

Cheryl Landes Honored by Society for Technical Communication

PNW's own Cheryl Landes has been selected as an Associate Fellow by the Society for Technical Communication (STC)

Each year, the Society for Technical Communication (STC) selects one or more senior members who have attained distinction in the field of technical communication as an Associate Fellow. Senior STC members have been a member of the society for at least 10 years. In addition, an Associate Fellow candidate must have a minimum of 15 years of experience in technical communication before s/he can be considered for this rank.

Associate Fellows are recognized for their contributions toward the field of technical communication. Examples include developing a new technique or

process for effective technical communication, mentoring others in the field, or promoting other aspects of technical communication, such as usability or indexing.

Associate Fellow candidates cannot apply for this rank on her/his own within STC; a member must nominate the candidate. When a candidate is nominated, the nominating member and the candidate work together to complete an extensive application (15 pages!) that documents the candidate's work experience, education, and contributions to STC and related professional development organizations. The application is then submitted to a national committee, composed of Fellows and Associate Fellows, for consideration, and the committee decides which applications

are approved. Candidates with approved applications receive the Associate Fellow distinction.

After two years as an Associate Fellow, this person can be considered for the rank of Fellow. The committee reviews the Associate Fellow's contributions over the past two years to determine whether her/his rank will be raised to Fellow. The new Associate Fellows and Fellows will be recognized at an honors banquet at the annual international STC conference this year on May 5 in Atlanta.

Congratulations, Cheryl!



The Art of Indexing

By Paul Sweum



Friday evening, in an Indian restaurant in Juanita, I knew I'd come to the right place. As a newcomer, I sat down to dinner with a group of experienced indexers, and after

introducing myself brought up a story on how this writing niche first caught my attention.

Heads nodded and smiles exchanged as I ventured to tell the group at our end of the table on how I organize my music collection. I explained a system that echoes my brain map of sorts; in which I organize by genre, artist, and then recording date, not album release date (an idea that came to mind as delayed jazz

reissues began to appear on the shelf).

When someone at dinner asked about how I handle guests putting back CDs incorrectly, I mentioned something about the nights of music with friends and the "in-basket" that collects them after they're finished...similar to the way things work at your local library. I blissfully sort them out the following day and put them back in their appropriate spot, knowing there are no goofs or unpleasant surprises waiting for me later.

That is how I see indexing. It gives each of us an opportunity to put chaos in order in our own customized, artful manner that serves our readers. Certainly rules exist; however, as Nancy Mulvany mentions, "...it is a mixture of art and craft, judgment and selection."

As I continue to hone an indexing rhythm, I put this thinking process into play and apply much of the helpful information from that Saturday session at Bastyr University. As a trained newbie trying to build a client base, it was help-

ful to hear stories about the work and challenges involving other indexers and ASI.

I want to thank everyone who took the time to chat and give advice. I also need to get myself to the mountain town of Index, WA to see the span of forest the group helped to save! I look forward to chatting with all of you again in the near future.