

# ISC/SCI Bulletin

Indexing Society of Canada  
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Société canadienne d'indexation  
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## ISC 2007 Conference

**Mark your calendars now for the  
ISC/SCI Annual Conference in  
Ottawa: Thursday, May 31 and  
Friday, June 1, 2007.**

Do you want to work smarter and faster? Is efficiency your aim? Then, mark May 31 and June 1 down on your calendars for our 2007 indexing conference! The working theme for this year's conference is 'Work smarter and faster: Practical ideas for indexers – beginner to expert'. Ottawa University is the location. It is close to downtown and the canal and just a few minutes from the Parliament buildings.

We can all use some good sound business advice and ways to improve how we work. Tips and techniques that will make your work go more smoothly and help with productivity. But we have lots of work to do to prepare for the conference.

We're excited to announce our keynote speaker is Charlotte Gray, one of Canada's best-known and highly respected writers, and winner of the Pierre Berton award.  
<http://www.charlottegray.ca/>

Kate Mertes will be presenting 'Creating and Maintaining Speed'. Kate Mertes is a past-president of the American Society of

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## ISC 2007 Conference

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Indexers. She lives in Virginia.

Ruth Pincoe, our past president, will be speaking on the key topic of 'How to Make Money as an Indexer'.

In addition, these are the ideas we have, so far, for presentations.

- Structure – How to develop it
- Ways to Stay Focused on your project
- Increase Efficiency and Reduce stress
- Identifying the metatopic and main headings
- Cross references and double posting
- Building your Business: Promotion to Filing
  - Getting Work
  - Working with Customers
  - Contracts and Agreements
  - Keeping Track of Projects and Customers
  - Your Filing System

But this isn't all. Here's where you come in.

We need more ideas and suggestions on people we can invite to speak. *We want to hear from you.*

- What ideas do you have?
- Can you suggest a topic and a speaker?
- Can you suggest an ideal speaker for one of our topics above?

## Editor, comments from...

Welcome back to the Bulletin. It's been awhile, but we're back after a period of transition. As the new managing editor, I'm looking forward to hearing from you. This is your newsletter, and I'll be asking for contributions from you to share with your fellow members.

This issue is slightly different from the norm because of that gap. We're looking back at the successful joint conference of the past summer, and forward towards the next

The aim is to share some knowledge. So whether you are a beginner or an experienced indexer, we welcome your input.

Can you set aside some time over the next few days to think on some ideas for the conference, jot them down, and then e-mail me at [conference@indexers.ca](mailto:conference@indexers.ca). February will be the deadline to pull this list together. The next step after that is to put the program together. .

Here are some other areas that you can help with..

- Promotional: Spreading the word
  - In newsletters, bulletins and lists.
  - Printed material nearer conference time too
- Program Activities: Putting it all together
  - Do you like to organize?
  - Contact speakers?
  - Help during the conference?

Think Ottawa at the end of May. It's a beautiful time in the capital. There is much to do and see. The flowers are out, café patios are ready and festival season has started. So keep May 31 and June 1 on your calendar. Thanks to those who have already volunteered. I look forward to hearing your comments, ideas and contributions. Stay tuned for more!

Jane McGuire  
ISC Conference Coordinator 2007  
[conference@indexers.ca](mailto:conference@indexers.ca)

conference this summer.

You'll notice that we are temporarily without a logo, and that our name has changed. You can find more information on that change in the minutes of the annual general meeting on page 5. Our new logo is in the works, and will be incorporated here once it arrives.

We also have more than one version of several executive reports, as there was no

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## Indexing Society of Canada

Société canadienne d'indexation

ISC/SCI

P.O. Box 664, Station P  
Toronto ON CAN M5S 2Y4

Web (English)

[www.indexers.ca](http://www.indexers.ca)

Web (français)

[www.indexers.ca/accueil.html](http://www.indexers.ca/accueil.html)

Webmaster  
Cheryl Lemmens

**ISC Executive  
Officiers de la SCI**

President  
ELIZABETH MACFIE

Vice President – (position vacant)

Past President  
RUTH PINCOE

Treasurer  
RICHARD JOHNSON

Membership Secretary  
JENNIFER HEDGES

Editor, Register of Indexers  
Available  
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NATALIE BOON  
Bulletin Team  
JUDITH ANDERSON  
HUGH MORRISON

International Liaison  
RUTH PINCOE

Member-at-Large/Publicity  
MARY NEWBERRY

### Regional Representatives

British Columbia  
KAREN GRIFFITHS

Western Canada  
(position vacant)

Central Canada  
ELAINE MELNICK

Eastern Canada  
(position vacant)

## Membership Renewal Notice

December renewals are now past due. To renew please print out and fill in the form at the following link: <http://www.indexers.ca/application.html> and mail the form with your cheque to

**The Membership Secretary, ISC/SCI**  
**P.O. Box 664, Station P**  
**Toronto, ON**  
**Canada M5S 2Y4**

**Important:** Please remember to add the ISC/SCI membership secretary to your list of people to contact when your details change.

*Jennifer Hedges*  
*Membership Secretary*  
[jennifer.hedges@sympatico.ca](mailto:jennifer.hedges@sympatico.ca)

## Joining ISC/SCI

### Membership Categories and Fees

Individual (\$75)

Student (\$45)\*

Institution (\$90)

(For members outside Canada, add \$10).

Student membership is available for full-time students only. Please inform ISC/SCI of your course name and institution.

**Important:** Please remember to add the ISC/SCI membership secretary to your list of people to contact when your details change.

