

ANZSI Newsletter

 Newsletter of the Australian and New Zealand Society of Indexers Inc.
Volume 9 | number 5 | June 2013

ANZSI News



Full Council meeting

The May Council meeting is a chance for Branch Presidents as ex-officio members to join Council members, to discuss matters face-to-face. I'll spare you all the details of the meeting as the Minutes will be placed, along with all the other Council documents, in the members' area of the website. This will occur after they are approved at the next Council meeting, so late June.

The photo shows full Council members: (l to r): Moira Brown, Alan Eddy, Glenda Browne, Michael Ramsden, Shirley Campbell, Mary Russell, Julie Daymond-King, Nikki Davis and Iris Bergmann. Max McMaster took the photo and Karen Gillen was absent.

Glenda Browne joins Council

Glenda Browne has joined Council and we welcome her input into Council.

Financial management

The financial management of ANZSI was one of the main items for discussion. Managing the Council budget is

always a tricky job as we look for ways to increase Council revenue and reduce expenses. If income and expenditure remained unchanged we would be in deficit in 2013/14.

Council to adopt GST

While decided at an earlier Council meeting, I remind you that Council will adopt GST from this month.

Membership rates for 2013/2014

There is always reluctance to increase membership rates. Membership rates for 2013/2014 will not increase, but will include GST.

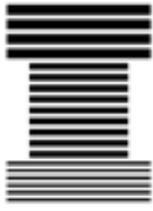
Membership fee will be \$88 for Australian members and NZ\$80 for New Zealand members.

Organisational members will pay A\$110 for Australian members and NZ\$100 for New Zealand organisations.

Pay to advertise on *Indexers Available*

Council decided that from 1 July a fee will apply for advertising in *Indexers Available*. From 1 July 2013 any

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Australian and New Zealand
Society of Indexers Inc.

ANZSI Newsletter

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<peter.judge@bigpond.com>

About the newsletter

The newsletter is published monthly 11 times a year, with combined issues for January and February. Opinions expressed in the newsletter are those of the individual contributors, and do not necessarily reflect the opinions of the society. For details about contributions and editorial matters, refer to the ANZSI website at <www.anzsi.org>.

Advertising rates

Full page: \$200.00

Half page \$100.00

Quarter page: \$50.00.

These are all per issue – the former annual rate has been discontinued.

ANZSI contact information

ANZSI's general email address is:

<ANZSIinfo@anzsi.org>.

Further contact details in PDF format are available on the ANZSI website at <www.anzsi.org>.

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member wishing to have an entry in *Indexers Available* will pay \$35 (A\$38.50 inc. GST or NZ\$35). This will be an annual cost and, like all fees, will be reviewed each year. This fee will apply to all members, regardless of when their membership is due for renewal.

When will *Indexers Available* improve? The NSW Branch is working on improvements to IA including trying to set it up so you will have a unique URL that you can use to promote your business and being able to list more than three books you have indexed.

Whilst we are asking you to pay before the changes are implemented, this was thought by Council to be a more palatable option than increasing membership dues that would apply to all members.

Don't forget this is advertising and you can probably claim it on your tax.

NZ members able to pay in NZ\$

Working with Australian and New Zealand dollars means that while we try to set the A\$ membership rate at something approximating NZ\$80 (currently set at A\$73), members in New Zealand can sometimes pay up to NZ\$95 when bank fees are added. Council is working with the New Zealand Branch to develop a way to enable NZ members to pay membership dues and fees in NZ\$ directly into the bank account of the NZ Branch. Funds will then be transferred to ANZSI Council. New Zealand members will be notified of all the details of this via email.

Financial year membership renewals

Adding GST and new *Indexers Available* fees together with new payment arrangements for NZ members will take some time to set up. We know there are many members who like to pay their membership renewals before the end of June. I ask for your patience as we bed all these changes down as quickly as we can before the end of June and for your understanding if you have to make two separate payments for renewal and *Indexers Available* fee. We will let you know via email about your renewal process as soon as it is set up.

Calendar year memberships

Managing calendar and financial year memberships has been causing headaches for the Membership Secretary and members are confused as to when their membership is due. Council has decided to abolish calendar year memberships. There are about 25 members who have calendar year membership and from 1 January they will be asked to pay \$40 (plus GST for Oz members) for the first half of the year to bring them into line with financial year memberships.

Newsletter to be email only in 2014

Council decided not to continue with a print version of the *Newsletter* from the first issue in 2014. There is no thought of cancelling the *Newsletter* as Council knows members enjoy reading it. It will be continuing, but only in an electronic form via email. This will save \$3,000 in a full financial year.

