

Between the lines Entre les lignes

Lord Nelson Hotel, Halifax

2013
Conference
Program

June
7-9 juin

Programme
d'activités du
congrès 2013



Welcome! Bienvenue! Pji'las! Or, as we say around here, ciad mille failte – a hundred thousand welcomes!

We're thrilled to host the 2013 Editors' Association of Canada conference. It's the first time an EAC twig has been host, and the first time the organization has ventured east of the St. Lawrence. We're also very happy that the Indexing Society of Canada is having their conference here with us. Thank you for joining us for a weekend of great professional development sessions, networking, business, and let's not forget socializing. Yes, that's THE word here.

We hope you enjoy the mix of sessions we've put together – everything from politics, to kid lit, to dialectical challenges. Have fun mingling with other editors and indexers at the reception, meals, and intersessions. And please take this opportunity to explore not only Halifax, but the rest of our unique province. We've got it all here – history, culture, fabulous food, and scenery. You just might not want to go home!

Nancy Holland and Valerie Mansour

Your co-chairs | EAC Nova Scotia Twig



Bienvenue! Welcome! Pji'las! Ou comme on dit par ici : ciad mille failte – une centaine de milliers de bienvenues!

Nous sommes absolument ravies d'accueillir le congrès 2013 de l'Association canadienne des réviseurs. C'est la première fois qu'une ramification organise un congrès annuel et c'est aussi une première que cette activité ait lieu sur la côte est. Nous sommes également très heureuses que la Société canadienne d'indexation tienne son congrès en partenariat avec nous. Merci d'être venus passer un week-end bien rempli à Halifax pour assister à des ateliers de perfectionnement professionnel, faire du réseautage et établir des liens d'affaires, tout en en profitant pour socialiser, car ici, on aime socialiser!

Nous espérons que vous vous régalez des ateliers que nous avons mis sur pied pour vous. Les sujets sont très variés et vont de la politique aux défis dialectiques en passant par la littérature pour enfants. Divertissez-vous en faisant connaissance avec d'autres réviseurs et indexeurs pendant la réception de bienvenue, les repas et les pauses. De plus, ne ratez pas l'occasion d'explorer non seulement Halifax, mais aussi notre province tout à fait unique. On y trouve de tout : de l'histoire, de la culture, de la gastronomie et des paysages magnifiques. Qui sait? Peut-être n'aurez-vous même plus envie de rentrer chez vous!

Nancy Holland et Valerie Mansour

Coprésidentes | Ramification de la Nouvelle-Écosse
Association canadienne des réviseurs

The Indexing Society of Canada is delighted to welcome you to our second co-conference with the Editors' Association of Canada and our first in Atlantic Canada. We are excited to offer a roster of presenters from Canada, the United States, and the Netherlands that includes both established and up-and-coming stars of the indexing world. Much of indexing involves reading between the lines, so this conference's theme is particularly à propos. We hope you will enjoy exploring the many aspects of indexing and editing, while also having a good old Down East time networking with colleagues.

Gillian Watts and Mary Newberry

Co-presidents, ISC

La Société canadienne d'indexation est heureuse de vous accueillir pour la toute première fois dans le Canada Atlantique à ce deuxième congrès annuel tenu conjointement avec celui de l'Association canadienne des réviseurs. Nous sommes ravis d'offrir un programme réunissant des étoiles émergentes et confirmées du monde de l'indexation, en provenance du Canada, des États-Unis et des Pays-Bas. Comme il faut beaucoup lire entre les lignes en indexation, le thème de ce congrès est très à-propos. Nous espérons que vous explorerez avec plaisir les différents sujets de l'indexation et de la révision, tout en profitant de l'air marin pour faire du réseautage auprès de vos collègues.

Gillian Watts et Mary Newberry

Coprésidentes, SCI



Premier's
Message

On behalf of the Province of Nova Scotia, I am delighted to welcome the Editors' Association of Canada and the Indexing Society of Canada to historic Halifax. I've heard that this is the first time your conference is being held east of Quebec. So, I have to ask — what took you so long?

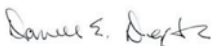


Your speakers include much Nova Scotia talent. Robert MacNeil was raised here in Halifax. Donna Morrissey has chosen Halifax as her home. Leslie Crewe writes about Cape Breton like she was born there. And Sheree Fitch's books get handed out to every baby in the province, in hopes they will become lifelong readers and keep you all in business. And that is just a taste of the talent assembled here for your conference.

I hope you will enjoy your time here. I hope you will enjoy learning from others who make their living with words. And I also hope you will have time to enjoy exploring our fine province and sample Nova Scotia's down-east hospitality.

Thank you and enjoy your conference.

Sincerely,



Darrell E. Dexter, Q.C., M.L.A. | Premier



Un message
du Premier
ministre

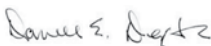
Au nom de la province de la Nouvelle-Écosse, j'ai le plaisir d'accueillir dans la ville historique d'Halifax l'Association canadienne des réviseurs et la Société canadienne d'indexation. On m'a informé que c'était la première fois que votre congrès se tenait à l'est du Québec. Je ne peux m'empêcher de vous demander : pourquoi avoir tant tardé?

Parmi vos conférenciers et animateurs, on trouve plusieurs talents néo-écossais. Robert MacNeil a grandi ici, à Halifax. Donna Morrissey, pour sa part, a choisi de s'y installer. Leslie Crewe écrit au sujet du cap Breton comme si elle y était née. Et les livres de Sheree Fitch sont distribués à tous les bébés de la province dans l'espoir de les convertir en fidèles lecteurs et de vous assurer du travail à tous. Ce n'est là qu'un survol de tous les talents réunis ici à l'occasion de votre congrès.

J'ai confiance que vous apprécierez votre séjour à Halifax et que vous aurez du plaisir à parfaire vos connaissances auprès de ceux qui gagnent leur vie avec les mots. J'espère aussi que vous aurez le temps d'explorer notre belle province et de profiter de l'hospitalité de la côte est du point de vue néo-écossais.

Merci et bon congrès!

Cordialement,



Darrell E. Dexter, Q.C., M.L.A. | Premier ministre



Mayor's Message

Welcome delegates to the Editors' Association of Canada annual conference. What a pleasure it is for our city to host your first get-together "out east."

I hope you take some time to take in all that the Halifax region has to offer, from the shops and restaurants and watering holes in our lively downtown to the scenic attractions that can be found throughout the 200 communities that make up our municipality. Whether you take in the historic Peggy's Cove lighthouse, ocean beaches, the bustling waterfront, Citadel Hill, the championship canoe course at Lake Banook, or the catch of the day at Fisherman's Cove Village in Eastern Passage, you are sure to enjoy your time with us.

Halifax is great mix of the old and new, a city that has been well-edited to include the best of a history that dates back to the city's founding in 1749 while making room for development that will be part of our city's bright future.

While you are here, please stop by the site of our new Central Library, currently under construction on Spring Garden Road. This iconic new building is the outcome of a true public engagement around what a modern library should be to the communities it serves. Its design is a fitting tribute to the importance of all forms of literacy, reflecting our community's commitment to learning, culture and progress.

Enjoy your meetings, have a great time, and please come back. We would love to have you.

Kindest regards,
Mike Savage
Mayor



Un message du maire

J'aimerais souhaiter la bienvenue à tous les congressistes de l'Association canadienne des réviseurs! C'est un véritable plaisir pour notre ville d'accueillir le premier rassemblement de réviseurs sur la côte est.

J'espère que vous prendrez le temps de profiter de tout ce que la région d'Halifax peut vous offrir, que ce soit par ses commerces ou ses restaurants, en sirotant un verre dans son centre-ville animé ou en explorant les attractions touristiques des quelque 200 communautés qu'englobe notre municipalité. Vous aimerez sans doute visiter le phare historique de Peggy's Cove et la citadelle, marcher sur les plages bordant l'océan, sortir dans le grouillant secteur en bord de mer, assister à la course de canots au lac Banook ou découvrir la prise du jour au pittoresque village de pêcheurs (Fisherman's Cove), à Eastern Passage.

