


KeyWords Article Collaborations

2010 brought on a windfall of involvement in the area of industry newsletters within the ASI (American Society for Indexing) realm, with Paul volunteering to take on the role of Newsletter Coordinator for the Pacific Northwest chapter's newsletter *Indexers Ink* the previous fall.

This means not only serving as Editor-in-Chief, but also stepping in as a creative force for article ideas, recruiting writers, and penning a few articles as well. With plenty of practice as a blogger through *The Penny Farthing Commuter*, and as part of his ongoing effort to focus on the coordinator/editing aspects of *Indexers Ink* (rather than authoring articles), Paul's writing focus shifted to *KeyWords*, ASI's quarterly journal.

After attending the 2010 national indexing conference in Minneapolis last April, Paul became better acquainted with indexers he knew previously from his chapter and the Portland conference in 2009. He shared coverage of a workshop with a colleague out of Seattle, co-authoring an article on [a workshop by Jan Wright and Janet Perlman about bidding and pricing](#).

The next *KeyWords* article was a larger endeavor. Following Minneapolis, Paul contacted three other indexing colleagues from around the country (all from a variety of backgrounds and ASI chapters) to answer questions from a newbie entering the field. The article, "[Part of the Indexing Pie: Q&A on Industry Entry Points](#)" was a featured cover story for *KeyWords*.

These collaborations echo Paul's win-win, team-oriented approach that he brings not only to his work with clients, but also with colleagues who essentially represent his competition. It's the philosophy: "Let's help one another be successful." 

2010 Book Festival Report

This year's set of book festivals in the Pacific Northwest proved to be most interesting and full of surprises.


For some reason, I find these book events never take on the form and function of what I imagine. I'd say it's human nature to walk into a room, assuming with your mind's eye that it will look the same as when you left it from your previous visit. That's not likely in this case, as it seems one cannot go into any of these book festivals with expectations echoing from the previous year.

Take Portland's Wordstock, for example, which I drove to from Seattle on a Sunday in early October. The size of the event had completely shifted in the span of two years. What was a massive, overwhelmingly large festival in 2008 had shrunk in size by at least 50% two years later. The exhibits were cut in half, as were the number of reading stages. It wasn't a very encouraging sight.

At the end of October, I then ventured to Missoula for the Humanities Montana Festival of the Book ("MFotB," as my colleagues and I refer to it when we chat online). This event also brought on surprises, but of a completely different kind from that of Portland. If one attributes the sights at Wordstock (just three weeks earlier) to an ailing economy, then one might not expect a small college town in western Montana to fare much better. I had drawn this conclusion, and soon learned that I was beyond incorrect in my assumptions; I had made the mistake of comparing apples to oranges. This was due in part to not having attended the annual event in Missoula.

For starters, MFotB has a completely different focus than Wordstock. While each event caters to smaller publishers, smaller means more localized...meaning that in Montana, you'll tend to find smaller publishers and authors from, well, Montana. Missoula did offer more university presses per capita, opposed to Portland. However, approach and venue are the big differences (in my view of it) that really separate Portland and Missoula.

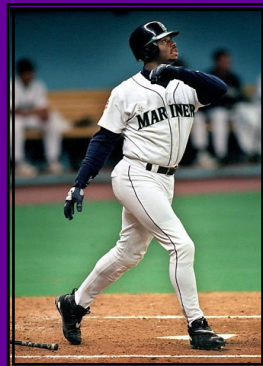
Whereas Wordstock came across as the sun-dried tomato of it's former fruity self in Portland's cavernous convention center, MFotB didn't carry a pretense of trying to be big. It kept things small and cozy at the Missoula Holiday Inn. Everyone was more approachable, including the authors. Whereas Wordstock's author-related events involved large stages of separation from their audience, MFotB kept things smaller in a couple conference rooms. A special mixer took place in which one could mingle with all the authors. That's what I call accessibility.


Unfortunately, I cannot comment on the Seattle Bookfest, as it was nonexistent from the book fair circuit in fall 2010. That, my friends, is a story for another day. 


To see additional issues of the newsletter, visit the [Dexter's Corner](#) page of the website for tidbits on each edition—and then simply click to read!

Visit [the website](#) or contact us at info@TopHatWordandIndex.com with any questions or inquiries.

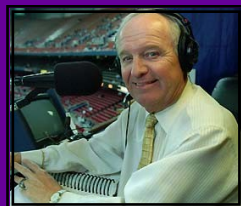
Junior's Amazing Career



2010 saw the end to the Hall of Fame career of Ken Griffey Jr. He's the baseball icon of his generation, and Paul witnessed in attendance [many classic live moments](#); including games 7 & 8 in 1993 when he hit home runs in 8 consecutive games—tying a major league record. He finished his career with 630 home runs; 5th all-time. 

Find out more [about](#) Top Hat Word & Index by visiting the website, where you can also see samples for [indexing](#), [technical writing](#), and [editing](#). [Testimonials](#) and an indexing tutorial that covers [styles and specifications for indexes](#) are just a couple out of many resources available to clients at the website. 

The Voice of the Mariners Passes



While 2010 represented the end to the (future) Hall of Fame career of Ken Griffey Jr., sadly it also involved the passing of another Hall of Famer—Seattle Mariners broadcaster Dave Niehaus.

You may [read more of my thoughts about Niehaus in a post in *The Commuter*](#) from November 2010.

The impact of his passing for Mariners fans is difficult to put into words...Seattle summer will never be the same, as it has lost its voice. 