

Editors' Association of Canada 2009–10 Annual Report

Prepared by the National Executive Council
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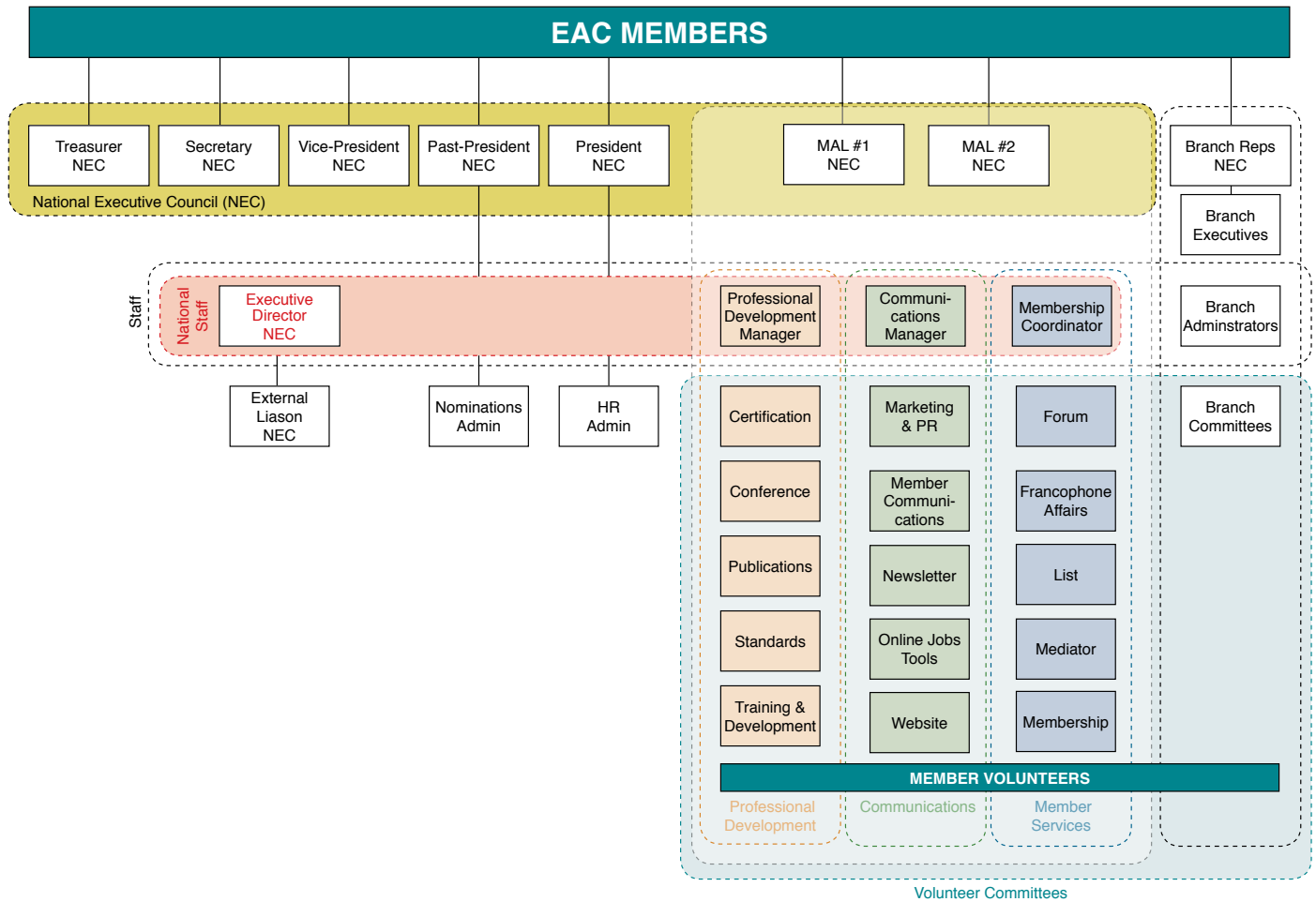
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EAC Organizational Chart



National Executive Council Table Officers

President Michelle Boulton



As an organization, we aren't out of the woods just yet, but we have found a path that seems to be leading us in the right direction. Along the way, we are finding the energy and resources to take on new projects and initiatives.