Halifax allie l'ancien au nouveau; il s'agit d'une ville qui a été très bien « révisée » pour tenir compte non seulement de l'histoire qui remonte à sa fondation en 1749, mais aussi du développement qui jouera un rôle dans le brillant avenir de notre ville.

Pendant votre séjour, passez voir notre bibliothèque centrale, en construction sur Spring Garden Road. Ce nouveau bâtiment emblématique est le résultat d'un véritable engagement de la part du public et reflète ce qu'une bibliothèque moderne doit représenter pour les communautés qui la fréquentent. Sa conception est un hommage approprié à toutes les formes de littératie; elle est aussi synonyme de l'importance accordée par notre collectivité à l'apprentissage, à la culture et au progrès.

Profitez bien de votre congrès, amusez-vous beaucoup et revenez à Halifax. Nous serons heureux de vous y accueillir de nouveau.

Cordiales salutations,
Mike Savage
Maire

Keynote
Speakers

Conférencières
d'honneur

ROBERT MACNEIL | Saturday Keynote



Born in Montreal and raised in Halifax, Robert MacNeil graduated from Carleton University in Ottawa in 1955. He rose to fame during his coverage of the Senate Watergate hearings for PBS, which led to an Emmy. This helped lead to his most famous news role, working with Jim

Lehrer to create *The MacNeil/Lehrer NewsHour*. MacNeil left the show in 1995.

Robert MacNeil has written several books, some about his career as a journalist, but since his retirement from *NewsHour* he has also dabbled in writing fiction.

ROBERT MACNEIL | Conférencière d'honneur de samedi

Né à Montréal, Robert MacNeil a toutefois grandi à Halifax. Il a terminé ses études à l'Université Carleton d'Ottawa en 1955.

MacNeil se fait connaître alors qu'il assure la couverture du Watergate pour le réseau PBS; c'est d'ailleurs grâce à ce travail qu'il remporte un prix Emmy. Cette distinction l'aide à remplir son rôle le plus marquant en journalisme : l'animation du Robert MacNeil Report avec Jim Lehrer, en 1975. Par la suite, l'émission est renommée le MacNeil/Lehrer Report, puis le MacNeil/Lehrer NewsHour. MacNeil quitte l'émission en 1995.

Robert MacNeil est également l'auteur de plusieurs livres, le sujet de certains portant sur sa carrière de journaliste. Depuis son départ de *NewsHour*, il s'est aussi frotté à la fiction.

DONNA MORRISSEY | Sunday Keynote



Donna Morrissey is the award-winning author of *Kit's Law*, *Downhill Chance*, *What They Wanted*, and *Sylvanus Now*, which was shortlisted for the Commonwealth Writers' Prize. She recently wrote a children's book, *Cross Katie Kross*, illustrated by her daughter,

Bridget. Her latest novel is *The Deception of Livvy Higgs*. Morrissey grew up in The Beaches, a small fishing outpost in Newfoundland, and now lives in Halifax.

DONNA MORRISSEY | Conférencière d'honneur de dimanche

Donna Morrissey est l'auteure primée de *Kit's Law*, *Downhill Chance*, *What They Wanted* et *Sylvanus Now*, qui lui a valu une nomination pour un prix dans le cadre du concours des écrivains du Commonwealth. Récemment, elle a écrit un livre pour enfants, *Cross Katie Kross*, que sa fille Bridget a illustré. Son dernier roman s'intitule *The Deception of Livvy Higgs*. Donna Morrissey a grandi à The Beaches, un petit port de pêche sur la côte nord-ouest de Terre-Neuve. Elle vit maintenant à Halifax.



WELCOME RECEPTION

*Friday, June 7 — 6:00 p.m. to 8:00 p.m.
Regency Ballroom, Lord Nelson Hotel*

Halifax hospitality at its most fun, starting with a fiddler. Everyone registered for the conference gets a ticket to the welcome reception, which includes a complimentary glass of wine or beer and light refreshments. Guests are encouraged (but not required) to dress with a sea-faring theme, so channel your best Captain Nemo or Dread Pirate Roberts and come say hello.

LA RÉCEPTION DE BIENVENUE

*Le vendredi 7 juin – De 18 h à 20 h
À la salle de bal Regency de l'hôtel Lord Nelson*

À Halifax, l'hospitalité donne sa pleine mesure lorsqu'un violoniste se met de la partie! Chaque participant au congrès recevra un billet pour la réception de bienvenue et se verra offrir un verre de vin gratuit ou une bière et des rafraîchissements. On encourage les participants à se vêtir en s'inspirant du thème de la mer. Alors, révélez le capitaine Némou ou le Jack Sparrow qui sommeille en vous et venez nous saluer!

THE EXCLAMATION MART! VENDOR FAIR

Saturday, June 8 | Regency Ballroom, Lord Nelson Hotel

Our popular vendor fair will include Halifax artisans and EAC members selling their tempting wares. Browse and shop during morning and afternoon breaks and lunch on Saturday.

LA FOIRE DES EXPOSANTS

Le samedi 8 juin | À la salle de bal Regency de l'hôtel Lord Nelson

La foire des exposants, toujours populaire, vous donnera l'occasion de vous procurer des œuvres d'artisans d'Halifax ainsi que de la marchandise proposée par des membres de l'ACR. Venez fouiner et vous laisser tenter samedi pendant les pauses ainsi que pendant l'heure de lunch.

EAC AWARDS BANQUET | Saturday, June 8

*7:00 p.m.: pre-dinner reception, Georgian Lounge, Lord Nelson Hotel
7:30 p.m. to 9:30 p.m.: dinner and awards presentation, Regency Ballroom, Lord Nelson Hotel*

Conference co-chairs Nancy Holland and Valerie Mansour are your hosts for this special evening that celebrates our best. Presentations include the Tom Fairley Award for Editorial Excellence, Claudette Upton Scholarship, Lee d'Anjou Award and President's Award, with the infamous Oops Awards ending the evening with laughter. Dress up a bit, but it's not a formal event.

LE BANQUET DE L'ACR | Le samedi 8 juin

*19 h : cocktail à salle Georgian de l'hôtel Lord Nelson
19 h 30 à 21 h 30 : repas et remise de prix, au salle Regency de l'hôtel Lord Nelson*

Nancy Holland et Valerie Mansour, les coprésidentes du congrès, animeront la soirée dont le but est de célébrer la profession en grande pompe. À cette occasion sera dévoilé le nom des lauréats du prix de la présidence de l'ACR pour activités de bénévolat, y compris le prix Lee-d'Anjou – bénévole de l'année, de la bourse d'études Claudette-Upton et du prix d'excellence Tom-Fairley. La soirée se terminera dans de grands éclats de rire avec les délirants prix Oops. Vous pouvez certainement vous mettre sur votre 31, même si l'ambiance se veut décontractée.



EAC PLENARY: UPDATES ON PUBLICATION AND CERTIFICATION INITIATIVES

Imperial Ballroom

Sunday, June 9, 8:30 a.m. to 9:00 a.m.

In this plenary session, the chairs and directors of two key EAC initiatives provide information about the achievements and future plans for certification and the new *Editing Canadian English*.

Anne Brennan, CPE and co-chair of the certification steering committee, spent 25 years in house before going freelance. She edits educational, technical, and corporate materials, builds websites, and manages projects. **Janice Dyer**, CPE, is co-chair of the certification steering committee, and has been a freelance editor for over 15 years. She specializes in educational publishing, and also works with health care, government, and NGO clients. **Karen Virag** is EAC's director of publications and editor-in-chief of the content revision for *Editing Canadian English*. She is supervising editor at the Alberta Teachers' Association and a freelance writer and editor. **Elizabeth Macfie** is co-chair of EAC's publications committee and past co-chair of the *Meeting Professional Editorial Standards* update project. She has been a freelance editor and indexer for 17 years and is EAC-certified in stylistic editing, copy editing and proofreading.

