

Editors' Association of Canada /  
Association canadienne des réviseurs

# annual report 2011-12

Prepared by the  
National Executive Council  
**May 2012**

**EDITORS'**  
ASSOCIATION OF CANADA  
ASSOCIATION CANADIENNE DES  
**RÉVISEURS**

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## About the Association

**The** Editors' Association of Canada/Association canadienne des réviseurs (EAC/ACR) is a group of professional editors who promote editing as key in producing effective communication. Most editors work with words (e.g., copy editing, rewriting, reorganizing, proofreading); however, some work with pictures and design, in production or management, and as indexers and translators.

Established in 1979, EAC has approximately 1,500 members from across the country, both salaried and freelance, who work for individuals and organizations that produce material for print or digital distribution. The clients and employers of EAC members include book publishers, government (federal, provincial and municipal), magazines and newspapers, educational institutions and other publicly funded organizations, private sector businesses and not-for-profit organizations.

EAC is incorporated federally as a not-for-profit bilingual organization and is governed at the national level by the national executive council. EAC has six branches: British Columbia, Prairie Provinces, Saskatchewan, Toronto, National Capital Region and Quebec/Atlantic Canada. Four smaller groups called twigs have also been formed within the organization (three in Ontario and one in Nova Scotia), and more will likely be established in the near future. The next twig will probably be based in Peterborough, Ontario.

EAC promotes and maintains high standards of editing and publishing in Canada, establishes guidelines to help editors secure fair pay and good working conditions, helps both in-house and freelance editors to network, and cooperates with other organizations in areas of common concern. Our programs and services include professional development seminars and program meetings, an annual conference, scholarships and awards, newsletters, the Online Directory of Editors and a landmark certification program.

Elizabeth Macfie and Moira White, photographer: Libbi Alcock

### Our Statement of Purpose

Our organization undertakes to

- Ensure effective communication at and among all levels: association members, branches, staff members and the national executive council
- Understand and meet the needs of a diverse range of editors, including those who work in-house and freelance, in various media, in various sectors, in either official language and at all levels of experience
- Advocate on behalf of our members, the organization and the profession

### Our Strategic Goals

- To foster professionalism in editing
- To increase awareness of the value of editing
- To provide professional services for our members throughout their careers
- To strengthen the association and enhance EAC as a community

## Our Objectives

EAC has the following objectives, as stated in its constitution

- To represent editors working in Canada
- To promote and maintain high professional standards of editing
- To promote a high quality of publishing in Canada and to cooperate with other associations and organizations in areas of common concern
- To establish guidelines to assist members in securing equitable compensation and good working relations
- To share the experience of the membership by providing information, news and market data

## National Executive Council, Committees and National Office Staff

### National Executive Council, 2011–12

**President:** Greg Ioannou (Toronto branch)

**Past President:** Michelle Boulton (Saskatchewan branch)

**Vice-President:** Melva McLean (Prairie Provinces branch) until January 2012

**Secretary:** Debra Roppolo (Toronto branch)

**Treasurer:** Danielle Arbuckle (Toronto branch)

**Regional Director of Branches and Twigs (West):**

Arden Ogg (Prairie Provinces branch)

**Regional Director of Branches and Twigs (East):**

Rachel Stuckey (Toronto branch)

**Director of Communications:** Adrienne

Montgomerie (Kingston twig)

**Director of Francophone Affairs:** Sandra Gravel

(Quebec/Atlantic Canada branch)

**Director of Professional Standards:** Sheila

Mahoney (Toronto branch)

**Director of Publications:** Kevin Burns (National

Capital Region branch) until February 2012

**Director of Training and Development:** Jacqueline

Dinsmore (Quebec/Atlantic Canada branch)

**Director of Volunteer Relations:** Gael Spivak

(National Capital Region branch)

### Committee Chairs, 2011–12

#### *Membership*

**Member Services:** Dee Hopkins (Toronto branch)

**Member Communications:** Faith Gildenhuis

(British Columbia branch) until March 2012; replaced by Susan Chambers (British Columbia branch)

**Volunteer Management:** Vacant

**Francophone Affairs:** Anna Olivier

(Quebec/Atlantic Canada branch)

#### *Professional Development*

**Professional Standards:** Jan Walter (Toronto branch)

**Certification:** Janice Dyer (Hamilton-Halton twig) and Anne Brennan (British Columbia branch)

**Training and Development:** Dr. Peter J. Roccia (Prairie Provinces branch)

**Conference:** Christine LeBlanc (National Capital Region branch) and Gael Spivak (National Capital Region branch)

#### *Communications*

**Marketing and Public Relations:** Alethea Spiridon Hopson (Toronto branch) until March 2012

**Newsletter:** Editor-in-chief Michelle Boulton (Saskatchewan branch); French editor Gilles Vilasco (Quebec/Atlantic Canada branch)

**Publications:** Anne Louise Mahoney (National Capital Region branch) and Elizabeth Macfie (National Capital Region branch)

**Website:**

Lisa Mansfield (British Columbia branch) until January 2012

#### *Administrative*

**External Liaison:** Carolyn L. Burke, Executive Director

**Human Resources:** Greg Ioannou (Toronto branch), President

**Nominating:** Michelle Boulton (Saskatchewan branch), Past President

#### **National Volunteer Positions**

**Forum Monitor:** Joanne Haskins (Toronto branch)

**List Monitor:** Mark Lindenberg (Toronto branch)

**Mediator:** Michael Benedict (Toronto branch)

## National Office Staff

**Executive Director:** Carolyn L Burke  
**Communications Manager:** Michelle Ou  
**Membership Coordinator:** Lianne Zwarenstein

**Professional Development Coordinator:** Helena Aalto  
**Branch Services Coordinator:** Micaela Hardy-Moffat

## Governance and Planning

Following extensive consultation and a referendum in February 2011, the Editors' Association of Canada adopted a revised structure called "Editing EAC." The new structure includes provision for

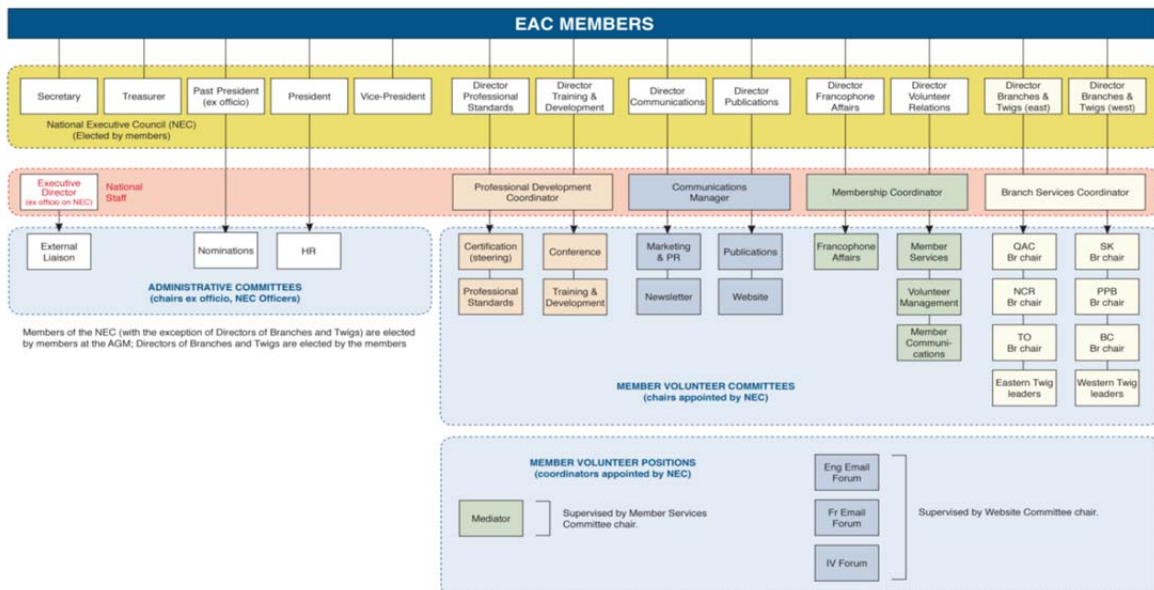
- A smaller category of branches, called twigs, which are designed to better serve members in regions outside the branch cities
- A restructured national executive council made up of six directors of various programs and activities, and two regional directors of branches and twigs
- Appointing all national committee chairs (rather than electing some) through the elected national executive council
- Shifting the date when national executive council members elected at the annual general meeting take office from May/June (following the AGM) to September

In the fall of 2011 a strategic planning task force crafted and administered a brief survey of members to help determine what they wanted to receive from their organization. Then in January 2012 a strategic planning retreat was held in Ottawa. Retreat participants included members of the strategic planning committee, other members of the national executive council, selected committee chairs and two former presidents of EAC.

Using feedback from the survey and the retreat, the task force drafted a new strategic plan and circulated it to members for review. The final draft will be submitted to members for ratification at the AGM in June 2012. As EAC begins working towards the strategic objectives identified by the plan, the association will create an annual operational plan and matching goals for each national committee.

### EAC Organizational Chart

As at May 27, 2011



## President's Message



**This** is a challenging time for associations like ours. The environment in which most of our members work is shifting rapidly. Our members need to keep up with those shifts, and ideally the association should stay ahead, helping to prepare and train members to cope with changes in technology and shifts in the various industries in which editors work.

Many of the functions that associations like ours perform are being overtaken or transformed by technology. For example, the Editors' Association of Canada has succeeded brilliantly at forming a community out of previously isolated editors. Various social media have ended the isolation and allowed the formation of communities without the need for more formal tools. Indeed, some other associations that are somewhat like ours are shrinking, closing branches ... probably dying.

EAC has avoided that fate. Our membership has dropped from 1,800 to 1,500 since 2008. But the drop is attributable to both the deep recession of 2008, and the fee increase that EAC members passed two years ago to ensure the association's financial health. The drop in membership has leveled off, and I expect the trend to reverse over the next year or two. While some other associations have closed branches across Canada, EAC has opened its doors in Kingston, Kitchener-Waterloo-Guelph, Hamilton-Halton and, most recently, Nova Scotia.

