

**Editors' Association of Canada/Association canadienne des réviseurs  
Minutes of Executive Council Meeting  
June 7–8, 2009**

**Day One  
Sunday, June 7**

**1. Call to order**

The meeting was called to order at 4:08 p.m. on Sunday, June 7, in the Armoury Room of the 89 Chestnut Conference Centre, Toronto. Moira White, as outgoing president, presided for agenda items 1 to 5. The incoming president, Michelle Boulton, presided for agenda items 6 to 23. Outgoing council members were present for agenda items 1 to 5. Incoming members were in attendance for agenda items 1 to 23 except as noted.

*Attending:*

Michelle Boulton	Incoming president
Greg Ioannou (agenda items 1–5A, 6–23)	Incoming vice-president
Maureen Nicholson	Outgoing past president
Mary Anne Carswell	Secretary
Sheila Mahoney	Incoming treasurer
Barbara K. Adamski	Incoming member-at-large
Krysia P. Lear (agenda items 1–5)	Outgoing member-at-large
Debra Roppolo	Incoming member-at-large
Theresa Best (agenda items 3–23)	Incoming BC branch representative
Arden Ogg	Incoming PP branch representative
Paul Payson	Outgoing PP branch representative
Kelly Fournel	Incoming SK branch representative
Beverly Ensom	NCR branch representative
Ken Weinberg (agenda items 1–5A, 6–23)	TO branch representative
Julia Cochrane	Outgoing QAC branch representative
Diane Ferland (in place of Nancy Holland)	Incoming QAC branch representative
Carolyn L Burke	Executive director
Michelle Ou	Recording secretary

*Absent:*

Dania Sheldon	Outgoing BC branch representative
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*EAC voting members in attendance:*

Raphaël Thierrin

**2. Approval of agenda**

**Motion:** MOVED by Ken Weinberg, seconded by Mary Anne Carswell, to approve the agenda. CARRIED.

**Noted:** The spelling of Jan Walter's name was corrected on the agenda.

**3. Review of action points from March 2009 national executive meeting**

**Action:** In fall 2009, Moira White will research recording of conference sessions. (R)

**Action:** Moira White will contact Faith Gildenhuis about conducting regular member surveys and opinion polls. (R)

- Action:** Paul Payson will ask Jillian Stafford to research group benefit plans and to use her findings to write an article for *Active Voice*. (Carolyn L Burke and Mary Anne Carswell are available for additional information on group benefit plans.) (R)
- Action:** Ken Weinberg will check to see if there are website committee members who could help branches with their web pages. (R)
- Action:** The national office will run a national rates survey every January. (R)
- Action:** Maureen Nicholson will write a mandate for the francophone representative, to precede voting on adding a francophone representative to the national executive council. (R—more discussion needed)
- Action:** Maureen Nicholson will work with Frances Peck to produce a draft operational policy for revising *Professional Editorial Standards*. (R—Frances Peck will work with incoming chair Jan Walter to produce the draft operational policy)
- Action:** Carolyn L Burke will contact Biz-Zone to let them know that EAC requires a copy of the entire website for its archives at McMaster University, and that it will require a copy of the website for archival purposes annually. (R—archived copy obtained, but it does not include the website content management system.)
- Action:** Carolyn L Burke will contact consultants to determine the types of grants EAC is eligible for. (R)
- Action:** Ken Weinberg will look into developing EAC Facebook gifts. (R)
- Action:** Moira While will ask Heather Ebbs to have the new membership package ready by June. (Debra Roppolo will present the Membership Committee’s membership package at the Q3 executive council meeting.)
- Action:** The national office will develop a web-based directory of educational institutions for training and development purposes. EAC will charge educational institutions \$100 for each listing. (R)
- Action:** Ken Weinberg will develop a “How to make the most of your branch web page” section for *The Committee Book*. (R)
- Action:** The national executive council will task someone (on the executive council) with developing a list of potential members for a communications advisory group. Ideal members include representatives from each national committee and people with advertising experience. (R)
- Action:** Beverly Ensom will research information in Library and Archives Canada on what EAC should archive. (R)
- Action:** Ken Weinberg will talk to the Website Committee about developing a testimonial page on the website. (R)

- Action:** Ken Weinberg will coordinate with the Marketing and Public Relations and Membership Committees to developing a testimonials page.
- Action:** Carolyn L Burke and Raphaël Thierrin will draft copy on EAC's group benefits plan for the for the e-news update.
- Action:** Ken Weinberg will send the rates matrix the Toronto branch developed for the national rates survey to Carolyn L Burke.
- Action:** The national office will add the next three conference locations to the association website.