ISC SESSIONS / ATELIERS DE LA SCI

Friday, June 7 | Vendredi 7 juin

* KEYNOTE SPEAKER: NANCY MULVANY

THE REPURPOSED BOOK INDEX AND INDEXER

Britannia Room | Friday, June 7, 9:00 a.m. – 9:45 a.m.

Traditionally indexes have been attached to their books; physically attached, usually in the back, glued in, sown in, securely attached. Is there a way to repurpose the book index so that the book itself is enhanced and the need for a well-designed, thorough index is of utmost importance? Can the index be unchained from the back-of-the-book and become a liberated object in our literate and digital world? Yes, I have an idea ...

Nancy Mulvany is the author of *Indexing Books* (University of Chicago Press, 1984, 2005). She taught book indexing courses for 12 years for the University of California Berkeley and other institutions.



* METADATA, MARKETING, AND MORE: INDEXES AS DISCOVERY TOOLS

Britannia Room | Friday, June 7, 10:00 a.m. – 11:00 a.m.

Pilar will share how to use and promote indexes as metadata for discovery and recommendations. This is important for digital editions of books and other publications, be they ebooks or books as Apps, and allows for discoverability of books and of the informative content within books. As one of the most detailed metadata sets available, indexes can be used to search, explore, recommend, and create buyers.

Pilar Wyman is the immediate past president of the American Society for Indexing (ASI). She is also an active member of the ASI Digital Trends Task Force (DTTF), which was a key player in the recent International Digital Publishing Forum (IDPF) inclusion of indexes in the EPUB3 standard, and continues to work with the IDPF Indexes Working Group.



* **USER-GENERATED METADATA: BOON OR BUST FOR INDEXING AND CONTROLLED VOCABULARIES?**

Britannia Room | Friday, June 7, 11:15 a.m. – 12:15 p.m.

This session will explore the growth of user-generated metadata in Web 2.0 applications. The sum of user-generated tags or descriptors is called a Folksonomy. In contrast to traditional indexing and controlled vocabularies, tags are chosen and assigned by users to any web-based information resource. The session will discuss the typical applications of folksonomies, the benefits and drawbacks of user-generated data, and the new breed of folksonomies formed by hashtags, geo-tags, system-tags, and so forth.

Dr. Louise Spiteri is the director of the School of Information Management, Dalhousie University. Dr. Spiteri teaches courses in the organization of information, indexing and abstracting, and records management. Dr. Spiteri's research interests focus on metadata in all forms, including traditional library cataloguing, taxonomies, and classification systems; her primary focus over the last years has been on integrating and mining user-generated metadata, such as tagging, ratings, and reviews, in library catalogues.



* **ISC/SCI ANNUAL GENERAL MEETING**

Britannia Room | Friday, June 7, 1:00 p.m. – 2:00 p.m.

* **THE EJIW TEAM INDEXING EXPERIENCE: THE WAY FORWARD?**

Britannia Room | Friday, June 7, 2:15 p.m. – 3:15 p.m.

Caroline Diepeveen will talk about the experience of indexing the five-volume *Encyclopedia of Jews in the Islamic World* (Brill 2010), which won the UK's Society of Indexer's Wheatley Medal in 2011. The index was created by a team of three indexers from the Netherlands, led by Caroline, working within a CMS (content management system). Caroline will talk about the challenges to adapt the technology to the indexing process and of its suitability for team indexing. Perhaps the indexing profession will move in that direction and indexing may not be such a lonely profession after all.

Caroline Diepeveen has been an indexer since 1998. She is one of the founding members of NIN (the Netherlands Indexing Network). In 2011 she won the Wheatley Medal, together with fellow NIN members Pierke Bosschieter and Jacqueline Belder, for their index to the *Encyclopedia of Jews in the Islamic World* published by Brill.



ISC SESSIONS / ATELIERS DE LA SCI

Friday, June 7 | Vendredi 7 juin

* INDEXING SOFTWARE MACREX, CINDEK, SKY, AND Textract: RECENT INNOVATIONS

Britannia Room | Friday, June 7, 3:30 p.m. – 4:30 p.m.

Frances S. Lennie became a freelance indexer in 1977, and established her U.S. company, Indexing Research, in 1986 to develop and market CINDEK indexing software. She served on the American Society for Indexing (ASI) Board as Treasurer 1992-1998, was President 2003-2004 and 2010-2011, has been a juror for the ASI/W. H. Wilson Award, received the Theodore C. Hines Award in 2005 and is a founding member of the Western New York chapter of ASI.

Gale Rhoades, in addition to being the North American publisher of the Macrex Indexing Program, is a consultant who specializes in making the use of computers more like toasting bread than rocket science. She developed many of her skills and techniques during the ten years she served as the Executive Director of the nonprofit Fog International Computer Users Group.

Kamm Schreiner is the owner of SKY Software and programmer of SKY Index Professional. He has a B.S. in electrical engineering from Virginia Tech with a minor in mathematics. He has been writing indexing software for more than 30 years and finds creating easy to use software interfaces the most enjoyable part of programming. He is an amateur songwriter when he isn't programming.

Harry Bego is an independent language engineer and software developer from the Netherlands. He worked as a researcher in natural language processing at Tilburg University. TExtract was initially developed in 1991, attracted immediate attention from the publishing industry, and has been under continued development since.

ISC SESSIONS / ATELIERS DE LA SCI

Saturday, June 8 | Samedi 8 juin

* IMAGE INDEXING: TIIARA, A BILINGUAL TAXONOMY TO THE RESCUE!

Britannia Room | Saturday, June 8, 10:00 a.m. – 11:00 a.m.

Elaine Ménard presents the second phase of a research project aiming to develop a bilingual taxonomy that will provide image searchers with innovative, flexible and expandable access. It compares the indexing terms assigned by the two indexers using the new taxonomy, describes the problems they encountered and makes suggestions for improving the taxonomy. One of the findings suggests that the two indexers chose the same English/French terms for the majority of the images.

Elaine Ménard is Assistant Professor at the School of Information Studies, McGill University. Her main research interests include cross-language information retrieval, image indexing and metadata.



Saturday, June 8 | Samedi 8 juin

*** PANEL: INDEXING A MEMOIR: MICHAEL BRYANT'S 28 SECONDS**
Britannia Room | Saturday, June 8, 11:15 a.m. – 12:15 p.m.

Marnie Lamb offers a glimpse into the mind of an indexer working on the memoir of a well-known—and controversial—Canadian politician. The following are some of questions that will be addressed: Should the author's name be indexed? How does the indexer decide which of the many proper names are worth including and which are passing mentions? How can the indexer maintain the author's perspective while avoiding bias either for or against the author?

Marnie Lamb runs an indexing, copy editing, and permissions research business, Ewe Editorial Services. She is also a published story short writer and amateur chef.



Since 2000, **Mary Newberry** has been teaching, editing, indexing and managing various publishing projects. Since 2009, she has been co-president of the ISC/SCI.

Margaret de Boer has over 20 years combined experience in television news cataloguing, newspaper website database indexing and proofreading current events.

Marjorie Simmins is an award-winning writer who works as a freelance journalist, editor, and teacher. She has an MA in memoir studies from Mount Saint Vincent University.



*** A WALK THROUGH THE EPUB3 INDEXES SPECIFICATION**
Britannia Room | Saturday, June 8, 1:15 p.m. – 2:15 p.m.

One of the co-chairs of the International Digital Publishing Forum's Indexes Working Group will give the current status of the Indexes module of the EPUB3 standard, show some of the tagging elements in particular as how they will allow publishers and reading system to integrate the index into an ePub with more functionality providing a better user experience.

David Ream is Leverage Technologies' chief consultant for publishers. He has a B.S. in Engineering and an M.S. in Computer Science from Case Western Reserve University. Mr. Ream has spent over 35 years working with publishers in the areas of typesetting design and production, database creation, editorial systems, and electronic publication design and production.