It is difficult for an association to stay ahead of rapid social changes when it is focused on its own financial survival. For the last few years EAC has been focused on fixing its infrastructure. Most urgently, we have brought our finances under control. The association is no longer losing money and in fact is now consistently rebuilding its reserves. The next important step was revising the association's decision-making structure to reflect how the organization has evolved over the past decade. These changes were put into place in 2011.

With the infrastructure refreshed and (mostly) healthy, the national executive has spent this year focusing on operations—most importantly, in the form of a new strategic plan. The drafting of that plan is now completed, and it will be presented to the membership at the 2012 Annual General Meeting for its consideration.

One key part of our operations is not as vibrant as it could be. EAC was built by volunteers—pretty much every service the association offers was conceived of, launched and run by its members. EAC now has a small staff, but the bulk of what we achieve happens because our members dive in and do things. This past year, several of our committees floundered because of a lack of volunteer energy. In some cases staff picked up the slack. In others, things just weren't done. A major focus of the strategic plan is rethinking how we channel that volunteer energy, how we recognize it and how we reward it.

An important part of the strategic planning process was consulting the members; the plan is built on the priorities the members identified. We now get to do the fun part of

running an association: with the un-sexy infrastructure rebuilding out of the way, we get to use what we've built to strengthen and update our services and refocus what we do to take advantage of the changing environment.

We need to get back ahead of the curve. Some things are going to inevitably distract us from doing so. Most prominently, new federal legislation governing non-profits will require us to rewrite the association's constitution and rethink our membership categories. What's really cool about the new legislation, though, is that it basically forces the other nonprofit associations to adopt pretty much the same administrative structure that EAC built for itself in 1979. What for most other associations will be wrenching change will for EAC be relatively

minor tweaking. It's kind of cool to see that we got it right.

Reports like this are supposed to be rah-rah and inspirational, but that's really not my style. The strategic plan, if we implement it effectively, will bring the association's operations up to date, and will give us the tools we need to get back in front of change. That will work best if we're all pitching in and helping. If we pitch in together, we'll get the online courses and much better website and so on. And the people who volunteer will make new friends and contacts, acquire new skills and probably drink too much coffee and/or beer.

- **Greg Ioannou**

Marlene Dong and Wael Elazab  
Photographer: Libbi Alcock



## Executive Director's Report



In 2011–12, the national office staff continued to provide a range of administrative and support services for the association

- Processing membership applications and renewals
- Managing and updating the website
- Responding to enquiries
- Producing e-news updates and other communications
- Managing finances
- Supporting committee volunteers, twigs and the national executive council

In my role as executive director of the Editors' Association of Canada, I liaised with the national executive council, committees, branches and twigs, and with outside organizations. I supervised four office staff members, handled national administration, managed the association's finances and filled gaps as needed. During the four years I've served in this role, my focus has been on improving the efficiency of processes and ensuring that they are transparent, long-term planning (especially financial), publications and communications, and rebuilding financial reserves through better fiscal management.

With the website, mailing lists and email addresses moved to our own server and the CMS rebuilt for the website, we can now manage these services in-house. Having our own server has allowed us to explore new services to members without incurring extra supplier costs. Two examples are a new externally focused blog and a wiki for volunteer support.

Similarly, moving marketing and communications in-house, with support from a marketing and public relations committee, have allowed us to better coordinate communications activities.

We introduced online payment for membership over two years ago, and now have close to 100 per cent of fees being paid online, as compared to 67 per cent one year ago. While transaction costs have increased with this change, the plan is to bring much of this activity in-house by integrating our online resources, securely, with self-managed member information.

Special initiatives of the national office this year included

- Piloting computer testing for certification
- Developing an online tool for newly certified editors to manage the maintenance of their credentials
- Commissioning a research report on how best to make available a digital version of *Editing Canadian English*
- Making the transition to the Editing EAC organizational structure



The highest priority for the national office in the coming year is to create a volunteer management system, including online tools that volunteers can use to find the best tasks for them and receive support throughout that task.

I extend sincere thanks to all EAC members for the opportunity to work with them over the past year. Thanks as well to the terrific office staff for their dedication.

I invite all members to become even more involved in their association by volunteering.

- **Carolyn L Burke**

### **Communications Manager**

Michelle Ou coordinated all communications, marketing and public relations for internal and external audiences, as well as web-related projects. She worked with the marketing committee to prepare an annual marketing plan and calendar that was submitted to the national executive council for approval in September and for budget approval in November. Michelle managed special projects, including developing and launching web modules and new products or services for members

### **Professional Development Coordinator**

Helena Aalto coordinated our annual national conference in Vancouver and our certification administration. Coordinating the conference included managing registration for both Professional Editors Association of Vancouver Island (PEAVI) and Indexing Society of Canada members along with EAC members in a joint initiative. Plans for both the Ottawa and Halifax conferences are also well underway. The certification program added two new aspects: credential maintenance management tools and feedback checklists for test takers. Both were rolled out smoothly.

### **Membership Coordinator**

Lianne Zwarenstein conducted the huge number of transactions required to manage EAC's membership and bookkeeping. In 2011–12, she also provided support for the publications committee and the training and development committee. One of her current activities is managing a project to contact educators and encourage them to adopt EAC publications in schools across the country.

### **Branch Services Coordinator**

Micaela Hardy-Moffat worked closely with new and developing twigs to ensure they were able to run meetings and seminars. Micaela, who designed this report, has graphic arts skills that are an asset to the office. She provided support for the volunteer management and member services committees. Finally, she handled service deactivation when memberships lapsed.

## Committee Reports



Juliann Krushen, Holly Yoos, Naomi Pauls, Helena Aalto and Theresa Best, photographer: Libbi Alcock

### A Note About the Organization of This Report

The committee reports are organized into three sections that reflect the structure of the Editors' Association of Canada:

- Member services
- Professional development
- Communications

Clearly, there is a lot of overlap between these functions. For example, the professional standards committee works closely with publications, certification, marketing and public relations, the website and the newsletter. And all activities of the association could be defined as member services.

## Member Services

In 2011–12, the Editors' Association of Canada continued to serve its members in numerous ways. In addition to major initiatives such as certification, the national conference and the national newsletter (*Active Voice/Voix active*), ongoing services included

- The Online Directory of Editors (ODE) and national job board
- Members-only email forums or listservs (one English and one French) and an online forum (Interactive Voice)
- Mediation assistance for grievances or contract disputes
- A standard freelance editorial agreement
- The editors.ca and reviseurs.ca email addresses
- A variety of insurance plans and assistance with retirement and investment planning
- Discounts on purchases from selected vendors

The member services committee discussed a number of possible added benefits for members, including discounts on style guides and on

admission to museums and recreational centres, special access to university libraries and partnerships with publishing houses to promote the Hire an Editor initiative.

A partnership with the Staples Preferred program to offer discounts on office supplies was launched but then discontinued because of confusion about what the program was and members' complaints about a lack of support from Staples. The national office responded to these difficulties by developing criteria for partnerships with external organizations, and asked the member services committee to review them. EAC now has a partnership with Grand & Toy to offer member discounts on office supplies, with services in French and English.

From mid-July 2011 to mid-April 2012, the English listserv (email forum) had about 223 people call upon the collective wisdom of other list subscribers or offer some of their own knowledge. A total of 7,704 messages were posted, on average approximately 860 messages per month or 30 messages per day. The French listserv had about 106 users, with a total of 364

messages posted from mid-July 2011 to mid-April 2012. This averaged out to approximately 40 messages per month, or one to two per day. The content on both listservs included water cooler chat and professional discussions on a variety of editing topics (the service allowed users to filter out the chat). Many members find that the listserv is an excellent conduit for developing and maintaining professional contacts and friendships (both online and in person). It is a useful complement to EAC's more formal ways of communicating with members.

The mediator continued to be available to advise EAC members or their clients about grievances or contract disputes involving editing work, and to intervene if necessary. Eight members contacted the mediator in 2011–12, but only one inquiry involved a dispute to be mediated. Unfortunately, this dispute was not resolved. In the other seven cases, the mediator contacted clients who had not paid EAC members' bills. This measure may have been helpful in the four cases where the member did eventually get paid.

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## Affaires Francophones

The number of francophone members is approximately 10% of total membership, and these members are spread primarily across Quebec, Ontario and Atlantic Canada. Consequently, the search for volunteers — which is never easy — is a particular challenge for francophone projects.

Excitingly, a number of initiatives were undertaken this year. The director of francophone affairs used the encouraging results of a member survey about French activities in the association to develop a *Plan francophone* that was approved by the national executive council in February 2012.

The priorities of the *Plan francophone* are

1. Creating a certification program based on Principes directeurs de la révision professionnelle
2. Developing a program to increase the number of francophone activities and the use of virtual tools
3. Developing tools to attract new members and promote the French-language editing profession

Member volunteers have begun to work together on these identified priorities, and positive results are expected in the coming months.

## A Note on Volunteering

The long list of names included in the Volunteers section of this report illustrates how heavily the Editors' Association of Canada relies on the active involvement of its members. This year, like every other year, dozens of people devoted countless hours to serve on national committees and the national executive council. As well, hundreds of others took on specific tasks.

Although volunteers make programs and services possible, members who get involved also receive tremendous benefits. They develop new skills or enhance existing skills in areas such as project management, leadership, effective communication and, of course, writing and editing. For many, the real reward is meeting colleagues and making connections that result in lifelong friendships and even new paid work opportunities.

The announcement of the President's Awards for Volunteer Service is an important event for EAC each year. See the list of 2012 recipients at the end of this report.

## Volunteer Relations

A volunteer management committee that was established for the first time this year got off to a slow start but has generated several ideas for future action. Because so few members participated actively this year, the national office staff handled a number of volunteer management functions. The director of volunteer relations and staff considered ways to recruit and recognize volunteers and collected information about existing volunteer programs, including methods used by EAC branches and twigs. An informal survey confirmed the perception that recruiting volunteers in the 21<sup>st</sup> century has become more challenging than ever.

Another important finding was that organizations with internship programs reported high numbers of applicants, apparently because in these cases volunteering is clearly a tool for professional development. The most successful

volunteer programs tend to have clearly defined volunteer positions and tasks, training and orientation for new volunteers, and regular recognition of the important contributions of volunteers.