If my first year as EAC president had a theme, it would be dynamism. For several years, it seemed like all we could do was damage control. As an organization, we aren't out of the woods just yet, but we have found a path that seems to be leading us in the right direction. Along the way, we are finding the energy and resources to take on new projects and initiatives:

- new insurance offerings for members
- the Contract Collective, which is bringing members together as a group to bid for work that most would not have had access to as individuals
- migration of our website to a platform that gives us the control to make our online services easier to administer and more functional
- online payment for membership
- President's Award and Volunteer of the Year award to better recognize volunteer accomplishments
- a membership survey to learn about our members
- new editions of *Meeting Professional Editorial Standards* in an exciting new four-part format that reflects the sections in the new *Professional Editorial Standards-2009*

We have also made a real commitment to being a bilingual organization. We hired a translator so that our francophone volunteers can focus their energy on member services and, as soon as finances permit, we plan to hire a French communications coordinator to work out of our national office. We will also be asking you to approve the addition of a Francophone Affairs director to the national executive council for next year, and look to reinvigorate the Francophone Affairs Committee.

This brings us to perhaps the most dynamic activity of all. With our financial situation levelling out, the national executive council is finally able to turn its attention to long-term planning and a long overdue review of the business of running the association. At the annual general meeting, we will be launching a discussion paper to begin the year-long process of re-evaluating the effectiveness of EAC's current structure.

The proposed changes include a shift in the role of our two members-at-large and replacing them with five directors. We hope this will help focus the work of our committees, create better connections among committees, and introduce more accountability.

The national executive council also expects a number of new EAC branches to emerge over the coming years. To encourage development of new groups, we are proposing a new category of branches. We want to give these small groups some formal recognition within the organization during those years when they are

Thanks to new direction in the national office, partnered with tremendous effort from a great many national executive council members and other key volunteers, the association is now in much better financial shape.



developing, instead of restricting them to the status of dependant little siblings of larger branches.

If the potential for new branch formation is realized, it will quickly become unmanageable to continue bringing a representative from each branch to the national executive, so we are also suggesting we move to regional representation of branches.

All of these proposed changes will be open for discussion over the coming months.

We will also be looking to members to help us refresh our strategic plan. After nearly a decade, our current plan is getting a little long in the tooth. Most of the major objectives have been reached, so it is time to check back and ensure our strategic goals and objectives still resonate with members.

My personal goal in the coming year is to keep members informed of all the exciting things going on. We already have a number of communication tools at our disposal, but finding ways to turn some of those into more of a dialogue is one of my priorities.

Vice-President Greg Ioannou

My mandate as vice president is pretty succinct—my job is to participate in the council activities, shadow and assist the president, and generally pitch in where I can.

At the beginning of this mandate, the national executive council was facing some daunting challenges. Most notably, our financial situation was grim and we were just starting on new ways forward. Thanks to new direction in the national office, partnered with tremendous effort from a great many national executive council members and other key volunteers, the association is now in much better financial shape.

I've focused on two new initiatives in the past year:

- Getting the Contract Collective up and running. We have now submitted proposals for four government contracts and won one of them. If this works, it will be a significant new source of work for members.
- Trying to foster some new branches (or twigs). The only concrete success so far is a new group meeting regularly in Kingston, but there has been interest from people in about half a dozen other places. I'll be trying to focus on this more in the upcoming year.

Past President Moira Rayner White



The responsibilities of the past president are to chair the Awards Committee and the national Nominating Committee and to provide advice or assistance where needed.

The adjudication for both the Tom Fairley Award for Editorial Excellence and the new Claudette Upton Scholarship are now complete.

