



EDITING
IN THE AGE OF
e-EVERYTHING

LA RÉVISION
À L'ÈRE DU
TOUT-ÉLECTRONIQUE



May 27 to 29, 2011 / 27 au 29 mai 2011

Simon Fraser University Vancouver

Harbour Centre, 515 West Hastings Street
Vancouver, British Columbia

515, rue West Hastings, au Harbour Centre
Vancouver, Colombie-Britannique



We're excited to welcome you to Conference 2011, in spectacular Vancouver, BC. This year's conference offers a strong, wide-ranging program on the theme "Editing in the Age of e-Everything." Bookended by two inspiring keynote speakers, more than 40 EAC sessions and panels will address topics ranging from e-books to e-journals to plain

old e-survival. Our partnership with the Indexing Society of Canada means that this year's program includes a dedicated indexing stream.

We couldn't have pulled this off without the able assistance of a committed, hard-working conference team as well as outstanding support from local experts and member presenters. In 2010 we enjoyed the warm hospitality and old-world charm of Montreal. This spring we look forward to meeting you in Vancouver and hope you enjoy our friendly West Coast city!

Nous sommes ravis de vous souhaiter la bienvenue au congrès 2011 dans la magnifique ville de Vancouver en Colombie-Britannique! Cette année, nous vous proposons une programmation solide et diversifiée, sur un thème des plus actuels : la révision à l'ère du tout-électronique. Notre congrès débutera et se clôturera par un discours grâce à la participation de deux excellentes conférencières principales. Vous y retrouverez plus de 40 ateliers sur des sujets très variés, allant de la révision de livres électroniques à la survie professionnelle dans un monde de plus en plus numérisé. De plus, notre partenariat avec la Société canadienne d'indexation nous permet de vous offrir des séances particulières s'inscrivant dans le domaine de l'indexation.

Évidemment, nous n'aurions pu réaliser un tel exploit sans la contribution et le savoir-faire d'une équipe dévouée, le précieux soutien d'experts locaux et la participation des membres qui ont accepté de présenter un atelier. En 2010, nous avons été séduits par le chaleureux accueil et le charme européen de Montréal. Ce printemps, nous sommes très heureux de vous recevoir à Vancouver et espérons vivement que vous trouverez notre ville de la côte ouest aussi sympathique qu'accueillante!

Theresa Best, Naomi Pauls
Co-chairs, 2011 EAC Conference Committee
Coprésidentes du congrès 2011 de l'ACR

In this age of e-everything, the Indexing Society of Canada is delighted to welcome you to our first co-conference with the Editors' Association of Canada. The conference offers a wide range of discussions and workshops with a stellar line-up of presenters from Canada, the United States, and Australia. This is a golden opportunity to delve into the many aspects of indexing and editing as well as to network to your heart's content!

Dans le présent monde du tout-électronique, la Société canadienne d'indexation est heureuse de vous souhaiter la bienvenue à son premier congrès annuel tenu conjointement avec celui de l'Association canadienne des réviseurs. Le congrès de cette année vous permettra de participer à un grand nombre de discussions et d'ateliers animés par des professionnels chevronnés en provenance du Canada, des États-Unis et de l'Australie. Voici donc une occasion en or d'approfondir vos connaissances sur divers aspects de l'indexation et de la révision tout en faisant des rencontres intéressantes qui vous permettront d'élargir votre réseau de contacts!

Vivien Cartmell, Mary Newberry
Co-presidents, ISC
Coprésidentes, SCI

Welcome editors and indexers! The Professional Editors Association of Vancouver Island (PEAVI) is happy to be a partner with EAC and ISC at this exciting conference in Vancouver. We are especially pleased to sponsor and introduce the opening keynote speaker, Shelley Fralic. PEAVI members from across Vancouver Island and the Gulf Islands look forward to sharing the e-everything experience with editors and indexers from across the country.

Bienvenue aux réviseurs et aux indexeurs! La Professional Editors Association of Vancouver Island (PEAVI) est heureuse de s'associer avec l'ACR et la SCI à l'occasion de ce congrès à Vancouver qui promet d'être des plus intéressants. Nous sommes également très heureux d'avoir commandité et de vous présenter Shelley Fralic, qui prononcera le discours d'ouverture du congrès. Les membres de la PEAVI de l'île de Vancouver et des îles Gulf se réjouissent de partager l'expérience du tout-électronique avec les réviseurs et les indexeurs venus des quatre coins du pays.

Ellen Reynolds, Paula Gaube
Co-chairs, PEAVI
Coprésidentes, PEAVI

Friday reception / Réception d'ouverture

Friday, May 27, 5:00 PM–7:00 PM

SFU Vancouver, Segal Centre Rooms 1410–1420, 515 West Hastings Street

Strike a pose at the Conference 2011 welcome reception! This red carpet-themed event, hosted by EAC-BC, promises to be an entertaining, light-hearted way to kick off your conference experience. Parade down the red carpet and strike a pose in front of EAC-BC paparazzi! Dress up, dress down or dress as your favourite literary character or celeb. Prizes will be awarded.

Vendredi 27 mai, 17 h à 19 h

SFU Vancouver, salles 1410 à 1420 du Segal Centre, 515, rue West Hastings

Mettez-vous en vedette à la réception de bienvenue du congrès 2011! Organisé par la section C.-B. de l'ACR, cet « événement tapis rouge » donnera le ton au congrès dans une ambiance amusante et divertissante. Mettez-vous sur votre trente-et-un ou déguisez-vous en célébrité ou en l'un de vos personnages littéraires préférés pour défiler sur le tapis rouge et poser devant les paparazzi de la section C.-B. de l'ACR! Des prix seront attribués.

