought to Australia before 1965. While similar in structure to the Quilt Index, the records place much more emphasis on the stories behind the quilts. You can search by themes such as rabbiters, war, famous people, migration, royalty, agricultural shows, goldfields and Australians abroad.

Mary Russell then examined how you can group quilts, or any other geometric design, into logical categories.

Repeated Patterns

The simplest quilt designs are make by repeating one shape over the whole quilt. This could be a square, diamond, triangle or hexagon. Variation comes in how different colours of the

This quilt (held by Terri Mackenzie and Kim Bear, the owner) is an example of embroidered blocks repeated with plain blocks. Original in red and white – photo by Nikki Davis.

shapes are arranged.

Another way to make a quilt is to combine shapes to form a block, usually a square, and repeat this block over the quilt. This can be done in a variety of ways. You could repeat the same block all over, either straight across in rows or on the diagonal. Or you could alternate the block with plain squares of the same size, or separate the block with strips of fabric, or repeat two or more different blocks over the quilt.

Basic categories

The trick is to be able to look at a pattern and visually divide it into units. Usually the underlying block can be divided in to squares, hence you have the categories:

- Four-patch: a square divided into four squares or multiples of four.
- Nine-patch: a square divided into nine squares
- Five-patch: a square divided into twenty-five squares and called a five-patch for simplicity.
- Seven-patch consists of 49 squares.
- Eight-pointed star is often confused with nine-patch, but the central panel is actually wider than the ones on either side and is actually a large octagon within the square block. Other categories are:

- Isolated central square designs start with a central square and fabric is layered around it. Popular example is *Log Cabin*.
- Hexagon patterns are based on repeated hexagons, or hexagons divided into two or three and these shapes used to form *Baby Blocks* or *Inner City*.
- Five-pointed stars come from patriotic need to produce a five pointed star.
- Curved designs are a large category and most are based on one of the underlying described above. For example you can have 'four-patch' curved patterns where arcs are drawn in the squares to form a large circle.

The basis of this talk is the work of Jinny Beyer in her book *Patchwork Patterns* (London: Bell and Hyman, 1982) and the quilt designs are grouped into these categories in the index.

Nikki Davis and Mary Russell

Tips and Hints – book of

The Tips and Hints column hasn't stopped with the New Year; I have just had my focus shifted to bigger ANZSI issues. I was also secretly hoping that someone else would have some ideas they would like to share. So if you do have tips and hints you would like to share, please do so.

Have you seen the American Society For Indexing publications? Well there is a new one called *Index it Right! Advice from the Experts*, volume 2 (edited by Janet Perlman and Enid L Zafran, 2010).

It costs US$32 (with the international agreement ANZSI members pay ASI rate). Divided into nine chapters it is full of tips and hints.

Chapter 1 examines creating elegant subheadings. Coverage includes nouns versus adjectives in subheadings; direct rather than inverted word order; prepositions and conjunctions, including 'and'; readability; and sorting. The Appendix is 'Possible subheadings for the indexer's toolkit'. It is a useful list of subheading that may give you ideas on how to divide up a long list of locations. For example background of; biographical details; characteristics of; implications of; quoted; remembered by; and writings of. I liked this idea and have started a 'toolkit' of my own.

Chapter 2 looks at locators, including the issue of undifferentiated locators. It covers several situations: the long string of locators in headings and subheadings; undifferentiated locators after the main heading with subheadings; long page ranges; and mixture of locators, for example references to illustrations and pages.

Chapter 3 highlights some of the differences in indexing textbooks and associated issues. For example remembering the audience; the nature of the book could mean there are lots of 'callouts', illustrations, maps, tables, graphs, charts, and maps; sorting subheadings in date order; of cause the space for index issue.

Chapter 4 deals with public policy indexing. This refers to indexing US government publications, but raises issues that would apply here, for example what style* do you use to refer to official documents, such as legal cases or Acts? Again there are some tips for your 'toolkit' – terms such as 'future research needs' or 'methodology of study'.

Chapter 5 covers naval and other military books. The chapter has a US focus, but again there are similar issues of ranks, numbered units, ship names, and aircraft names.

Chapter 6 covers indexing in technical writing from defining what the field includes; indexing tips to finding work in the area.