Nominations are ongoing as we look for the best fit for the last few vacant national committee and executive positions. EAC is fortunate to have such a talented, capable volunteer pool to draw on—now if only we all had an extra few days per week!

Secretary / Treasurer Sheila Mahoney



Secretary

I took over the role of (Acting) Secretary in January 2010. I've opened discussions of motions made by council members and recorded the results of the online voting. The motions are included in my quarterly report to the executive council.

Treasurer's Overview

The year 2009 was transitional for our finances. New bookkeeping and cash flow management systems were implemented in 2008, and for the first time the picture of our financial situation was readily available at every moment.

There were two surprises in 2009. First, membership numbers dropped with alarming regularity. Second, the annual conference exceeded all expectations, both in revenue and expenses.

Over the year, there were two surprises. First, membership numbers dropped with alarming regularity. Membership fee revenue was more than \$20,000 lower than budgeted. We assume membership numbers were affected by the tough economy and by the upcoming EAC membership fee increase. Second, the annual conference exceeded all expectations, both in revenue and expenses. In particular, the venue bill was significantly higher than budgeted and was paid off in instalments over nine months. As a result, controls have been put in place at the national office to ensure that all supplier costs will be known up front and that the amounts are within budget.

The net result was more conservative spending in many other areas to ensure regular operational costs could be covered. Where possible, planned project costs were reduced or the projects were placed on hold. The year ended with a net loss of \$16,000. As you read the audited financial statements attached, you'll see a warning note from the auditor regarding the fact that 2009 was the third consecutive year the association lost money.

The good news is that membership numbers are on the increase again in 2010. With the member-approved fee increase beginning on July 1, 2010, we expect regular operating costs to be covered. Nevertheless, the NEC felt it prudent to adopt a fiscally conservative budget for 2010 based on a projected continuing decline in membership numbers. We also created a second, more optimistic budget in case membership numbers, and thus revenue, are higher than we

have so far anticipated. With membership numbers going up, there is a plan to gradually transition to this more optimistic budget as we move through the year.

In 2009, \$9,000 was added to the reserve fund, bringing it to \$30,000. As of April 30, 2010, another \$8,000 has been transferred to the reserve. Rebuilding the reserve is a priority for the association; it allows for survival through tough times, such as the past several years, and it allows us to plan and eventually fund new and vital initiatives. The goal for the reserve is a full quarter's worth of expenses.

Membership numbers are on the increase again, but the NEC still felt it prudent to adopt a fiscally conservative budget for 2010 based on a projected continuing decline in membership numbers. We also created a second, more optimistic budget in case membership numbers, and thus revenue, are higher than we have so far anticipated.

Revenue

	2008	2009
Membership fees	\$ 288,249	\$ 267,295
Annual General Meeting and conference	60,199	106,255
Directory listings	29,707	37,174
Advertising	15,226	13,435
Certification	29,308	39,829
Publication sales	28,613	13,609
Other	2,175	1,775
Fairley prize	1,152	1,680
Interest	649	215
TOTAL	455,278	481,267

Expenses

	2008	2009
Staffing	157,732	120,837
Travel and event venue costs	74,447	114,261
Regional branches	52,007	50,509
Contract services	61,079	90,564
Certification	39,322	39,104
Rent and utilities	27,288	27,539
Office and general	25,829	21,054
Communications	12,391	12,990
Legal and accounting	9,246	7,901
Bank and credit card charges	7,972	9,961
Fairley prize	2,000	2,000
Bad debts		1,008
	469,313	497,728

Excess of Expenses Over Revenue (14,035) (16,461)

This year as treasurer, I learned a ton from long-term members of the organization, seasoned members of the NEC and our fabulous national office staff about the value of the organization to its members and to the field of editing. And, I learned more than I ever expected about what it costs to run an organization like this.