EAC Annual General Meeting / Assemblée générale annuelle de l'ACR

Saturday, May 28 3:15 PM / 15 h 15, SFU Vancouver

All current EAC members are welcome to attend the AGM. Only members with voting privileges can vote on motions. Before the formal part of the meeting commences, we will congratulate EAC's newest certified editors.

Samedi 28 mai, SFU Vancouver

Tous les membres de l'ACR sont invités à assister à l'assemblée générale annuelle. Toutefois, seuls ceux qui possèdent le statut de membre votant pourront voter sur une motion présentée à l'assemblée. Une cérémonie pour féliciter les nouveaux réviseurs agréés se tiendra avant l'ouverture officielle de l'assemblée.

EAC Saturday banquet / Banquet de l'ACR (samedi)

Saturday, May 28

Segal Graduate School of Business, 500 Granville Street, Main level
Wine reception at 6:00 PM, Dinner at 7:00 PM

Featuring the presentation of the Tom Fairley Award for Editorial Excellence, the Claudette Upton Scholarship, the President's Award, the Lee d'Anjou Volunteer of the Year Award and the Oops Awards.

Samedi 28 mai

Segal Graduate School of Business, 500, rue Granville, étage principal
Réception avec vin à 18 h, Souper à 19 h

Présentation du prix d'excellence Tom-Fairley, de la bourse d'études Claudette-Upton, du prix du président pour activités bénévoles, du prix Lee-d'Anjou attribué au bénévole de l'année et des prix Oops.

ISC Friday banquet / Banquet de la SCI (vendredi)

Friday, May 27, 6:30 PM Water Street Café, 300 Water Street

Vendredi 27 mai, 18 h 30 Water Street Café, 300, rue Water

EAC Keynote Speakers

ACR Conférencières principales

6

ISC Sessions

Ateliers du congrès de la SCI

8

EAC Pre-conference Workshops

Ateliers pré-congrès de l'ACR

10

EAC Arts & Science Sessions

Arts et sciences (ACR)

12

EAC Career Building Sessions

Développement professionnel (ACR)

14

EAC Government & Business Sessions

Gouvernements et affaires (ACR)

17

EAC Language & Culture Sessions

Langues et cultures (ACR)

20

EAC Techniques & Technology Sessions

Technologies et techniques (ACR)

23

Connect With Us

25

Saturday & Sunday Schedule at a Glance

26

On-site Check-in / Accueil

SFU Vancouver (Harbour Centre)

Main Level Hall (near the Teck Gallery)

Hall à l'étage principal (près de la Teck Gallery)

Collect your program and event tickets. Coffee and light snacks provided.

Obtenez votre programme et vos billets. Petit-déjeuner léger offert.

Friday, May 27,

4:00 PM–5:00 PM

Saturday, May 28,

8:00 AM–9:00 AM

Sunday, May 29,

8:00 AM–9:00 AM

Vendredi 27 mai,

de 16 h à 17 h

Samedi 28 mai,

de 8 h à 9 h

Dimanche 29 mai,

de 8 h à 9 h



Opening Address: Shelley Fralic

Sponsored by PEAVI

Veteran reporter and editor Shelley Fralic kicks off the conference by presenting the opening keynote address.

Shelley began her career as a reporter in 1979, when she joined one of British Columbia's major daily newspapers, the *Vancouver Sun*. She covered a wide range of topics for the paper, including sports, business, religion and general news. Shelley held a number of assistant editor positions through the mid-1980s. In 1990 she was appointed deputy managing editor, and in 1999 she was named executive editor.

Several years ago Shelley returned to writing. Today she produces columns and features on a variety of subjects as well as a blog, *Social Studies*. Known for her engaging, witty, no-nonsense writing style, Shelley's *Social Studies* offers a delightfully irreverent and humorous examination of social issues, pop culture and modern-day life.

Discours d'ouverture : Shelley Fralic

Commandité par la PEAVI

Reporter et réviseure de grande expérience, Shelley Fralic lancera le congrès en présentant le discours d'ouverture.

C'est en tant que journaliste que Shelley a commencé sa carrière en 1979, en se joignant à l'équipe de l'un des quotidiens les plus connus de la Colombie-Britannique, le *Vancouver Sun*. Elle y a couvert un large éventail de sujets, incluant les sports, les affaires, la religion et les nouvelles d'ordre général. Du début de sa carrière jusque vers la moitié des années 80, Shelley a occupé des postes d'assistante à la rédaction. En 1990, on la nommait directrice adjointe de la publication puis, en 1999, elle était promue à la direction de la rédaction.

Il y a plusieurs années, Shelley s'est remise à l'écriture. Aujourd'hui, elle écrit des chroniques et des reportages sur divers sujets, en plus de tenir un blogue intitulé *Social Studies* (sciences humaines). Reconnu pour son style amusant et intelligent, le blogue de Shelley offre un regard humoristique et audacieux sur les questions sociales, la culture populaire et la vie contemporaine, pour le plus grand plaisir de ses lecteurs.



Closing Address: Rochelle Grayson

To close out our "e-Everything"-inspired conference, Rochelle Grayson, CEO of BookRiff, delivers the closing keynote address.

Rochelle is a multi-talented force in the digital media field. With more than 19 years' experience in the business and technology world, Rochelle has led and launched several leading-edge initiatives in New York, Chicago and the Silicon Valley.

BookRiff is a Vancouver-based digital publishing company that enables readers, artists, authors, publishers and book-sellers to create custom books, or "Riffs," by mixing their own work with source-published books and websites. Initially incubated within D&M Publishers, one of Canada's largest independent publishing houses, BookRiff was recently spun off as an independent venture with Rochelle at the helm.