## Writing for the Bulletin

Author Guidelines: Submit unsolicited Articles of up to 2,500 words electronically in DOC or RTF formats and artwork in PDF format. Photographs TIF format. Please send correspondence attention to: The Editor, Natalie Boon — [natalie@booninformationservices.com](mailto:natalie@booninformationservices.com)

## Advertising in the Bulletin

The ISC/SCI *Bulletin* accepts advertisements at the following rates per issue:

Full page..... CDN \$80

Half page ..... CDN \$40

Quarter page ..... CDN \$20

Business card ..... CDN \$15

Advertisers are asked to supply camera-ready copy in PDF format.

# President's Message

Hello everyone,

I hope that 2007 has started well for you: that you are enjoying good weather, after the strange season (extra wet, cold, windy, or mild) that most of us have just lived through, and that you are getting a nice variety of indexing projects. I have recently worked on a piece of federal legislation and a bilingual book project on the election process, and I've just landed a book on animals in the Canadian literary imagination. Such variety! I'd like to add a special greeting to all our new members—welcome to ISC/SCI. Feel free to introduce yourself on our email forum ISC-I, and ask any questions you might have.

The ISC/SCI **executive** met in fall 2006, partly in person in Toronto and phone, and partly by email. (We now reimburse transportation expenses for one meeting per year for executive members who live fairly near our meeting site, which is currently Toronto). A report will follow in the next *Bulletin* issue, after the discussions are finalized. Among other activities, we developed budget projections for 2006-07 and budget projections for 2007-08 and 2008-09. (Speaking of money, as of January 1, 2007, we have \$20,447 in the bank, which is on par with our usual holdings.) Thanks to Natalie Boon and Gillian Faulkner for joining us at the meeting in Toronto and contributing their ideas: non-executive members are always welcome at our in-person meetings.

Note that it's recruitment time for the **2007-2008 ISC/SCI executive**. All positions are open (though we do have some candidates for some positions), and proposals for co-chairs or co-presidents. If you are considering taking part, or if you can recommend candidates, please let me know. Serving on the executive is an excellent opportunity to become known, meet people, and contribute to your society. And if you like to be active locally, you can organize meetings with indexers in your area. We can help, with advice and room-rental funds.

Among the people who have recently earned our thanks for their ongoing work for ISC/SCI are:

- Jennifer Hedges, for producing and distributing the annual ***Membership Directory***
- Christine Dudgeon, for producing the ***Register of Indexers Available***
- Natalie Boon, for becoming editor of the ***Bulletin***
- Cheryl Lemmens, for her continual updates and improvements to our **web site**
- Elaine Melnick, for convening the popular local ISC/SCI **meetings in Toronto**.

Natalie Boon has offered to draft a short **history of ISC/SCI**, based on a collection of past *Bulletins*. This 30<sup>th</sup>-anniversary project will remind us who did what, and when, in the creation and activities of our organization.

We're looking forward to a new look to go with our new name. We recently made a 50% deposit (that is, \$600 + tax) to Provoke Design Communications of Toronto to develop our **new logo**. Thanks to Mary Newberry, our executive member-at-large for publicity, for finding the designer and shepherding this process.

Ruth Pincoe, our **International Liaison** person, continues to keep us in touch with our sister indexing societies around the world. As the sister societies' new International Co-ordinator, she will attend the conferences of the American Society of Indexers and Society of Indexers (in Britain), and so she will attend these conferences as the ISC/SCI representative as well.

Many thanks, too, to Jane McGuire for coordinating our **2007 conference** in Ottawa at the end of May and beginning of June. Please note her article in this *Bulletin*, and

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## President's Message

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consider how you can contribute to the conference organization and operation. You can participate locally or at a distance, in small or large activities. It's

always a rewarding experience, and to make this valuable event happen, we need a big team. And of course, plan to come if you can. Remember that you can combine this with a weekend at the Editors' Association of Canada conference in Ottawa, June 1 to 3.

# From the 2006 Conference

## Annual General Meeting 2006

**Saturday, June 17, 2006**

**Toronto Marriott Downtown Eaton Centre Hotel  
252 Bay Street, Toronto, ON**

### Draft Minutes

**Attendees:** Martha Allan, Natalie Boon, Noeline Bridge, Daphne Davey, Amina Essop, Gillian Faulkner, Glenn Galloway, Jennifer Hedges, Christine Jacobs, Catherine Keenan, Cheryl Lemmens, Elizabeth Macfie, Audrey McClellan, Elaine Melnick, Mary Newberry, Ruth Pincoe, Louise Saint-André, Gillian Watts

1. Meeting called to order by Elizabeth Macfie at 2:35 p.m.
2. Gillian Watts selected as meeting secretary.
3. Other business to be added to agenda:
  - suggestion that a Canadian award for indexing excellence be established
  - question about discounts for ISC/SCI members on ASI publications, etc.
  - retroactive approval required for members of executive appointed for third term
  - writers required to report on conference proceedings for Bulletin

4. Approval of agenda: moved by Christine Jacobs; seconded by Cheryl Lemmens. Carried.
5. Approval of minutes of 2005 annual general meeting (June 8, 2005): moved by Ruth Pincoe; seconded by Audrey McClellan. Carried.
6. Business arising from minutes:
  - non-profit status for ISC/SCI: Elizabeth Macfie reported that the original motivation for this idea was to make us eligible for free meeting spaces, but it has been dropped as too expensive. Concerns about executive liability were considered not relevant because we have no physical site.
7. Executive reports:
  - Members were directed to the printed reports distributed at the meeting.
  - Ruth Pincoe announced that she would submit the International Liaison report soon. She is now International Liaison Coordinator for all the societies. After Ruth spoke, the present to ISC/SCI from the China Society of

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## Annual General Meeting 2006

