



Pointing to the Future: Indexing in the Digital Age

PROGRAM

ISC/SCI's national conference will consider the future of indexing. Join us as we find out more about how e-books, tablets and mobile devices are changing the way indexes are offered to readers. Quality indexes are always needed, but will they be offered on these new devices? Hear from some of the experts on this topic and other relevant issues.

Thursday, May 31, 2012

Keynote Address

Jan Wright

E-book Indexes: The Devil Is in the Details

About the keynote speaker

Jan Wright, owner of Wright Information Indexing Services, has been indexing and creating taxonomies since 1991. Her experience in technical documentation indexing goes deep, from her experience as a print production specialist in the Aldus Corporation documentation department, her work at Visio Corporation on the development of online help, embedded, and multiple-language indexes, and her work for several Microsoft departments in indexing, taxonomies, and controlled vocabularies for hardware and software products. She is now working with the International Digital Publishing Forum on behalf of the American Society for Indexing (ASI) to develop index standards for EPUB 3.0. She has a Masters in Library Science, has been a member of ASI since 1991, has won several awards from the Society for Technical Communication (STC), and in 2009 won the H.W. Wilson Award for Excellence in Indexing for her index to *Real World InDesign CS3*, the first technical manual to win the prestigious award. She can be reached at www.wrightinformation.com.

Noeline Bridge

The Glory and the Nothing of a Name

Most names are straightforward to index, but those that are not often consume valuable time. Noeline Bridge will present her seven-problem approach to the indexing of names, illustrated with copious examples of names and indexing decisions.

About the presenter

As a library cataloguer, Noeline Bridge wrestled with names for years and developed a fascination for their treatment. Her new book, *Indexing Names*, was recently published by ITI/ASI. This interest in names carried over into her career as a freelance indexer. She has made presentations and published articles and book chapters on names.

She also served on the ISC/SCI executive for a number of years, four of them as president.

Elaine Ménard

Building a Bilingual Taxonomy for Ordinary Images Indexing: Utopia, Chimera, or Inaccessible Quest?

Elaine Ménard explores the issues and challenges in the development of a bilingual taxonomy for indexing ordinary images. The first part describes the major challenges generally encountered in making multilingual controlled vocabularies. The second part explores the development of a multi-faceted, bilingual (English/French) taxonomy for an image database. The methodology used for developing the new vocabulary is described in detail.

About the presenter

Elaine Ménard, Ph.D., is Assistant Professor at the School of Information Studies, McGill University (Montreal, Québec). Her teaching expertise includes cataloguing, indexing, classification, and information retrieval. Her doctoral thesis examined the role of language in indexing and retrieving images in a multilingual context. Her main research interests deal with cross-language information retrieval, image indexing, and metadata. Professor Ménard has published articles in a number of scholarly journals, and she has presented numerous papers at conferences.

Katherine Kasirer

Indexing National Film Board Images

Katherine Kasirer will discuss the indexing of over 4,000 hours of film footage available at NFB IMAGES (<http://images.nfb.ca>)

About the presenter

Katherine Kasirer began her career cataloguing archival films at the National Film Board of Canada (NFB). She then helped to develop a system to catalogue and index stock footage and continued as Stockshot Librarian for 10 years. Katherine currently works as a librarian in the Audiovisual Reference Centre at the NFB, indexing films and providing reference services for filmmakers and staff. Katherine has directed and produced two short films using live action animation and stock footage.

David Ream

ASI's Digital Trends Task Force Report

The International Digital Publishing Forum is developing an EPUB standard, which offers consumers interoperability for reflowable digital books and other publications. This presentation is a status report on the efforts of ASI's Digital Trends Task Force to include indexes in the EPUB standard. In particular, David will speak on making the index an integral part of an e-book.

About the presenter

David Ream, chief consultant for Leverage Technologies, has over 30 years of experience working with publishers in the areas of typesetting design and production,

database creation, editorial systems, and electronic publication design and production. He has worked on many indexing, abstracting, and thesaurus projects and systems. Currently, his indexing projects concentrate on integrating Indexing Research's Cindex into corporate and governmental publishing operations including web applications. LevTech provides computer consulting and programming for editorial applications as well as batch composition services. David Ream can be reached by e-mail at DaveReam@LevTechInc.com or by visiting the LevTech web site at www.LevTechInc.com.

Marion Soublière **Winning Contracts with the Government of Canada**

The federal government spends about \$20 billion yearly on goods and services — a lucrative market that indexers should explore. Learn how to register as a federal supplier, prepare winning proposals, and market your services. Find out how to adopt a multi-pronged sales approach to boost your chances of landing contracts through subcontractors, temp agencies, source lists, standing offers and other supply arrangements.