Potential actions by the volunteer management committee include

- Preparing section outlines for the volunteer handbook
- Designing an updated volunteer page on the EAC website
- Generating a volunteer profile for a volunteer database
- Developing standardized training for volunteers
- Outlining volunteer positions and tasks for the volunteer committee

## Professional Development

### Professional Standards

In 2011–12 the Editors' Association of Canada's pivotal standards document, *Professional Editorial Standards* (2009), was prepared for its print debut. The professional standards committee's other main activity this year was to revise *Guidelines for Ethical Editing of Theses* to ensure consistency with *Professional Editorial Standards*. The national executive council has reviewed the new thesis editing guidelines, and they will be circulated to members for written comments and eventual adoption.

The professional standards committee chair and EAC executive director attended a Workshop on Standards and Certification held by The Alliance of Sector Councils. The workshop, which presented an overview of best practices, confirmed that EAC standards and certification processes are valid.

### Certification

This year, the Editors' Association of Canada administered the Copy Editing and Stylistic Editing exams, as well as a pilot test of a computer version of the Copy Editing test. During the 2011 administration, 58 candidates wrote one or both tests in eight cities across Canada. As a result, EAC recognized nine new Certified Copy Editors and eight new Certified Stylistic Editors.

In the six years the program has been running, EAC has awarded 174 certifications, producing 50 Certified Proofreaders, 68 Certified Copy Editors, 30 Certified Structural and Stylistic Editors, 8 Certified Stylistic Editors and 18 Certified Professional Editors.

## Certification (continued)

The certification steering committee finished developing the study guides based on *Professional Editorial Standards* (2009) and published the *Structural Editing Study Guide*. The new Structural Editing test will be administered in November 2012.

Other activities of the committee in 2011–12 include

- Using an FTP site to post all documents related to certification, including schedules and procedures for developing, administering and tracking (“shepherding”) tests, and schedules for developing study guides
- Updating and editing the certification pages on the EAC website

- Writing a series of articles on certification for the national newsletter
- Launching the credential maintenance program, with candidates who passed a 2011 test being the first to participate
- Creating a database of short-answer and multiple-choice questions to facilitate test-creation procedures

Long-range plans include

- Continuing research on the use of computer testing
- Creating a study guide on the fundamentals of editing standards
- Marketing certification to non-members

## Training and Development

The training and development committee’s work plan for 2011–12 was to

- Connect program chairs across all branches and twigs
- Develop a liaison with all Canadian educational institutions offering training in publishing and editing
- Explore the creation of a national training directory
- Research the development of editing scholarships and bursaries
- Establish social media tools for the training and development of editors

Some progress was made in all aspects of the plan, but most of the work was done on developing liaisons with educational institutions and establishing social media tools for training and development. An “educational editing” contact list was compiled and letters were sent to everyone on the list. (Those identified as belonging to the highest priority categories received a complimentary copy of *Editing Canadian English*.) The letters included an invitation to participate in the social media platform TWEEWT, a LinkedIn group for “Teachers Who Edit and Editors Who Teach.” This platform will allow participants to exchange news, views and information on the intersections between education and editing. The LinkedIn group will be the first of three platforms, with a TWEEWT Twitter account and Facebook page to be added in 2012–13.

## Conference

The 2012 national conference, “The Landscape of Canadian Language: Word Nerds Gone Wild,” June 1 – 3 at the Ottawa Convention Centre, was in the planning stages at the time of writing this report. A member of the Order of Canada and the longest serving Speaker of the House of Commons were booked as keynote speakers. The program included an unconference session for senior editors, invitations to members to participate in the vendor fair (for the first time) and some components designed specifically for introverts and francophone members. As in other years, the Tom Fairley Award for Editorial Excellence, the Claudette Upton Scholarship and the President’s Awards for Volunteer Service, including the Lee d’Anjou Volunteer of the Year Award, will be presented at the conference banquet.

Following the lead of the 2011 Vancouver conference organizers, the Ottawa team used

social media to keep the conversation going and obtain members’ input. Facebook, LinkedIn and Twitter were used to get ideas on sessions and other conference features, and Flickr, a photo-sharing site, to feature promotional photos. The Flickr account will continue to be used for other EAC events.

Articles in branch newsletters and the Language Portal of Canada helped to get the word out, and related organizations were invited to attend.

To help future conference teams and increase efficiency, the conference team recorded and distributed the minutes of their weekly teleconference meetings, and they are revising the conference handbook.

## Communications

### Marketing and Public Relations

A significant proportion of the marketing and public relations functions were handled by the communications manager, a staff member in the national office, with assistance from volunteer writers and editors.

The Editors’ Association of Canada’s communications plan, which includes an external marketing plan and an internal communications plan, was first developed in 2009 and then updated annually. The plan has been a valuable guide for activities to be carried out, goals to be achieved and timelines to be met. However, the goals set for 2010–11 turned out to be overly ambitious. Consequently, 2011–12 has been largely devoted to finishing projects started the year before and setting new, achievable goals that reflect the parameters of EAC’s limited financial and human resources.

These projects were completed in 2011–12

- Printing and distributing (via branches and twigs) the revised *So You Want to Be an Editor*, EAC’s informational booklet on a career in editing
- Designing, printing and distributing (via branches and twigs) a new bilingual membership brochure called *15 Reasons to Join EAC/15 raisons de se joindre à l’ACR*

- Designing, printing and distributing a publication to support the training and development committee's campaign to have course instructors adopt EAC publications
- Writing media releases and providing copywriting and marketing support for the conference and certification steering committees

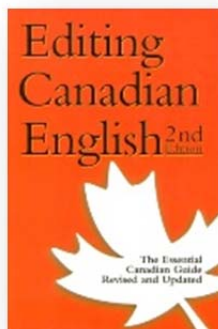
Ongoing marketing and public relations activities include

- A blog about editing, scheduled for a soft launch in conjunction with the 2012 conference
- An Eight-Step Editing poster for sale, with a view to promoting the association and its members as language experts
- A lapsed member reacquisition drive
- Continued maintenance of social media tools such as Facebook, Twitter and LinkedIn, and exploration of how best to use these and other emerging resources to reach new audiences

## Publications

The publications committee completed the first phase of a project to revise *Editing Canadian English* (2<sup>nd</sup> ed). Fourteen experienced editors reviewed the current text and suggested changes, deletions and additions for a new edition to be published in 2014. Clevers Media is finalizing its recommendations on how to provide an electronic version of the book.

Other initiatives this year were to find ways to sell the copies of the 2<sup>nd</sup> *Editing Canadian English* that are still in stock and to create a consolidated EAC style guide.



## Newsletter

In 2010, members voted to have two editors for the Editors' Association of Canada's national newsletter, *Active Voice/Voix actif*, one for English content and another for French. For various reasons the two editors had difficulty working together productively, so the national executive council created a bilingual editor-in-chief position. The English and French editors generate story ideas, plan content, solicit articles and coordinate the editorial aspects of the newsletter, while the editor-in-chief schedules and coordinates production and arbitrates as required.

Three issues of the newsletter were published in 2011. Although an online version of the newsletter had not appeared on the website in over a year, the 2011 issues are now online. In 2012, work began on developing an online version of the newsletter using the PressPublisher platform.

## Website

The Editors' Association of Canada continues to rely heavily on electronic communication, including its website, email and social media. The website ([www.editors.ca](http://www.editors.ca)), which is a critical public face and the only point of interaction for the majority of EAC members and all of the public, is very much in need of updating and improvement.

In an effort to deal with technical roadblocks and other issues that have caused delays in website improvement, the national executive council moved responsibility for website management from a committee of member volunteers (now disbanded) to the national office staff. With direction from a website redesign task force on how best to rearrange all the information on the site, staff expect to significantly redesign the website by late summer 2012. The office continued to make small updates and large upgrades, for example, adding space for the next conference committee to talk about the event and a tool for maintaining certification credentials.

## Administrative Committees

### External Liaison

The Editors' Association of Canada has relationships with a variety of groups and organizations, and it continues to explore the possibility of other relationships that would benefit EAC members. These connections raise the association's profile and develop networks.

EAC has official representation on the Book and Periodical Council (and its Freedom of Expression Committee) and the Cultural Human Resources Council (CHRC). EAC has an enhanced membership in the CHRC, which allows EAC members access to CHRC's courses and resources, either free or at a discount. As part of this agreement, EAC's executive director sits on the Alliance of Sector Council's Standards, Certification and Accreditation Working Group on behalf of CHRC. The CHRC will lose its federal funding in 2013 but is planning to carry on with a smaller board and more strategic activities.

EAC has an agreement with the Translation Bureau of Public Works and Government Services Committee to provide material for the Language Portal of Canada. This partnership helps to showcase EAC's programs and services, which not only meet the needs of members but also assist and support the many clients who use the services of editors. EAC is a member of the Ontario Nonprofit Network, the Canadian Conference of the Arts and Access Copyright.

EAC has informal relationships and exchanges of information with other like-minded groups at the local and/or national level. These include editors' groups such as the Manitoba Editors' Association, the Calgary Association of Freelance Editors and the Professional Editors' Association of Vancouver Island, and publishing/communications groups such as the Indexing Society of Canada, the International Association of Business Communicators (IABC), the Society of Technical Communication and the Professional Writers Association of Canada.