**4. Ratification of motions proposed and voted on via the email forum, including acceptance of minutes from March 2009 national executive meeting**

- Motion:** MOVED by Greg Ioannou, seconded by Ken Weinberg, to ratify the motions passed on the executive email forum over the preceding quarter. CARRIED.

The motions as passed are as follows.

- Motion:** On March 3, 2009, MOVED by Maureen Nicholson, seconded by Julia Cochrane, that the national executive council approve Operational Policy 9: Claudette Upton Scholarship. CARRIED with one abstention.
- Motion:** On March 20, 2009, MOVED by Krysia P. Lear, seconded by Julia Cochrane, that the national executive council recommend and forward the *Professional Editorial Standards* to the membership for adoption by referendum vote, with the standards to come into effect January 1, 2010. CARRIED.
- Noted:** The results of April/May 2009 referendum are as follows.

**Are you in favour of adopting the revised Professional Editorial Standards?**

In favour: 125

Opposed: 6

Abstention: 1

Total ballots cast: 132

The revised *Professional Editorial Standards* will be in effect on January 1, 2010. The current *Professional Editorial Standards* will remain in effect through December 31, 2009.

- Motion:** On March 23, 2009, MOVED by Maureen Nicholson, seconded by Greg Ioannou, that the national executive council approve in principle the volunteer involvement and recognition policy. CARRIED.
- Motion:** On March 26, 2009, MOVED by Maureen Nicholson, seconded by Michelle Boulton, that the national executive council approve Operational Policy 11: Digital Ballots. CARRIED.
- Motion:** On April 2, 2009, MOVED by Maureen Nicholson, seconded by Michelle Boulton, that the minutes of the national executive council meeting of February 28 and March 1, 2009, be approved. CARRIED.

**Motion:** On April 3, 2009, MOVED by Krysia P. Lear, seconded by Maureen Nicholson, that the national executive council approve the revised Operational Policy 7: Certification. CARRIED with one abstention.

**Motion:** On May 19, 2009, MOVED by Maureen Nicholson, seconded by Ken Weinberg, that the national executive council approve the revised Operational Policy 10: Volunteer Involvement and Recognition. CARRIED.

#### **5. Receipt of quarterly reports and business arising**

**Motion:** MOVED by Julia Cochrane, seconded by Maureen Nicholson, to receive the quarterly reports. CARRIED.

#### ***British Columbia***

**Action:** Theresa Best will ask the BC branch for more information (such as costs involved) about its MP3 conversion initiative and report back to the national executive council.

#### ***Prairie Provinces***

**Noted:** The Prairie Provinces branch has voted to forgive national's next PP branch transfer payment (\$1,705).

**Motion:** MOVED by Michelle Boulton, seconded by Greg Ioannou, that EAC put this money aside for a future special project. MOTION WITHDRAWN.

#### ***Saskatchewan***

The branch reported poor turnout at its annual general meeting. It is also struggling to find volunteers for key projects, such as its e-blasts.

**Noted:** The Saskatoon branch voted to change its name. It is now the Saskatchewan branch.

#### ***National Capital Region***

**Noted:** The branch's francophone executive member has stepped down.

#### ***Executive director***

**Action:** Carolyn L Burke will look for a volunteer to serve as a delegate on the 2010 MagNet conference committee.

**Suggestion:** Approach EAC members who attended MagNet 2009 to find someone to serve as a volunteer delegate.

**Action:** For the Q3 national executive meeting, Carolyn will prepare a report estimating the cost of bringing the certification markers together for a marking retreat.

**Motion:** MOVED by Maureen Nicholson, seconded by Mary Anne Carswell, that effective 2010, the most recent branch annual financial statements will be included in the national annual report. CARRIED.