Prior to joining BookRiff, Rochelle was the president of Work at Play, a digital media agency; president of OBehave! Entertainment, an early mobile social networking company; and co-founder of Elastic Entertainment, a digital media entertainment company.

Discours de clôture : Rochelle Grayson

Dans le but de clôturer le congrès « à l'ère du tout-électronique », Rochelle Grayson, PDG de BookRiff, prononcera l'allocation de clôture.

Dans le domaine des médias numériques, Rochelle est une force aux talents multiples. Détenant plus de 19 années d'expérience dans le monde du commerce et des technologies, Rochelle a dirigé et lancé plusieurs initiatives avant-gardistes à New York, à Chicago et dans la Silicon Valley.

BookRiff est un éditeur numérique basé à Vancouver qui permet aux lecteurs, aux artistes, aux auteurs, aux éditeurs et aux libraires de créer des livres sur mesure (« riffs »), en fusionnant leur propre travail avec des livres ou du contenu Web, publiés ou mis en ligne. D'abord couvé par D&M Publishers, l'une des maisons d'édition indépendantes les plus importantes du Canada, BookRiff vole de ses propres ailes depuis peu, sous l'œil attentif de Rochelle.

Avant de se joindre à BookRiff, Rochelle a été présidente de Work at Play, une agence de médias numériques; présidente de OBehave! Entertainment, l'une des premières entreprises de réseautage social mobile; et cofondatrice de Elastic Entertainment, une entreprise de médias numériques axés sur le divertissement.

Friday

**Keynote: Tapping into the universe****Friday May 27, 8:45 AM – 9:30 AM**

The wide, deep, huge, diverse universe of the internet is an ideal fit for indexers.

Award-winning **Do Mi Stauber** indexes social science and humanities books. She is author of an important indexing work, *Facing the Text*.

**Polishing the index****Friday May 27, 9:30 AM – 12:30 PM**

This workshop details the steps involved in editing and polishing an index. The final edit is an essential step and requires its own skills and checklist.

Enid Zafran works with and trains freelance indexers through her business, Indexing Partners. She is a Hines Award recipient.

ICS Annual General Meeting**Friday May 27, 12:30 PM – 2:00 PM**

Brown bag lunch served

**Indexing as tapestry weaving: Patterns created by our decisions****Friday May 27, 2:15 AM – 5:00 PM**

This indexing seminar explores approaches to difficult indexing issues presented in a prescribed text. It is an informative and exciting session appropriate for all indexers from new to experienced.

Kari Kells, co-author of *Inside Indexing*, has her own business (Index West), and is a well-known instructor.

Saturday

**The visual appeal of indexes: An exploration****Saturday May 28, 11:15 AM – 12:15 PM**

This presentation is an examination of the visual style of indexes and the influence of the indexer in their creation. Electronic indexes will also be considered briefly.

Frances Lennie has her own business (Indexing Research) and she is the developer of Cindex indexing software.

Preparing the indexing quote**Saturday May 28, 10:00 AM – 11:00 AM**

This session is about preparing an indexing quote for an editor or publisher. Three quoting methods will be considered: rates per page, per locator and per hour.

Max McMaster is an award-winning full-time freelance indexer. He is also a university lecturer and instructor in indexing.



Saturday

Indexing historical documents**Saturday May 28, 1:15 PM – 2:15 PM**

This session examines the challenges of indexing materials written between the classical period and the early twentieth century, balancing the need to remain true to the usage of the original text with the importance of serving modern readers.

Kate Mertes has her own business (Mertes Editorial Services). She is the author of a variety of publications.

**Freelancers and websites****Saturday May 28, 10:00 AM – 11:00 AM**

This session discusses starting your own business website on a shoestring budget. The goal for this session is to show you how easy and affordable it can be to have a website and then to grow it as your business blossoms or your interests change.

Gale Rhoades is the North American publisher of the Macrex indexing program. She is a consultant with an extensive client base.

**Indexing, metadata, and search: Creating a compass for technical documentation using index entries****Saturday May 28, 1:15 PM – 2:15 PM**

This case study looks at IBM's experience of using indexes to make online technical documentation easier to find. The presentation will discuss the online indexing guidelines, processes for authoring and editing index entries, and tools for index editing.

Ronnie Seagren, an advisory technical editor with IBM technical documentation, works on Rational products. Her main interest is in the findability of online information.

**Politicians' memoirs: The indexer's role in the publishing process****Saturday May 28, 11:15 AM – 12:15 PM**

A survey of the discussions on the indexing of the memoirs of three former political leaders: George W. Bush (USA), Tony Blair (UK), and John Howard (Australia). As well, the session deals with the process of indexing politicians' memoirs, including technical challenges and the relationship between indexers and editors.

Alan Walker is an award-winning indexer and teacher. He is active in the Australian and New Zealand Society of Indexers.



Grammar boot camp

Friday May 27, 9:00 AM – 12:00 PM

Grammar by instinct—we're all guilty. Good instincts can get us far, but they can also lead us into traps if we're not careful. This session will run through the top 10 grammar and punctuation errors. We'll discuss (and practise) how to spot and banish the top gaffes from publications.

Frances Peck, a partner with West Coast Editorial Associates, is an instructor at Douglas College and SFU. She teaches workshops for editors, writers, and translators.



Broadly speaking

Friday May 27, 10:00 AM – 4:00 PM

Part technical class, part strategy lecture, and part Q&A session, "Broadly speaking" will help to broaden your vision of what you can offer as an editor, strategist, and co-creator of content for blogs, social media, and podcasting.

The Book Broads are **Angela Crocker**, **Kim Plumley** and **Peggy Richardson**, three sassy chicks who know books, words, social media, and podcasting. They connect creators with their inner content.