Did you know that the email version is in full colour and you receive it quicker than the print version? You can opt for the email version by ticking 'Receive Newsletter by Email' box when you 'Update your details' in the members' area of the website. Make sure you scroll down and save your request.

Renewal of Accreditation

Renewal of Accreditation has caused lively debate amongst Council members. The main reason was the proposal, while called 'renewal of accreditation', did not include any form of assessment of the quality of the indexer's work.

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Accredited indexers were being asked to list two indexes they had done in the last five years. These indexes would not be checked to ensure the quality of the indexes or even that they existed. The proposal gave additional options if accredited indexers could not list two indexes they had completed in the last five years, and was to that extent a proposal to ensure Professional Development rather than a renewal of accreditation. Council members are supportive of the idea of a Professional Development scheme, but not in the form being suggested.

Council decided that renewal of accreditation will no longer continue. Only about 20% of members have Accreditation. The 2012 survey revealed that over 55% of non-Accredited indexers earned some income in the previous year from indexing and 25% earned between \$5,001 and \$90,000. Council will focus on encouraging more non-accredited members to become accredited.

ANZSI Constitution

With changes to legislation and wording updates (such as Registration now called Accreditation), quite a few changes are needed to the ANZSI Constitution. Michael Ramsden has been working to incorporate the necessary changes and to improve the layout of the Constitution. Full details of the changes will be available well before the AGM.

Victorian executive not seeking re-election

The Victorian members of Council will not be seeking re-election at the AGM on 2nd October. This was announced at the May meeting to give ANZSI a chance to determine the best way for Council to be formed and plan for the handover for 2013/14.

Victorian Branch has been leading ANZSI Council since March 2007. I thank all Victorian Council members for the tireless way they have donated their time to the Council and for all their support.

If you are interested in being part of Council or have any suggestions, please contact your Branch Committee or Council.

ANZSI Medal

It is time to look back at the indexes you created in the past year and consider entering one you are proud of for the ANZSI Medal. If you have seen a great Australian published index as you browse new books, why not suggest it for the Medal. Details for submission are at <www.anzsi.org/site/medal.asp>

What is ICRIS?

You have seen the acronym in the *Newsletter*, but what does it mean and what does the group do? Answers and past minutes of meetings can be found on a new webpage located at <www.theindexer.org/index.php?option=com_content&task=view&id=115&Itemid=69>.

Ebooks and your August Newsletter

Peter Judge will be away for the preparation of the August issue of the *Newsletter*, so Denise Sutherland has kindly agreed to prepare the issue. We hope to have a focus on ebooks. We welcome your comments and observations of indexes in ebooks. Have you seen a good index? If so, please write a few paragraphs and let us know. Do you know of any publishers who are producing indexes in ebooks? Have you had personal experiences of producing an index to an ebook? We would love to hear from you. Content for the August issue is due at the end of July – contact Denise at <denise@sutherland-studios.com.au>.

Style Manual questionnaire

The Department of Finance and Deregulation is seeking feedback on the sixth edition of the *Style manual for authors, editors and printers* as it prepares to develop a seventh edition. To quote the email they sent out: ‘The current 6th edition is over ten years old and requires updating to reflect changes in electronic publishing, language and style.

‘As part of this exercise we are seeking input from users of the *Style manual* to identify areas of content that need to be revised and added to create a 7th edition. In order to collect this information we have developed a short survey. We would appreciate your assistance by completing the survey at <www.research.net/s/2NS7M3B>. If you have any questions in relation to the survey please contact us at <govstyle@finance.gov.au>’.

Order of the Kohlrabi



In our last issue we reported that Glenda Browne had been presented by ASI with a certificate and membership of the Order of the Kohlrabi (yes the vegetable), for her work on the IDPF Indexers Working Group. Here I am handing her the certificate.

Mary Russell

ACT Region Branch

The ACT Region Branch currently has 35 members and is the second largest branch of ANZSI after Victoria. The Branch Committee meets regularly. Workshops and activities for members are scheduled from time to time; popular workshops include annual report indexing, thesaurus construction, update sessions on indexing



At the Bowral conference (l to r): Denise Sutherland, Shirley Campbell (President), Frances Paterson (NSW President), Sherrey Quinn, Tracy Harwood (seated)

software, and discussion sessions with the Canberra Society of Editors. We have occasional excursions to places like the Parliament House Library. In 2012 we enjoyed hosting visits from Frances Lennie (from CINDE), and American indexer Diana Witt. Some members met with ANZSI member John Simkin, who is writing a history of ANZSI.

The current committee consists of Shirley Campbell (President), Sherrey Quinn (Treasurer), Edyth Binkowski, Geraldine Triffitt, Barry Howarth, and Denise Sutherland. The secretarial role is shared amongst members.