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- Indexers, presented by Mr. Wei Haisheng, was opened and proved to be a set of pins for the 2008 Beijing Olympic Games.
8. Budget for 2006–07: not yet drawn up.
9. Constitutional changes:
- Name change (Article I of Constitution).  
**Moved** by Elizabeth Macfie that the name “Indexing and Abstracting Society of Canada / Société canadienne pour l’analyse de documents” be changed to either “Indexers Canada / Indexeurs Canada” or “Indexing Society of Canada / Société canadienne des indexeurs.”  
Seconded by Daphne Davey.  
*Discussion:* Louise Saint-André objected to the French term “indexeurs” as being masculine only and suggested using “indexation” (indexing) instead. Motion amended by Elizabeth Macfie to change the French versions accordingly. Seconded by Ruth Pincoe.  
*Discussion:* Catherine Keenan queried the dropping of “abstracting.” Ruth Pincoe explained that the present name is too long to say and to create an effective logo; also, abstracting is no longer a major component of what members do and what the organization supports. Daphne Davey noted that previous notices about the name change had already allowed for this type of discussion. Ruth mentioned that at the last AGM, some founding/very early members had, with regret, recognized that a change was needed. Christine Jacobs noted that “indexing” does not rule out abstracting, and indeed includes it.  
The name “Indexing Society of Canada / Société canadienne d’indexation” was chosen over the other option by a vote of 18–7.

- Renaming of executive positions (Article V of Constitution).  
**Moved** by Elizabeth Macfie the Western Canada Representative be renamed “Prairie and Northern Representative” for Manitoba, Saskatchewan, Alberta and the territories and that one of the two Member-at-Large positions be renamed “British Columbia Representative.” Seconded by Mary Newberry.  
*Discussion:* Much discussion ensued about role of area representatives, regional voices, number of executive members, service to remote members, etc. Motion defeated.  
**Moved** by Elizabeth Macfie that the current executive positions of three regional representatives and two members-at-large be revised to four regional representatives and one member-at-large in order to cover all parts of the country, with the executive to review regional boundaries annually so that they reflect the geographic distribution of the membership. Seconded by Christine Jacobs. Carried unanimously.

### 10. New Business

- Communications process: Please see President’s Report. The executive have been struggling with changes in technology. The intention is to produce three Bulletins a year plus “Bulletin flashes” on the web site only. Comments are invited.
- Serving remote members: Use of the email forum is encouraged; recently activity has increased and the forum has been proving useful to members. Local get-togethers are encouraged, and a search is on for local convenors.
- Rates survey: planned for the fall.
- Future conferences: An online poll resulted in a 22–2 vote in favour of Ottawa as the site for the 2007 conference, in conjunction with the Editors’ Association of Canada

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## Annual General Meeting 2006

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conference. Some interest has been shown in planning the 2008 conference around the Canadian Library Association's meeting in Vancouver. Ruth Pincoe wants people across the country to start thinking about session topics, and noted that program committee recruitment should begin now, especially in light of the potentially larger audience provided by EAC. Cheryl Lemmens suggested using the 2006 conference email forum set up on Yahoo. Elizabeth suggested targeting nearby ASI members in the U.S.

11. 2006–07 Executive: This is not a "changeover" year. Targeted recruitment for the vice president position is to begin soon; the vice president usually moves into the position of president. Ruth Pincoe suggested that the position be made more active in order to ease the burden on the president.  
The executive plan to meet in person at least twice a year, once at the AGM and once in November. Expenses will be paid for executive members who live fairly near the meeting site to travel to the meeting. Distant members will participate by speaker phone.
12. Volunteers: Thanks were expressed to the 2005–06 volunteers. Volunteer positions open for 2006–07 were announced: a proof reader for the Register of Indexers Available and someone to assemble a history of the organization to post on the web site. Catherine Keenan volunteered for the first, and Christine Jacobs and Natalie Boon for the second. They will try to deal with the archives (presently in someone's garage). Ruth noted that next year is our thirtieth anniversary and proposed inviting charter/very early members to Ottawa.
13. Conference Committee: Elizabeth Macfie expressed the organization's thanks to all concerned, and Ruth

Pincoe thanked everyone for attending and presented the committee members with tokens of appreciation. Those present were Elaine Melnick, Mary Newberry, Gillian Faulkner, Audrey McClellan, Elizabeth Macfie, Natalie Boon, Cheryl Lemmens, and Amina Essop.

14. Other Business
  - Ruth Pincoe announced that the 2006 Tamarack Award had been presented to Cheryl Lemmens for her sterling work on the web site.
  - Gillian Watts proposed establishment of a Canadian award for excellence in indexing. Daphne Davey moved to request the executive to pursue the matter further. Seconded by Ruth Pincoe. Carried.
  - Discussion of discounts for ASI publications: Christine Jacobs said this was negotiated previously, and Ruth Pincoe found the relevant information in the international agreement between the societies. It was concluded that the private company distributing the publications was simply unaware.  
Executive term extensions: Normally executive members may serve two terms of two years each, for a total of four years, and special approval by the membership is required for extended terms. Elizabeth Macfie moved that third terms be approved retroactively for Richard Johnston (treasurer) and Christine Dudgeon (Register of Indexers Available) for 2005–06. [Note added June 30, 2006, by E. Macfie: this vote should have been to extend the term of Elaine Melnick, Central Canada Representative, not Christine Dudgeon, and it the term should have been "2005-07."] Seconded by Mary Newberry. Carried unanimously.

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## Annual General Meeting 2006

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- Bulletin: Amina Essop asked for people to write reports on the conference sessions.

- ASI Body of Knowledge document: Christine Jacobs suggested posting something similar on the web site and asked for comments by email .

15. The meeting was adjourned at 4:33 p.m.

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### Report Breakout session 8, “Case Studies in HTML Indexing”

Reported by Catherine Keenan

This session was hosted by Heather Hedden, indexing teacher and moderator of ASI's Web Indexing SIG.