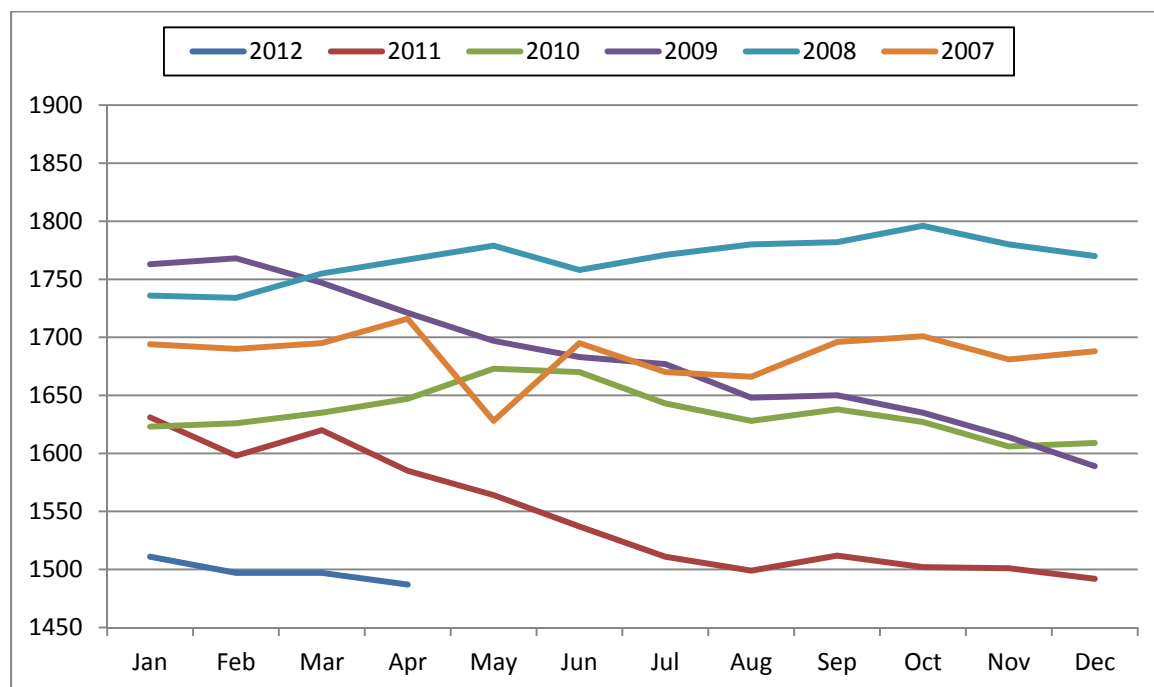


## Nominations

Under the revised Editing EAC structure, all committee chair and national volunteer positions are now appointed by the national executive council instead of some being elected at the AGM. This change has reduced the work of the nominations committee but recruiting continues to be an onerous task.

One concern is the lengthy service required of the people at the top. Generally, a person serves two years as vice president, then becomes president for two years and continues for another two years as past president. This translates as six years of service on the national executive council, all in rather demanding roles.

## EAC Membership by Year, 2007 – 12



## Branches and Twigs



Debra Roppolo, photographer: Paul Cipywnyk

**B**ranches and twigs across the country were represented for the first time this year by two regional directors, one for western Canada and another for eastern Canada. (Previously, each branch had its own representative on the national executive council.) Questions the regional directors addressed this year included how a twig becomes a twig, how to improve communication between branches/twigs and the national executive council, and how branches and twigs can work together to provide services and benefits to members.

In 2011–12 branches and twigs offered services such as workshops and seminars, newsletters, job hotlines, and regular member meetings and social events. Many branches and twigs also organized outreach activities such as setting up a booth at Word on the Street or a career fair, having members speak at local educational institutions and elsewhere, and sponsoring local literary and communications-related events. The formation of twigs has helped greatly to serve members who do not live in large urban areas, or who live in urban areas without a branch presence.

Recruiting and retaining volunteers is a continuing challenge for all or most of the branches and twigs, as it is for the national executive council and national committees. Several branches, particularly National Capital Region and Quebec/Atlantic Canada, also find it difficult to serve both anglophone and francophone members.

A successful meeting of branch chairs and twig leaders before the Vancouver conference in 2011 has led to a similar meeting being planned in conjunction with the Ottawa conference in June 2012. These meetings facilitate discussion about the formation of twigs, encourage branch-

to-branch communication and allow people to share strategies for branch success.

The scope of this report does not allow for detailed descriptions of the many interesting and worthwhile workshops, seminars, meetings and social events that branches and twigs have organized — all through the efforts of volunteers. Following are just a few highlights from the past year. Although many branch activities are similar, there are also regional differences.

### Quebec /Atlantic Canada Branch

The Quebec/Atlantic Canada branch offered a series of French-language seminars that were overwhelmingly popular: four full-day and three evening seminars offered in Montreal, and one full-day seminar in Quebec City. These programs netted approximately \$5,000 in income for the branch. The five full-day English-language seminars offered in Montreal, along with one in Halifax were also well attended.

Another accomplishment was the launch of a monthly e-newsletter and the revival of monthly meetings also known as Speaker's Nights after several years' absence. QAC has launched a Twitter account and a Facebook page.

QAC welcomed 61 new members in 2011, of which 28 registered as French-speaking members and nine as students (three English and six French).

### Toronto Branch

The Toronto branch scheduled nine program meetings on subjects and introduced additional “field trip” and “show and tell” programs that took place outside of its regular programs schedule and venue. Program presenters were

thanked via donations to charity on their behalf: Sister Writes in 2011 and the Toronto Public Library Foundation in 2012. Most Toronto programs are available to all EAC members as written reports and podcasts on the EAC website. Five issues of the branch newsletter, *Edition*, were published.

The branch raised the rates for instructors of its seminars, introduced a number of new seminars and helped the Kitchener-Waterloo-Guelph twig promote and administer their first seminars.

Other notable branch developments this year include

- Establishing a social media coordinator position and recruiting a volunteer to manage content and generate discussions on the Toronto branch's Facebook, LinkedIn and Twitter accounts
- Revamping several branch web pages and adding a new set of pages related to finding work and hiring editors in Toronto
- Updating the Branch Communications Guide
- Developing a rates statement for Toronto editors and editing clients
- Cancelling fees to student non-members who attend monthly general meetings
- Revising the spreadsheet that tabulates seminar evaluations to automatically tally the answers

### National Capital Region Branch

The National Capital Region branch is the host of the 2012 EAC conference, which promises to be very successful. The branch held eight monthly program meetings that continued to

draw strong crowds; produced five bi-monthly issues of its newsletter, *Bulletin*; and offered 12 professional development seminars, with several being sold out. Well-received social events included a wine and cheese in November 2011 and a volunteer appreciation brunch in the spring.

### Saskatchewan Branch

Because of difficulty in building membership numbers and recruiting volunteers, the Saskatchewan branch's only formal programs this year were two workshops. However, the workshops were successful and helped to keep the branch's financial position healthy.

After-work gatherings held jointly with IABC members at a local pub consistently drew from six to ten people for conversation, drinks and casual networking. The annual spring event brought together communicators of various kinds—editors, writers, designers.

### Prairie Provinces Branch

The Prairie Provinces branch introduced a new organizational structure featuring seven executive positions and 13 other board members who support the work of the executive. All but two of the positions were filled early on in the year. The branch also hired its first-ever branch administrator in October, which has been immensely helpful.

A lack of volunteers made it difficult to deliver a full program, but a board meeting solely committed to program planning has been scheduled for May 2012. A new external publicity coordinator enlivened the PPB's public profile by setting up Facebook, Eventbrite, PayPal, Twitter and MailChimp accounts for the branch. An e-news bulletin, *Latest Edition*, is being published every two months.

A Calgary “pre-twig” established itself within the existing PPB structure in September, and several workshops and seminars have been offered there. Several Calgary members are also serving on the branch board or in other volunteer roles.

### British Columbia Branch

The BC branch offered a full schedule of fee-paid seminars and a full schedule of monthly member meetings that included short (one-hour) presentations.

Other achievements of the branch this year:

- Welcome letters and bi-monthly meet-and-greet sessions for the branch’s many new members
- Monthly issues of *West Coast Editor* and/or *Bugle* newsletter
- A revived social program in response to a member survey, starting with a well-attended Christmas party
- The first outside-of-Vancouver seminar, held in Victoria in March 2012, in consultation with PEAVI, the Vancouver Island editors’ organization
- Representing EAC at Word On The Street (Vancouver), Writers’ Workshop and Douglas College Print Futures student meeting (New Westminster)
- Awarding a \$250 scholarship to a Douglas College Print Futures student

The branch executive created a new updatable month-by-month planning framework to be used now and in future years. The treasurer developed a branch operating budget for 2011–12 that was approved and monitored monthly (annual budget, approximately \$24,500).

### Nova Scotia Twig

The Nova Scotia twig, formally established in April 2012, organized several casual meetings where members discussed upcoming professional development events, the proposed

2013 EAC conference in Halifax and how to get local members involved. The intent is to provide more access to members outside the Halifax region by moving regular meetings around the province (although the first two attempts to have meetings in Wolfville failed).

### Kingston Twig

The Kingston twig, formed in 2009, continues to meet each month for formal and informal talks and presentations, and attendance at these events is high. Participants are drawn from a wide geographic region—Picton to Brockville and everything in between. The twig currently has 40 names on its email contact list. Casual coffee meetings and opportunities to socialize are popular as well.

### Hamilton-Halton Twig

The Hamilton/Halton twig, formally established in November 2011, has provided a full year of programming: six member meetings with guest speakers, two socials, one outreach event and an AGM scheduled for May. In addition, the twig made a presentation to McMaster University students on editing as a career and on the benefits of EAC membership. The next step will be to organize workshops that will hopefully raise funds for the twig.

### Kitchener-Waterloo-Guelph Twig

The Kitchener-Waterloo-Guelph (KWG) twig, formally established in September 2011, held monthly meetings alternating between Kitchener-Waterloo and Guelph. The meetings featured guest speakers, social events and a joint meeting with the Hamilton-Halton twig. KWG had an EAC booth at Kitchener’s 2011 Word on the Street, and collaborated with HH and local Society for Technical Communication and Professional Writers Association of Canada chapters to advertise each other’s events. The first twig seminars will be offered in April (Guelph) and May (Kitchener).

## 2012 Awards



Rhonda Bailey and Lana Okerlund, photographer: Paul Cipywnyk

The following awards are presented each year at the annual Editors' Association of Canada conference banquet: the Tom Fairley Award for Editorial Excellence, the Claudette Upton Scholarship and the President's Awards for Volunteer Service, including the Lee d'Anjou Volunteer of the Year award. This year the presentations will be made in Ottawa on Saturday, June 2.

### Tom Fairley Award for Editorial Excellence

Established in 1983, the Tom Fairley Award recognizes the editor's often invisible contribution to written communication. The cash prize of \$2,000 is awarded for an editor's outstanding contribution to a work published in Canada in English or French during the previous calendar year. Two finalists also receive a cash award of \$500, which is a new addition to the award this year. Any type of written project — book, magazine, government or corporate report, software documentation, etc. — is eligible, as is any type of editorial work.