Networking for editors: Who we are and what we do

Friday May 27, 9:00 AM – 12:00 PM

Whether you're looking for new business or working with existing clients, networking is key. This informative session touches on networking basics for editors, asks participants to engage in practical exercises to flex their networking muscles, and offers a quick overview of LinkedIn, a useful social media tool.

Andrew Tzembelicos is an accomplished communications professional with over 13 years' experience. He is chief wordsmith, principal, and founder of WERDNA Communications.



Peter Moskos



Greg Ioannou



Carolyn L. Burke



Bidding on government contracts

Friday May 27, 9:00 AM – 12:00 PM

Find out how to read and respond to government RFPs and RFSOs, and how to follow up as a vendor of record to elicit work orders and call-ups. The session covers the anatomy of a government RFP / RFSO and effective proposal design.

This workshop is jointly presented by **Peter Moskos** (freelance writer, editor, and trainer), **Greg Ioannou** (Colborne Communications), and **Carolyn L. Burke** (EAC's executive director).

Make your editing business more profitable

Friday May 27, 1:00 PM – 4:00 PM

Interested in taking your business to the next level? Explore tips and strategies to manage your business more effectively, including how to market yourself, increase your sales, and improve your profitability. Learn how to better position your business—and yourself—to survive and thrive in the writing and editing industry.

Cerina Wheatland is a business advisor, writer, speaker, and editor who guides entrepreneurs through the exciting process of creating, growing, and succeeding in their business.

Online editing, social media, and how to avoid selling your soul in Age 2.0

Friday May 27, 1:00 PM – 4:00 PM

As if editors weren't already busy enough, now they're being asked to upload stories directly to the Web, use Creative Commons, and keep up with online news (tweeting as they go). This workshop gives an overview of online editing, social media, and communications tools, and solutions to common online conundrums.

Karen Pinchin has worked as a reporter, researcher, and editor for *Maclean's*, the *Canadian Press*, and *Newsweek International*. She is the city editor of *OpenFile Vancouver*.



Blogging as a self-editing discipline

Sunday May 29, 1:30 PM – 2:30 PM

Flex your editing (and writing!) muscles by keeping up a regular blog. Blogging is a great way to develop your online presence. Topics in this session include editing for brevity, visual editing, scheduling a series of blogs, illustrating a blog, and linking to relevant sites.

Carol Tulpar is an ESL instructor at Vancouver Community College, has written for *West Coast Editor*, and is the editor of *West Coast Writer*.



Editors and indexers: Working together for a better result

Sunday May 29, 1:30 PM – 2:30 PM

As the last item to be added before publication, the index often flies below the radar during much of a book's development. This session will cover how indexers work and ways in which editorial decisions can influence the ease and efficiency of the indexing process.

Karen Griffiths has worked as an indexer for 10 years. She contributed as an author to *Indexing Specialties: Cookbooks* (Information Today, 2009) and teaches indexing at SFU.



E-book publishing: What does it mean for editors?

Saturday May 28, 11:15 AM – 12:15 PM

E-books are here. Publishers are producing them, retailers are selling them, libraries are stocking them. But what impact does the business necessity to publish e-books have on the roles and responsibilities of editors? Here's an opportunity to find out, from two in-house publishing professionals who deal with e-books daily.

Jesse Finkelstein is digital assets and foreign rights director at D&M Publishers in Vancouver. **Julie Morris** is digital projects coordinator at D&M Publishers.



Editing in the digital media world

Saturday May 28, 1:15 PM – 2:15 PM

Ever wondered what editors working at the forefront of digital media do every day? And whether there is a place for you in this field of expanding skill sets, evergreen content, audience engagement, online traffic analytics, and social media? The panellists will talk about the challenges and opportunities that working in digital media provides.

Lisa Manfield is online editor at *Canada Wide Media*. **Rebecca Philips** is senior editor at *Vancouver* magazine. **Erik Rolfsen** is digital news editor of the *Province* newspaper.



Evaluating and editing scientific illustrations

Sunday May 29, 11:30 AM – 12:30 PM

What makes a good scientific illustration? This session aims to familiarize editors with scientific illustrations and show how to edit them for improvement and publication. Good and bad examples from different scientific disciplines will be presented to point out the basic principles of good visual communication.

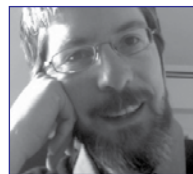
Dina Theleritis is a Toronto editor, indexer, and picture researcher. She spoke at the 2010 EAC conference on picture research for publications.

Re-imagining publishing as if the Web mattered

Sunday May 29, 10:15 AM – 11:15 PM

The World Wide Web has established itself as the dominant publishing platform of our time, and of the future. So why do so many book and magazine publishers seem to pretend that it doesn't exist? This session explores this question and the apparent crisis of imagination lurking behind it.

John Maxwell is an assistant professor in the Master of Publishing program at SFU, where he teaches on the impact of digital technologies in the cultural sector.



What's it all about, Google Books?

Sunday May 29, 9:00 AM – 10:00 AM

Google Books is a practical and convenient resource for readers and researchers, and it helps publishers and authors reach their audiences. But how did Google get all those books—15 million scans and counting—online? This session takes a practical look at what Google Books means for the book publishing industry.

Jenna Newman published her article "The Google Books Settlement: A Private Contract in the Absence of Adequate Copyright Law" in *Scholarly and Research Communication* earlier this year.



Winning collateral: Writing and editing to fit a content strategy

Saturday May 28, 10:00 AM – 11:00 AM

Does your organization still throw everything at the reader and hope that something sticks? When it comes to sales and marketing collateral, today's business audience knows exactly what they need to find. This session will be of interest to copywriters, content managers, and B2B communicators of all stripes.