It was an informative session about radically different approaches to creating an index that will live on the Internet (or an intranet).

Cheryl Lemmens' presentation on French and English indexing of material raised good questions about the use of nouns as subject terms versus adjectives, and double posting of index terms. It was illuminating to hear about the differences in the way people think in different languages, and this can only help an indexer keep an open mind during the analysis phase of index creation: What are the key concepts of my document? How is my user going to think about these concepts?

Ian Cooper talked about an A-Z index he has created at American Express for call centre agents responding to customer questions. Ian's soup-to-nuts presentation took us through the creation of his web index. He was also able to demonstrate that the index improved access to information for the agents, an argument that often needs to be made despite the revolution in ideas about information access on the web in recent years. The one drawback of Ian's presentation was that he was unable to show us any of the words, because the index is a corporate document. We were therefore unable to discuss his analysis, or explore such topics as depth of indexing -- what librarians call “specificity” and the web world calls “granularity”.

Pilar Wyman's session about the various incarnations of the index to *Geriatrics at your fingertips* was a view on parlaying an index into several different formats: book, a web index, and a Palm format. These last two would seem to be very similar, but due to differences in frequency of publication and the size of the devices that display the information the indexes must be very different animals.

For the web, locators link to “urls” or “anchors” that are inserted in specific web pages. Are your subject terms going to be hot links? That means you can only have one term per locator. Okay; how about several locators under the same term? How do you distinguish between different locations? Most importantly: Who is going to insert all those anchors into the web pages?

The technology exists now to convert a back-of-the-book style index made using commercial indexing software like CINDEX or SKYIndex. David Ream's presentation on HTML/Prep demonstrated the results of converting his *Rochester History* index that now links to pdf pages. It's this process that I chose to create a web index to Canadian tobacco legislation for the Canadian Council for Tobacco Control:

<http://www.cctc.ca/cctc/EN/lawandtobacco/byregion/legislationindex>

Another option is for the indexer to start from anchors in the web pages and assign subject terms to them. Timothy Craven introduced us to XRefHT32 (pronounced “Shreft”), a freeware package he developed that works this way. HTML Indexer works from this end of the process as well.

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## **Report Breakout session 8, “Case Studies in HTML Indexing”**

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The reality of creating indexes for the web these days is that the indexer is going to spend a lot more time thinking about code and formatting than you would if you were creating a back-of-the-book index or indexing for a database. But the process is still fascinating because the web index crosses boundaries between cataloguing and indexing, between open and closed systems. For me, the interesting part is the analysis, and the luxury is unlimited space and instant links directly to your material.

## **Breakout Session 16 Indexing Aerospace Books**

Reported by Audrey McClellan

Since my husband is a space nut, er, scholar, who has already written three books on the subject, I was interested to see “Indexing Aerospace Books” listed in the conference program for Friday afternoon. The presenter, Jon S. Bach, is an editor and indexer at Aerospace Press, the publishing arm of The Aerospace Corporation in California, a federally funded research and development center. Jon provided a quick overview of aerospace science and then outlined the type of information in aerospace books and the issues that arise for indexers.

Aerospace is a very young, multidisciplinary field populated mainly by scientists and engineers with backgrounds in academia and research. Change is rapid and often tied to developments in other sciences. The result: many books, magazines, and journals that need to be edited and indexed.

Aerospace books contain proper names, acronyms, technical terms, mathematical expressions and equations, extensive and often complex reference notes and lists, tables, photos, etc. This raises the questions: What information in aerospace books should be indexed? and How should that information be indexed?

Using examples from his own indexes, Jon demonstrated that aerospace indexes could include some or all of the following categories of entries: people (many with Russian, Chinese, or German names or with military or governmental titles), organizations (often identified by acronyms), geographical entities (such as launch sites and research centres), spacecraft (Jon pointed out that paragraphs 7.99 and 7.100 of the Chicago Manual cover conventions for italicizing and capitalizing spacecraft names), other physical entities and phenomena (such as hardware, processes, and natural forces such as gravity), abstract concepts (such as risk, which may or may not be named in the text), resources (software, books, other media), and mathematical entities (such as Kepler’s laws or ballistic coefficient).

Given this wealth of information, Jon admitted that it can be difficult to decide how to index it all. Some of the questions he asks when he starts an index are: What level of detail should he cover? Should he include parenthetical identifiers (such as spelling out an acronym or identifying a name as a satellite or launch vehicle) for unfamiliar entries? And how much cross-referencing should he include?

Jon concluded that indexing aerospace books involves a series of decisions, and the indexer must make those decisions by analyzing each question from the reader’s viewpoint. He or she must be familiar with the discipline and with the readers, and should consider what the reader is likely to look for and what is the best way to make that information available. According to Jon, “Authors and readers can both appreciate the didactic value of an index, as well as the value of serendipitous discoveries one makes when perusing an index.” This means aerospace indexers often find themselves balancing the desire to put as much as possible into the index with the need for economy and precision dictated by time and space constraints.

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## **Breakout Session 16 Indexing Aerospace Books**

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Jon's presentation was illustrated with stunning NASA photos of planets, galaxies, and spacecraft, but I came away feeling that aerospace isn't any farther out of this world than any of the other topics we index.

## **Post-Plenary Session A Practical Meeting Planner**

Reported by Audrey McClellan

Hidden on the conference schedule after Saturday's Lunch and Conference Closing was a 45-minute Post-Plenary Session on planning meetings. I think many in attendance must have overlooked the listing – or been conferenced out – as there were few people in the room for Jacob Schulzinger's concise and useful session. Luckily, his "Practical Meeting Planner" is on the web site of ASI's South Central Chapter ([www.asi-scc.org](http://www.asi-scc.org) – hit the "Meetings" button) and is self-explanatory.