The winner of this year's Tom Fairly Award is Iva Cheung for her work on *Cow: a Bovine Biography* by Florian Werner. The two finalists are Peter Midlgey, for his work on *The Man in the Blue Pyjamas*, by Jalal Barzanji and Smaro

Kamboureli for her work on *In Flux: Transnational Shifts in Asian Canadian Writing*, by Roy Miki. Judges for the 2011 Tom Fairley Award are experienced and respected Canadian editors: Heather Ball, Andrea Douglas and Jean Wilson.

We would like to thank the 2011 Tom Fairley Award supporters/donors:

- Sandra Bit
- Donna Dawson
- Lee Hunter
- Paul Payson
- Margaret Reardon
- Mary Rykov
- Maya Sokolovski
- Jan Walter

### Claudette Upton Scholarship

An annual national scholarship was established in 2010 to honour the late Claudette Reed Upton-Keeley, a gifted editor and honorary lifetime member of EAC. The award recognizes a promising student editor from among our membership. The winner is encouraged to use the \$1,000 scholarship to help support their continuing professional development in editing.

The 2011 recipient of the Claudette Upton Scholarship is Heidi Waechtler of Vancouver, BC. Waechtler, a graduate of the Certificate of

Editing program at Simon Fraser University, worked as a freelance editor for several years before enrolling in the Master of Publishing degree program at SFU, where she is scheduled to do a practicum this summer at McClelland & Stewart, focusing on literary fiction.

Sincere thanks to Michelle Boulton, EAC past president (Saskatchewan branch), for coordinating the scholarship this year and to the selection committee composed of three well-respected Canadian editors: Elizabeth d'Anjou;

Dr. Peter Midgley, University of Alberta Press;  
and Dr. Peter J. Roccia, Grant MacEwan  
University.

*Thanks to this year's Claudette Upton Scholarship supporters / donors:*

- Lenore (Lee) d'Anjou
- Peter Colenbrander
- Jennifer Englert
- Nancy Flight
- Diane Fortin
- Joan Irving
- Paul Payson
- Peggy Robinson
- Christine Rowlands
- Mary Rykov
- Rosemary Sidle
- West Coast Editorial Associates

## **Volunteer Awards**

### **Lee d'Anjou Volunteer of the Year Award**

From among the nominations received for the President's Awards, one volunteer is selected to receive the Lee d'Anjou Volunteer of the Year Award. This year, Barbara Dylla was selected for the Lee d'Anjou Volunteer of the Year Award.

### **President's Award for Volunteer Service**

The President's Award for Volunteer Service recognizes outstanding service to the organization, at the branch or national level, by member volunteers. Candidates for the award may have served EAC by conscientiously performing volunteer activities over an extended period of time, taking initiative to identify and solve a critical problem or meet a specific need within the organization, organizing or directing an activity that has a tremendous impact on the association, or inspiring others to participate more fully within the association.

2012 recipients of the President's Award for Volunteer Service are:

- John Green
- Christine LeBlanc
- Eva Radford
- Gael Spivak
- Rachel Stuckey
- Gilles Vilasco

Donna Dawson  
Photographer: Paul Cipywnyk



# Volunteers and Donors



Michelle Boulton, Greg Ioannou, Sheila Mahoney, Debra Roppolo, Gael Spivak, Melva Maclean and Jacqueline Dinsmore, photographer: Paul Cipywnyk

## 2011–12 Volunteers

In addition to the national executive council, listed at the beginning of this report, many members volunteered their time and talents to help further the goals of the Editors' Association of Canada's national and branch/twig initiatives. *Apologies to anyone whose name has been inadvertently omitted from this list.*

## National Volunteers

### AGM

Anita Jenkins  
Marion Kennedy  
Namita Kumar  
Eva van Emden

### Awards

#### Upton Scholarship Selection Committee

Elizabeth d'Anjou  
Dr. Peter Midgley  
Dr. Peter J. Roccia

#### Tom Fairley Award Judges

Heather Ball  
Andrea Douglas  
Jean Wilson

### Certification

Janice Dyer and  
Anne Brennan, committee  
co-chairs  
Ruth Bradley-St-Cyr  
Tammy Burns  
Marlene Busko  
Pamela Capraru  
Stephanie Carriere  
Iva Cheung  
Shannon Cobb  
Donna Dawson  
Tina Dealwis  
Jacqueline Dinsmore

Laura Doliner  
Virginia Durksen  
Sylviane Duval  
Beverly Ensom  
Philippa Fairbairn  
Ann Firth  
Jennifer Glossop  
Christine Hastie  
Carol Herter  
Jocelain Hitchcox  
Kelly Hope  
Linda Jenkins  
Zofia Laubitz  
Krysia Lear  
Christine LeBlanc  
Tilman Lewis  
Elizabeth Macfie  
Anne Louise Mahoney  
Sheila Mahoney  
Lynne Melcombe  
Ann-Marie Metten  
Peter Moskos  
Carrie Mumford  
Victoria Neufeldt  
Lana Okerlund  
Paul Payson  
Jodi Reid  
Glenn Ruhl  
Lynn Schellenberg  
Dania Sheldon  
Brooke Smith  
Rosemary Tanner  
Patricia Thomas  
Karen Virag  
Merrie-Ellen Wilcox

Ruth Wilson  
Shelly Windover

### Code of Ethics Task Force

Karen Dunn Skinner, leader  
Nancy Ackerman  
Mary Anne Carswell  
Sheila Mahoney  
Melva McLean  
Kerry Smith

### Computer Testing Task Force

Anne Brennan, chair  
Sandy Gough  
David Johansen  
Juliann Krushen

### Conference 2012, Ottawa

Christine LeBlanc and Gael  
Spivak, committee co-chairs  
Danielle Arbuckle  
Tina Bartolini  
Betty Ann Benes  
Pierrette Brousseau  
Wendy Carroll  
Pauline Côté  
Ross Cowan  
Anne-Marie Deraspe  
Jacqueline Dinsmore  
Kristen Dolenko  
Laura Doliner  
Barbara Dylla  
Wael Elazab

Beverly Ensom  
Freya Godard  
Lisa Goodlet  
Jenny Green  
Jocelain Hitchcox  
Nancy Holland  
Marion Kennedy  
Linda Landry  
Elizabeth Macfie  
Anne Louise Mahoney  
Ester Mikes  
Andrea Murphy  
Margaret Reardon  
Michelle Renaud  
Elizabeth (Beth) Ronaghan  
Linda Senzilet  
Marion Soubliere  
Sarah Turner  
Sharilynn Wardrop  
Heather Weinrich

#### **Conference 2011 Onsite Volunteers, Vancouver**

Anne Brennan  
Lesley Cameron  
Iva Cheung  
Christine Dudgeon  
Eva van Emden  
Beverly Ensom  
Lesley Erickson  
Michael Ferreira  
David Harrison  
Irene Kavanagh  
Veronika Klaptocz  
Marlene MacIsaac  
Mary Rose MacLachlan  
Helen Polychronakos  
Deirdre Salisbury  
Margot Senchyna  
Margaret Shaw  
Marie Simon  
Lynn Smith  
Heidi Waechtler  
Merrie-Ellen Wilcox

Anna Williams  
Sharyl Yore  
Carol Zhong

#### **External Liaison**

Stephanie Fysh, BPC liaison  
Karen Virag, CHRC liaison  
Marg Anne Morrison, FoE  
liaison

#### **Financial Standards Reporting Task Force**

Danielle Arbuckle  
Arden Ogg  
Wilfred (Wilf) Popoff  
Eve Rickert  
Ursula Rudden  
Rachel Stuckey  
Ken Weinberg

#### **Marketing and Public Relations Committee**

Alethea Spiridon Hopson,  
chair  
Brooke Burns  
Tammy Burns  
Pamela Capraru  
Jacqueline Dinsmore  
Marlene Dong  
Heather Ebbs  
Pam Fossen  
Leslie Frappier  
Anita Jenkins  
Moush Sara John  
Irene Kavanagh  
Deborah Lawson  
Annie Leung  
Sheila Mahoney  
Penny McKinlay  
Adrienne Montgomerie  
Maureen Nicholson  
Rosemary Shipton  
Rhonda Skinner  
Glen Strom

Marguerite Watson  
Anna Williams

#### **Member Services Committee**

Dana (Dee) Hopkins, chair

#### **Newsletter – Active Voice**

Michelle Boulton, editor in  
chief  
Gilles Vilasco, French editor  
Ursula Acton  
Catherine Baudin  
Christian Bergeron  
Brigitte Blanchard  
Roberto Blizzard  
Brooke Burns  
Tammy Burns  
Luisa Capogreco  
Ruth Chernia  
Paul Cipywnyk  
Jessica (Jessie) Cox  
Tina Dealwis  
Jacqueline Dinsmore  
Marlene Dong  
Janice Dyer  
Barbara Dylla  
Heather Ebbs  
Eva van Emden  
Nancy Foran  
James Harbeck  
Nancy Holland  
Greg Ioannou  
Lysane Jacques  
Anita Jenkins  
Irene Kavanagh  
Christian L'Écuyer  
Catherine London  
Anne Louise Mahoney  
Sheila Mahoney  
Lynne Melcombe  
Lorraine Meltzer  
Adrienne Montgomerie



Arden Ogg  
Anna Olivier  
Giovanna Patruno  
Anne Perdue  
Helen Polychronakos  
Arlene Prunkl  
Nancy Resnitzky  
Fred Rocque  
Debra Roppolo  
Carolyne Roy  
Carole Saint-Père  
Kate Scallion  
Randall Sharp  
Carole Sigouin  
Alethea Spiridon Hopson  
Gael Spivak  
Don Stanton  
Nathan Stark  
Rachel Stuckey  
Rob Tilley  
Carol Tulpar  
Eva van Emden  
Rita Vanden Heuvel  
Claire Wilkshire

### **Professional Standards**

Jan Walter, chair  
Lee d'Anjou  
Sonia Gluppe

### **Social Media Task Force**

Wael Elazab and Adrienne  
Montgomerie, co-chairs  
Stephanie Carriere  
Janice (Jan) Ingram  
Melva McLean  
Carrie Mumford  
Josh Patlik

### **Strategic Planning Retreat**

Michelle Boulton, chair  
Jacqueline Dinsmore  
Sandra Gravel

Greg Ioannou  
Jennifer Latham  
Melva McLean  
Maureen Nicholson  
Dr. Peter J. Roccia