Database indexing is discussed in chapter 7. It explains the similarities and differences between book indexing and database indexing and includes sections on controlled vocabularies, thesaurus, the mechanics of it, how the process differs; software and finding work.

Chapter 8 covers embedded indexing in both Adobe FrameMaker and Microsoft Word. In both cases third-party utilities (emDEX and IXgen for Framemaker and DEXembed and WordEmbed for Word) are recommended to enable indexers to work smarter when embedding.

The final chapter covers controlled vocabularies, thesauri and taxonomies. After explaining the differences between the three it suggests how you might create them for your large indexing project including websites.

I will add references to these chapters to the lists of Indexing Resources on the website for future reference, with links to order information.

Mary Russell

[* The standard reference for contributors to Australian government publications is the *Style Manual for authors, editors and printers*, Sixth edition, John Wiley and Sons, 2002. It includes an extensive chapter on indexing. *Ed.*]

Indexing Training and Work

How many indexers are there/are needed?
How many indexers should we train?
How should potential indexers proceed after initial training?
How can indexers keep the work flowing?

Over the last few years, people have made comments to me on the four inter-related questions listed above, and I thought it might be useful to gather some ideas.

How many indexers are there/are needed?

It is very difficult to estimate the number of indexers in Australia and New Zealand. Firstly, not all indexers are members of ANZSI, and not all ANZSI members are indexers. Secondly, many people do a bit of indexing in their work, but do not consider themselves to be indexers. These people include technical writers, editors, librarians, and authors.

Indexing is now a global business, and potential indexers of Australian material do not necessarily live in Australia. Some large Australian publishers outsource work to editorial and indexing service companies in Malaysia and the Philippines. It is also possible for Australian indexers to seek work overseas, although this seems to happen more on a one-off basis than as a regular occurrence (while outsourcing work away from Australia is more likely to be a large-scale operation, if it happens at all).

My personal experience suggests that at times there are too many indexers seeking work (and we have downtimes) and at other times there are too few indexers available for the work required. I know of jobs that have been offered to more than ten indexers before someone was found who was free to take them on.

How many indexers should we train?

John Simkin in his editorial in the *ANZSI Newsletter* (v. 5, n. 4, May 2009, p.1) discussed supply and demand in training, noting that we train people when branches perceive the demand for training, rather than when we have evaluated an industry need for indexers.

Both indexers and potential indexers have suggested that we shouldn't train more indexers as there is not enough work for them to do. Training too many means that existing indexers struggle to fill their schedules, and the new trainees waste time and money attempting a career in which there is no place for them.

There are problems with setting an artificial limit on training numbers. First, there are peaks as well as troughs in demand for indexers; second, people need the opportunity to experience the market for themselves, and make their own decisions; and third, many people who seek training are not seeking to become freelance indexers, but may be learning indexing to better do their work as editors, or as authors.

ANZSI members also tend to be older than the average worker, so ongoing training is needed to replace indexers who retire or reduce their work load. There are also new fields for indexers to explore (eg, website metadata creation and taxonomy work), so total demand isn't just for existing jobs in traditional publishing. Of course, there may also be a decline in the demand for indexers over time if search functions replace book indexes. Neither the ups nor downs are easy to predict.

My experience in teaching a range of students is that of every 10 students attempting indexing, most are good, but one is eminently suited to the task. An important part of training is to ensure that this student has the chance to learn.

In addition to basic training, we also need ongoing training in specialist areas for those who want to expand the fields they are able to provide indexing services in.

How should potential indexers proceed after initial training?

While the introductory ANZSI courses are crucial, for most indexers they will not be enough. The intermediate/practical courses offered by various branches provide the next step in training, as they give people experience working on a real book. Similarly, the mentoring programs run in the past by the Victorian branch and ANZSI Council, and currently by the New Zealand branch, and group projects from the ACT Branch, fill this same need. ANZSI Council is also looking at options to expand the range of training opportunities available to indexers throughout Australia.

In this electronic age, no indexer need feel isolated. There are many options for following and initiating discussions on mailing lists relating to indexing in general, software programs, and student experiences. There are also many books and websites to be read and self-directed exercises to do. Participation on a committee and attendance at meetings provides face-to-face contact.

