

## *Heartland Chapter*

website:

[http://web.spsp.net/jbealle/  
heartland/index.html](http://web.spsp.net/jbealle/heartland/index.html)

e-mail:

[heartland@asindexing.org](mailto:heartland@asindexing.org)

## *American Society of Indexers*

website:

<http://www.asindexing.org>

e-mail:

[info@asindexing.org](mailto:info@asindexing.org)



The American Society of Indexers (ASI), of which Heartland is a proud member, is a national association founded in 1968 to promote excellence in indexing and increase awareness of the value of well-written and well-designed indexes.

It is the only professional organization in the United States solely devoted to the advancement of indexing, abstracting, and database construction.

Membership is open to any interested persons, writers, freelancers and salaried indexers, editors, publishers, and organizations employing indexers.

## *Heartland Chapter*



## *American Society of Indexers*

Heartland chapter, founded in Indianapolis in 1992, includes members from 11 states, most from Illinois, Indiana, Kentucky, Michigan, and Ohio. There are spring and fall meetings, and new officers are elected each spring.

Networking and education are our most important functions. Each meeting, besides providing networking opportunities, may include peer reviews or indexing exercises, as well as presentations by local and national speakers.

The chapter newsletter, *Indexing in the Heartland*, is published in PDF format twice yearly, and can be downloaded from the website.

Heartland chapter welcomes everyone interested in the indexing profession. Members include beginners to experienced indexers. Our members write indexes for back-of-books, journals, and databases, in many subject areas.

"The  
heart of  
a book  
is its  
index."

## Recent Heartland program topics

"NASCAR Indexing: Creating and Maintaining Speed"

"Organizing Your Office Systems"

"Financial Advice for Sole Proprietors"

"Information Architecture for Indexers"

"Facing the Text: Content Analysis and Entry Selection"

"Extreme Indexing: Aiming for Quality"

"Writing Your Own Paycheck"

"Marketing on the Web"