The ACT Region Branch collaborates with NSW Branch in biennial seminars held at Bowral, a central location in NSW. These seminars are significant professional development and networking events, well-attended by members of both branches. Topics covered have included ebooks, cookbook indexing, indexing aids we can't live without, and criteria for index evaluation. In July 2012 the seminar theme was 'From pbooks to ebooks: Focusing on digital publishing'; 23 indexers attended.

Our members are involved in a wide range of indexing projects, from academic projects, volunteer indexes, to trade books. We are always particularly busy in the third quarter of the year with 'annual report season'. Canberra is home to many national and government institutions, who need indexes for their annual reports and other publications.

The ACT Region Branch was well represented at the recent Wellington conference. Five of our members attended: Shirley Campbell, Sherrey Quinn, Denise Sutherland, Geraldine Triffitt, and Tracy Harwood. Sherrey Quinn gave a very practical paper on the final day about ANZSI accreditation, and what to look out for when submitting an index for assessment.

Our next major event is the 2015 joint national conference for indexers and editors. The ACT Region Branch will be hosting this conference along with the Canberra Society of Editors. The Write, Edit, Index conference will run from 6 to 9 May 2015, at the Rydges Lakeside Hotel in Canberra. There is close cooperation between the two societies as most of the organising committee belong to both. Planning is already underway, and we look forward to welcoming you to Canberra in 2015!

Our history – the beginning

The idea of a Canberra Branch of the Australian Society of Indexers (AusSI) was discussed at a weekend back-of-book indexing course organised by the Online Users group of the Library Association of Australia in the winter of 1992.

This idea did not come out of the blue, because there were a number of members of AusSI in Canberra. Over the years there had been some membership recruitment drives by AusSI interstate committee members particularly targeting librarians. In 1986 there were 22 members in the ACT, but the number had declined to 15 in 1992.

An inaugural meeting was held in October 1992 at the University of Canberra, at which 30 people attended. The motion to form a Canberra Branch of the Australian Society of Indexers was carried unanimously by the financial members of the Society.

An interim committee was appointed to examine the National Constitution and to draw up a constitution for the Branch. The first meeting was held in November 1992. A questionnaire was given to all participants to fill in their preferences for activities, particularly courses.

Because of the proximity of Queanbeyan, and the possibilities of indexers from other parts of southern New South Wales being able to attend functions in Canberra, it was decided to name the branch the ACT Region Branch, rather than Canberra Branch of the Society.

The Canberra Online Users Group and the embryo ACT Region Branch of AusSI jointly sponsored a one day seminar held at the National Library of Australia, in

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(ACT Region Branch, continued from previous page)

November 1992, which 45 people attended. Issues and problems of indexing, indexing of certain databases and a comparative demonstration of Macrex and CINDEK indexing tools were on the program.

The Branch Constitution and the collated questionnaire were ready for the first Annual General Meeting in February 1993. By then we had 25 members, and 20 people attended the AGM, which took the form of a dinner and meeting. That has been the pattern since for our AGMs.

The activities for the Branch that year were a 'Meet the Indexers' panel in May, a 'Meet the Data-base Indexer' panel in June, a dinner for members in September, at which the speaker was Peter Judge, formerly head of CSIRO Information Services (and now the Editor of the *ANZSI Newsletter*), and a talk about indexing videos at the National Film and Sound Archive and the Sports Video Library at the Australian Institute of Sport in October.

At our AGM in February 1994, the President commented on difficulties of publicising activities to reach potential new members. During that busy year work had started on indexing standards and the criteria for registration for document indexers. Local member Robert Hyslop was a finalist for the Society's medal.

In 1994, the Branch held four activities as well as the Annual General Meeting and dinner. There was an Abstracting Workshop in April, a panel discussion on database indexing in June, a talk by Max McMaster on becoming a freelance indexer in September, and 'Indexing and editing from a publisher's perspective', by the publisher Pat Woolley from Wild and Woolley, as well as a dinner for members in November.

In 1995, ACT Region member Barry Howarth won the Society's Medal. Eleven ACT Region members went to the Indexers – Partners in Publishing conference at Marysville, presenting four papers and chairing two sessions.

An idea had been canvassed for the following year to hold a weekend meeting about 'Indexing in the electronic age' for the NSW and ACT Region Branch to meet, at a venue between the two areas in the Southern Highlands. This developed into a major conference attracting eighty participants from the Eastern States and New Zealand at Robertson. It included the presentation of the Society Medal at the dinner. The papers were published in *LASIE*, with some papers in the *AusSI Newsletter*. This gave the ACT Region Branch valuable publicity.