Ronnie Seagren is an advisory technical editor with IBM technical documentation, currently working on Rational products. She has also edited books and periodicals. Her main interest is in the 'findability' of information, especially how various forms of navigation work together online.

*** ISC/SCI CLOSING PLENARY**
Britannia Room | Saturday, June 8, 2:15 p.m. – 2:30 p.m.

Saturday, June 8 | Samedi 8 juin

* **LES ACADIENS DE LA NOUVELLE-ÉCOSSE
ET L'USAGE DU FRANÇAIS**

Imperial Ballroom | Samedi 8 juin, 10 h à 11 h

Les conséquences de la Déportation se font toujours sentir en Acadie de la Nouvelle-Écosse. Le traité de Paris de 1763 a, certes, permis aux Acadiens de réintégrer leur territoire, mais il leur imposait une condition : celle de ne pas former de groupes suffisamment importants pour constituer une menace. Venez découvrir de quelle façon les Acadiens de la Nouvelle-Écosse ont réagi à cette contrainte au fil des ans et comment celle-ci s'exerce encore aujourd'hui sur leurs actions.

Née à Shippagan, au Nouveau-Brunswick, **Marie-Claude Rioux** vit en Nouvelle-Écosse depuis plus de 25 ans. Elle occupe actuellement le poste de directrice-générale de la Fédération acadienne de la Nouvelle-Écosse.



* **SPIN ME A YARN, TELL ME A TALE**

Vanguard 1 Room | Saturday, June 8, 11:15 a.m. – 12:15 p.m.

Storytelling is alive and well in the Maritimes both in the oral tradition and on the written page. Storyteller/author Steve Vernon, and storyteller Liz Newkirk will delve into the art and magic of this age-old celebration of the spoken word exploring its world roots and Maritime connections. And yes, tales will be told!

Storyteller **Liz Newkirk** performs personal, world, and Maritime tales at many venues for audiences of all ages and enjoys coaching aspiring tellers in her workshops.



Steve Vernon writes and tells stories torn from history and folklore. Steve has written 20 books. He teaches storytelling and writing to students across Canada.



* **LEARNING, TEACHING, SURVIVING, REVITALIZING:
AN INTRODUCTION TO THE MI'KMAW LANGUAGE**

Vanguard 2 Room | Saturday, June 8, 1:15 p.m. – 2:15 p.m.

Many consider Mi'kmaq to be a dying aboriginal language and despair for the future of the culture, but this is not the whole story. Come explore this beautiful and complex language with a Mi'kmaq language and culture teacher, and then listen to stories of how he and his colleagues are working to revitalize the language and build respect for the culture in their school, L'nu Sipuk Kina'matnuokuom, in Indian Brook, Nova Scotia.

Curtis Michael teaches Mi'kmaq language and culture at L'nu Sipuk Kina'matnuokuom in Indian Brook First Nation. He frequently shares his innovative language learning resources with colleagues, most recently with Quechua teachers in Peru.



EAC LANGUAGE & CULTURE SESSIONS / ATELIERS DE L'ACR — LANGUES ET CULTURES

Sunday, June 9 | Dimanche 9 juin

* WORD TASTING BREAKS

Georgian Lounge | Sunday, June 9, during breaks and lunch

Words are delicious and intoxicating. They do much more than just denote; they have appearance, sound, a feel in the mouth, a history, and other words they sound like and travel with. All of these participate in the aesthetic experience of the word and can affect communication. Take a little word tasting break to open new avenues of expressivity.

James Harbeck is an experienced editor and a trained linguist. He is author of the language blog *Sesquiotica*, featuring daily word tasting notes.



* LÉGENDES ET CONTES ACADIENS

Salle Vanguard 2 | Dimanche 9 juin, 9 h 15 à 10 h 15

Anne LeBlanc racontera des légendes et des contes acadiens dans la langue de la région de Clare, située dans le sud-ouest de la Nouvelle-Écosse. Pour faciliter la compréhension, elle présentera des versions écrites des contes, accompagnées de toiles qu'elle a peintes pour les illustrer. Cette expérience aidera les participants à mieux comprendre la culture acadienne et la richesse de la langue de ce peuple.

Artiste visuelle, conteuse, écrivaine et comédienne, **Anne LeBlanc** s'intéresse de près à sa culture et offre, dans les écoles, des ateliers d'illustration de contes pour faire rayonner la richesse de la culture acadienne.



* PANEL: POLITICAL WRITING: WORDS THAT RUFFLE FEATHERS AND CREATE CHANGE

Admiral Room | Sunday, June 9, 10:30 a.m. – 11:30 a.m.

Three experienced and well-respected Halifax-based journalists will talk about the process of political writing. Whether discussing an election campaign, a financial scandal, or simply the day-to-day political world, their comments will be insightful, provocative, and perhaps surprising. What are the challenges of political writing? Are there any rules? What is the role of the editor? How has political writing changed since the advent of online journalism?

After 35 years as a reporter and editor at The Canadian Press, CBC TV and the *Halifax Chronicle Herald*, **Dan Leger** is currently a newspaper columnist and radio and television commentator.



Jane Taber is the *Globe and Mail's* Atlantic Bureau chief. Most of her career has been spent covering politics on Parliament Hill.



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SCHEDULE AT A GLANCE/ COUP D'OEIL SUR L'HORAIRE | FRIDAY, JUNE 7 / VENDREDI 7 JUIN

	ISC CONFERENCE SESSIONS	EAC PRE-CONFERENCE WORKSHOPS	EAC MEETINGS
8:00–9:00	CHECK-IN / ACCUEIL – Georgian Lounge		
9:00–9:45	KEYNOTE SPEAKER Nancy Mulvany – Britannia Room The repurposed book index and indexer	9:00 – 12:00 WORKSHOP Vanguard 1 Room Antidote 8: Quoi de neuf? • Louise Saint-André	9:00 – 12:00 WORKSHOP Admiral Room Writing fiction, editing fiction: A dialogue • Kate Kennedy and Linda Little
10:00–11:00	Metadata, marketing, and more: Indexes as discovery tools Britannia Room • Pilar Wyman		
9:00–9:45	BREAK / PAUSE - GEORGIAN LOUNGE		
11:15–12:15	User-generated metadata: Boon or bust for indexing? Britannia Room • Louise Spiteri		
12:15–1:00	LUNCH / REPAS		
1:00-2:00	ISC Annual General Meeting / Assemblée générale annuelle de la SCI – Britannia Room	1:00 – 4:00 WORKSHOP Admiral Room Plain English: Building results • Frances Peck	1:00 – 4:00 WORKSHOP Vanguard 1 Room Powerful conversations: Using the telephone to get things done • Mary Jane Copps
2:15-3:15	The EJIW team indexing experience: The way forward? Britannia Room • Caroline Diepeveen		
3:15 – 3:30	BREAK / PAUSE - GEORGIAN LOUNGE		
3:30-4:30	Indexing software innovations - Britannia Room • Frances Lennie, Cindex; Gale Rhoades, Macrex; Kamm Schreiner, Sky; Harry Bego, TExtract		
6:00-8:00	EAC WELCOME RECEPTION / RÉCEPTION D'ACCUEIL ACR – Lord Nelson Hotel – Regency Ballroom		
7:30–10:00	ISC BANQUET / BANQUET DE LA SCI – Dalhousie University Club, 6259 Alumni Crescent		