Jake said the South Central Chapter came up with the planner because members found that most organizers just didn't know what was involved in planning or putting on a meeting. Often the lessons learned by previous organizers didn't get passed on. For that matter, even experienced organizers occasionally forgot a step. Jake gave the example of his chapter's sending out a meeting announcement and neglecting to provide a registration form. Even though the announcement gave the name and address of the registrar, there were still people who asked how to register. They were looking for a registration form, not mailing instructions.

The planner consists of three parts: a planning tool, cost planner, and sample forms.

The **Planning Tool** lists the tasks that must be done to ensure a meeting runs as smoothly as possible. It includes everything from setting a meeting date (with a reminder to check for holidays and other local events that might conflict) and reserving a room, speakers and a caterer, to mailing registration packages (with a helpful list of information to include) and emailing reminders. It also suggests when each task should be carried out, from "90 days to meeting" to three days before, when you confirm the headcount for meals or snacks.

The **Cost Planner** lists a wide range of items, from room rental and presenter fee to equipment rental and mailing costs. Based on these costs, the form helps you calculate a fee schedule by dividing the total cost (without food) by the estimated attendance. Add to that amount your cost for food per person and allow an additional 10 percent for unexpected costs, late registrants, or fewer registrants than expected. The planner suggests a fee schedule that includes rates for members, students, and non-members who register by a set deadline, and a single rate for late registrants.

The **Sample Forms** can be modified for your specific meeting and then sent out by mail or email and posted to a Web site. There is a press release, announcement (including a map, which Jake says is important if you want to ensure your registrants don't get lost), and registration form.

As we ran through the planner in the session, I thought of meetings I've been involved in organizing, including last year's IASC conference in Ottawa, and was happy to see we've covered most of the bases Jake suggests. This will definitely be at my side next time I'm helping organize an event, as it's a comprehensive tool that's flexible enough to be modified as unforeseen problems crop up.

# Executive Reports

## Webmaster's Report

*Prepared by Cheryl Lemmens / January 19, 2007*

### **(1) Web Site Redesign**

The Web site was redesigned slightly in the summer of 2006 to reflect the Society's name change. The IASC/SCAD logo was removed from the top left-hand corner, and the top identification banner extended across the full screen. In addition, a second, narrower navigation bar was added in a slightly different shade of blue to provide access to six pages: both the English and French home pages, "Find an Indexer" (the *Register*), "Become a Member" (the Membership page), "Contact Us" (the Executive page), and the site index.

Welcome copy was rewritten to emphasize our new name, although it retains the text describing the goals of the Society. Following below is information about the upcoming conference, which will be updated as necessary. Next, a "New and Notable" section was added as per Beth Macfie's suggestion to provide links to indexing news, both ours and that of other societies. The remainder of the home page provides information about membership, Society publications, and the international agreement among indexing societies.

### **(2) Translation of English Web Copy into French**

Translation of English copy into French (formerly handled by the non-bilingual Webmaster) is now being done by francophone ISC/SCI member François Trahan. Besides translating new copy as it is posted to the site, François has also undertaken a review of the entire site to check French copy, correct errors, and recommend alternative translations. His work has been a great help, and allows us to present visitors with a Web site that is correct in both official languages!

### **(3) New Domain Name and Web Hosting Services**

In September 2006, I switched the Web site from two separate companies handling our domain name and Web hosting to one company, Vancouver-based Webnames.ca. This firm has its origins in the company that initiated the .ca domain field back in 1987, so its expertise is well established.

In addition to the company switch, our old domain name, [www.indexingsociety.ca](http://www.indexingsociety.ca), was changed to [www.indexers.ca](http://www.indexers.ca) – easier to remember, and similar to the EAC's domain name of [www.editors.ca](http://www.editors.ca). The new name was announced on index-l, although the old name was active for a couple of months with a redirect page in place to guide visitors to the new site.

### **(4) 2007 Conference Discussion Group**

A group has been set up on Yahoo! ([http://ca.groups.yahoo.com/group/isc\\_conf/](http://ca.groups.yahoo.com/group/isc_conf/)) to plan the 2007 conference. To subscribe, send an email to [isc\\_conf\\_subscribe@yahoogroups.ca](mailto:isc_conf_subscribe@yahoogroups.ca). To post a message, use the Web interface, or send an email to [isc\\_conf@yahoogroups.ca](mailto:isc_conf@yahoogroups.ca).

### **(5) Web Site Style Guide (from AGM report of June 18, 2006)**

As per Beth Macfie's suggestion, I prepared a style guide for the Web site in late 2005-early 2006. The style guide provides information on HTML formatting (e.g., basic page template, fonts, colours, heading styles, link treatments, etc.) and on editorial issues such as style, spelling, and punctuation. Separate sections provide specific information with regard to the *Register of Indexers Available* and French-language issues. The style guide has been posted on the ISC Web site as an RTF file (<http://www.indexers.ca/styleguide.rtf>).

*Please note:* The style guide reflected the status of the Society's Web site as it existed

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## **Webmaster's Report**

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before modifications were made in summer 2006, as discussed above. It will be reviewed and modified as needed.

### **(6) 2006 Conference Web Pages (from AGM report of June 18, 2006)**

A complete "site within a site" was created for the 2006 joint ASI – IASC/SCAD conference, consisting of the pages listed below. **(Please note: These pages were removed from the Web site early in 2007 to prepare for the upcoming ISC/SCI conference in Ottawa.)**

Conference Home Page  
    Hotel and Surrounding Area  
Presentations  
    Royal Ontario Museum Outing  
Papers and Poster Sessions  
    Welcome to Toronto!  
Program  
    Getting Around  
Keynote Address  
    Restaurants  
Presenters' Bios  
    Shopping  
IASC/SCAD AGM  
    Neighbourhoods  
Registration and Fees  
    Architecture

### **Forms**

The following forms were created for the conference and posted online:

- Registration form for IASC/SCAD members resident in Canada

- Registration form for non-IASC/SCAD members resident in Canada
- Proxy voting form (English and French)

One issue that came up with regard to the registration forms was the omission of the costs involved in purchasing tickets for the keynote address/dinner and the awards luncheon (i.e., for those who had not registered for the full conference). An email message was prepared and sent out to inform members of the costs, and this information was posted on the Web site as well.