#### ***Forum Monitor***

**Action:** Debra Roppolo will let Joanne Haskins know that the requests she made in her quarterly Forum Monitor report have been denied.

**Newsletter**

**Consensus:** Executive council members agreed that the newsletter committee should not receive a portion of the advertising revenue to increase the page count of *Active Voice*.

**Publications**

**Action:** Carolyn L Burke will ask Peter Midgley to invite Jan Walter (incoming chair of the Training and Development Committee) to join the *Meeting Editorial Standards* development group.

**Tom Fairley Award**

**Motion:** MOVED by Maureen Nicholson, seconded by Paul Payson, to formally establish the Tom Fairley Award Endowment Committee. Friendly amendment moved by Greg Ioannou: "...to establish the Awards Committee." CARRIED.

**Action:** Moira White will work with Maureen Nicholson to develop a policy for the Awards Committee.

**Suggestion:** Create an Awards Policy that encompasses the Tom Fairley Award and Claudette Upton Scholarship policies.

**Website**

**Noted:** EAC now has members' only podcasts.

There was a round of applause for outgoing members of the national executive council. Julia Cochrane, Maureen Nicholson and Paul Payson left the meeting. Krysia P. Lear left the meeting after the motion to receive the quarterly reports was carried.

**5A. Adjournment (previously agenda item 9)**

**Motion:** MOVED by Greg Ioannou to adjourn.

The meeting was adjourned at 6:15 p.m.

**Day Two****Monday, June 8****5B. Call to order (previously agenda item 10)**

The meeting was called to order at 9:10 a.m. on Monday, June 8, in the association national office at 505–27 Carlton Street in Toronto. The president, Michelle Boulton, presided. Attending: see item 1 above.

**6. Overview of general meeting procedures, expense reimbursement and NEC email forum procedures****7. Overview of association's activities over the course of the year****8. Appointment of committee chairs and representatives to external organizations**

**Motion:** MOVED by Moira White, seconded by Beverly Ensom, to appoint the following positions:

- Certification Steering Committee Chair: Barb Tomlin
- Conference Committee Co-chairs: Jacqueline Dinsmore and Lysane Jacques
- Forum Monitor: Joanne Haskins
- Mediator: Michael Benedict
- Professional Standards Committee Chair: Jan Walter
- Website Committee Chair: Ken Weinberg
- EAC's director and delegate to the Book and Periodical Council: Stephanie Fysh
- EAC's delegate to the Book and Periodical Council: Carolyn L Burke
- EAC's delegate to Cultural Human Resources Council: Karen Virag
- EAC's delegate on behalf of CHRC to The Alliance of Sector Council's Working Group on Standards, Certification and Accreditation: Carolyn L Burke
- EAC's chair and delegate to Freedom of Expression Committee: Marg Anne Morrison
- EAC's delegate to the Freedom of Expression Committee: Helena Aalto

CARRIED.

## 9. Adjournment

Moved to agenda item 5A.

## 10. Call to order

Moved to agenda item 5B.

## 11. Budget review

Carolyn L Burke gave the national executive council an overview of the budget and budget-to-actuals. Discussion focused on lapsing members, how to get them to renew, electronic payment for membership and conducting phone calls/exit interviews.

**Action:** Michelle Boulton and Carolyn L Burke will research the McMaster archives to track down the association's restructuring documents from the early 1990s, to try to find more information on EAC's legal structure.

**Action:** Carolyn L Burke will contact not-for-profit lawyers to discuss prices for determining the association's financial structure and national's legal responsibility for the branches.

Further discussion deferred to the Q3 meeting.