About the presenter

Marion Soublière has worked in communications, journalism and public relations for 30 years. After launching M.E.S. Editing and Writing Services in 2004, Marion finally learned how to navigate the world of federal government procurement and has since held standing offers with Industry Canada, the Treasury Board of Canada Secretariat, the Privy Council Office, and the Library of Parliament. Her book, *Getting Work with the Federal Government: A Guide to Figuring out the Procurement Puzzle* (Bloomington, IN: iUniverse, 2010), is available from Amazon.com, Chapters.ca and Kobo.com. For more tips, follow Marion on Twitter at <http://twitter.com/msoubliere> or visit www.meseditingandwriting.com.

Friday, June 1, 2012

Cheryl Landes **What Is the Future of Indexing?**

The rapid growth of e-books, tablets, and mobile devices is changing the ways in which readers find and consume content. Quality indexes are still needed, but their appearance will be different. What will these future indexes look like? This session will answer that question and provide examples from the new world of indexes.

About the presenter

Cheryl Landes, an award-winning technical writer, is the founder and owner of Tabby Cat Communications in Seattle. She has many years of experience as a technical writer and indexer in several fields: computer software, energy savings, marine transportation, manufacturing, retail, and the trade press. An active member of the American Society for Indexing (ASI) and the Society for Technical Communication (STC) on the chapter and national levels, Cheryl speaks frequently at ASI and STC meetings throughout the United States and Canada. She is the author of numerous

articles, three books on Northwest travel and history, and several handbooks on technical indexing.

Max McMaster

The Re-indexing Dilemma

When considering indexing a new edition of a work, should you create a new index or adapt the existing one? Questions to ask include, How much has the text changed? Is the current index useful? Are there ethical or copyright issues in reusing another indexer's work? These questions will be considered in relation to indexing new editions of texts, government annual reports, simultaneously produced bilingual documents, as well as to converting texts created for one country for use in another.

About the presenter

Max McMaster has been a full-time freelance indexer for the past 20 years working across a range of subjects with an emphasis on the sciences. Max lectures on indexing to editing and publishing students at a number of Australian universities and is an instructor for the University of California, Berkeley Extension indexing course. He also runs indexing training courses for the Australian and New Zealand Society of Indexers (ANZSI) and other organizations throughout Australia, New Zealand, and Singapore. Max has been awarded the AusSI Medal (now ANZSI Medal) for book indexing on three occasions. He is a Life Member of ANZSI and is currently Vice-president of ANZSI Council.

Michèle Hudon

A New Thesaurus Standard, More Interoperability: ISO25964 in a Networked Information World

Part 1 (*Thesaurus*) of the new ISO25964 standard for thesaurus construction and management has recently been published and Part 2 (*Interoperability with other vocabularies*) is being evaluated by ISO voting members. In this session Michèle will describe the actual content of ISO25964-1 along with an explanation of the decisions made on the most important clauses. She will also explain the content of ISO25964-2 and discuss the role that it could play in increasing semantic interoperability among information systems.

About the presenter

Michèle Hudon, Ph.D., is Associate Professor at École de bibliothéconomie et des sciences de l'information (EBSI), Université de Montréal. She teaches and conducts research in information and knowledge organization, particularly on classification and thesaurus development and use. Prior to her faculty appointment at Université de Montréal, she worked for several years as bilingual indexing and thesaurus specialist for various departments of the Canadian and Québec governments and for several not-for-profit organizations. She is the author of *Guide pratique pour l'élaboration d'un thésaurus documentaire* (ASTED, 2009). She is a past president of the Indexing and Abstracting Society of Canada (IASC/SCAD).

To Award or Not to Award: That Is the Question

In an international panel discussion, Jan Wright (United States), Max McMaster (Australia) and Christine Jacobs (Canada) will examine aspects of awards for indexers. Moderator will be Ruth Pincoe.

About the presenters

See above for information on Jan Wright and Max McMaster. Christine Jacobs chairs the ISC/SCI Awards Committee. She is co-chair of the Information and Library Technologies Department at John Abbott College, Ste-Anne-de-Bellevue, where she teaches courses in cataloguing, indexing and classification.

Kindle, Fire, Touch, iPad: Hands-on E-books

In this interactive session Jan Wright and David Ream will explore indexes stored on various electronic readers.

About the presenters

See above for information on Jan Wright and David Ream.