### **Volunteer Management Committee**

Dina Theleritis  
Alison Kooistra  
Claire Wilkshire

### **Website Redesign Task Force**

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Tammy Burns  
Dimitra Chronopoulos  
Anita Jenkins  
Lisa Mansfield  
Holly Munn  
Debra Roppolo  
Rachel Stuckey  
Ken Weinberg

### **Local Volunteers**

#### **Branches**

#### **Quebec-Atlantic Canada Branch**

Barbara Dylla, chair  
Christine Beevis Trickett  
Imogen Brian  
Julia Cochrane  
Nancy Holland  
Lysane Jacques  
David Johansen  
Giovanna Patruno  
Nathalie Vallière

#### **Toronto Branch**

Nancy Foran, chair

Nancy Ackerman  
Arija Berzitis  
Natalie Boon  
Tammy Burns  
Barbara Campbell  
Pamela Caparu  
Dimitra Chronopoulos  
Andrea Civichino  
Nicole Corness  
Joe Cotterchio-Milligan  
Jane Davidson  
Donna Dawson  
Kathryn Dean  
Katherina Dehaas  
Emily Dockrill Jones  
Janice Dyer  
Susan Edwards  
Gavin Elliott  
Barbara Feldman  
Jennifer Foster  
Laura Lynn Foster  
Eliza Daniela Ghinea  
Jennifer Glossop  
Elizabeth Groskorth  
Helen Guri  
Heather Guylar  
Cat Haggert  
James Harbeck  
Carol Harrison  
Jocelain Hitchcox  
Ranee Holmes  
Greg Ioannou  
Maria Jelinek  
Lisa Jemison  
Moush Sara John  
Linda Johnson  
Karen Kligman  
Alison Kooistra  
Sandy Leppan  
Janet MacMillan  
Sheila Mahoney  
Nathan Medcalf  
Sarah Moore  
Marg Anne Morrison

Jeff Neal  
Mary Newberry  
Jeny Nussey  
Joanna Odrowaz-Pieniazek  
Dani Pacey  
Leanne Rancourt  
Sasha Regehr  
Vanessa Ricci-Thode  
Robert Rodbourne  
Mary Rykov  
Mila Santiago  
Elizabeth Scott  
Brooke Smith  
Leslie C. Smith  
Maya Sokolovski  
Donald Stanton  
Crystal Steeves  
Monika Strak  
Shealah Stratton  
Rachel Stuckey  
Rosemary Tanner  
Cathy Tell  
Rob Tilley  
Elizabeth Trew  
Gillian Urbankiewicz  
Julie vanTol  
Marion Voysey  
Sharilynn Wardrop  
Ken Weinberg  
Kathryn White  
Sarah Wight  
Sandra Williams-Hervé  
Caroline Winter

### **National Capital Region Branch**

Ipshi Kamal, chair  
Tina Bartolini  
Lisa Goodlet  
Richard Huizenga  
Suzanne Keptwo  
Marion Kennedy  
Christine LeBlanc  
Mary MacDonald-Laprade

Pat Patterson  
Ursula Rudden  
Linda Senzilet  
Carl Stieren  
Abigail Whitney

### **Prairie Provinces Branch**

Margaret Sadler, chair  
Theresa Agnew  
Lorelei Betke  
Astrid Blodgett  
Norma Jean Brown  
Lori-Ann Claerhout  
Lynn Coady  
Aaron Dalton  
Joan Dixon  
Virginia Durksen  
Cynthia Dusseault  
Dave Ealey  
Philippa Fairbairn  
Dawna Freeman  
Ellen Groskorth  
Tara Holmwood  
Anita Jenkins  
Brenda Jorgensen  
Deborah Lawson  
Nancy Mackenzie  
Melva McLean  
Mandi Monk  
Carrie Mumford  
Arden Ogg  
Leigh Patterson  
Paul Payson  
Eva Radford  
Dr. Peter J. Roccia  
Mary Lou Roy  
Glenn Ruhl  
Lauri Seidlitz  
Erinne Sevigny  
Sharon Skage  
Rhonda Skinner  
Rachel Small  
Karen Virag  
Marguerite Watson

### **Audrey Whitson Saskatchewan Branch**

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Perry Millar  
Allyssa Barlow  
Jacqueline Cates  
Linda Dietz  
Nora Russell  
Penny McKinlay  
Susan Bond Hurka  
Victoria Neufeldt  
Wilfred (Wilf) Popoff

### **BC Branch**

Peter Moskos, chair  
Libbi Alcock  
Stefania Alexandru  
Wendy Bancroft  
Nancy Blair  
Micheline Brodeur  
Carey Ditmars  
Barbara Dominik  
Christine Dudgeon  
Eva van Emden  
Michael Ferreira  
Dianne Fowlie  
Viola Funk  
Jennifer S. Getsinger  
Kerry Hall  
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David Harrison  
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Irene Kavanagh  
Jessica Klassen  
Talia Leduc  
Hugh Macdonald  
Amanda Peters  
Eve Rickert  
Tina Robinson  
Michele Satanove  
Margot Senchyna  
Margaret Shaw  
Dania Sheldon

Nancy Tinari  
Carol Tulpar  
Annette Yourk  
Carol Zhong

### Twigs

### Nova Scotia Twig

Christine Beevis-Trickett,  
Julia Cochrane, Nancy  
Holland, leaders  
Morgan Dambergs  
Eleanor Gasparik  
Patricia MacDonald  
Valerie Mansour

### Kingston Twig

Rita Vanden Heuvel and  
Carla Douglas, leaders  
Ellie Barton  
Elizabeth d'Anjou  
Kathleen Fletcher  
Sonia Gluppe  
Cat London  
Adrienne Montgomerie  
Angela Pietrobon  
Chris Stesk

### Hamilton-Halton Twig

Cat Haggert, Nathan Medcalf  
and Kirsten Sloots, leaders  
Trudi Down  
Cathy Tell

### Kitchener-Waterloo- Guelph Twig

John Green and Vanessa  
Ricci-Thode, leaders  
Dove Champagne  
Kathryn Dean  
Duany Diaz  
Laura Foster  
Anne Godlewski  
Judy Hemming  
Krysia Lear  
Karen Rilstone

### Peterborough "Pre-twig"

Jane Davidson  
John Hart  
Helen Mason

### EAC Sponsors/Donors

Danielle Arbuckle  
Nancy Barker  
Betty Anne Benes  
Eva Blaskovic  
Gaëtan Boily  
Nadia Boudjir  
Manon Bujold  
Veronica Cappella  
Ross Cowan  
Eve D'Aeth  
Caroline Davidson  
Frances Emery  
Michael Ferreira  
Jody Harris  
Nicola Kopac  
Tilman Lewis  
Sylvie Nantais  
Geneviève Paradis  
Mary Rykov  
Margaret Shaw  
Isobel Stevenson  
Crystal Vaughan  
Karen Virag  
Carolyn Wilker  
Mary Williams

### Thank you to the following:

Patrice Allen, Julie Andrés, Neil Bailey, Kelley Tish Baker, Denise Barnard, Kathleen Bolton, Heather Brown, Ramona Brown, Daniel Burnier, Barbara Comes, Beverley Daurio, Tammy Dealwis, Matilda Dray, Kelly Eng, Maria Fletcher, Sara Fowler, Briana Huether, Sarah Jennings, Liubov Kudryavtseva, Namita Kumar, Karolina Lada, Sherry Lawler, Marie Eve Levesque, Laura Kathleen Maize, Meghan Marentette, Christina Palka, Valérie Pouliot, Deb Rees-Lee, Jess Roberts Farina, Louise St-Jean, Nicolas Trost, Ronnie Yakoleff,



## Treasurer's Report

As a new member of the national executive council, it has been a pleasure to serve as Treasurer at a time when the Editors' Association of Canada is working hard to improve and stabilize its financial position. After several years of struggling financially, EAC followed up a profitable 2010 with another profitable year in 2011. Under the executive director's careful guidance, we are now in a fairly well established position of financial health.

In December 2011 EAC members were notified of the first annual cost-of-living increase for membership and increased fees for listing in the Online Directory of Editors. Fees for these services increased by 3% on March 1, 2012, while fees for other services remained unchanged. With this prudent approach, fees should continue to cover the cost of delivering member benefits and services, with the ultimate goal of maintaining the association's financial health over the long term.

EAC's reserve fund currently sits at about \$67,000. Although this is a much stronger position than the one we were in two years ago, we continue to build toward our goal of \$250,000, which would allow us to cover six months' operating expenses in a financial crisis. We are currently establishing an investment plan that will increase our rate of return while keeping these assets safe.

So far in 2012 cash flow is continuing to meet monthly requirements. However, we recognize the importance of continuing to monitor expenses and to look for ways to increase revenues. As an example of new revenue streams, EAC recently acquired the rights to sell *Editing Canadian English*. We're pleased with sales to date, and we continue to explore other ways to generate revenue.

### Financial highlights from 2011–12

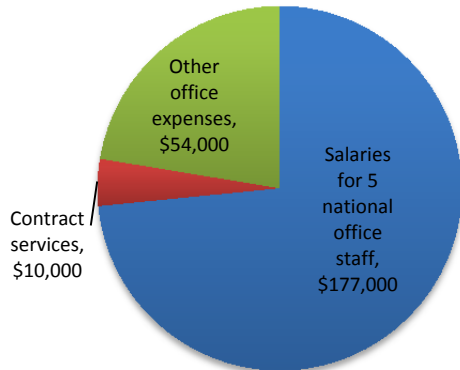
- Revenue from membership fees increased, while sales for the Online Directory of Editors and editors.ca email addresses remained fairly steady.
- Revenue from job board ads increased.
- The 2011 conference earned a strong profit, and the 2012 conference is on track to do the same.
- The certification program made a profit, once again buoyed by sales of study guides.
- EAC publications also made a profit, boosted by sales of *Meeting Professional Editorial Standards*.
- Administration expenses increased, as a new part-time staff person was hired to support twig and branch development.

In 2010 the national executive council passed a motion to change the funding formula for branches to 10% of membership fees for all branches, and to change to monthly distribution based on actual membership numbers instead of estimates (to improve cash flow). In 2011 this formula was extended to twigs, with 5% of membership fees being paid to each twig based on actual membership numbers.