In 2001 it was the ACT Region's turn to host the Biennial Conference, and it was decided to host a joint conference with the Canberra Society of Editors. This was the first joint national conference ever held between Australian editors and indexers. The second such conference will be held in 2015, also hosted in Canberra.

National Committee of AusSI/ANZSI

On 26 February 2002 the ACT Region Branch Committee was elected as the National Committee for 2002–03, taking over this responsibility from the NSW Branch. We continued in this role until 18 October 2006. Under the inspired leadership of Lynn Farkas as President during this time, two significant changes to the Society occurred. Firstly, on 17 November 2004, following the formation of the NZ Branch the name of the Society was changed from the Australian Society of Indexers to the Australian and New Zealand Society of Indexers. Secondly, on 18 October 2006, the Constitution was altered to change the name 'Committee' to 'Council' in order to remove problems of nomenclature when referring to the main body responsible for the affairs of the Society.

On 8 March 2003 the National Committee held an Outlook Workshop in Canberra to which all members of the National Committee including ex-officio members were invited. Its purpose was to determine a blueprint for the Committee's activities for 2003. The issues discussed included goals for 2003, the role of the National

Committee, membership, website, Constitution, and education and training. These formed the basis for issues and tasks to be dealt with by the National Committee.

Following an interim period without a Newsletter Editor, a position previously held in a voluntary capacity by a member of the Society, an experienced editor, Peter Judge, was appointed to this position in October 2004.

Peter has been Editor ever since.

Website redevelopment was an important project and was funded in a shared arrangement by the national committee and branches. The NSW Branch developed the proposed information architecture and input from members was sought by means of a survey. On finalisation of the information architecture and tender specifications, quotes were sought for the design and implementation of the redeveloped website. On 15 May 2006 the successful



Committee members Edyth Binkowski and Barry Howarth at our 2012 AGM dinner

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tenderer, Link Digital, was awarded the contract and has been responsible for the development and management of the website since that time.

A special meeting was held in Canberra in May 2006, named the GAMES (Guidelines, Archives, Mentoring for the Society) meeting to differentiate it from other meetings. Sherrey Quinn was chairperson and the participants included the National Committee as well as representatives of all branches. The principal aim of the meeting was to examine the current guidelines and policies of the Society. Some policies were endorsed without further discussion, some were revised (including a significant revision of the Registration Policy), while others were referred for further work. Other topics discussed at this meeting were mentoring, the Society's archives and the role of the Education Committee. Lynn Farkas and Shirley Campbell completed the production of the endorsed and revised policies and procedures before handing over to the new committee in October 2006.

And finally ...

Throughout its history, our members have contributed to ANZSI National Committees and Subcommittees, such as various incarnations of the Education Committee, and the Registration Committee/Board of Assessors. And, no

doubt, we shall continue to be actively involved in ANZSI activities and the development of the Society into the future.

Denise Sutherland

A multiskilled ACT indexer

Canberra indexer Denise Sutherland is also a well-established puzzle writer. She is the author of such books as *Solving Cryptic Crosswords For Dummies* and *The Canberra Puzzle Book*.

Denise recently became the 'captive cruciverbalist' on ABC regional NSW radio, on Chris Coleman's 'Statewide Afternoons' program. In this spot, she challenges the audience with her cryptic clues, and chats with Chris about solving cryptic crosswords, and with listeners about their answers. You can hear her on ABC Radio across regional NSW every Wednesday, just after 2:30 pm.

You can also listen online, live or later, on the 'Statewide Afternoons' website: <www.abc.net.au/riverina/programs/south_east_nsw_afternoons/>.

Shirley Campbell

2013 ANZSI Medal Applications

The Australian and New Zealand Society of Indexers Medal is offered annually for the most outstanding index to a book or periodical compiled in Australia or New Zealand.

The index must be in print and published after 2009. It must have been compiled in Australia or New Zealand, even though the text to which it refers may have originated elsewhere. The index should be substantial in size; the subject matter should be complex; and the language, form and structure of the index should demonstrate the indexer's expertise, as well as serving the needs of the text and reader.

The publisher of the winning index will be presented with a certificate recognising their promotion of work of outstanding quality. The judges may also make 'Highly Commended' awards. Nominations, with bibliographical details and a copy of the book (which

will be returned if requested) should be sent to the address on the nomination form.



Publishers, indexers and all interested people may nominate indexes, and indexers may nominate their own work. We invite you to have a browse around your local bookshop too. If you find an Australian or New Zealand title with an index, which looks as though it could be a Medal contender, complete the nomination form on the ANZSI website and send it to Garry Cousins, Chairman of the Awards Committee.

