

## **JUDGING EXCELLENCE IN INDEXING: DEMYSTIFYING THE PROCESS** *with Janet Perlman and Laura Moss Gottlieb*

*American Society of Indexers Colorado Area Chapter*  
*Rocky Mountain Region Fall Conference*

**September 20, 2003**

**Lafayette Public Library**  
**775 W. Baseline Rd.**  
**Lafayette, CO**

### **About the Conference**

Of interest to all indexers interested in improving the quality of their work, this workshop will focus on how to identify and create excellence in indexing. The workshop will demystify the process used by ASI's Wilson Award Committee to judge indexes and will discuss ways to apply quality indexing criteria during the indexing process. Future Wilson Award submitters, editors, peer reviewers, and any indexers interested in improving the quality of their work can benefit from this workshop. (The H.W. Wilson Award for Indexing Excellence is the American Society of Indexing's award for back-of-the book indexing.) Copies of almost all past award-winning indexes will be available and will be used as the basis for discussing indexing standards and guidelines and the concept of "elegance" in indexing. Janet and Laura are eager to meet with you. Bring your questions about indexing practices!

**Janet Perlman** is an indexer with more than 25 years of experience. Working solo as Southwest Indexing, she specializes in indexing scientific, medical, engineering, and technical materials, and also provides indexing services for Spanish-language materials. Janet has indexed trade books, journals, encyclopedias, and cumulations. She has served the American Society of Indexers on both the national level and the local level as a founder and officer of the Arizona Chapter. Janet has also served on ASI's Wilson Award Committee several times and next year will be its Chair. Janet is a frequent contributor to Index-L, has written on indexing for *Key Words* and other publications, and has done several workshops for ASI and STC, including one on Quality in Indexing. She has a B.S in Chemistry and an M.A. in Management/Organizational Behavior.

**Laura Moss Gottlieb** has been working as a freelance indexer for 21 years. With master's degrees in Library Science and English literature and a passion for history, she specializes in indexing scholarly and trade books in the humanities. She especially enjoys history, biography, women's studies, and literary criticism. She has been a part-time reference librarian for much of her indexing career, creating indexes, using them as part of her library work, and observing how *others* use them on a regular basis. Laura won the H. W. Wilson Award for Indexing Excellence in 1998 for the index to Michael Mello's *Dead Wrong: A Death Row Lawyer Speaks Out Against Capital Punishment* (University of Wisconsin, 1997). She has participated on the Wilson Award Committee twice, most recently as the 2003 Wilson Award Chair. She has also presented workshops on Library-Created Indexes and on Indexing Excellence.

## Conference Schedule

9:30	Setup and networking
10:00	Program begins
12:00	Lunch (use the enclosed form to select, or bring your own)
1:00	Program resumes
3:00	Cleanup
5:00	Optional dinner at Chey Thuy Vietnamese Restaurant, Boulder (cost not included in registration fee; maps available at the workshop)

### Registration Fee:

The registration fee for the conference is only \$40 for ASI members, \$50 for non-members. THE LATE FEE HAS BEEN WAIVED.

### Questions??

For registration information, lodging information, or answers to other questions about the workshop, contact Deanna Butler, 303-463-0439, [deanna@butlerindexing.com](mailto:deanna@butlerindexing.com).

### Directions to Lafayette Public Library

The Lafayette library is located at 775 W. Baseline Rd.

### Coming from I-25:

Exit west at Highway 7 (which becomes Baseline Rd). Continue west on Highway 7 to its intersection with Route 287. The Lafayette Library (with large parking lot) is located at the northeast corner of the intersection of Baseline (Hwy 7) and 287.

### Coming from Boulder:

Go east on Baseline Rd. to the intersection with Route 287. The library and parking lot are located at the northeast corner of this intersection.