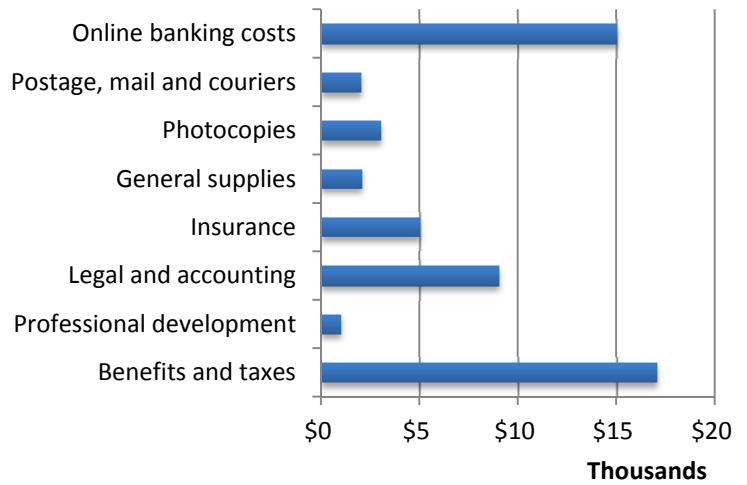
Also in 2011 the British Columbia branch forgave its outstanding balance of \$5,053.63 and the Toronto branch forgave its outstanding balance of \$1,188.16. This leaves two outstanding amounts owing to the branches from 2008, which the national executive council passed a motion to repay in full in 2012. The National Capital Region branch will use about half of the \$7,260.82 it is owed to sponsor the conference reception, and the balance is being paid back in 2012. The Quebec/Atlantic Canada branch will be repaid \$4,694.53.

- **Danielle Arbuckle**

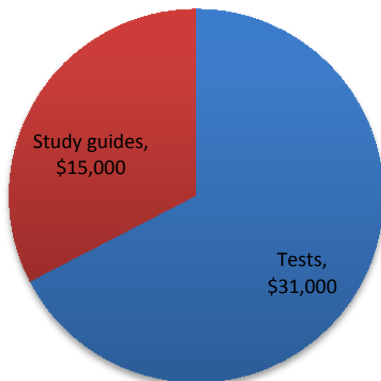
**Total Office Expenses, 2011**



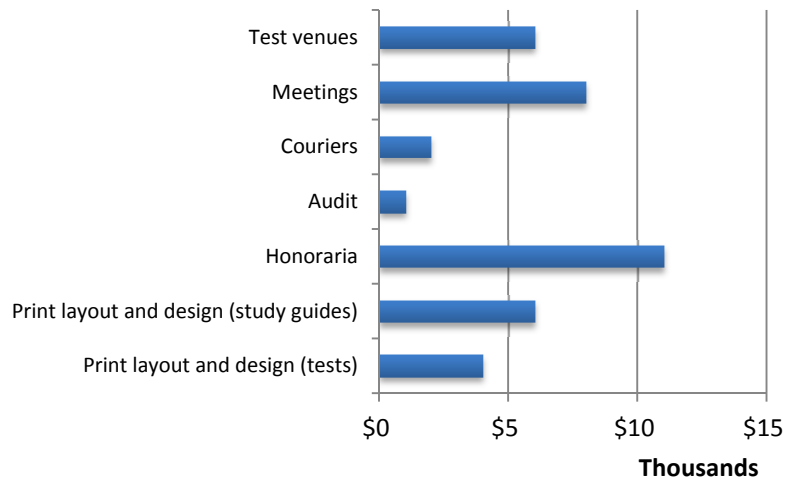
**Other Office Expenses, 2011**



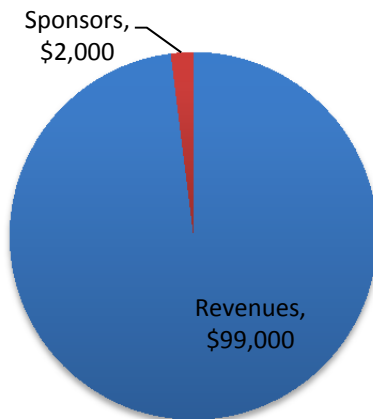
**Certification Revenue**



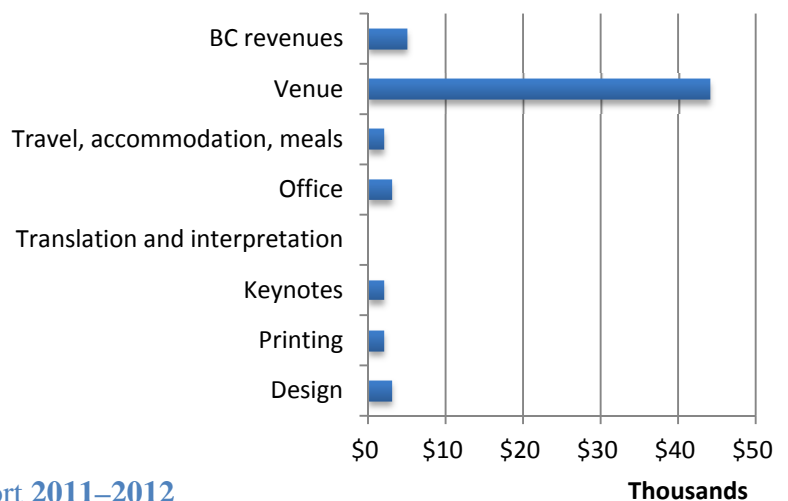
**Certification Expenses, 2011**

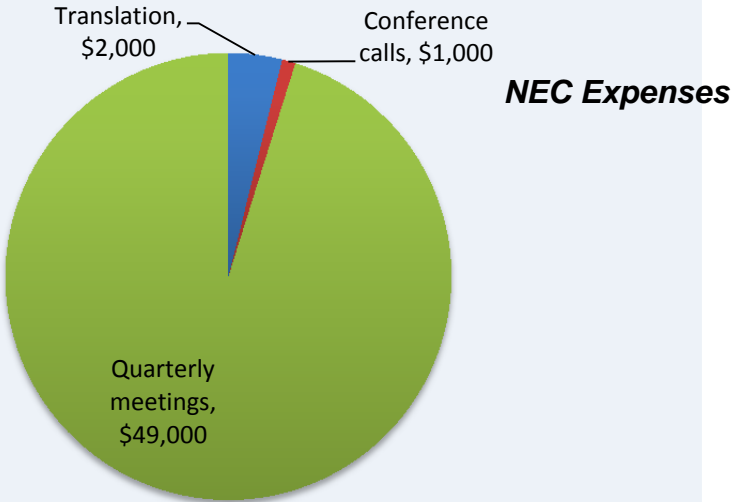


**Conference Revenue, 2011**

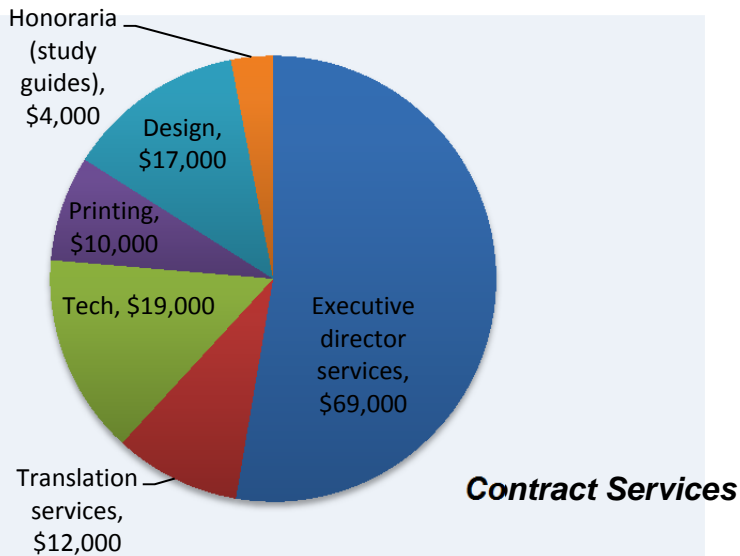
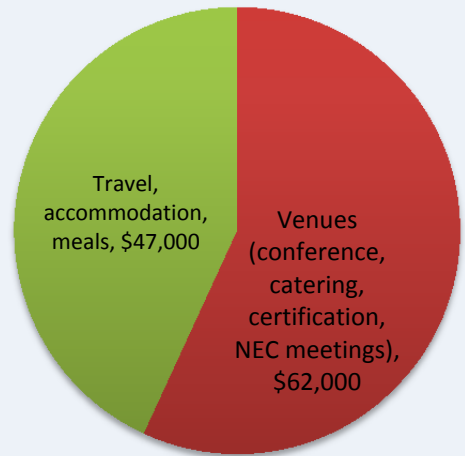


**Conference Expenses, 2011**





**Travel & Event Costs**



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**EDITORS' ASSOCIATION OF  
CANADA/ASSOCIATION  
CANADIENNE DES RÉVISEURS**

**FINANCIAL STATEMENTS**

**DECEMBER 31, 2011**

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**INDEPENDENT AUDITOR'S REPORT**

To the Members,  
Editors' Association of Canada/Association Canadienne des Réviseurs

**Report on the Financial Statements**

We have audited the accompanying financial statements of Editors' Association of Canada/Association Canadienne des Réviseurs, which comprise the statement of financial position as at December 31, 2011 and the statements of operations and changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

*Management's Responsibility for the Financial Statements*

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted accounting principles and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

*Auditor's Responsibility*

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

*Opinion*

In our opinion, the financial statements present fairly, in all material respects, the financial position of Editors' Association of Canada/Association Canadienne des Réviseurs as at December 31, 2011, and its financial performance and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Cowperthwaite Mehta