Entries close on 31 July 2013. A nomination form is available on the ANZSI website:

<www.anzsi.org/site/medal.asp>

Contact: Garry Cousins, Chairman, Awards Committee, 41 Gould Avenue, Lewisham NSW 2049,

Tel: (02) 9560 0102; email <gdcousins@optusnet.com.au>

Indexing Indaba



Thank you Adobe!

ANSI's Jan Wright and Leverage Technology's Dave Ream are to be congratulated for their part in an exciting new development for Adobe InDesign. The next version, InDesign CC (Creative Cloud), will be able to use embedded index markers to create live linked ebook indexes, using the EPUB export. Jan and Dave met with InDesign engineers to help facilitate this new feature, which you can see demonstrated by Terry White, Adobe's Worldwide Development Evangelist.

Creative Suite Design Evangelist at: <www.youtube.com/watch?feature=player_embedded&v=4pWMKGDpbnc> Adobe is listening to indexers and the DTF is encouraging us to thank them. You can let them know how exciting this new feature is and how much indexers appreciate it by leaving a note for Terry on his blog at: <<http://terrywhite.com/whats-new-in-photoshop-cc-illustrator-cc-indesign-cc-and-muse-cc/#comments>>

Style Manual's 7th edition – have your say

The Department of Finance and Deregulation's *Style Manual for authors, editors and printers* is to go into its 7th edition to reflect changes in electronic publishing, language and style. The manual includes a chapter on indexing and the Department is seeking input from users to identify areas of content that need to be revised and added. Information is being collected through a short survey available at: <www.research.net/s/2NS7M3B>. Questions relating to the survey can be directed to <govstyle@finance.gov.au>.

Come fly with me

If you fall into that lucky group of Qantas's 'most valued passengers', you've probably just received a nice surprise – a set of paperback books timed to be read on 10 of the airline's main flying routes. Qantas has teamed up with Hachette Australia and Sydney creative agency Droga5 to produce the 'Stories for Every Journey' set.

In a statement Hachette said that 'with the average reader reading approximately a page per minute, the shorter reads will take you from tarmac to tarmac, while the longer flight-timed books also allow for a great meal, a glass of something delicious and a rest break'.

And according to David Nobay, creative chairman of Droga5, 'in this world of Kindles and iPads, it seems that the last bastion of the humble paperback novel is actually 40,000 feet. You only have to look at the bulging shelves at any airport bookstore.'

Book + Publishing Daily, Tuesday, 21 May 2013

Amazon the behemoth

Amazon's newest acquisition is the social reading site Goodreads founded in 2007. Goodreads co-founder Otis Chandler says that the deal with Amazon means that

'we're now going to be able to move faster in bringing the Goodreads experience to millions of readers around the world', and that 'we have no plans to change the Goodreads experience and Goodreads will continue to be the wonderful community we all cherish'.

Others are not so sure. American writers' organisation the Authors' Guild says the acquisition is a 'truly devastating act of vertical integration' meaning that 'Amazon's control of online bookselling approaches the insurmountable'. Its president, bestselling legal thriller author Scott Turow, says that it is a 'textbook example of how modern internet monopolies can be built'.

'The key is to eliminate or absorb competitors before they pose a serious threat,' says Turow. 'With its 16 million subscribers, Goodreads could easily have become a competing online bookseller, or played a role in directing buyers to a site other than Amazon. Instead, Amazon has scuttled that potential and also squelched what was fast becoming the go-to venue for online reviews, attracting far more attention than Amazon for those seeking independent assessment and discussion of books. As those in advertising have long known, the key to driving sales is controlling information.'

Incidentally, indexers who believe that our profession tends to attract the less outgoing among the general population might be interested in the Goodreads top non-fiction book for 2012 as voted by its members - *Quiet: The Power of Introverts in a World That Can't Stop Talking* by Susan Cain.

<www.guardian.co.uk/books/2013/apr/02/amazon-purchase-goodreads-stuns-book-industry>

If you can't say something nice...

Renowned pioneer of blogging, Jason Kottke, began back in March 1998 and now has the support of paid advertisers and involvement from guest editors, including one Sarah Pavis. A mechanical engineer who designs hydraulic systems she also has an interest in writing about technology and culture. A couple of months ago she had a go at us...

"The index of a book. Sometimes it's, uh, not great, you know? But like, eh." That about sums up my thoughts, and I'm guessing most people's thoughts, about the indexes of books. But not everyone. No, for the Society of Indexers, book indexes are a topic that holds endless fascination. And I do mean endless.

'The Prime Minister of the UK wrote to the Society of Indexers at the society's founding back in *freaking* 1958. "I can scarcely conceal from you the fact that I am at present somewhat occupied with other matters, so that I cannot say all that comes into my mind and memory on the subject of indexing."