SCHEDULE AT A GLANCE/ COUP D'OEIL SUR L'HORAIRE | SATURDAY, JUNE 8 / SAMEDI 8 JUIN

	INDEXING	LANGUAGE & CULTURE	TECHNIQUES & TECHNOLOGIES	BUSINESS & GOVERNMENT	ARTS & SCIENCES
8:00–9:00	CHECK-IN / ACCUEIL – Georgian Lounge				
9:00–9:45	OPENING REMARKS / DISCOURS D'OVERTURE KEYNOTE SPEAKER / CONFÉRENCIÈRE D'HONNEUR – Imperial Ballroom – Robert MacNeil				
10:00–11:00	Image indexing: TIARA, a bilingual taxonomy to the rescue! Britannia Room • Elaine Ménard	Les Acadiens de la Nouvelle- Écosse et l'usage du français - Imperial Ballroom • Marie-Claude Rioux	Effective manuscript queries: Between the (double-spaced) lines - Admiral Room • Elizabeth d'Anjou	Creating an effective small-business website - Vanguard 2 Room • Emily Dockrill Jones	The editor and the memoirist: Creating your best working relationship - Vanguard 1 Room • Marjorie Simmins
11:00–11:15	BREAK / PAUSE VENDOR FAIR / FOIRE DES EXPOSANTS — Regency Ballroom				
11:15–12:15	Indexing a memoir: Michael Bryant's 28 Seconds - Britannia Room • Marnie Lamb, with Mary Newberry, Margaret de Boer & Marjorie Simmins	Spin me a yarn, tell me a tale Vanguard 1 Room • Liz Newkirk & Steve Vernon	Entrelacs de chiffres et de couleurs: Réviser tableaux et graphiques Vanguard 2 Room • Anna Olivier	Panel: The new age of publishing: How regional publishers survive Imperial Ballroom • Andrew Steeves, Terrilee Bulger, Robbie MacGregor & Heather Fegan (moderator)	Canadian copyright: The new rules - Admiral Room • Christene Hirschfeld, Q.C.
11:15–12:15	Speed mentoring: Pre-arranged individual consultations – Georgian Lounge – Elizabeth d'Anjou, Emily Dockrill Jones, Barbara Dylla, Arden Ogg, Frances Peck				
12:15–1:15	LUNCH / REPAS VENDOR FAIR / FOIRE DES EXPOSANTS — Regency Ballroom				
1:15–2:15	A walk through the EPUB3 indexes specification - Britannia Room • David K. Ream, with Ronnie Seagren	Learning, teaching, surviving, revitalizing: An introduction to the Mi'kmaw language Vanguard 1 Room • Curtis Michael	Truth in non-fiction? The editor's role - Imperial Ballroom • David Swick	Matrix Solutions' in-house editors: Growing the team from 2 to 18 in 10 years - Vanguard 1 Room • Virginia Durksen and Tara Holmwood	Make Meetings Matter Admiral Room • Moira White
2:15–2:30	ISC/SCI Closing plenary – Britannia Room				
2:15–3:15	BREAK / PAUSE (Georgian Lounge) VENDOR FAIR / FOIRE DES EXPOSANTS (Regency Ballroom) REGISTRATION FOR ANNUAL GENERAL MEETING / INSCRIPTION POUR L'ASSEMBLÉE GÉNÉRALE ANNUELLE (Imperial Ballroom)				
3:15–4:45	EAC Annual General Meeting / Assemblée générale annuelle de l'ACR – Imperial Ballroom				
7:00–9:30	EAC BANQUET / BANQUET DE L'ACR _ Lord Nelson Hotel, 7:00 – 7:30 pre-dinner reception (Georgian Lounge), 7:30 – 9:30 dinner (Regency Ballroom)				

SCHEDULE AT A GLANCE/ COUP D'OEIL SUR L'HORAIRE | SUNDAY, JUNE 9 / DIMANCHE 9 JUIN

	LANGUAGE & CULTURE	TECHNIQUES & TECHNOLOGIES	BUSINESS & GOVERNMENT	ARTS & SCIENCES	
8:00–8:30	CHECK-IN / ACCUEIL – Georgian Lounge				
8:30–9:00	EAC Plenary: Updates on publication and certification initiatives – Imperial Ballroom – Anne Brennan, Janice Dyer, Elizabeth Macfie, Karen Virag				
9:15–10:15	Légendes et contes acadiens Vanguard 2 Room • Anne LeBlanc	Shortening text: Why, when, and how - Admiral Room • Elizabeth Macfie	Stress management and ergonomics for editors - Britannia Room • Traci Williams	Between the red and the black Imperial Ballroom • Carolyn Burke	Good Reads between the covers: Editing fiction for literacy learners Vanguard 2 Room • Helena Aalto and Laurel Boone
10:15–10:30	BREAK / PAUSE WORD TASTING BREAK — Georgian Lounge — James Harbeck				
10:30–11:30	Panel: Political writing: Words that ruffle feathers and create change - Admiral Room • Tim Bousquet, Dan Leger, Jane Taber and Gary Burrill (<i>moderator</i>)	Panel: Editing magazines in a digital world - Imperial Room • Barry Boyce, David Holt, Alexa Thompson and Heather White (<i>moderator</i>)	Clear communication by design Vanguard 1 Room • Michelle Boulton	Develop and maintain your skills: Volunteering as professional development - Vanguard 2 Room • Lisa Goodlet and Gael Spivak	There's skunk breath in the breeze Britannia Room • Sheree Fitch
11:30–12:30	LUNCH / REPAS WORD TASTING BREAK — Georgian Lounge — James Harbeck				
12:30–1:30	The voices in my head: The real housewives of Cape Breton Vanguard 2 Room • Lesley Crewe	Editing by number: Basic numeracy for editors - Britannia Room • Rosemary Tanner	Unconference session for senior editors: Open discussion Vanguard 1 Room	Painless financial management: Financial stuff you need to know to make money and stay out of trouble - Admiral Room • Debi Peverill	L'Acadienne néo-écossaise se raconte Imperial Ballroom • Réjeanne LeBlanc
1:45–2:45	Panel: Meet The Coast: Halifax's sassiest 20-year-old - Britannia Room • Kyle Shaw, Stephanie Johns and Allison Saunders	The chart clinic - Vanguard 1 Room • Laurel Hyatt	Panel: Editing social media: What's to "like" about Atlantic Canada's social-media community? - Admiral Room • Trevor Adams, Tim Currie David Holt (<i>moderator</i>) and Kimberly Walsh	Me speak? . . . But I'm an editor! Imperial Ballroom • Adele Simmons	The words of theatre: Challenges faced by playwrights - Vanguard 2 Rm Wendy Lill, Kent Stetson, Anthony Black and Elissa Bernard (<i>moderator</i>)
2:45–3:00	BREAK / PAUSE WORD TASTING BREAK — Georgian Lounge — James Harbeck				
3:00–3:45	CLOSING REMARKS / DISCOURS DE CLÔTURE KEYNOTE SPEAKER / CONFÉRENCIÈRE D'HONNEUR – Imperial Ballroom – Donna Morrissey				
6:30–8:30	TALL SHIP CRUISE				

Sunday, June 9 | Dimanche 9 juin



PANEL: POLITICAL WRITING: WORDS THAT RUFFLE FEATHERS AND CREATE CHANGE

Tim Bousquet is news editor of *The Coast*. He has been reporting on municipal politics across North America for over 20 years.

Gary Burrill (moderator) is a member of the Nova Scotia Legislative Assembly, representing the constituency of Colchester–Musquodoboit Valley. He is a United Church minister and was previously editor of *New Maritimes*, a magazine of regional politics and culture.



*** THE VOICES IN MY HEAD:
THE REAL HOUSEWIVES OF CAPE BRETON**

Vanguard 2 Room | Sunday, June 9, 12:30 p.m. – 1:30 p.m.

Lesley will speak about her experience as a novelist living in and writing about rural Cape Breton. How to bring authentic regional characters to life without alienating everyone in her small town. The fine line a writer and an editor walk to try and celebrate marvellous characters without turning them into cartoons. The relationship she needed to establish with her readers (and neighbours!) before they trusted her not to embarrass them in front of the world.

Lesley Crewe is a storyteller, magazine columnist, screenwriter and author of six best-selling novels, including *Relative Happiness* and her latest, *Kin*.



*** PANEL: MEET THE COAST:
HALIFAX'S SASSIEST 20-YEAR-OLD**

Britannia Room | Sunday, June 9, 1:45 p.m. – 2:45 p.m.

