

**Editors' Association of Canada/Association canadienne des réviseurs  
Minutes of Executive Council Meeting  
September 11-12, 2010**

**Day One  
Saturday, September 11, 2010**

**1. Call to order**

The meeting was called to order at 8:43 a.m. on Saturday, September 11, in the Tilbury Room at Carriage House at Carriage Hills Resort, Oro-Medonte, Ontario. Michelle Boulton chaired the meeting.

*Attending:*

Michelle Boulton	President
Greg Ioannou	Vice-President
Sheila Mahoney	Treasurer/Acting Secretary
Jacque Dinsmore	Member-At-Large
Debra Roppolo	Member-At-Large
Carolyne Roy	Francophone Affairs Director
Arden Ogg	PP Branch Representative
Ursula Acton	SK Branch Representative
Rachel Stuckey	TO Branch Representative
Christine Leblanc	NCR Branch Representative
Nancy Holland	QAC Branch Representative
Carolyn L Burke	Executive Director
Ashleigh Grange	Recording Secretary

**2. Give Ashleigh Grange a voice in the meeting**

**Motion:** MOVED by Greg Ioannou, seconded by Debra Roppolo, to give Ashleigh Grange a voice at the meeting. CARRIED.

**3. Approval of agenda**

**Motion:** MOVED by Jacque Dinsmore, seconded by Carolyne Roy, to approve the agenda with additions. CARRIED.

**3. Receipt of quarterly reports and business arising**

**Motion:** MOVED by Nancy Holland, seconded by Sheila Mahoney, to receive the quarterly reports. CARRIED.

***Volunteer Training***

Carolyn L Burke led a discussion about a possible volunteer training program to provide assistance with essential skills for leadership. We discussed providing free training at the conference, perhaps on the Friday and continuing development of the handbook to help volunteers become involved.

**Action:** Jacque Dinsmore and Greg Ioannou will collect written volunteer training materials from all branches to determine what EAC currently has and will work with Carolyn L Burke to formalize the info (what documents are needed, who gets what, and how we get it to them). Basic information could include: orientation/intake, welcome, engagement, what EAC is about and what opportunities exist.

**Action:** National executive council will reflect on EAC's volunteer needs and resources and provide comments to Sheila Mahoney.

**Noted:** A training manual could be drafted for specific volunteer positions. Jacquie notes that one is already created for the Conference Chair.

### ***Publishing***

**Noted:** Should have news in 3–6 months about either walking away from McClelland & Stewart or revising the relationship substantially since EAC makes only 5% in royalties despite sales of \$15,000–\$20,000. Publisher reprinted *Editing Canadian English* in early 2010 without informing EAC.

### ***Membership recruitment, web and training/development chairs***

Will be discussed later under Other Business.

### ***Co-Conference in 2011 with the Indexing Society of Canada***

**Noted:** This idea is accepted in principle because of the crossover in membership and cross-promotion opportunities. EAC members would benefit significantly from this, and EAC should be the “big fish” in terms of venue/location and asking the Professional Editors Association of Vancouver Island (PEAVI) to join EAC for a co-conference.

**Action:** Carolyn L Burke will approach PEAVI and Greg Ioannou will contact Bloody Words (Canadian Mystery Conference) about co-hosting a conference with EAC.

### ***Certification***

**Noted:** The national executive council (NEC) feels the certification maintenance committee has been doing an outstanding, carefully thought-out job. Though we support the notion of credential maintenance, the requirements and implementation as presented are far too complex and administratively onerous for the editor. There is significant concern that the current plan could cause members to balk at certification—particularly if compliance were to be monitored only by random audit. The national executive council believes a different and much-simplified approach is required—one that is clearly related to upgrades to standards (MES). One idea discussed was the development of workshops pertaining to upgrades to MPES. When the standards change (we’re anticipating a five-year schedule), a separate committee could develop a series of workshops, possibly one for each area of certification. Certified editors would then have some specified period of time (perhaps six months or so) to complete the workshop in order to maintain their certifications. (Yes, there would have to be some kind of online program for remote members, but we should be able to do that within the next five years.) In addition to their annual fee, certified editors would be expected to pay for their maintenance workshops.