Details

In 2009, EAC repaid loans from two branches: \$5,000 to Saskatoon, \$2,000 to British Columbia. The national organization still owes \$27,000 in deferred transfer payments to branches from 2008. Of note, the Toronto branch donated one payment to support the conference in 2009 and the Prairie Provinces branch donated one payment for yet-to-be-determined special projects.

Committee highlights

Publications: *Proofreading: Meeting Professional Editorial Standards* (PR:MPES) will go on sale at the conference and *Copy Editing: Meeting Professional Editorial Standards* (CE:MPES) will go on sale in August. Principally a volunteer effort, we expect to break even on the costs in just over a year. Sales of the current MES remain at roughly 350 sets per year.

Certification: The 2009 administration earned almost \$40,000 and covered its costs. In 2010, because of the adoption of PES-2009, new tests and study guides are being developed. The new guides will be available in the summer. Sales of the current guides have remained strong, and test registration numbers in 2010 are expected to be similar or slightly higher than in 2009.

Conference: 2009 was a record year for our conference. Revenue was \$106,000 but expenses were also high. The 2010 conference is also exceeding expectations. We are keeping conference costs very low this year. We have received \$10,000 in sponsorships and grants and earned \$70,000 in overall registration fees.

Technology: In 2009, the office staff changed phone, Internet and web providers, and in March 2010 the migration was complete with the move of the website, mailing lists and email addresses to our own server. This reduced costs by \$500 per month.

Awards: Small, generous donations continue to be received from members and friends of the association. We received roughly \$4,000 in donations in 2009. Though we are covering the costs of the awards, other associated expenses are being borne by the association. Fundraising to support awards like the Fairley Award and the Upton Scholarship is an important goal for the NEC.

On a personal note, this year as treasurer for EAC (and then acting secretary for the second part of the year) has been quite an experience. I learned a ton from long-term members of the organization, seasoned members of the NEC and our fabulous national office staff. I learned a lot about the value of the organization to its members and to the field of editing. And, I learned more than I ever expected about what it costs to run an organization like this and provide excellent services to the members. I took on this role because there were times when I wondered if I really got anything of value out of EAC. Now I recognize what the organization does for so many and I intend to be a part of continually enhancing the services EAC offers all of its members (and we are a varied group with extremely varied needs). For 2010 I intend to continue learning, but also to contribute more as the learning curve levels off somewhat.

Executive Director Carolyn L Burke



In the almost two years Carolyn L Burke has served as executive director, she focused on four areas: improved efficiency; long-term planning, especially financial and communications; transparency of all processes; and ensuring our financial reserves are rebuilt through better fiscal management

Our national office provides a range of administrative and support services for the association, including processing membership applications and renewals, administering the website, responding to enquiries, producing e-news updates and other communications, managing finances and supporting our committee volunteers and the council.

My role is to handle national administration, to manage the finances and to fill in the gaps. In the almost two years I've served in the role of executive director, I've focused on four areas: improved efficiency; long-term planning, especially financial and communications; transparency of all processes; and ensuring our financial reserves are rebuilt through better fiscal management.

Last year, we improved basic bookkeeping management and deployed a centralized file management and backup system. This year, we replaced several technology vendors with one supported by our technology partners eSubnet Enterprises and Invisible Threads. Jointly, we moved the website, mailing lists and email addresses to our own server, rebuilt the content management system for the site, and now manage these services in-house. Having our own server will allow us to explore offering new services without incurring extra costs.

We enabled online payment for membership, and now the majority of our sales are online. While this does raise our transaction costs, the longer-term plan is to bring much of this in-house as well by integrating our online resources with our membership database securely.

We also moved marketing and communications in-house, guided by the Marketing and Public Relations Committee and advisory group. In her role as Communications Manager, Michelle Ou coordinates all communications, marketing and PR for both internal and external audiences. She works with the Marketing and Public Relations Committee to prepare an annual marketing plan and calendar for national executive council approval in September, and for budget approval in November. In March, Michelle coordinated the migration of the website and related electronic services.

