

The Colorado Area Chapter of the American Society of Indexers presents its 7th Fall Conference, "Marketing Your Indexing Services: A Workshop with Anne Leach."

The conference is Sept. 8, 2001, 10:00 a.m. to 3:30 p.m., at the Lafayette Public Library, 775 W. Baseline Rd., Lafayette, CO. The cost is \$30 for ASI members/\$40 for nonmembers for registration received on or before 8/27/01, or \$35 for ASI members/\$45 for nonmembers for registration received after 8/27/01.

The workshop will run from 10 a.m. to 3:30 p.m. with a lunch break (about 1½ hours) for informal networking and discussion. A catered box lunch from LickSkillet Restaurant may be pre-purchased, separately from the registration cost, or you may bring your lunch or choose to eat at a nearby restaurant.

All indexers or potential indexers are welcome to attend.

The workshop will address the following questions:

What is marketing, anyway?

Why do all freelance indexers, even long-established ones, need to find new clients?

Why do most indexers find marketing disagreeable?

How can we learn to market ourselves successfully?

What are the proven, successful marketing strategies?

Anne Leach has been involved in publishing as editor and indexer since 1985, when she also first joined ASI. Over the years, she was active in the Golden Gate chapter, and since 1988, the SoCal Chapter. She was a director of ASI for six years, editor of Key Words for six years, and headed up ASI's Publicity Committee for two years.

Directions to Lafayette Public Library:

From I-25, exit west at Highway 7 (which becomes Baseline Road). 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.

From the Boulder area, go east on Baseline Road to the intersection with Route 287. The library and parking lot are located at the northeast corner of this intersection.