**Noted:** Carolyn L Burke indicated that members will be able to post updates to maintenance activities into an online database and that a reminder will be given every year for members to update their certification log.

**Action:** Debra Roppolo will share NEC feedback with the CSC and the CM subcommittee.

**Action:** Arden Ogg and Sheila Mahoney will email their feedback and suggestions, ideally before October 1, about submission of proof of activity, certification being tied to revision of standards, and suggestions for bi-annual reporting over a 10-year period to Debra Roppolo.

***Contract Collective***

**Noted:** National executive council believes it is important to find someone to provide training on bid preparation in order to build a trained group of volunteers. EAC will work toward providing annual training on this to all on an ongoing basis; however, national executive council will not provide funding to pay the bid leaders to do so.

**Action:** Greg Ioannou will ask Peter Moskos whether he is interested in taking on this training component.

***Marketing & PR***

**Motion:** MOVED by Sheila Mahoney, seconded by Carolyne Roy, to request that the job description of the person responsible for marketing and communications within each branch be changed to include participation in the national marketing advisory board. CARRIED.

**Action:** Suggestion was made for the francophone affairs committee to find a volunteer to participate in the national marketing advisory board.

**Motion:** MOVED by Jacquie Dinsmore, seconded by Carolyne Roy, that national executive council approve the internal communications and external marketing plans in principle and that national executive council address specific issues during the budget section. CARRIED.

***Publications***

**Noted:** National executive council is currently exploring the viability of becoming its own publisher. The publications committee will examine this issue.

**Motion:** MOVED by Arden Ogg, seconded by Christine LeBlanc, to in principle support the plan that EAC become its own publisher. CARRIED.

***Standards***

**Noted:** National executive council agrees that the professional standards committee can proceed with minor changes to the *Definitions of Editorial Skills* and the *Standard Freelance Editorial Agreement*, but it would like the opportunity to veto any major changes.

**Action:** Debra Roppolo will ask Jan Walter if the professional standards committee will also tackle revisions to the methods and processes, some of which date back to the 1980s.

***Executive Director***

**Noted:** National executive council is revoking branch GST numbers. Branches will now file their quarterly reports with the national office directly. The executive director would like to start branch transfer fees on a monthly basis.

***Branches***

**Noted:** BC branch continues to have roles that are unfilled or inactive; Saskatchewan branch needs more volunteer leadership; Toronto branch is interested in having its administrator transitioned to virtual office.

***Other Business***

**Action:** Carolyn L Burke will create a mechanism enabling EAC members to log in and access a digital membership card, likely a downloadable PDF with dates. EAC will issue a new card every year.

***Corporate Membership***

**Noted:** National executive council wants to pursue this and change the name “Corporate Membership” to “Institutional Membership.”

**Noted:** National executive council would like to find a volunteer to chair a committee or taskforce that will prepare a proposal to explore this issue.

**Action:** Jacquie Dinsmore, Greg Ioannou and Tom Vradenburg will have a conversation about launching a committee or taskforce on this.

***Francophone Affairs***

**Action:** Carolyne Roy will write a survey question and have someone edit the English version so that members can self-identify as French, English or bilingual.

**Noted:** The survey question about members’ language of correspondence will be administered via Survey Monkey.

**Noted:** The NEC agreed to do a single-question survey using Survey Monkey each month to gather information and opinions from the members. The first question will be about members identifying as French, English or bi-lingual. The next question was to be about whether people were interested in being a part of a twig.

**Action:** Carolyne Roy and Michelle Boulton will draft a special report to address the lack of francophone volunteers. The report will specifically identify the percentage of francophone members and their volunteer rate.

**4. Twig Formation, Governance and Representation**

National executive council was joined by John Green, who currently leads a twig in Kitchener/Waterloo and Guelph, to discuss how to facilitate twig development and administer their financial components.

A summary of the discussion follows.