Helena Aalto's administration of November's certification testing went smoothly, the testing grossed almost \$40,000 in revenues and corresponding sales of both the study guides and *Meeting Editorial Standards*. Helena has also played a critical part in the coordination of our Montreal conference. We've exceeded our target of 125 registrants and have added simultaneous interpretation for five regular sessions. The QAC branch will host the Friday workshops and welcome reception.

Lianne Zwarenstein continues to stay ahead of the huge number of transactions required to manage membership and bookkeeping. As part of our "work smarter Tuesdays," we're working to develop a new welcome kit for new English members.

Along with supervising national office staff and coordinating projects with our national committee chairs, I filled gaps this past year, serving for six

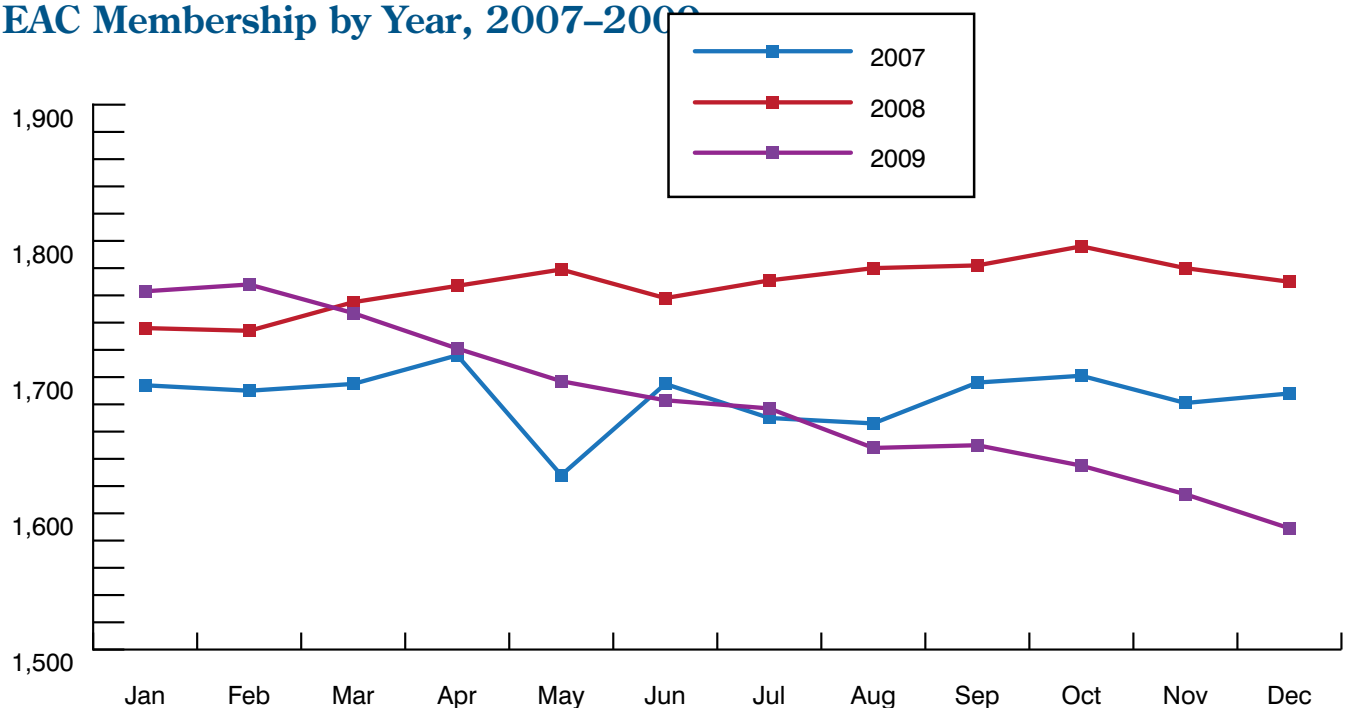
months each as interim Publications Committee chair and interim Membership Committee chair. Running the committees has helped me better understand their requirements and their potential. As a consequence, I had the opportunity to recruit an incredible team of volunteers to work on the new *Meeting Professional Editorial Standards*, initiate the process of selecting a publication cover designer and launch new member services, including several insurance offerings and online renewal of memberships.