### **Inserts (for Conference Bags)**

Inserts listing (i) Toronto restaurants and (ii) Toronto book and music stores were created to provide hard copy versions of the restaurant and book/music store lists on the Web site. These files were also uploaded to the Web site.

### **Photographs**

Photographs of Toronto City Hall, a Toronto streetcar, the Eaton Centre interior, the Church of the Holy Trinity, and the Royal Ontario Museum rotunda were copyright-free images taken from Wikipedia. A photograph of keynote speaker Eleanor Wachtel on the CBC Web site was used with permission of the CBC; a note to that effect was included on the keynote address page.

### **Web Site Index**

The Web site index was updated in both English and French each time a new page was added to the conference site.

## **Central Canada (Southern Ontario) Report**

### **June'05 – June'06 ~ Year in review**

Prepared by Elaine Melnick

Our season started June 25, with a post-conference meeting at the George Brown House to share highlights of the Ottawa conference. There were 10 members who attended, with a fairly equal split between those who had been to the conference and

those who couldn't make it. A discussion on the 2006 conference followed.

On July 23 a small group came out to Ruth Pincoe's home to hear about the SI conference Ruth had just returned from.

The meeting on October 22 was one of our most successful in terms of attendance.

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## **Central Canada (Southern Ontario) Report – June'05– June'06 ~ Year in review**

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There were 14 people who came out for a session on indexing software, including demonstrations of Cindex, SKY, and Macrex on two laptops. This meeting was more complicated than others to arrange as there was some difficulty in finding someone in the Toronto area who used Macrex AND had a laptop! Ultimately, Ruth Pincoe and I both downloaded the Macrex demo onto our respective computers. As we were unfamiliar with the program, Chris Blackburn was pressed into service to explain the inner workings of the Macrex software. Overall, a good experience that was very useful to those who had not yet decided on which software to purchase—a session worth repeating.

On Nov. 19, Fern Deramaix showed 8 of us how she makes sense out of Toronto's government as she explained the intricacies of indexing the city's council meetings, by-laws, and reports. (The 2004 combined index has 13,000 entries, 181 pages. The by-law index has 3,500 entries, 46 pages.) She also brought along a copy of each index for our perusal.

January 28 brought 12 people out for a discussion of "Life before indexing: what did you do before discovering indexing, how did you find out about indexing, and how did you get your first job?" Again, we had a fairly even split between those who had been indexing for some time, and those new to the field. In general, it was a good question and answer opportunity with the added bonus of informal networking!

Our last pre-conference meeting was held May 27, and this was the first time we did a peer review of an index. The index in question was the first project of a new indexer and was offered up for scrutiny in order to gain critical feedback on the process and the end product. Both the indexer under review, and the reviewers, found it to be an interesting exercise, also worth repeating. There were 11 people at this outing.

Conference planning started in November, and the first session was attended by Ruth Pincoe, Mary Newberry, Gillian Faulkner, Amina Essop, Chris Blackburn, Cheryl Lemmens, and myself on Nov. 30. Chris was unable to attend further planning sessions and regretfully resigned from the committee. Our next session was held January 7, 2006. Natalie Boon joined us, and meetings continued to be held approximately 3 weeks apart from that point until May 27. This core group proved to be most capable in hashing out the IASC contribution to the joint conference. Thank you all! Thank you as well to Maureen O'Connor for a final proofread on the restaurant list. Kudos to Ruth Pincoe for keeping things on track as committee chair, and to Cheryl Lemmens for her unceasing work on the conference web site!

The past year has been a particularly gratifying one as we continue to draw a good response to the meetings. We've made good use of the George Brown House as a meeting site. (And found pleasantly workable alternatives when it wasn't!) Meetings have never been 'members-only', and I hope I've encouraged participation by new members as well as those who might become members. I'm looking forward to the next year to see what we'll do next!

### **November 2006**

A short report this time. We have had two meetings to date over the summer/fall period.

The first, a post-conference session, was held in July with a total of 14 people attending. Ruth Pincoe graciously offered the use of her home for this "garden party". Overall the general consensus was that the conference had been a success, and those who had been able to attend felt it had been time well spent. Gillian Faulkner, recently returned from the UK, filled us in on the SI conference. There were a number of sessions offered that sounded terribly intriguing!

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## Central Canada (Southern Ontario) Report – November 2006

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Our second meeting was held in October at a local restaurant where 17 indexers came out for a review of good and not-so-good indexes. Gillian Watts, Ruth Pincoe, and myself brought copies of indexes we felt fit into their respective category. Photocopies had been made of each index and these were distributed to all in attendance. We

took turns presenting our offerings to the group, along with the reasons why they fell in to their respective category. A lively group discussion followed each presentation.

Turnout continues to be good, as the above numbers demonstrate. Also, we have had a good mix of experienced indexers and new members (with some soon-to-be members) coming out.

Elaine Melnick  
Nov. 4, 2006

## Membership Reports

### Annual Report 2006

Prepared by Jennifer Hedges, Membership Secretary

As of June 1, 2006, IASC/SCAD has 120 members. Thirty-four members did not renew in 2005, but there were twenty-eight new members between January 2005 and June 2006. The Editors' Association of Canada (EAC) refers to non-renewals as "membership 'churn'". EAC's rate of churn can be as high as 30% a year, so ours is not unusual.