This twig has been meeting since at least 2004 and mainly consists of Kitchener/Waterloo and Guelph residents. Two coordinators (John Green and Julie Stauffer) do most of the organizing with meetings usually every 2 months in a café, restaurant or someone’s home. It is informal with 3–12 people (fairly core group). Support system is currently not strong enough for another leader to take over when the two coordinators are not available (no one is really interested in stepping in to lead). Members say they are generally happy with current format, and like the face-to-face contact and social aspects. Have tried a few seminars as part of the Toronto program (one in Kitchener/Guelph on 8-Step Editing with Mike Tanner that had excellent attendance; and one with Kathryn Dean on Copy Editing that had low attendance and bad venue). Marketing happens at the branch level and includes a seminar postcard mailed to over 4,000 individuals and institutions (including all branch members) each seminar season as well as email broadcasts to members. Marketing is no different with a workshop in Toronto versus a workshop in a twig city.

Since meetings are held during the day, attendees are mostly freelancers with few in-house people. Less interested in seminars; more interested in getting people together in a room. In this twig, many attendees are not EAC members, so goal would be to increase member acquisition. John reported that the twig sees itself as a local support group, and not one whose goal would be to increase EAC membership.

Rachel Stuckey indicated that at the Toronto branch, everything is so institutionalized and she would love to see more informal sessions with a more social, less regimented atmosphere.

Michelle Boulton suggested that seminars be taken off Toronto's docket and coordinated at the national level. She suggested that seminars, local marketing, bookkeeping and get-togethers of all kinds could be created à la carte and centralized at the national office.

Carolyn L Burke offered the idea of a “virtual bank account” for twigs.

Greg Ioannou suggested that twigs have some form of regional representation, perhaps with some small regional conferences. Carolyn Roy suggested it would be helpful to map and/or pinpoint the language representation of members in twigs and branches across Canada. Sheila Mahoney suggested a calendar of one conference at the national level followed by one conference for the regions the next year. The current four national executive council meetings could be changed to three national executive council meetings with one meeting for the regions.

Michelle Boulton mentioned that attendance is always better if the seminar speaker is from afar.

Christine LeBlanc reported that NCR already has a francophone twig and that its expenses go through the NCR executive director. NCR promotes the francophone twig's activities and provides a budget.

Sheila Mahoney reiterated that the goal should be to foster a place where people can share, connect, network and access other members' skills.

Michelle Boulton read from a report written a year ago on twig development and requirements, which could include: sustained membership of 20–25 members; minimum of three members; minimum of four meetings per year; two twig coordinators with 2-year terms elected by members, with one new person per year. Coordinators would be responsible for recruiting other members and providing some representation on a regional council.

Debra Roppolo asked members to report on why they originally joined EAC:

- Michelle Boulton – was encouraged by a friend to join
- Nancy Holland – wanted to justify her existence within the company she worked for, increase professional validation and professional credibility
- Arden Ogg – underwent a career change and wanted to increase her professional credentials; she just happened to attend the Edmonton conference and was hooked
- Christine LeBlanc – has a journalism and law background and was working at Carleton when her employer received marketing materials about EAC; she joined for professional development
- Greg Ioannou – started out as a freelance editor with one major client; did not know many other freelancers; got a call that some associates were trying to start an association and he wanted to meet others like himself
- Rachel Stuckey – was in-house editor at a publishing company before going into the freelance world; in this field, being an EAC member is considered by many to be the thing you do when you go freelance, so she became one for professional development

- John Green – went online to see if an association existed; he was looking for professional development, networking and specific advice about how to get actual work; he now gets most of his work through networking
- Ursula Acton – was looking for professional development and wanted a discount on some training courses
- Carlyne Roy – in 2002, was hit hard with the recession, working night shifts at a printer's; she attended the Ottawa conference and loved the people more than the provincial translators' association
- Jacquie Dinsmore – underwent a career change and was asked by a friend to review some materials; found she enjoyed the work and was attracted by the working conditions; found EAC online
- Debra Roppolo – worked in-house doing communications work at CBC. When she launched her freelance business, she found EAC online. She attended a meeting and found everyone really friendly
- Sheila Mahoney – is not sure why; she did her schooling in French and initially hired for DTP and editing; she is an editor by fluke and found no value in the association until Greg asked her to join the executive; in hindsight, probably for the professional development

### 5. Editing EAC

**Noted:** National executive council would like to improve the online presence of Editing EAC.

### 6. Adjournment

**Motion:** MOVED by Greg Ioannou, seconded by Jacquie Dinsmore, to adjourn. CARRIED.

The meeting was adjourned at 5:08 p.m.