Twenty years ago a handful of journalism school graduates started a paper that today remains independently owned and has become a must-read for arts, entertainment, and city politics. *Coast* staff members will tell you the story of this irreverent, informative, and investigative publication with its struggles and successes. Editors will enjoy discussing *The Coast's* lively use of the English language whether it be about love, sex, or city hall.

Kyle Shaw is editor and co-founder of *The Coast*, Halifax's weekly newspaper. He is gobsmacked that the paper turns 20 years old in June.



Stephanie Johns, the arts and life editor at *The Coast*, is also a musician and nail artist.



A world traveller and volleyball player, **Allison Saunders** is food and life editor at *The Coast*.



*** EFFECTIVE MANUSCRIPT QUERIES: BETWEEN THE (DOUBLE-SPACED) LINES**

Admiral Room | Saturday, June 8, 10:00 a.m. – 11:00 a.m.

You may never have met the author whose work you are editing, but the two of you nevertheless have a relationship—one that plays out largely between the lines of the manuscript, in the form of your editorial queries and the author's responses. Learn insights and tips that can help improve your querying technique, leading to better author communications, a happier editorial experience for everyone, and an improved final document.

Elizabeth d'Anjou is a freelance editor and editing instructor with over 20 years of experience serving a diverse client base. All her authors love her.



*** SPEED MENTORING / MENTORAT ÉCLAIR**

Georgian Lounge | Saturday, June 8, 11:15 a.m. – 12:15 p.m.

Speed mentoring is a terrific opportunity to get expert advice and fresh perspectives from experienced editors. Meet one-on-one with a highly regarded EAC member for a 15-minute consultation. Pre-registration required.

Le mentorat éclair est une occasion en or pour les débutants de recevoir des conseils pratiques et des idées inspirantes de la part de réviseurs chevronnés. Le congrès annuel vous offre la possibilité de rencontrer une membre très réputée de l'ACR pour une consultation de 15 minutes. Les congressistes qui s'inscrivent préalablement à une séance de mentorat éclair bénéficieront d'une rencontre personnelle avec un réviseur expérimenté.

This year's speed mentors are: / Cette année, les réviseurs à votre disposition pour une session de mentorat éclair en anglais sont :

Elizabeth d'Anjou — getting started as a freelance editor



Emily Dockrill Jones — marketing yourself



Barbara Dylla — working as a translator/
travailler en tant que traductrice



Arden Ogg — working with First Nations
writers and writings



Frances Peck — editing for government and
other organizations



EAC TECHNIQUES SESSIONS / ATELIERS DE L'ACR — TECHNIQUES ET TECHNOLOGIES

Saturday, June 8 | Samedi 8 juin

* ENTRELACS DE CHIFFRES ET DE COULEURS: RÉVISER TABLEAUX ET GRAPHIQUES

Salle Vanguard 2 | Samedi 8 juin, 11 h 15 à 12 h 15

De nombreux documents intègrent des éléments visuels, en particulier des tableaux et des graphiques (rapports annuels, articles scientifiques). Vous adorez corriger les textes, mais vous êtes paniquée à la vue de ces entrelacs de lignes, de chiffres et de couleurs? Grâce à cet atelier, vous serez à l'aise pour corriger l'essentiel du contenu dans les tableaux et graphiques, pour améliorer leur présentation visuelle et leur structure... et vous saurez comment tirer plaisir à vous perfectionner!

Anna Olivier est rédactrice, réviseuse et éditrice. Elle est responsable de la révision de plusieurs revues scientifiques et aide à la publication d'ouvrages de vulgarisation.



* TRUTH IN NON-FICTION? THE EDITOR'S ROLE

Imperial Ballroom | Saturday, June 8, 1:15 p.m. – 2:15 p.m.

Where is the line between fact and fiction in nonfiction? How do you know when writers cross it? Considerations include checking facts, editing quotes, and the trouble with memory. This talk is based, in part, on recent in-depth interviews with several prominent editors in Canada and the U.S.

David Swick teaches courses on journalism ethics and writing at the University of King's College School of Journalism. He was a journalist for more than 20 years before moving into teaching.



EAC TECHNIQUES SESSIONS / ATELIERS DE L'ACR — TECHNIQUES ET TECHNOLOGIES

Sunday, June 9 | Dimanche 9 juin

* SHORTENING TEXT: WHY, WHEN AND HOW

Admiral Room | Sunday, June 9, 9:15 a.m. – 10:15 a.m.

All editors and writers need to be able to shorten texts. Brevity enhances readability; squeezes content into limited spaces; saves money on translation, proofreading, and printing; and increases social-media quotability. This session provides principles, techniques, and tools for efficiently trimming texts, as well as the justification for that trimming. We'll practise on material such as correspondence, newspaper articles and headings, reports, instructions, interview and meeting transcripts, PowerPoint slides, abstracts, and tweets.

Elizabeth Macfie, a freelance editor, indexer, and editorial-skills trainer, is an EAC-certified copy editor, stylistic editor, and proofreader. She is also a past chair of EAC-NCR.



EAC TECHNIQUES SESSIONS / ATELIERS DE L'ACR — TECHNIQUES ET TECHNOLOGIES

Sunday, June 9 | Dimanche 9 juin

* **STRESS MANAGEMENT AND ERGONOMICS FOR EDITORS** *Britannia Room | Sunday, June 9, 9:15 a.m. – 10:15 a.m.*

Although largely satisfying, editing can have its stressful moments with tight deadlines, difficult clients, and unwieldy texts. Long hours can also result in lower back pain, sore shoulders and neck, strained wrists, and even headache. In this interactive, fun workshop, we will look at ergonomics and stress management for editors in order to improve productivity, focus, and general well-being.

In her 25th year as an editor and translator, and now a certified yoga teacher, **Traci Williams** credits yoga and meditation for keeping her sane.



* **PANEL: EDITING MAGAZINES IN A DIGITAL WORLD** *Imperial Ballroom | Sunday, June 9, 10:30 a.m. – 11:30 a.m.*

Atlantic Canada has a vibrant and thriving magazine industry. Hear from a few of the region's leading magazine editors about what it's like to edit a regional magazine in a digital world. Learn from some of the strategies they employ to plan, create, and manage content, both online and in print. Discuss the differences and similarities between magazine and book editing, and much more!

Barry Boyce has worked in periodical, book, and digital publishing for 35 years, as a writer and editor. He is currently editor-in-chief of *Mindful* magazine and mindful.org. He's been a developmental book editor for over a dozen books, including *The Mindfulness Revolution* and *How to Be Sick*.



David Holt is the editor of *OptiMYz*, Canada's leading health and fitness magazine. He was the founding editor of *Progress*, a regional business magazine. He is on the board of the Atlantic Magazines Association.



An editor and writer with over 25 years experience in the magazine industry, **Alexa Thompson** has also worked with non-fiction, children's "chapter" books, and curriculum on drug education prevention and intervention programming.



Heather White (moderator) has worked in magazine publishing for more than 20 years; she is currently the editor of *Saltscapes*, an award-winning regional magazine in Bedford, NS.



* **CLEAR COMMUNICATION BY DESIGN** *Vanguard 1 Room | Sunday, June 9, 10:30 a.m. – 11:30 a.m.*

Writers and editors are typically concerned with words, not document design. Yet, as we learn more about the way readers perceive and respond to the visual elements of a document, it becomes increasingly important for wordsmiths to develop a basic understanding of document design and how they can influence that design. Basic elements of document design: typography, content and structure, arrangement on the page, legibility, illustrations and graphics.

Sunday, June 9 | Dimanche 9 juin

Michelle Boulton leads a team of talented creative communication professionals (writers, editors, translators, and designers) that produce everything from magazines to books, training manuals, and reports.



* **EDITING BY NUMBER: BASIC NUMERACY FOR EDITORS**

Britannia Room | Sunday, June 9, 12:30 p.m. – 1:30 p.m.