Of the members who did not renew, seventeen joined in 2004.

The geographical breakdown of the membership is as follows:

#### Within Canada

British Columbia	22
Alberta	10
Saskatchewan	2
Manitoba	2
Ontario	59
Quebec	8

New Brunswick	2
Newfoundland & Labrador	1
Nova Scotia	3
Prince Edward Island	1

#### Outside Canada

United States	9
Germany	1

#### Membership Types

Individual	104
Student	4
Institutional	12

Institutional members are distributed as follows:

British Columbia	2
Manitoba	1
Ontario	3
Quebec	2
United States	3
Germany	1

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## Membership Reports

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### January 2007

Prepared by Jennifer Hedges, Membership Secretary

As of January 15, 2007 there are 112 ISC/SCI members. Since the last issue of *The Bulletin*, fourteen new members have joined and a previous member rejoined. The list of new members is at the end of this report.

However, since December when I sent out membership renewal notices, seven members have contacted me to say they are not renewing their memberships. Where reasons for non-renewal were given, they included retirement from the field, maternity leave and a change in personal circumstances.

The geographical breakdown of the membership is as follows:

#### Within Canada

British Columbia	21
Alberta	5
Saskatchewan	2
Manitoba	2
Ontario	59
Quebec	8
New Brunswick	2

Newfoundland & Labrador	1
Nova Scotia	2
Prince Edward Island	1

#### Outside Canada

United States	8
Germany	1

#### Membership Types

Individual	97
Student	3
Institutional	12

Institutional members are distributed as follows:

British Columbia	2
Manitoba	1
Ontario	4
Quebec	2
United States	2
Germany	1

#### New Members

Martha Allan of Hamilton, ON  
[martha.allan@mohawkcollege.ca](mailto:martha.allan@mohawkcollege.ca)

Michael Allerton of Harcourt, NB  
[m.allerton@xplornet.com](mailto:m.allerton@xplornet.com)

Natalie Boon of Toronto, ON  
[natalie@booninformationservices.com](mailto:natalie@booninformationservices.com)

Pat Buczkowski of Downsview, ON  
[nusia@netrover.com](mailto:nusia@netrover.com)

Sarah Eccleston of Edmonton, AB  
[sarah@dashinformation.com](mailto:sarah@dashinformation.com)

Connie Furnival of Toronto, ON  
[cfurnival@cnomail.org](mailto:cfurnival@cnomail.org)

Ellen Hawman of Kingston, ON  
[ellen.hawman@sympatico.ca](mailto:ellen.hawman@sympatico.ca)

Mary Knittl of Toronto, ON  
[mknittl@ibm.com](mailto:mknittl@ibm.com)

Jane McGuire of Ottawa, ON  
[janemcg@magma.ca](mailto:janemcg@magma.ca)

Ronnie Seagren of Toronto, ON  
[seagren@rogers.com](mailto:seagren@rogers.com)

Gilda Spitz of Thornhill, ON  
[gilda@gsconsulting.ca](mailto:gilda@gsconsulting.ca)

François Trahan of Vancouver, BC  
[f\\_trahan@shaw.ca](mailto:f_trahan@shaw.ca)

Julie Van Tol of Burlington, ON  
[jvantol@cogeco.ca](mailto:jvantol@cogeco.ca)

Molly Wolf of Kingston, ON  
[lupa@kos.net](mailto:lupa@kos.net)

#### Returning Member

Catherine Keenan of Toronto, ON  
[cath.indexer@gmail.com](mailto:cath.indexer@gmail.com)

# Book Reviews

## Website Indexes: Visitors to Content in Two Clicks

James A. Lamb

130 pages, including XRefHT32 reference manual and index

Ardleigh, England: James A. Lamb, 2006

*Reviewed by Cheryl Lemmens*

Until recently, Glenda Browne and Jon Jermey's *Website Indexing* (2001; 2nd ed., 2004) was the only existing book-length study of this relatively new craft. A second book, however, has now been written and published by James A. Lamb, a British indexer and member of the American Society of Indexers' Web Indexing special interest group.

According to the blurb on the back cover, *Website Indexes* "gives you *everything* you need to build and maintain website indexes: indexing knowledge, HTML and software." And Lamb does briefly discuss some basic indexing principles and techniques (such as cross-references and double-posting), as well as some basic HTML (such as link types, anchors, and meta tags). Most of the book, however, documents the creation of Web site indexes using XRefHT32 software, making this more of a technical manual than a general resource. It would probably have been more accurately entitled *Creating Website Indexes Using XRefHT32*.

As a qualifier, I should point out that I do not use any software, other than a plain text editor, to create anything I put up on the Web. Lamb acknowledges this basic approach in Chapter 1, where he says: "The World Wide Web is based on HTML which is in essence plain text, so, as with everything to do with websites, it is possible to create a website index using only a plain-text editor." He goes on to state, however, that "this is, of course, not the most efficient way and tools have been written to help."

I would argue that some of us who still like to hand-code have developed our own efficiencies of method. Learning to code

basic HTML, moreover, has the advantage of providing a comfort level and familiarity with HTML that can come in handy when moving on to dedicated software. Even if the objective of the book is to promote a specific type of software, this should not preclude a good general discussion of HTML basics – one that illustrates specific points without using XRefHT32 examples. And, speaking of examples, screen shots from two or three well-constructed Web site indexes would have been a great help to the reader.