Rebecca Graves is senior writer and content strategist at the global software company Open Text Corporation, based in Waterloo, Ontario.





An in-house editors' open discussion group

Sunday May 29, 1:30 PM – 2:30 PM

In-house editors face a unique set of challenges, yet don't have many forums for getting together to talk about them. Usually they develop their own problem-solving strategies, reinventing the wheel at their respective organizations. This session is an invitation to in-house editors to contribute to an open, moderated discussion group.

Iva Cheung has worked in newspapers and scholarly journals, and now primarily edits books. She is editorial coordinator at D&M Publishers and a freelance editor.



EAC publications today and tomorrow

Sunday May 29, 2:45 PM – 3:45 PM

The EAC publications committee recently published *Meeting Professional Editorial Standards*. Next, the committee plans to expand EAC publications, including producing a new edition of *Editing Canadian English*. This session will cover the process of producing *Meeting Professional Editorial Standards* and EAC's future in electronic and print publishing.

Melva McLean is chair of the EAC publications committee, an editor, and an optioned screenwriter.

e-Survival: How to start—and sustain—an online editing business

Saturday May 28, 1:15 PM – 2:15 PM

Being in business today almost always means being online. Learn from a veteran editor and e-entrepreneur the basic steps, skills, and strategies entailed in starting and sustaining an online editing business. The session will cover strategies to ensure the long-term success of your online business.

Patricia Anderson is an editor, book author, and scholar. She has spoken and given workshops in Canada, the US, and Europe. Her company is HelpingYouGetPublished.com.



How to do business with the federal government

Sunday May 29, 11:30 AM – 12:30 PM

Here's an opportunity to learn the fundamentals of selling writing and editing services to the Government of Canada. This seminar explains how the federal government purchasing process works, with an overview of the different types of purchases, such as Standing Offers, Supply Arrangements, and Requests for Proposals.

Lisa Banxachai works in the Office of Small and Medium Enterprises (OSME) with the Department of Public Works and Government Services Canada.



The networking system: A fresh take on what, why, how

Saturday, May 28, 10:00 AM – 11:00 AM

Everyone can use a network—that set of mutually rewarding relationships that provides contracts or job leads, and personal and professional support. This session, based on real-life experience, with how-to examples, explains the principles of successful networks and demonstrates how to create them, maintain them, and profit from them.

Elizabeth Macfie has been running a successful business since 1996. She has spoken at conferences, teaches proofreading and editing, and is an EAC-certified proofreader and copy editor.



Practical steps for building a successful freelance editing career

Sunday May 29, 10:15 AM – 11:15 AM

This session features practical approaches to building a successful career in the North American freelance editing market. It covers tools and resources to use, how to gain editing experience, marketing, motivation, keys to success and mistakes to avoid, with a detailed look at financial management and profitability.

Arlene Prunki is a Kelowna-based editor, entrepreneur, and educator. She has a BCIT diploma in television broadcasting and is the owner of PenUltimate Editorial Services.



Joan Irving



Anita Jenkins



Rosemary Tanner

Retirement? What's retirement?

Saturday, May 28, 11:15 AM – 12:15 PM

Explore the positive aspects of winding down a freelance editing career. The three panellists, all over 60 and working as editors in different fields in different parts of the country, will talk about how they are changing their work and personal lives as they age but do not officially retire.

Joan Irving, from Montreal, is an editor and translator specializing in words for films. **Anita Jenkins**, from Edmonton, operates a home-based writing and editing business. **Rosemary Tanner**, from Ontario, edits science textbooks.

Speed mentoring

Sunday, May 29, 9:00 AM – 10:00 AM

Get together, one on one, with some of EAC's most highly regarded members for 15-minute consultations. Speed mentoring is a terrific opportunity to get expert advice and fresh perspectives, whether you're starting out, changing the focus of your career, or wanting to discuss specific editing challenges with a peer.

Morgan Chojnacki: substantive editing, workflow on editorial teams, editing using content management systems, project management, communications planning

Janice Dyer: freelance business practices, rates, resume writing, editing for educational publishers; has full EAC designation of Certified Professional Editor

Jennifer Glossop: freelancing, copy editing, stylistic and substantive editing, trade fiction, non-fiction and children's books; also teaches editing and writing

Peter Moskos: plain language, structural and stylistic editing, government contracts, government reports

Louise Osborne: client-editor relationships, editorial versatility, business professionalism, structural and stylistic editing, copy editing, plain language editing and writing, developmental editing of educational materials

Rosemary Tanner: science materials; developmental editing, copy editing, and proofreading of science textbooks from elementary level to college level; freelancing

Karen Virag: editing for educational publishers, stylistic and substantive editing, non-fiction and fiction, teaches editing and grammar; is an editor who also writes



Beyond the logo:

Building a brand through content

Saturday, May 28, 1:15 PM – 2:15 PM

Branding is more than a logo, a tagline, and the look and feel of a company's marketing materials. This session provides examples, ideas, and inspiration that highlight how content such as annual reports, brochures, health warnings, and news releases can be just as critical to building an organization's brand.

Pamela Findling was the sole communications professional at Science World, where she was responsible for ensuring that Science World's zany, whimsical reputation permeated all its text.

Business acumen: Earn more. Work less.

Sunday, May 29, 9:00 AM – 11:15 AM

Editors need to be smart business people as well as respected professionals. This two-hour, hands-on session explores the best practices of successful business owners and entrepreneurs—practices that deliver results. It is complemented by examples of business-management tools and practice in using them.