Numeracy is important for all editors, not just science and math editors. Most of us run into conversion of measurements, accuracy and precision, and graphs and tables in our work. This presentation discusses these issues using exercises that show the participants what to look for as well as how to fix them.

An editor all her life, **Rosemary Tanner** particularly enjoys making science understandable by the general public.



* **THE “UNCONFERENCE” SESSION FOR EXPERIENCED EDITORS / SESSION D'ÉCHANGES POUR RÉVISEURS D'EXPÉRIENCE**

Vanguard 1 Room | Sunday, June 9, 12:30 p.m. – 1:30 p.m.

Calling all editors with extensive career experience! Our “unconference” session is a free flowing, information-sharing open discussion. There’s no speaker or agenda — attendees select the discussion topics and everyone is welcome to contribute. To get things started, we’ll provide a list of topics that might be of particular interest to experienced editors (feel free to ignore the list!), plus a friendly facilitator.

Un appel est lancé à tous les réviseurs d'expérience! La session d'échanges prendra la forme d'une discussion libre qui facilitera le partage d'information. Il n'y aura ni conférencier ni ordre du jour; les participants choisiront les sujets abordés selon leurs champs d'intérêt, et tous et toutes auront le loisir d'ajouter leur grain de sel à la discussion. On proposera un animateur pour aider à bien démarrer la session ainsi qu'une liste de thèmes qui pourraient inspirer les réviseurs chevronnés. Il n'y a toutefois aucune obligation de s'en tenir à ces suggestions.

* **THE CHART CLINIC**

Vanguard 1 Room | Sunday, June 9, 1:45 p.m. – 2:45 p.m.

Ailing charts are the plague of editing. But there is hope. In this fun and interactive session, you’ll learn how to diagnose and treat the typical chart diseases found in materials aimed at a general audience. If you can revive flatlining charts to make them understandable and accurate, you’ll be more valuable to your clients and employers. Your readers will also thank you, stat!

The Chart Doctor, **Laurel Hyatt**, has been a writer and editor for more than 25 years, working at Statistics Canada and other chart-loving places.



EAC TECHNIQUES SESSIONS / ATELIERS DE L'ACR — TECHNIQUES ET TECHNOLOGIES

Sunday, June 9 | Dimanche 9 juin

* PANEL: EDITING SOCIAL MEDIA: WHAT'S TO "LIKE" ABOUT ATLANTIC CANADA'S SOCIAL MEDIA COMMUNITY?

Admiral Room | Sunday, June 9, 1:45 p.m. – 2:45 p.m.

According to the latest surveys, social media is alive and well in Atlantic Canada! Join us for a discussion on social media in Halifax — from Twitter, to blogs, to other platforms — and how they are being used to build and expand brands such as *Halifax Magazine* and the Nova Scotia Archives.

Trevor J. Adams is the editor of *Where* and *Halifax Magazine*. His first solo book is *Long Shots: The Curious Story of the Four Maritime Teams That Played For the Stanley Cup*, published in 2012.



Tim Currie teaches online journalism at the University of King's College. His research interests include journalists' use of social media and mobile applications of news.



David Holt (moderator) is the editor of *OptiMYz*, Canada's leading health and fitness magazine. He was the founding editor of *Progress*, a regional business magazine. He is on the board of the Atlantic Magazines Association.



Kimberly Walsh is a publishing label executive at Fierce Ink Press and formerly an associate producer with CBC Canada Reads. She holds a degree in public relations from Mount Saint Vincent University.

EAC BUSINESS & CAREER-BUILDING SESSIONS / ATELIERS DE L'ACR — AFFAIRES ET DÉVELOPPEMENT DE CARRIÈRE

Saturday, June 8 | Samedi 8 juin

* CREATING AN EFFECTIVE SMALL-BUSINESS WEBSITE

Vanguard 2 Room | Saturday, June 8, 10:00 a.m. – 11:00 a.m.

A website can be the small-business owner's best friend—an advocate that constantly networks and refers clients—but only if it's done right. This session introduces the three elements of an effective business website (what it should do) and explains techniques for achieving each (how to do it). Participants will also be introduced to some simple, free tools they can use to plan, create, and maintain their own website.

Emily Dockrill Jones is a former college professor and instructional designer who regularly conducts training sessions for government, non-profit, and private organizations.



* CANADIAN COPYRIGHT: THE NEW RULES

Admiral Room | Saturday, June 8, 11:15 a.m. – 12:15 p.m.

2012 was a very busy year in the world of Canadian copyright law. The Supreme Court of Canada issued decisions in five copyright cases and Parliament enacted long-awaited amendments to our Copyright Act. Our attitudes about copyright have been influenced by this combined with rapid changes in technology and increasing use of social media, and many people have been left wondering where they stand.

EAC BUSINESS & CAREER-BUILDING SESSIONS / ATELIERS
DE L'ACR — AFFAIRES ET DÉVELOPPEMENT DE CARRIÈRE

Saturday, June 8 | Samedi 8 juin

Christene Hirschfeld, Q.C. is a partner in BoyneClarke LLP, a prominent Nova Scotian law firm. Her practice focuses on business, entertainment, and intellectual property law.



* **MATRIX SOLUTIONS' IN-HOUSE EDITORS:
GROWING THE TEAM FROM 2 TO 18 IN 10 YEARS**
Vanguard 1 Room | Saturday, June 8, 1:15 p.m. – 2:15 p.m.

Among its 18 editors, Matrix Solutions has more EAC members than any other organization in Canada (eight at our last count). A panel of senior editors will share editing tips we have learned while building an in-house editing team that produces thousands of technical documents. As an environmental consulting firm, Matrix manages every step of the publishing process, from field research through writing, reviewing, and editing to producing paper and electronic copies for a diverse readership.

Tara Holmwood has worked at Matrix Solutions for over five years, as a technical editor and writer.



Virginia Durksen provides training for writers, senior reviewers and editors at Matrix Solutions, through her company, Visible Ink: Writing @ Work.



The panel will include **Renette van der Walt** and **Ronel Colkett**, from the Edmonton and Calgary offices.

EAC BUSINESS & CAREER-BUILDING SESSIONS / ATELIERS
DE L'ACR — AFFAIRES ET DÉVELOPPEMENT DE CARRIÈRE

Sunday, June 9 | Dimanche 9 juin

* **BETWEEN THE RED AND THE BLACK**
Imperial Ballroom | Sunday, June 9, 9:15 a.m. – 10:15 a.m.

Do you want to earn a better living, whether working in-house or freelancing as an editor? We'll discuss how to set reasonable rates for your work including negotiating contracts you can live with. We'll discuss how a professional attitude with clients and colleagues can increase your bottom line. And we'll crack open financial management: what can you expect to earn, and how can you meet those expectations.

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 www.integrityincorporated.com.



*** DEVELOP AND MAINTAIN YOUR SKILLS: VOLUNTEERING AS PROFESSIONAL DEVELOPMENT**

Vanguard 2 Room | Sunday, June 9, 10:30 a.m. – 11:30 a.m.

Have you ever found yourself looking at a description for a job you'd love, only to notice you're missing that one crucial skill they're asking for? Do you find certain skills getting rusty because you don't apply them regularly? When it comes to getting experience and maintaining skills, volunteering allows you to go further than your paid employment might. This session will explore how you can use volunteer opportunities to further your own professional development.

Lisa Goodlet currently volunteers with EAC at the branch and national levels, and was the 2012 conference speaker coordinator. She also volunteers with Girl Guides and Distributed Proofreaders.



Gael Spivak likes to volunteer. For EAC, this includes member chair for the NCR branch, co-chair of conference 2012, and director of volunteer relations. She also volunteers with Not Just Tourists.



*** PAINLESS FINANCIAL MANAGEMENT: FINANCIAL STUFF YOU NEED TO KNOW TO MAKE MONEY AND STAY OUT OF TROUBLE**

Admiral Room | Sunday, June 9, 12:30 p.m. – 1:30 p.m.