Beyond HTML, however, is the even more significant issue of basic book indexing principles. As noted above, Lamb does briefly discuss indexing basics. The first three examples, however, are taken not from trade or scholarly books, but from an "Email Client's User Manual" – arguably not the best source. There is a detailed discussion of zoological term classification that may or may not be helpful to the reader. This is followed by a section on capitalization of entries – "China" (the country) as opposed to "china" (porcelain) – before we finally reach the nitty-gritty: inverted entries, cross-references, double-posting, and subentries ("subheadings").

The chapter concludes with a discussion of set out (indented) and run-in entries. As Lamb points out, indented entries are much easier to read than run-in entries – and that's in print. It seems surprising that run-in entries would be discussed in a book on Web site indexing, particularly given the way most people approach online text. As Jakob

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## Book Reviews

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Nielsen famously pointed out in his column "How Users Read on the Web" (<http://www.useit.com/alertbox/9710a.html>), "They don't." Web site indexes, like all other Web content, must be usable and scannable – and preferably indented.

If, then, as the back cover blurb states, the book "assumes no prior knowledge" (including knowledge of indexing), the chapter on indexing principles may not necessarily assist a person with little or no indexing experience, even though this person is part of the book's intended audience. As Lamb notes in his preface, he is writing the book for a wide range of users, from the "IT or indexing professional" to the volunteer who has agreed to create a Web index for his or her "local church or society." I would suggest, however, that such a project is more appropriate for the experienced IT or indexing professional than for the novice or non-indexer who must learn not only both skill sets but the use of a specific software.

As noted above, most of the book documents the creation of site indexes using XRefHT32; a reference manual for the software is included. XRefHT32 was created by Tim Craven, a professor at the University of Western Ontario, and can be downloaded free of charge from his Web site. To get the most out of this book, the reader will want to download the software and start experimenting with it, following the examples and using the screen shots as

## Editor, comments from . . .

*(continued from page 2)*

fall issue this year. The next issue will contain the remaining officer reports that aren't contained in this issue.

My goal is to produce another two issues of the Bulletin before the next conference. In order to do that, I'm going to need content from you. If you have an idea for an article, I'd appreciate hearing about it. Book reviews, useful web sites, reports of lectures that you find useful; they're all possibilities. If

references. Of interest to experienced indexers will be a chapter on using XRefHT32 to convert files created in the major indexing software programs (CINDEX, Macrex, and SKY Index) into HTML. There is also a brief section on using XRefHT32 to create site maps – online tables of contents rather than true alphabetical indexes that can, nevertheless, be useful finding aids on Web sites.

There were, surprisingly, a few problems with the book's own index, including some unnecessary see references, an entry with subentries out of alphabetical order, a main entry stranded at the bottom of a column, and three entries for "insignificant / passing / trivial mentions." And it is probably safe to say that the following entry is not particularly helpful:

principles  
one, 19  
two, 20  
three, 21

To conclude, *Website Indexes* can be helpful to anyone who wishes to create a Web site index, but that person would have to have a specific level of indexing and technical knowledge, and intend to use XRefHT32 software. Non-indexers and novice indexers, however, would be advised to master basic indexing principles, as well as basic HTML, before trying their hand at a Web site index. Once they have experience in both skill sets, the freely available XRefHT32 software – complemented by this book – will help them get their Web indexes off the ground.

there's a type of article that the Bulletin featured in the past that you'd like to see again, tell me.

Its also a year of anniversaries. This year ISC/SCI is celebrating its thirtieth anniversary. I'm a relative newcomer, and I know that I speak for many when I admit to curiosity about all of the things that have

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## Editor, comments from . . .

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been accomplished and the way that indexing itself has changed. If any of our more experienced members out there would like to share their thoughts, please do.

I'm also going to be asking for volunteers to be profiled here as part of the Bulletin. I'll be posting a set of questions on the ISC elist, but if you're interested and not online, let me know and I'll mail you a set for you to return.

I know I'm excited about the future of the Bulletin. ISC/SCI and our profession are both adapting. It's an exciting time to be an indexer.

I hope you enjoy this issue.

Natalie Boon, Managing Editor

[natalie@booninformationservices.com](mailto:natalie@booninformationservices.com)

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# Upcoming Conferences

It's only January now, but the conference season is fast approaching! For many of us, one gathering a year is all we can manage. However, if you are travelling, you may want to consider either the ISC/SCI conference in Ottawa or one of the other events listed below. Remember that under the terms of the International Agreement, a member of one indexing society may attend conferences of any of the societies at member's rates!

Once again, ANZSI (the Australian and New Zealand Society of Indexers) are first off the blocks. Their conference—**"The Indexing Life — celebrating ANZSI's 30 years"**—will take place in Melbourne at Amora Hotel Riverwalk, Richmond, 15–17 March 2007. For more information, see: <http://www.aussi.org/conferences/2007/ConferenceInfo.htm>.

The ASI conference, "Liberating the Index," will be held at the Crowne Plaza Hotel PHILADELPHIA-CENTER CITY in Philadelphia, Pennsylvania, 23–26 May 2007. For more information, visit:

<http://www.asindexing.org/site/conferences/conf2007/index.shtml>

Our own ISC/SCI conference in Ottawa is next in line, May 31–June 1, 2007. For more information, see the article in this issue. More information will be available on our web site, <http://www.indexers.ca/>, over the next few months as arrangements are completed. When planning your trip, you might also consider combining two conferences: After the ISC/SCI conference in Ottawa, the Editors' Association of Canada conference is also being held in Ottawa from 1–3 June 2007. For more information, see their web site at [www.editors.ca](http://www.editors.ca).

Then, in summer, the Society of Indexers conference is being held in the UK. This year's gathering, "Golden Retrievers," the SI's 50<sup>th</sup> Anniversary Conference will be held at Parkstead House at Whitelands College, Roehampton University in London, England from 13–16 July 2007. For details, see:

<http://www.indexers.org.uk/index.php?id=277>