As a successful serial entrepreneur, **Carolyn L. Burke** advises corporate and NGO clients on organizational improvement and strategic long-term growth focusing on financial success and leadership. Her website is integrityincorporated.com

Comment faire des affaires avec le gouvernement du Canada

Dimanche 29 mai, 11 h 30 à 12 h 30

Animateur : À confirmer

Le gouvernement du Canada s'est engagé à donner aux petites et moyennes entreprises (PME) les moyens de faire des affaires avec lui. Le Bureau des petites et moyennes entreprises (BPME) appuie les PME en s'efforçant d'éliminer les obstacles auxquels elles font face et en simplifiant les exigences pour faire des affaires avec le gouvernement fédéral. Ce séminaire traite des bases de la vente de biens et de services au gouvernement du Canada.

Le Bureau des petites et moyennes entreprises (BPME).



The corporate writing guide: Creating consistent, concise and clear communication

Sunday, May 29, 2:45 PM – 3:45 PM

Many organizations have multiple industry style guides for each kind of content they produce, making it a challenge to craft clear content with consistent messages, styles, and formats. Learn how to develop a well-researched, usable corporate writing guide that addresses employees' common writing errors and establishes trust in your editing expertise.

For over 10 years, **Rhonda Helman** has worked as an editor, technical writer, and communications consultant. She is also a volunteer editor and writer for local companies and aspiring novelists.



Donna Dawson

DIY books: Working with self-publishing authors

Sunday, May 29, 1:30 PM – 2:30 PM

This session provides tips on deciding whether to take on editing work for self-publishing book authors. Topics to be covered include negotiating work to be done, fees, and contracts; approaching texts in need of multi-stage editing; negotiating changes with the author; guiding the author through the self-publishing process; and connecting with other professionals the author will need.

Donna Dawson, CPE, specializes in copy editing and proofreading health and business material for corporate clients. She has worked with eight first-time self-publishing authors.

Sheila Mahoney, Certified Copy Editor, specializes in copy editing and proofreading and also does layout and template development. She has worked with five first-time self-publishing authors.



Sheila Mahoney



Yvonne Van Ruskenveld

e-Everything and print too: Educational publishing does it all

Saturday, May 28, 10:00 AM – 11:00 AM

Textbooks, workbooks, websites, test banks, image banks, videos, teacher's resources, online activities—educational publishing encompasses all aspects of print and electronic resources for instructors and students. This session offers an overview of the Canadian educational publishing industry today and an examination of the editorial aspects of educational publishing.

Yvonne Van Ruskenveld is director of publishing for Edvantage Interactive, a BC-based company specializing in print and online educational resources. **Lionel Sandner** is president of Edvantage Interactive, an educational consultant, and a well-known Canadian author of science textbooks.



Lionel Sandner



The e-volution of an in-house editor at the University of British Columbia (UBC)

Saturday, May 28, 11:15 AM – 12:15 PM

The role of an in-house editor in a university communications department has many dimensions and can change quickly. New skills must be developed in the face of new publishing needs and policies. This session explores the different hats that one in-house editor wears.

Morgan Chojnacki has worked as an editor, writer, and occasional translator for more than 17 years. She is currently the senior communications coordinator in Student Communications Services at UBC.



Aboriginal perspectives in publishing: How the past can inform the present

Sunday, May 29, 2:45 PM – 3:45 PM

This presentation will explore the challenges authors, editors, and publishers face in making Aboriginal perspectives and their writing more accessible and relevant in Canadian society. It will suggest processes and practices that can shift the way Aboriginal people are represented in publishing, giving voice to Aboriginal people in respectful ways.

Jan Hare is an Anishinaabe educator and scholar from the M'Chigeeng First Nation. She is an associate professor in the Department of Language and Literacy Education at UBC.

Captioning and subtitling for film, TV, and beyond: An editorial subfield

Sunday, May 29, 1:30 PM – 2:30 PM

Closed captioning and subtitling present opportunities to shape a viewer's experience. This session looks at how captioning and subtitling convey meaning, the state of the industry, and the editorial skills needed to succeed in this industry. Transcription, media, research, music and lyrics, mechanical turks, and overseas outsourcing are addressed.

Kelly Maxwell co-founded Line 21 Media Services 17 years ago in Vancouver to provide top-quality closed captioning and related services.



Dictionaries: What's in, what's out, what's good, what's iffy—and who decides?

Saturday, May 28, 10:00 AM – 11:00 AM

A good dictionary contains the world in miniature. This session discusses the history, nature, and processes of lexicography and offers examples of the good, the bad, and the ugly. A usage survey will demonstrate what goes into creating and revising dictionaries.

Victoria Neufeldt is a linguist and lexicographer. Her experience writing, editing, and publishing dictionaries for Merriam-Webster, Inc. and others spans more than 30 years.



Grammar bytes

Saturday, May 28, 8:15 AM – 8:45 AM

Saturday, May 28, 2:30 PM – 3:00 PM

Sunday, May, 8:15 AM – 8:45 AM

Which areas of grammar and punctuation do editors have the most trouble with? Drop by the Grammar Bytes table in the lounge and find out for yourself. Examples, Q&A, grammar puzzles—you'll be treated to a variety of entertaining byte-sized grammar lessons throughout the conference.

Writer and editor **Frances Peck** teaches at Simon Fraser University and Douglas College. She has been fielding grammar questions from editors for 25 years.



Atelier : La révision de cours en ligne : compétences éditoriales et défis technologiques

Saturday, May 28, 13 h 15 à 14 h 15

La révision de cours en ligne intègre : révision de contenu, révision linguistique, adaptation aux gabarits, révision fonctionnelle. Comment les coordonner au sein du calendrier de production et du travail d'équipe? Cette présentation est fondée sur un exemple de cours dont le travail s'est fait en utilisant le système Wiki.