There are also some 'real-life' ways of getting experience:
- employment (limited to a small number of companies which employ full-time or part-time indexers);
- apprenticeship;
- paid mentoring;
- collegial sharing.

Apprenticeship arrangements involve the beginner indexer working with an experienced indexer on a project, with the beginner doing most of the leg work, and the experienced indexer providing ongoing advice and quality control, with the payment being divided according to agreement. These arrangements are not common, probably because most indexers like to know that the output they create is all their own, and because in busy times it can be quicker to finish a job yourself than to guide someone else through it.

Another option is for beginner indexers to pay experienced indexers an hourly rate for advice. This works best when the beginner indexer has found a paid job, but needs some

guidance through certain steps in the indexing process (perhaps starting with quoting). It may be that the first job requires six hours advice, the next three, the next two, and then just the occasional phone call. Not many indexers offer these services, but when used it appears to be an approach that works well for both helper and helpee. One beginner indexer wrote: 'Mentoring has provided me with the primary source of help and guidance in indexing since I started indexing some two years ago ... if it wasn't for the help of my mentor I would have dropped indexing work long ago.'

Similarly, Pilar Wyman (2009, p.22), in *Starting an indexing business* wrote 'Consulting with an expert is also an excellent option. In fact, paying for expert assistance early on in your indexing career can pay off: You will reap the benefits of learning, and your customers will receive a better product and be more likely to hire you again.'

In addition, indexers are in general a helpful group of people, willing to offer advice to colleagues. Even after 20 years indexing I find there are areas in which I need to ask experienced colleagues for advice. The only problem is, there is a limit to the degree to which experienced indexers can help all beginners. As one indexer pointed out, 'It's hard to make it worthwhile for the mentor'.

How can indexers keep the work flowing?

The first, second and third proper, paid indexing jobs are crucial for the beginner who is trying to get established as an indexer. It doesn't end there, however, and freelance indexers have an ongoing challenge to balance their workflow so they have all the work they need, but not too much to be manageable. This balancing act is made more difficult because publishing schedules so often slip, and the indexer can never be sure that jobs will come when booked.

Most indexers, in my experience, manage their workflow through having flexible hours, working in the evenings and on weekends if needed to finish a job. A few subcontract some of their work, or pair up with another indexer as a team (e.g. one doing names and one doing subjects for a biography). When too much work comes, most offer suggestions to the publisher of colleagues who could take on the work.

Beginner indexers are often advised 'Don't give up your day job' – at least until you have had a steady flow of work for a while. Even established indexers may feel more secure with regular, part-time work in another area, meaning that even if few index projects are booked for the next quarter, at least there is some income coming in every week. The downside of this is that when there is a deluge of indexing work, the 'security job' still has to be fitted in.

For job security, it is important to develop a range of clients, with products including text books, trade books, annual reports and journals. This means that even if one area suffers a decline, there should be work in other areas. Journal indexing can be good for spreading the workflow, as you can work on issues as they arrive throughout the year (although you are not usually paid until the end). Retrospective indexing can be good as it tends to have less strict deadlines.

Specialist areas requiring subject knowledge may rely more on in-house indexers (e.g. legal looseleaf updating services). To break into these areas indexers may need to do extra study and rely on experts for initial training.

Becoming a professional indexer is a multi-step process, based on training and practical experience gained wherever possible. Maintaining steady work as an indexer can also be an ongoing challenge. Everyone has a different history and entry point into the freelance world, so it would be great to hear from other indexers about their experiences at getting started and developing their careers.

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References: Wyman, L Pilar (2009) 'The business of being in business' in *Starting an indexing business* 4th ed. Medford, NJ: American Society of Indexers, pp. 19–36.

Nuggets of Indexing

How about stepping back in time to the Gold Rush era and having some indexing sessions thrown in. Have you had a look at the Nuggets of Indexing program for 4-6 June at Sovereign Hill in Ballarat? The cost is $350 for the three days. We even have a program for partners. You only need to arrange transport and accommodation.

Ballarat is about 1½ hours from Melbourne by car or train, and there is a range of accommodation across the road from Sovereign Hill.

Full details at <www.anzsi.org/site/calendar_details.asp?id=118>.

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