'Nice dodge, Mr Prime Minister.'

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‘One of the longest running features of the society’s publication, *The Indexer*, is its reviews of indexes which are snippets culled from book reviews that pertain to the book’s index.

‘Finally, the four-page single-level index is a joke. In a book entitled *Satan*, what possible use is the entry ‘Satan’ with 84 undifferentiated page numbers, or ‘Devil’ with 102, or ‘demon’ with 79, out of a total of 190 text pages? You’d think a scholar would know the importance of a good index’.

‘The reviews of indexes are only a small part of the publication. They also regularly publish articles that meditate on what it means to be an indexer, defend indexing, and look at the history of indexing societies.

‘I really hope the Society of Indexers is actually a front for some creepy Eyes Wide Shut sex cult because the possibility that people have been earnestly compiling and discussing indexes for 54 years is too depressing to contemplate.

‘The complete December 2012 issue of *The Indexer* isn’t available online, but you can buy it for only \$17.89. For 52 pages of reviews and discussions of indexes? A bargain.

‘If everyone buys it and leaves reviews about the index of the book of reviews of indexes, I can review your index reviews and combine them into a review of reviews of indexes in index form that –HELP PLZ SEND ORIGINAL CONTENT ASAP I’M DYING OF RECURSIVE CURATION ASPHYXIATION.

‘UPDATE: The Society of Indexers are not a creepy sex cult and are in fact a serious society as is proved by them having a Twitter account.

‘Jason [Kottke] told me to stay away from politics but he never mentioned the partisan kerfuffle I’d encounter by taking a cheeky view of indexes.

‘For all the fans of indexes, here’s a short story in index form written by J.G. Ballard which was originally published in *The Paris Review* [link supplied].

‘I’ll go back to engineering with my indices and leave the indexers their indexes.’

<http://kottke.org/12/11/the-international-journal-of-indexing>

Probably a good idea, Sarah. Not much we can say except... engineering *see* boring

Nikki Davis



Victorian Branch presents

Peter Dowling

on his

Index to imagery in Australian colonial illustrated newspapers

Saturday 6 July, 2.00 – 4.00 pm, State Library of Victoria Conference Centre

When Peter Dowling began his PhD on imagery in Australian colonial illustrated newspapers, he went on a journey through the wonderful pictorial accounts of this era. He discovered an extraordinary visual resource, sadly neglected because it was too difficult to access the images. Peter’s passion for rectifying this became the impetus for a fifteen year project – an index to the images in almost all of Australia’s colonial illustrated newspapers.

Free event but RSVP is essential

Afternoon tea provided

Contact: Nikki Davis 0414-758712

For more details and to RSVP online:

www.anzsi.org/site/calendar_details.asp?id=315

Quiet Achievers in Indexing: Mary Coe

Who has been the greatest influence on your career?

My mentor, Maria Coughlin. Without her, I may never have discovered indexing or believed that I could make a living as an indexer.

Another great influence has been Helen Ochej, my mentor at the National Institutes of Health when I was working as a PubMed (MEDLINE) contract indexer. Helen not only helped me with database indexing skills and medical knowledge but became a great friend.

How did you come to an indexing career?

Almost by accident! My husband and I returned to the US after three years running pubs in the UK as managers for Bass Brewery and one year of travelling around the world. I was looking for work and my brother mentioned that one of his clients might be able to help me. He thought that she might be some sort of science editor. Although my bachelor's degree is in English literature and history, I had started out with a great interest in biology, and my brother thought that she might have some ideas for me. Well ... it turned out that she was an indexer, specialising in health sciences. She agreed to take me on as an apprentice.

I started out typing entries into CINDEX from her marked-up pages and eventually moved into writing indexes under her guidance. I was very lucky to start this way, with paid work and an excellent mentor. Maria also had other employees at the time, including Pilar Wyman, who is currently president of the American Society for Indexing (ASI). Another of Maria's employees, Dina Dineva, has won the Wilson Award, which is the ASI equivalent of the ANZSI Medal.

What do you see as your greatest achievement?

I consider my greatest achievement to be maintaining full-time work as a freelance indexer for over 20 years. I think that I have achieved that by both specialising (in health sciences topics) and by diversifying between book and database indexing as well as with different topic areas. Although I have considered adding editing or writing to my list of skills, I have never had to do so.

What has been your biggest challenge?