## Day Two

**Sunday, September 12, 2010**

### 7. Call to order

The meeting was called to order at 8:55 a.m. on Sunday, September 12, in the Tilbury Room at Carriage House at Carriage Hills Resort, Oro-Medonte, Ontario. Michelle Boulton chaired the meeting. Attending: see item 1 above.

### 8. AV/VA

A summary was given about current AV/VA situation and personalities involved. Discussion about the terminology (should it be called a *newsletter* or a *magazine*?). Discussion about the online and digital versions and the ultimate purpose of the publication, which is to communicate with members in both languages and build a sense of community.

**Motion:** MOVED by Greg Ioannou, without a seconder, to go in camera. CARRIED.

[In-camera discussion 1]

**Motion:** MOVED by Sheila Mahoney, seconded by Carlyne Roy, that a functionally bilingual Editor-in-Chief be appointed to oversee AV/VA production and that brief job descriptions of the Editor-in-Chief, English editor and French editor positions be drafted, and that once the current edition of AV/VA is published and released, that the new structure be adopted in perpetuity. CARRIED.

**Noted:** Jacquie Dinsmore will contact the current English and French editors to notify them that EAC will be conducting a search for a bilingual Editor-in-Chief, who will in future oversee production of the magazine.

**9. Access to past minutes and documents by future NEC members**

To be addressed in the next meeting's agenda.

**10. Marketing**

Deferred to the next meeting's agenda.

**11. List Guidelines**

**Noted:** The revised List Guidelines are currently available on the EAC website.

**12. Training and Development and Website Co-chair**

**Noted:** These vacant positions need to be filled.

**13. External Liaison**

**Noted:** The Book and Periodical Council (BPC) is in trouble since it lost funding. It needs to generate revenue. It may have to redo its mandate.

**14. Pronk&Associates**

Pronk&Associates is in serious financial trouble and owes a lot of money to its creditors, including a number of writers and editors, some of whom are EAC members. Meanwhile Greg Pronk has started a new company. Until these writers and editors are paid, they maintain copyright on their work in the publications and the clients of Pronk&Associates cannot publish them until copyright has been transferred. Some of the editors may have a copyright claim and may be able to recover their monies from the clients of Pronk&Associates. Two editors who are owed money are reluctant to make any moves against the clients of Pronk&Associates because at least one works for one of the clients involved.

There is some history (mid-80s) of EAC helping editors recover monies from companies in financial trouble because our constitution represents editors in Canada. EAC started a committee (PICA (publishing in crisis again), which was effective at getting some small payments and even more effective at getting the word out to editors to stop working immediately for a specific company.

However, in this case, Pronk&Associates is not being cooperative. This situation is complicated by the involvement of the two EAC members, who are owed money, but who do not want to move ahead with the charge because of their current relationship with the publishing house clients (McGraw Hill and Nelson).

Greg Ioannou will continue to keep the national executive council up-to-date on the situation.

**15. Review of Action Items*****Principes directeurs***

**Noted:** Carolyn Roy reported that a review of the *Principes directeurs* is not needed at the moment.

***Website***

**Noted:** Ken Weinberg, Michelle Boulton, Carolyn L Burke and Michelle Ou had a website committee conference call. Ken will develop a business plan for the website.

***List monitor***

**Noted:** The revised List Guidelines have been published.

**Noted:** With regard to new filtering controls, Debra Roppolo reported that she had called Michelle Ou and said she would handle it. She sent the document to Michelle, who said

she had some technical stuff to do, but would get to it in 1–2 weeks. Ken also did it. The document should be edited.