### ***"Filling the gap": brainstorming about raising \$30,000 December–February***

- customizable, print-on-demand flip calendars
- online training (Greg Ioannou declared a conflict of interest and withdrew from this discussion)
- shared online training opportunities for certification with Institute of Professional Editors Limited (Australia)
- get Australian editors and the Canadian Standards Association to adopt *Professional Editorial Standards*
- professional development resort vacations
- co-publication deals for all EAC materials
- notepads

- magnetized notepads
- mouse pads
- short-run t-shirts, mugs, cups
- more publications
- online options for publications (electronic, print-on-demand publications)
- add Online Directory of Editors option for members to have photos, logos, testimonials, attachments for portfolio pieces
- purchasable lifetime memberships
- affiliate links on Amazon, etc. for popular publications
- become a vendor for products like Jim Taylor's *Eight-Step Editing*, Marion Soublière's *Getting Work with the Federal Government: A Guide to Figuring Out the Procurement Puzzle*
- fundraising social events
- editors' retreat (e.g., a retreat for fiction editors to enjoy a week for workshops in their specialty)
- continuing professional development at an advanced level (e.g., for certified editors)
- editing competition (e.g., everyone gets the same flawed work to edit, it is judged and the winners receive awards)
- charge an author to have their work edited in a competition—the prize is having the work edited
- develop a sticker that says edited by EAC member/edited by certified editor
- sell products at local events like Word on the Street, Salon du livre

***Honoraria: paying certification and publications volunteers and conference speakers***

**Action:** Sheila Mahoney, Moira White and Carolyn L Burke will discuss honoraria and how honoraria should work in conjunction with Volunteer Policy.

**11A. Publications: beginning to revise MES and ECE (previously agenda item 13)**

**Noted:** Theresa Best will lead the sub-committee to revise/rewrite *Meeting Editorial Standards* for June 2010.

**Noted:** Moira White and Greg Ioannou will join sub-committee.

**12. Proposed meeting dates and locations for the coming year**

The executive council decided on the following dates and locations for council meetings in 2009–10.

- Strategic planning meeting (September 12–13, Saskatoon)
- Budget meeting (November 28–29, Vancouver)
- Major issues and AGM prep meeting (March 6–7, Gatineau)
- AGM and transition meeting (June 6–7, Montreal)

**Noted:** The locations listed above are contingent on budget.

**13. Publications: beginning to revise MES and ECE**

Discussed under agenda item 11A.

**14. Report from the national office: Q3 and Q4 office special projects**

Carolyn L Burke reported the national office will focus on the following projects in Q3 and Q4.

- building the education directory online
- webhost moving

- endowment fundraising
- certification data management automation

**Action:** Carolyn L Burke will research costs of developing a certification data management and reporting solution, and report back to the national executive council.

#### **15. Division of responsibilities between members-at-large**

The members-at-large agreed on the following division of responsibilities for 2009–10.

##### **Barbara K. Adamski**

Publications  
Training & Development  
Marketing & PR  
Website  
Online Job Tools  
Newsletter

##### **Debra Roppolo**

Francophone Affairs  
Certification  
Conference  
Member Communication  
Membership  
Professional Standards  
List Monitor  
Forum Monitor  
Mediator

**Action:** Carolyn L Burke will open the discussion between Debra Roppolo and Barbara Tomlin to let the Certification Steering Committee know that the 2009–10 member-at-large will not be as involved in committee work as the previous member-at-large.

#### **16. Member services**

Deferred to agenda item 17.

#### **17. Membership**

**Action:** Carolyn L Burke will talk to EAC's bank about setting up pre-authorized transactions for monthly membership payments and report back to the national executive council.

#### **18. Policy updates**

None were heard.

#### **19. Endowments and awards**

#### **20. Review of strategic plan**

Discussion deferred to the Q3 meeting.

#### **21. Other business**



Executive council members discussed holding a long-term planning session in Saskatoon in Q3, as well as adding a francophone affairs position to the national executive council

**Motion:** MOVED by Theresa Best, that the national executive council begin the process of appointing a francophone representative to the table (title and duties to be determined). MOTION WITHDRAWN.

**Noted:** Each national executive council member costs the association an average of \$3,000 per year.

**Action:** Beverly Ensom will work with Faith Gildenhuis and Raphaël Thierrin to develop a survey for all members to determine how the francophone/bilingual membership wants to be represented at EAC, what language members communicate in, etc.

## **22. Council priorities for the next quarter**

### **23. Adjournment**

**Motion:** MOVED by Greg Ioannou to adjourn.

The meeting was adjourned at 3:13 p.m.