My biggest challenge has been managing an indexing business, Potomac Indexing LLC. After years of freelance work, I decided to start a partnership in 2006 with three other indexers in the Washington, DC area (John Heffernan, Suzanne Peake, Richard Shrout). We decided not to pursue a model similar to Maria Coughlin's (e.g. hiring employees or new indexers) but to use established freelance indexers as subcontractors. In 2006, shortly after starting the business, I moved from the US to Sydney, and then in 2007, the partnership dissolved and reformed with two new partners

(Seth Maislin and Kay Schlembach, and with Richard Shrout and myself remaining). We managed to survive all of this upheaval and settle into building the business.

In 2011, I decided to leave the partnership as I had established my own freelance business in Australia and it no longer made sense for me to juggle this with management of a US company (and the associated tax headaches!). Establishing and running Potomac Indexing was a challenge, mainly because I had to spend so much time working ON the business instead of working IN the business. It did reinforce for me that I love indexing first and foremost. I am happy that the business had continued over the years, despite many changes and only one remaining original partner (Richard Shrout). My original goal was to establish an indexing business that was not reliant on my name and reputation only, and that has certainly taken place.

Since leaving the business, I have started working on a Masters Degree in Information Studies, and I am hoping to do research on index usability. No doubt that will be another challenge, but at least I am back to my first love...indexing!

How do you try to achieve work-life balance?

I don't always achieve this...just ask my children! When they were younger, it was difficult to find a balance and I would often be working at odd times or into the evening. Now that they are teenagers, I am able to work much more to a schedule. My usual routine is to start work early in the morning, take a break at lunchtime (which might include a walk to the shops or something away from the computer), then back to work through the afternoon. I also try to take short breaks throughout the day, doing small chores. It's amazing how attractive hanging out the laundry can seem when you are deep in the middle of a chemistry textbook!

Since I work full-time from a home office, I find that I need to schedule activities away from home in order to relax and socialise. I love sports, and I am often out in the evening playing something (futsal, netball, tennis, hockey, I will try just about anything!) or walking with friends. I find that keeping active and scheduling time away from my desk really helps to keep me focused and more productive when I am at work. I also try to lock the office door on Sundays and give myself a full day off (though I don't always succeed...).

What do you like most about your work?

What do you like least?

I like the variety of topics and the ability to manage my own time. Time management can be a huge challenge, but I am always thankful that the amount and timing of work I do is under my control. I still get excited when a new project comes in, especially if it is a topic that I am not familiar with. I also enjoy the challenge of learning new skills, such as embedded indexing.

(continued on next page)

(*Quiet achievers – Mary Coe, continued from previous page*)

What I like least about my work is quoting for jobs and doing the bookkeeping. At one point, I was the bookkeeper for Potomac Indexing, and I learned a lot during that time. Eventually, I outsourced some of the work, however, and I was very happy to get back to indexing and leave that job to someone else! Doing the bookkeeping for my own freelance business is not nearly as onerous, but I still don't enjoy it. And, quoting for jobs always makes me nervous.

It was particularly difficult when I first started in Australia, as the system differs somewhat from the US. Before I came here, I had rarely been asked to quote on a job or to calculate hours worked. In the US, indexers are usually paid by the page or by the entry, and the publisher usually determines the rate. It is up to the indexer to accept it or not when they take on the job. While I like the Australian system (and especially the ANZSI recommended rate!), I still get nervous about quoting.



What advice would you offer to indexers just starting out?

Be patient, network, find a mentor, and be willing to learn. Getting those first good clients, who will hopefully come back to you with repeat work, will take some time. Don't give up your day job just yet, but do believe that you can make a living as an indexer. Get involved in ANZSI and other related societies. Talk to everyone and anyone about indexing, in whatever context you can. I found one of my first clients in Australia when I discovered that a soccer teammate was an editor at a major publishing house, and I recently discovered that one of my tennis partners is an editor, too! It's these kinds of connections that have helped me to build my Australian business.

I was very lucky to have Maria Coughlin as a mentor. While I don't want to follow Maria's business plan and hire employees, I do sometimes subcontract out work to new indexers or offer some mentoring. I've been asked countless times about indexing as a profession, often by people with little idea of what is involved, and I am cautious about giving away my time. If I see someone at an ANZSI event or course and sense that they truly are interested in indexing, I am more inclined to work with them. Finally, be willing to learn throughout your career, not just as a new indexer. I have constantly had to adapt – learning new software, figuring out different ways of quoting, tackling topics that I don't know much about – but, as I said earlier, that is one of the reasons that I like indexing as a profession!

If you could dine with a famous historical figure, who would it be?