**Noted:** With regard to the Branch list, there is no need to do this right now.

### *Proofreading / exec reads*

**Noted:** Michelle Ou tried to draft guidelines and put together a shortlist, but was only able to provide a motherhood statement. National executive council has given Michelle broad authority to determine what should or should not be given NEC to read.

### *Twig formation and development*

Discussion about how much money twigs without any managed services would get from membership and events.

**Noted:** Greg Ioannou was asked by Michelle Boulton to record some of the issues for future discussion and Greg suggested a discussion with branch reps over lunch.

### *Editing EAC*

**Noted:** Greg Ioannou and Michelle Boulton have meetings scheduled in September and October 2010 to visit each branch.

**Action:** Sheila Mahoney will add honoraria to the discussion of volunteer needs and resources.

**Action:** All national executive council members will send an email to Sheila Mahoney about honoraria and volunteer needs/volunteer resources.

**Action:** Jacque Dinsmore, Greg Ioannou and Sheila Mahoney will draft an inventory of volunteer needs and volunteer resources — in essence a volunteer “budget”.

## **16. Strategic Planning**

**Action:** National executive council members will take a look at Maureen Nicholson’s “A Closer Look” document and the suggested changes as soon as possible to provide feedback.

## **17. Action Items for Upcoming Three Quarters**

National executive council members were asked to decide (a) whether the issue is a priority; if yes, (b) what EAC can do about it over the next 9–12 months; and if yes, (c) who can be assigned to work on it.

- *Branch and twig formation*
  - a. Yes.
  - b. Share yesterday’s discussion about this with members: e.g. how to form a new twig, resources for twigs, and possibly setting up a mailing list for twig leaders. Issue the second month’s survey question to members: are you interested in being part of a twig or developing one?
  - c. Greg Ioannou and Sheila Mahoney will take charge of it and Carolyn L Burke will help with the mailing list.
- *Training and Development Chair*
  - a. Yes.
  - b. Activate the committee and find a chair in the next 12 months.
  - c. Moira will handle this.



- *New visual identity for EAC*
  - a. No, not feasible this year. Carolyn L Burke will add this as a budget item for next year.
- *Tom Fairley endowment fundraising*
  - a. Yes.
  - b. Seek out sponsors.
  - c. Anita Jenkins and Carolyn L Burke will discuss long-term sponsorships (starting in about 2 weeks).
- *Collection of membership data*
  - a. Yes, sort of.
  - b. Send one survey question per month to members in a separate email blast.
  - c. Have Faith Gildenhuys handle survey questions via the member communication committee.
- *Training the trainers*
  - a. No.
  - b. Consider drafting a Volunteer handbook, twig handbook or a conference session (Free Friday session on writing bids).
  - c. Sheila Mahoney and Greg Ioannou to work on Talking Group.
- *Facilitating info sharing between branch committee and national committees*
  - a. Yes, but not sure what to do about it yet.
- *Partnership opportunities*
  - a. Yes, Carolyn working on it as is the francophone affairs committee.
- *Special interest groups*
  - a. Yes, but for next meeting.
- *Supporting francophones*
  - a. Yes, but not sure how.
- *Website*
  - a. Yes, doable.
  - b. EAC likely seeking stronger, more flexible chair or co-chair.
- *Supporting programs for remote members*
  - a. Not this year.
- *Developing member services*
  - a. Not at this time.
- *Pursuing more services for remote, in-house or corporate members*
  - a. No, not this year.
- *Marketing and PR*
  - a. Yes, almost done with revisions of committee book.
- *Member services brochure and new marketing materials*

- a. Yes, working on it.
- b. Revising current ones and preparing new ones.
- c. Michelle Ou is handling this.

**18. Adjournment**

**Motion:** MOVED by Nancy Holland, seconded by Sheila Mahoney, to adjourn. CARRIED.

The meeting was adjourned at 2:15 p.m.