

**Editors' Association of Canada/Association canadienne des réviseurs
Report on National Executive Council Meeting
September 11–12, 2010, Barrie**

Continuing with our commitment to foster communication with membership, here's a summary of the latest national executive council (NEC) meeting, held September 11–12 in Barrie, ON. These meetings are very full and we cover many topics relating to association operations and policy. We have highlighted some of our discussions here, but if you would like more information, or if you would like to get involved, please let us know. Email me directly at president@editors.ca, or contact your branch reps, members-at-large or committee chairs as appropriate.

Conference 2011

The Indexing Society of Canada approached EAC with a proposal to jointly host next year's conference. The cross-promotion opportunities are obvious, and EAC members would benefit significantly, so the Society's offer was accepted in principle with EAC to be the lead. For more information, visit www.editors.ca/conference/index.html or contact the committee co-chairs, Theresa Best and Naomi Pauls at conference_chair@editors.ca.

Volunteer Training

We talked about the possibility of developing a training program to foster leadership skills, through a handbook or pre-conference sessions. Current needs and resources will be reviewed to make sure we give as much support as possible. EAC owes its success to its volunteers and we want to facilitate their efforts however possible.

Contract Collective

EAC's Contract Collective has seen some real success recently. We have submitted five bids and have been successful in three. To improve our chances with future bids, building a group of volunteers trained in bid preparations is important. To that end, we will work towards facilitating this training. Bid leaders are not paid for their work; instead, they receive a percentage of the total contract amount as a commission if the contract is won. Please see the members' area of the website (www.editors.ca/content/eac-contract-collective) for more information on joining this group or contact the Contract Collective chair, Alethea Spiridon at contracts@editors.ca.

Marketing & PR

To assist in meeting the marketing needs of our branches, the NEC has asked branches to change the job descriptions of their branch PR chairs to include participation in the national marketing committee. The NEC would also like to have some francophone volunteers help with national marketing initiatives. The marketing committee has been very busy developing marketing plans for both internal and external markets. These have been approved by the NEC and will be implemented jointly with Michelle Ou, EAC's communications manager. For more information about the marketing committee's activities, or to get involved, please contact the committee chair, Anita Jenkins at marketing_and_pr@editors.ca, or Michelle Ou at communications@editors.ca.

Publications

EAC is exploring the possibility of becoming its own publisher or perhaps an imprint. This would allow us to take advantage of opportunities and cross-promotion, as well as to capitalize on royalties with our great resources. For more information about the publication committee's activities, or to get involved, contact Melva McLean at publications@editors.ca.

Standards

The professional standards committee is reviewing the *Definitions of Editorial Skills* and the *Standard Freelance Editorial Agreement* and will make minor changes to bring them up to date. For more information about the standards committee's activities contact Jan Walter at standards@editors.ca.

Institutional Membership

Are you an in-house editor? We'd love to hear from you if you have ideas on how we can serve you better. Developing relationships with corporations and offering some form of institutional or group membership are other areas we'd like to explore. For more information about institutional membership, or to get involved, contact Jacquie Dinsmore at mal@editors.ca.

Francophone Affairs

To recognize and quantify members who can function in both languages, a survey question will go out asking members to self-identify as anglophone, francophone or bilingual. For more information about francophone activities, or to get involved, contact Carlyne Roy at dir.affaires.franco@revisseurs.ca or Anna Olivier at affaires.franco@revisseurs.ca.

Active Voice/Voix active

The two co-chairs elected to manage the production of the EAC's national newsletter have encountered some difficulty due to language barriers and differences in their work styles. Their MAL, Jacquie Dinsmore, is bilingual and is working with the anglophone and francophone co-editors to facilitate the process. As a result, the next issue of *Active Voice/Voix active* has been somewhat delayed, but should be out soon.

Twig Formation, Governance and Representation

John Green, leader of a twig in Kitchener/Waterloo and Guelph, joined us to discuss how that group was formed and what support a twig needs. Reorganization of branch duties, regional representation, virtual bank accounts and various other components were explored. Obviously, more discussion will follow. For more information about forming a branch or twig, contact Greg Ioannou at vicepresident@editors.ca. For information about the structural review, contact your [branch representative](#) or Michelle Boulton at president@editors.ca.

Vacant Positions

Unfortunately, the Training & Development chair, Membership chair and Website committee co-chair positions are still vacant. These have all been identified as key areas for development within EAC, but work cannot proceed in these areas until volunteers are found. For more information, contact Moira White at pastpresident@editors.ca.

Strategic Planning

Feedback on the current strategic plan was requested from all council members. You can find the 2010 *Strategic Plan Update* on the website at www.editors.ca/members/readup/agm2010/index.html. Next year a new plan will be initiated. In the meantime, the goals identified in the existing plan that the NEC expects to see developed over the coming months are as follows:

- *Branch and twig formation*—NEC meetings held in twig cities (Barrie in September, Calgary in November) and VP visiting twig groups to answer questions and help them get started
- *Training and Development*—activating the committee and finding a chair in the next 12 months
- *Tom Fairley Award endowment fundraising*—Seeking sponsors
- *Facilitating info sharing between branch committee and national committee*—Yes, but not sure what to do about it yet.

- *Partnership opportunities*—Carolyn L Burke is working on it, as is the francophone affairs committee
- *Supporting francophones*—Yes, but not sure how
- *Website*—EAC seeking co-chair
- *Marketing and PR*—New marketing plans approved and will be implemented by committee and office staff
- *Member services brochure and new marketing materials*—In progress

Certification

Finally, there was much discussion of certification maintenance (CM), both on the recommendations from the certification maintenance committee and on the process that led to the document being posted on the website. The committee has done an outstanding, carefully thought-out job, and we thanked them for their efforts. The NEC supports certification maintenance, but we were concerned the program as proposed may be too onerous and bureaucratic to maintain. Unfortunately, there was not enough time to iron out revisions to CM before the certification tests this year. So, we regretfully put the CM program on hold. We hope to work with the CSC after the business of this year's tests has subsided to develop a program that will benefit certified members, the certification program and the association.

Next Meeting

Our next meeting will be in Calgary, November 20–21, when we will set the association's budget for next year. Committees have been busy over the past months working out their particular budget needs. The NEC will be tasked with assessing everyone's needs and trying to allocate resources as efficiently as possible. We'll let you know how it turns out in our next report.

Full minutes from all NEC meetings are available on the website at www.editors.ca/members/readup/minutes.html.

Michelle Boulton
President, Editors' Association of Canada