In this interactive session, participants will obtain additional information about three key areas for business owners; improving the profitability of their businesses, increasing cash flow and minimizing tax penalties and interest. The session will begin with a discussion of techniques and review of checklists. The goal of the session is to provide financial information in a non-threatening manner, and answer participants financial questions.

Debi Peverill is a Chartered Accountant with a sense of humour. She enjoys helping business people avoid financial mistakes and protect themselves from the government and banks.



*** ME SPEAK?... BUT I'M AN EDITOR!**

Imperial Ballroom | Sunday, June 9, 1:45 p.m. – 2:45 p.m.

Me Speak? is a low-stress, hands-on, group practicum with mikes and sound system. Have fun as you improve your speaking impact and presentation skills. WORK IT and OWN IT through attitude, deportment, humour, looking good, and troubleshooting. When you give a speech, teach a workshop, read publicly, emcee, or accept the Tom Fairley Award, you want to present your best at the microphone. Say it with authority, confidence, and flair!

Adele Simmons is a seasoned speaker, editor, and writer, with diverse experience as special educator, college teacher, professional musician, business manager, and project manager. Her aim is to help you communicate your story. Adele's Me Speak? workshops have sold out in the past with writers, business entrepreneurs, and health professionals.



EAC ARTS & SCIENCES SESSIONS / ATELIERS DE L'ACR — ARTS ET SCIENCES

Saturday, June 8 | Samedi 8 juin

* THE EDITOR AND THE MEMOIRIST: CREATING YOUR BEST WORKING RELATIONSHIP

Vanguard 1 Room | Saturday, June 8, 10:00 a.m. – 11:00 a.m.

Workshop participants are invited to discuss the dynamic world of memoirs, and the editor's relationship to both the memoir and the memoirist. What is a memoir? How much of it is fact, and how much is fiction? How do you fact-check a memoir? What are the challenges and rewards of editing memoirs? Given the uncommonly personal nature of the work and the writer's fierce attachment to it, how can an editor best serve the memoirist?

Marjorie Simmins is an award-winning writer who works as a freelance journalist, editor, and teacher. She has an MA in memoir studies from Mount Saint Vincent University.



* PANEL: THE NEW AGE OF PUBLISHING: HOW REGIONAL PUBLISHERS SURVIVE

Imperial Room | Saturday, June 8, 11:15 a.m. – 12:15 p.m.

As if being a small Canadian publisher wasn't challenging enough with US competition, decreasing number of bookstores, and decreasing government support, the advent of e-books and digitization has created a challenge in the way publishers do business. Three well-respected local publishers will share their insights on the future of book publishing and, indeed, Canadian writing.

Andrew Steeves founded Gaspereau Press with Gary Dunfield in 1997. He spends his time reading, writing, editing, designing, typesetting, printing, binding, marketing, selling, and talking about books.



Terrilee Bulger is the general manager and co-owner of Nimbus Publishing. She is also the publisher for The Acorn Press.



Robbie MacGregor is publisher at Invisible Publishing, an independent literary firm based in Halifax and Toronto.



Heather Fegan (moderator) is the managing editor of *Atlantic Books Today* magazine. She is thrilled that her love for the written word carries over into her work every day.



On-site
Check-in

Friday, June 7 8:00 a.m. to 5:00 p.m.
Saturday, June 8 8:00 a.m. to 9:00 a.m.
Sunday, June 9 8:00 a.m. to 8:30 a.m.
Lobby landing, Lord Nelson Hotel
Collect your name badge, conference bag,
and event tickets.

Accueil

Le vendredi 7 juin De 8 h à 17 h
Le samedi 8 juin De 8 h à 9 h
Le dimanche 9 juin De 8 h à 8 h 30
À proximité de la réception de l'hôtel Lord Nelson
Passez récupérer votre porte-nom, votre sac
du congrès, et les billets pour les activités
auxquelles vous vous êtes inscrit.

EAC ARTS & SCIENCES SESSIONS / ATELIERS DE L'ACR — ARTS ET SCIENCES

Saturday, June 8 | Samedi 8 juin

* MAKE MEETINGS MATTER

Admiral Room | Saturday, June 8, 1:15 p.m. – 2:15 p.m.

Meetings are a fact of EAC existence. Effective meetings are long enough to discuss the work at hand, short enough to stave off boredom and interesting enough to bring participants back. Effective meetings require thoughtful preparation, capable chairing and engaged participants. They also require a record of what happened and a blueprint for action with accountabilities. In this enjoyable, interactive session, learn how to plan for and chair an effective meeting, discuss what to record, and discover how meetings can move an agenda forward. Make your meetings more enjoyable!

Moira White is a freelance editor, writer and trainer. She is currently Director of Professional Standards for EAC and is a past president. She has worked at countless meetings across Canada and beyond.



Sunday, June 9 | Dimanche 9 juin

* GOOD READS BETWEEN THE COVERS: EDITING FICTION FOR LITERACY LEARNERS

Vanguard Room | Sunday, June 9, 9:15 a.m. – 10:15 a.m.

Good Reads, original fiction for adults with grade two to five literacy levels, are written by some of Canada's bestselling authors. The project manager and structural editor go between the covers to discuss the challenges of writing and editing fiction to meet Good Reads' guidelines, while retaining the styles of well-established authors. Before-and-after editing examples will be presented.

Helena Aalto splits her work day as Good Reads project manager at ABC Life Literacy Canada, and professional development coordinator at EAC.



Laurel Boone is a fanatical reader. She served as the editorial director of Goose Lane Editions for 15 years, and she has taught both writing and editing.



* THERE'S SKUNK BREATH IN THE BREEZE!

Britannia Room | Sunday, June 9, 10:30 a.m. – 11:30 a.m.

Take my nonsense seriously, please! Protect me; make me better than I am. Oh, and can you edit someone who is insecure, talks too much, and literally goes overboard when she writes a shipwreck scene? For over 25 years, whether in children's books or work for older readers I've needed trusted editors who are able to work with my particular wonkiness. The editor/writer relationship is sacred. I've been blessed with great editors and a lot of stories. I'll tell the tales if you promise to punctuate this session with laughter and questions.

Sheree Fitch is an award-winning, best-selling poet, author, educator, and literacy activist with more than 25 published books to her name.



* **L'ACADIENNE NÉO-ÉCOSSAISE SE RACONTE**

Imperial Balloom | Dimanche 9 juin, 12 h 30 à 13 h 30

Dans l'étude qui vous sera présentée, les auteures ont choisi d'interviewer des femmes de 70 ans et plus afin de découvrir leur vécu quotidien. Grâce aux extraits des riches témoignages recueillis, vous comprendrez mieux le rôle que jouent les Acadiennes dans la survie de leur culture; il s'agit d'un apport dont on ne parle pas dans les livres d'histoire.

D'origine acadienne, **Réjeanne LeBlanc**, Ph. D., est professeure agrégée à l'Université St. Francis Xavier. Elle mène des recherches sur l'évolution linguistique et culturelle des communautés acadiennes.



* **THE WORDS OF THEATRE:
CHALLENGES FACED BY PLAYWRIGHTS**

Vanguard 2 Room | Sunday, June 9, 1:45 p.m. – 2:45 p.m

Three of this country's foremost playwrights will discuss their writing process. How do you find your unique voice? What does it take to create dialogue that moves an audience and tells a story? How is a theatre script edited? Do playwrights engage editors and, if so, what is the relationship between an editor and a playwright?

Wendy Lill is a playwright, radio dramatist, former Member of Parliament, and advocate for persons with disabilities living in Dartmouth with husband Richard Starr.



Playwright, novelist, and essayist **Kent Stetson**, C. M., directs for the theatre and works as a dramaturg. The Governor-General's award winner mentors emerging and established playwrights and writes for small and large screens.



Anthony Black is a writer, director, actor, designer, and producer. His work has toured extensively across Canada and internationally.



Elissa Barnard (moderator) has been an arts reporter at the *Chronicle Herald* in Halifax for over 20 years. She specializes in theatre and art coverage but does everything from rewrites to proofing pages.



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