Anna Olivier enseigne la révision professionnelle à l'Université Laval. Son entreprise, Athéna Rédaction, se spécialise en textes scientifiques et techniques.



Eury Chang

Narrowcasting in a crowded media landscape: Magazine professionals share their strategies

Sunday, May 29, 9:00 AM – 10:00 AM

How do small "cultural" magazines stand out from the many titles published in North America and overseas? How do they gain an audience and achieve success? An editors and a publisher speak from their own experience on the challenges and opportunities of their media niche.

Eury Chang is the current editor of *Ricepaper*, Canada's only literary magazine devoted to Asian Canadian arts and culture (print quarterly), and *Dance Central* (online bimonthly). **Myungsook Lee** is the founder and publisher of *Diverse*, a new Canadian "multicultural awareness magazine" focusing on art, culture, and heritage.



Myungsook Lee



Senior editors' roundtable*
Experience and value: Pricing your service worth in tight times

Sunday, May 29, 10:15 AM – 11:15 AM

You've now got decades of accumulated knowledge, skills and experience, Senior Editors. But are you still winning the jobs you want at the fee or salary you feel you're worth? Do you ever feel the need to low-ball because of market competition? Or do you insist on holding the fee or salary line to make a point? Share your insights and strategies on this topic with other seasoned freelance and in-house editors in this small-group session.

*This roundtable session is for editors who have at least 10 years of full-time editing experience. The session is limited to 14 people who have pre-registered.

Georgina Montgomery has been freelance editing and writing for corporate and government clients across Canada since 1983. She is a partner in West Coast Editorial Associates.



Storytelling in Squamish and Innu-aimun:
Reference tracking strategies

Saturday, May 28, 11:15 AM – 12:15 PM

In English stories, new characters are introduced by the article “a”, whereas “the” introduces previously encountered characters. In Squamish (Salish, BC) and Innu-aimun (Algonquin, Labrador), new characters and old characters are introduced in the same way. This session is especially informative for those with interests in grammar, linguistics, and storytelling.

Carrie Gillon is an assistant professor in the Department of English at Arizona State University. She is interested in understudied languages, particularly Canadian Aboriginal languages.



“To be” or not “to be”

Sunday, May 29, 11:30 AM – 12:30 PM

The verb “to be”—in any form—drains energy from readers. Through sample sentences, this session examines how verb choice affects readers and suggests a simple test for identifying the verbs that tire them out. Once you recognize the problems these verbs cause, it is easy to fix them.

Jim Taylor has worked in communications for over 50 years. He founded a publishing house and helped to develop EAC's *Professional Editorial Standards*.



Become a better tweeter,
one tweet at a time

Saturday, May 28, 1:15 PM – 2:15 PM

Twitter claims to be “the best way to share and discover what is happening right now,” but most editors shy away from it. This session describes best practices, shows you cool tweeps to follow, and demonstrates how to stay “social” in about 15 minutes per day.

Daphne Gray-Grant is a former daily newspaper editor. Now a writing coach, Daphne is author of a book and an electronic newsletter about writing.



Fact-checking for copy editors

Sunday, May 29, 9:00 AM – 10:00 AM

This session reviews the professional editorial standards relating to accuracy and completeness (fact-checking). Learn about the methods copy editors use as well as the online resources available for fact-checking. A copy editor's responsibilities will also be reviewed, including when to query, when to correct, and how to use the internet efficiently but cautiously.

Ann-Marie Metten is a Certified Professional Editor. She has copy edited and fact-checked books, magazines, and websites. This year she is shepherding the copy editing certification exam.



Introduction to the Public Knowledge Project,
including Open Journal Systems

Saturday, May 28, 11:15 AM – 12:15 PM

This session provides an introduction to the Public Knowledge Project (PKP), a collaboration between SFU, UBC, Stanford, and others to develop free and open source software for scholarly communication. PKP is best known for Open Journal Systems, which is used for automated publication of more than 7,500 journals worldwide.

Alec Smecher is the lead developer for the Public Knowledge Project, including Open Journal Systems. Alec volunteers with Free Geek Vancouver to promote ethical technology.



Online editing: New tools and emerging roles for corporate editors

Sunday, May 29, 1:30 PM – 2:30 PM

Social media, website integration, and multimedia have changed the way we work, and what we're responsible for. This session explores some of the projects and tools a corporate editor must now embrace—using examples from WorkSafeBC. Editors need to grow their skills in emerging technologies to add value.

Terence Little, Manager of Corporate Internet Services, oversees electronic communications for WorkSafeBC. He has more than 17 years' experience in the electronic and print industries.



Planning and delivering high-quality professional development (PD) workshops

Saturday, May 28, 10:00 AM – 11:00 AM

Well planned, organized and presented professional development (PD) workshops and seminars provide valuable editorial training, enhance branch credibility, attract new members, and generate revenue. Topics covered by this session include identifying potential participants, using a PD checklist, and developing a budget.

An EAC member for 25 years, **Perry Millar** learned to run workshops when the EAC-BC branch was first organized. She now organizes EAC Saskatchewan workshops.



The power of email marketing

Sunday, May 29, 10:15 AM – 11:15 AM

Learn how to grow a business by honing your email strategy. Gain more referrals, stay top of mind with those you meet, and increase sales. Led by a sales and marketing strategist, this session provides clear take-away guidance on improving your results with email communication, particularly e-newsletters.

As president of the internet marketing firm eXtra Contact, **Gail Watson** has trained companies to improve their bottom-line results. She is an email marketing expert speaker.