Ernest Shackleton. I love reading about Antarctic exploration, especially the early explorers' journals. *South* is one of my favourites. I would like to know what was going through Shackleton's mind as he watched his ship, the *Endurance*, being crushed in the ice and how he managed to successfully bring his crew back alive. He was not only a brave explorer

but an excellent leader. I have been following Tim Jarvis' recreation of Shackleton's voyage, and I am pleased to see that events such as the Shackleton Epic Leadership Round Table in Sydney have been inspired by this tribute. I would love to go to Antarctica one day and go into Shackleton's hut at Cape Royds (from his second Antarctic expedition). It's amazing how much of it has been

preserved in the Antarctic conditions. Who knows if that will happen, but it's top of my bucket list!

(Can I also mention that anyone out there writing anything on Antarctica who needs an index, please call me! Sadly, I have yet to index a book on that topic ... ☺)

The photo is of me with the *James Caird*, the small boat that Ernest Shackleton and five other men sailed from Elephant Island to South Georgia, when it was on display at the Australian National Maritime Museum in Sydney in 2002.

If you were a letter of the alphabet, which letter would you be and why?

Z – it comes at the end of the English alphabet, like indexes at the end of books. No one is quite sure what to call it ('zee' or 'zed?'), a bit like indexers, who don't seem to fit into any ATO occupation code, let alone any other professional box. There aren't many ways you can use it in Scrabble, but when you do, it's worth lots of points! And, when anyone sings the alphabet song, they always sing it out loudly when they get to the end. I think that Z is the quiet achiever of the alphabet, as indexers are definitely the quiet achievers in publishing. And, as one of the youngest members of a big family (number six out of seven children), I'm used to going last, and I've discovered that sometimes keeping your head down and waiting for your opportunity can be an advantage!

Indexing software

The VIC software comparison session in April, summarised in our May *Newsletter*, sparked a lot of interest. We thought we would examine each package in greater detail, asking users of each software package to answer specific questions in a similar way to the 'Quiet Achievers in Indexing' articles.

If you have any specific question you would like answered or if there is a feature you would like highlighted or explained, please contact Mary Russell:

<russellmf025@ozemail.com.au>

Queensland Branch

General meeting

Tuesday 25 June, 6.00 pm for 7.00 pm start

Show & Tell indexing evening

bring your indexes to share

We meet in the Helen Abrahams Ward Office,
2/63 Annerley Road (corner of Crown Street),
Woolloongabba, Brisbane

Contact: Moira Brown 0416 097 629 or
<brown5moira@yahoo.com.au>

and see

<www.anzsi.org/site/calendar_details.asp?id=325>

ACT Region Branch

Working with words

Saturday 6 July, 2.30 - 5.00 pm

Come along to ACT member Denise Sutherland's home in Gordon, ACT, to discover how she writes crosswords, cryptics, and other puzzles.

RSVP by Wednesday 3 July to Denise, on
6294 1732 or <denise@sutherland-studios.com.au>.
Address details will be supplied when you RSVP.

<www.anzsi.org/site/calendar_details.asp?id=326>

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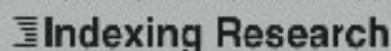


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Branch events

Date and time	Organiser	Name of activity	Venue	Contact details
Tues 25 June 6.00 for 7.00 pm	QLD Branch	Show and Tell	2/63 Annerley Road (cnr Crown St), Woolloongabba, Brisbane	Contact: Moira Brown 0416 097 629 or <brown5moira@yahoo.com.au> Details on p. 11 and at <www.anzsi.org/site/calendar_details.asp?id=325>
Sat 6 July 2.00–4.00 pm	Vic Branch	Indexing images in colonial newspapers	State Library of Victoria Conference Centre	Free, but RSVP essential, <i>See</i> page 8; details at <www.anzsi.org/site/calendar_details.asp?id=315>
Sat 6 July 2.30–4.00 pm	ACT Region Branch	Working with words	Denise Sutherland's home in Gordon, ACT	RSVP by 3 July. Details on p. 11 and at <www.anzsi.org/site/calendar_details.asp?id=326>
Thurs/Fri 11/12 July 9.30 am–4.30 pm	NSW Branch	Introductory Book Indexing Course	Sydney Mechanics School of Arts (smsa.org.au), 280 Pitt Street, Sydney	Queries to <glendabrowne@gmail.com>; details at <www.anzsi.org/site/calendar_details.asp?id=317>
Wed 7 August 6.00–7.30 pm	Vic Branch	The VIC: indexing numbers	Old Op Shop, Holy Trinity Anglican Church, Kew	Details at <www.anzsi.org/site/calendar_details.asp?id=320>

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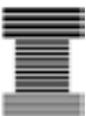
Opinions and statements expressed in the *Newsletter* are
those of the respective authors.

Newsletter schedule

The next *Newsletter* will appear in July 2013.

The contribution deadline is Friday, 28 June.

The editor welcomes your contributions submitted by
email to <peter.judge@bigpond.com.>



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