Chartered Accountants  
Licensed Public Accountants

February 11, 2012  
Toronto, Ontario




**EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES  
RÉVISEURS**

**STATEMENT OF FINANCIAL POSITION**

**AS AT DECEMBER 31, 2011**

	2011	2010
<b>ASSETS</b>		
Current assets		
Cash	\$ 89,235	\$ 67,827
Accounts receivable	16,636	7,821
Inventory	3,036	
Prepaid expenses	<u>3,976</u>	<u>3,976</u>
	<u>\$ 112,883</u>	<u>\$ 79,624</u>
<b>LIABILITIES AND NET ASSETS</b>		
Current liabilities		
Accounts payable	\$ 56,647	\$ 73,846
Government remittances payable	8,500	9,336
Deferred grant revenue	2,500	
Fairley Award (note 4)	2,976	3,330
Claudette Upton Scholarship (note 5)	<u>2,013</u>	<u>2,078</u>
	<u>72,636</u>	<u>88,590</u>
Net assets		
Unrestricted	<u>40,247</u>	<u>(8,966)</u>
	<u>\$ 112,883</u>	<u>\$ 79,624</u>

Approved by:

  
\_\_\_\_\_, President

  
\_\_\_\_\_, Treasurer

see accompanying notes

**EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES  
RÉVISEURS**

**STATEMENT OF OPERATIONS AND NET ASSETS**

**FOR THE YEAR ENDED DECEMBER 31, 2011**

	<b>2011</b>	<b>2010</b>
<b>REVENUE</b>		
Membership fees	\$ 340,978	\$ 326,047
Annual General Meeting and conference	104,366	85,130
Directory listings	38,860	40,812
Certification	44,917	45,352
Publication sales	18,147	12,951
Advertising	16,233	14,593
Other	8,609	2,665
Donations	4,544	1,003
Grants (note 6)	2,500	2,836
Fairley prize (note 4)	1,000	1,000
Claudette Upton Scholarship (note 5)	1,000	1,000
Interest	175	
	<u>581,329</u>	<u>533,389</u>
<b>EXPENSES</b>		
Contract services	139,579	119,362
Staffing	128,967	116,886
Travel and event costs	104,897	81,392
Regional branches and twigs (note 7)	35,052	59,724
Certification	33,653	43,539
Rent and utilities	28,655	28,499
Office and general	22,546	19,072
Bank and credit card charges	17,198	14,131
Accounting and audit	9,482	7,219
Communications	8,877	7,074
Fairley prize (note 4)	2,000	2,000
Claudette Upton Scholarship (note 5)	1,000	1,000
Bad debts (recovered)	210	(300)
	<u>532,116</u>	<u>499,598</u>
<b>EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR</b>	49,213	33,791
Net assets, beginning of year	<u>(8,966)</u>	<u>(42,757)</u>
<b>NET ASSETS, END OF YEAR</b>	<u>\$ 40,247</u>	<u>\$ (8,966)</u>

see accompanying notes

**EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES  
RÉVISEURS**

**STATEMENT OF CASH FLOWS**

**FOR THE YEAR ENDED DECEMBER 31, 2011**

	<b>2011</b>	<b>2010</b>
<b>CASH INFLOW (OUTFLOWS)</b>		
<b>OPERATING ACTIVITIES</b>		
Excess of revenue over expenses	\$ 49,213	\$ 33,791
Net change in non-cash working capital items (below)	<u>(27,805)</u>	<u>322</u>
Cash provided from operations	<u>21,408</u>	<u>34,113</u>
<b>NET CASH ACTIVITY FOR THE YEAR</b>	21,408	34,113
<b>CASH, BEGINNING OF YEAR</b>	<u>67,827</u>	<u>33,714</u>
<b>CASH, END OF YEAR</b>	<u>\$ 89,235</u>	<u>\$ 67,827</u>
Net change in non-cash working capital items:		
Accounts receivable	\$ (8,815)	\$ 616
Award and scholarship funds	(419)	310
Prepaid expenses		(31)
Accounts payable	(17,199)	(6,823)
Government payables	(836)	6,250
Inventory	(3,036)	
Deferred revenue	<u>2,500</u>	
	<u>\$ (27,805)</u>	<u>\$ 322</u>

see accompanying notes

# EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES RÉVISEURS

## NOTES TO THE FINANCIAL STATEMENTS

DECEMBER 31, 2011

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### 1. THE ORGANIZATION

The Editors' Association of Canada/Association Canadienne des Réviseurs (the "organization") is incorporated as a not-for-profit organization without share capital under the Canada Corporations Act. On May 20, 1994 the organization formally changed its corporate name from Freelance Editors' Association of Canada/Association des pigistes de l'édition to Editors' Association of Canada/Association canadienne des réviseurs.

Founded in 1979, the organization represents editors in Canada who work in many forms of print as well as in other media. The Organization promotes professional editing as key in producing effective communication. Their 1,500 members work with individuals in the corporate, technical, government, not-for-profit and publishing sectors. They sponsor professional development seminars, promote and maintain high standards of editing and publishing in Canada, establish guidelines to help editors secure fair pay and good working conditions, help both in-house and freelance editors to network, and cooperate with other publishing associations in areas of common concern.

The organization is governed at the national level by an executive council. There are six independent regional branches across the country, providing a range of local programming and services to both members and non-members. These statements reflect the operations of the organization's National Office.

The organization is exempt from income tax in Canada as a not-for-profit entity under Section 149(1)(l) of the Income Tax Act (Canada).

### 2. SIGNIFICANT ACCOUNTING POLICIES

The organization follows accounting principles generally accepted in Canada in preparing its financial statements. The significant accounting policies used are as follows:

#### Revenue recognition

The organization follows the deferral method of accounting for revenue. Restricted revenue, such as grants received for special projects and some donations, are recognized as revenue in the year in which the related expenses are incurred. Unrestricted revenue such as membership fees, directory listings, directory advertising and publication sales are recognized when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. Interest income is recognized as revenue when earned.

#### Expense allocation

The organization allocates a portion of contract services costs to the certification program based on the estimated time spent on that program.

#### Contributed services and materials

Volunteers contribute many hours per year to assist the Organization in carrying out its objectives. These efforts represent a major contribution outside the scope of these financial statements

The value of any donated materials is not recorded in the accounts.

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# EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES RÉVISEURS

## NOTES TO THE FINANCIAL STATEMENTS

DECEMBER 31, 2011

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### Inventory

Inventory of publications for resale is carried at the lower of cost or net realizable value.

### Capital expenditures

Capital assets are recorded at cost. Amortization is provided annually at rates calculated to write-off the assets over their estimated useful lives. Small capital acquisitions are expensed in the year of purchase.

### Use of estimates

The preparation of these financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amount of assets and liabilities at the date of the financial statements and the reported revenues and expenses during the reporting period. By their nature, these estimates are subject to measurement uncertainty and the effect on the financial statements of changes in such estimates in future periods could be significant.

## 3. FINANCIAL INSTRUMENTS

### Fair value

The Association's financial instruments consist of cash, accounts receivable, and accounts payable and accrued liabilities. It is management's opinion that these financial instruments are not exposed to significant interest, currency or credit risks arising from these financial instruments. The fair value of these financial instruments approximates their carrying values due to the relatively short periods to maturity of these items or because they are receivable or payable upon demand.

## 4. FAIRLEY AWARD

The Tom Fairley Award for Editorial Excellence was established in 1983 and is presented annually by the organization. The organization received contributions of \$9,500 during 2002 from various sources to be used to recognize excellence in editing. The Board of Directors decided to endow the award such that \$1,000 of the contributions would be awarded annually and the organization would contribute a matching \$1,000 for a total annual prize of \$2,000. Beginning in 2009, the organization began to request donations to be used to continue this tradition.

The continuity of the award fund is as follows:

	<u>2011</u>	<u>2010</u>
Balance, beginning of year	\$ 3,330	\$ 3,562
Contributions received in year	646	768
Annual award	<u>(1,000)</u>	<u>(1,000)</u>
Balance, end of year	<u>\$ 2,976</u>	<u>\$ 3,330</u>

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**EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES  
RÉVISEURS**

**NOTES TO THE FINANCIAL STATEMENTS**

**DECEMBER 31, 2011**

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**5. CLAUDETTE UPTON SCHOLARSHIP**

Established in 2009, the award is named after the organization's honorary life member Claudette Reed Upton-Keeley, a gifted editor who loved the English language and was actively involved in social justice and environmental causes throughout her life.

This is a \$1,000 scholarship to help support continuing professional development in editing and is to be funded by specific contributions from members. The winner is encouraged to use the prize to attend the organization's national conference, purchase the organization's publications or attend their workshops.

The first scholarship was awarded at the organization's 2010 national conference.

	<u>2011</u>	<u>2010</u>
Balance, beginning of year	\$ 2,078	\$ 1,536
Contributions received in year	935	1,542
Scholarship	<u>(1,000)</u>	<u>(1,000)</u>
Balance, end of year	<u>\$ 2,013</u>	<u>\$ 2,078</u>

**6. GRANTS**

The organization recognized grant revenue in the year as follows:

	<u>2011</u>	<u>2010</u>
Access Copyright Foundation	\$ 2,500	
Canadian Heritage		<u>\$ 2,836</u>
	<u>\$ 2,500</u>	<u>\$ 2,836</u>

# EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES RÉVISEURS

## NOTES TO THE FINANCIAL STATEMENTS

DECEMBER 31, 2011

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### 7. REGIONAL BRANCHES AND TWIGS

There are six regional branches representing different areas of the country. In addition, there are several twigs which provide similar services to those of branches, such as opportunities for socializing, networking, and professional development, but are located away from the branch cities. The branches and twigs maintain separate records and are partially supported with funds from the National Office. These funds are disbursed in accordance with a formula based on the membership of each branch and twig.

During the year the organization allocated the following amounts to the branches and twigs:

	<u>2011</u>	<u>2010</u>
Toronto	\$ 12,062	\$ 16,969
British Columbia	6,450	10,633
Quebec/Atlantic Canada	5,450	9,689
National Capital Region	5,375	10,763
Prairie Provinces	3,302	8,328
Twigs	1,550	
Saskatoon	<u>863</u>	<u>3,342</u>
	<u>\$ 35,052</u>	<u>\$ 59,724</u>

### 8. LEASE COMMITMENTS

The organization leases office space at 27 Carlton Street in Toronto, Ontario, a photocopier and a postage meter and has the following minimum lease commitments. The operating cost portion of the office space lease is based on the 2012 rates and is subject to market fluctuations.

2012	\$ 28,335
2013	9,511
2014	3,217
2015	<u>3,217</u>
	<u>\$ 44,280</u>