Well begun is nearly done: Desktop publishing workflow at warp speed

Sunday, May 29, 2:45 PM – 3:45 PM

The speed and quality of your Desktop Publishing (DTP) depend on how well you set things up. That doesn't just mean in your layout file, either: you need to get it right starting with your source documents. This session demonstrates the right setup for fast DTP.

An expert desktop publisher, **James Harbeck** writes, edits, and does layout and design. He is Senior Editor at MediResource Inc.



Writing for the Web: Nourish the spider, engage the human

Sunday, May 29, 11:30 AM – 12:30 PM

Learn how to write for search engine optimization (SEO), while recognizing and addressing your audience(s) and their needs. Make it easy for them to find what they need. Topics include: audiences, website objectives and tasks, keyword strategies, custom-centric content, and compelling calls to action.

Rick Sloboda is a Senior Web Copywriter at Webcopyplus, which specializes in boosting online traffic. He conducts web content studies with Yale University and other organizations.

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Saturday Schedule at a Glance

	Arts & Science	Career Building	Government & Business	Language & Culture	Techniques & Technology	Indexing Society of Canada
8:00–9:00	On-site Check-in and Refreshments					
9:00–9:45	Opening Remarks and Keynote Speaker: Shelley Fralic					
10:00–11:00	Winning collateral: Writing and editing to fit a content strategy: Rebecca Graves	The networking system: A fresh take on what, how, why: Elizabeth Macfie	e-Everything and print too: Educational publishing does it all: Yvonne Van Ruskenweld, Lionel Sandner	Dictionaries: What's in, what's out, what's good, what's iffy—and who decides? Victoria Neufeldt	Planning and delivering high-quality professional development workshops: Perry Millar	Preparing the indexing quote: Max McIlhaster Freelancers and websites: Gale Rhoades
11:00–11:15	Break and Refreshments					
11:15–12:15	Panel: Ebook publishing: What does it mean for editors? Jesse Finkenstein, Julie Morris	Panel: Retirement? What's retirement? Antia Jenkins, Jean Irving, Rosemary Tanner	The evolution of an in-house editor at the University of British Columbia (UBC): Morgan Chojnacki	Storytelling in Squamish and In-aimut: Reference-tracking strategies: Carric Gillon	The visual appeal of indexes: An exploration: Frances S. Lennie	Politicians' memoirs: The indexer's role in the publishing process: Alan Walker
12:15–1:15	Lunch					
1:15–2:15	Panel: Editing in the digital media world: Lisa Manfield, Rebecca Philips, Erik Rolsen	e-Survival: How to start—and sustain—an online editing business: Patricia Anderson	Beyond the logo: Building a brand through content: Pamela Findling	La révision de cours en ligne: Compétences éditoriales et défis technologiques: Anna Olivier	Indexing historical documents: Kate Mertes	Indexing, metadata, and search: Creating a compass for technical documentation using index entries: Ronnie Seagren
2:30–3:15	Break, Refreshments, EAC Annual General Meeting Registration					
3:15–4:45	EAC Annual General Meeting					
6:00–10:00	EAC Awards Banquet, Segal Graduate School of Business					

Sunday Schedule at a Glance

	Arts & Science	Career Building	Government & Business	Language & Culture	Techniques & Technology
8:00–9:00	On-site Check-in and Refreshments				
9:00–10:00	What's it all about, Google Books? Jenna Newman	Speed mentoring: 15-minute one-on-one sessions with senior editors	Business acumen: Earn more. Work less. (Part 1): Carolyn L Burke	Panel: Narrowcasting in a crowded media landscape: Magazine professionals share their strategies: Eury Chang, Myungsook Lee	Fact-checking for copy editors: Ann-Marie Metten
10:15–11:15	Re-imagining publishing as if the Web mattered: John Maxwell	Practical steps for building a successful freelance editing career: Ariane Prunk	Business acumen: Earn more. Work less. (Part 2): Carolyn L Burke	Senior editors' roundtable: Georgina Montgomery	The power of email marketing: Gail Watson
11:15–11:30	Break and Refreshments				
11:30–12:30	Evaluating and editing scientific illustrations: Dina Theriault	How to do business with the federal government: Lisa Banachai (Office of Small & Medium Enterprises)	Comment faire des affaires avec le gouvernement du Canada: Speaker to be announced (Office of Small & Medium Enterprises)	"To be" or not "to be": Jim Taylor	Writing for the Web: Nourish the spider, engage the human: Rick Sibboda
12:30–1:30	Lunch				
1:30–2:30	Blogging as a self-editing discipline: Carol Tuljar	An in-house editors' open discussion group: Iva Cheung	DYI books: Working with self-publishing authors: Donna Dawson, Sheila Mahoney	Captioning and subtitling for film, TV, and beyond: An editorial subfield: Kelly Maxwell	Online editing: New tools and emerging roles for corporate editors: Terence Little
2:30–2:45	Break and Refreshments				
2:45–3:45	Editors and indexers: Working together for a better result: Karen Griffiths	EAC publications today and tomorrow: Melva McLean	The corporate writing guide: Creating consistent, concise, and clear communication: Rhonda Helman	Aboriginal perspectives in publishing: How the past can inform the present: Jan Hare	Well begun is nearly done: Desktop publishing workflow at warp speed: James Harbeck
4:00–4:45	Closing Remarks and Keynote Speaker: Rochelle Grayson				

Thank you

Putting together a national conference involves a tremendous amount of work. EAC, ISC, and PEAVI sincerely thank all those who provided help and support.

Merci

La réalisation d'un congrès national est le fruit d'un énorme travail. L'ACR, la SCI et la PEAVI tiennent à remercier sincèrement tous ceux et celles qui ont offert leur aide et leur soutien.

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