Perhaps the most innovative new project launched this year is the EAC Contract Collective, which is administered by the national office to support both the landing and management of government work for members.

EAC Membership by Branch, Voting Status and Language, 2009-10

	BC	PP	SASK	TO	NCR	QAC	Total	Voting	Franco- phone
Apr 2009	303	188	31	647	316	236	1,721	851	170
May 2009	302	182	29	638	311	235	1,697	901	170
Jun 2009	302	179	28	636	300	238	1,683	894	172
Jul 2009	301	180	28	627	304	237	1,677	892	172
Aug 2009	298	176	27	617	292	238	1,648	878	168
Sep 2009	299	177	27	615	290	242	1,650	864	170
Oct 2009	297	171	26	613	285	243	1,635	851	166
Nov 2009	294	165	32	599	278	246	1,614	842	164
Dec 2009	286	167	30	594	270	242	1,589	839	162
Jan 2010	296	168	32	607	279	241	1,623	843	162
Feb 2010	295	166	31	621	274	239	1,626	834	156
Mar 2010	297	170	32	624	272	239	1,635	820	157
Apr 2010	302	167	31	617	284	246	1,647	818	155

EAC Membership by Year, 2007-2009



Branch Reports

BC Branch Representative Theresa Best



The BC branch has been busy this year, holding monthly meetings, seminars and professional development workshops, as well as updating our web page, dealing with financial matters and hiring a branch coordinator.

We have been working on raising the profile of EAC in the community and recruiting new members. All but three of the BC branch's meetings have been transcribed or put into MP3 format and posted on the website, and we expect the last three to be posted soon.

We are facing a couple of major challenges this year. We are recruiting several positions for the branch executive (including a branch chair, treasurer, programs chair, membership chair, and possibly a secretary and social chair). We are also gearing up to host EAC's 2011 conference in Vancouver.

Prairie Provinces Branch Representative Arden Ogg



With the characteristic energy and lively outlook that greets members at every Edmonton gathering, the branch continued through 2009–10 to seek new ways to meet two perennial challenges: recruiting volunteers for executive positions, and finding meaningful ways to offer services to prairie editors beyond Edmonton and Calgary.

Our chair, Paul Payson, took the bold step of visiting Winnipeg in October, along with EAC president Michelle Boulton. We met with the members of the independent Manitoba Editors' Association, fostering connections we hope will lead to greater Manitoba EAC membership and perhaps even a Winnipeg twig.

We overhauled our bookkeeping system, adopted QuickBooks and, with the encouragement of the chair, drew up a comprehensive budget. We now have a scholarship in place, which will be awarded for the first time at our May annual general meeting. In our ongoing efforts to improve operations and encourage new growth, motions at our May annual general meeting will seek changes to board structure and authorization to hire a paid administrator.

Coffee meetings were held monthly in Edmonton, with pub nights held less regularly in Calgary. One full-day seminar was held in Calgary; the economy was blamed for the low registration that forced cancellation of a second. Edmonton hosted seven major events, including an evening with the "Grammar Gals," a workshop titled "Words of Our Own" in which local editors read from their own writing, and two sold-out sessions of WordPress for Wordsmiths sponsored jointly with MacEwan Writing Works, the Writers Guild of Alberta and the Get Publishing Communications Society.

Saskatchewan Branch Representative Ursula Acton



Last year, the Saskatoon branch became the Saskatchewan branch to better reflect the number of members scattered throughout the province. We continue our efforts to organize in Regina and are exploring the possibility of holding our first EAC workshop there in fall 2010.

The Saskatchewan branch continues to struggle with small-branch challenges. This past year, we downsized our executive and replaced our monthly meeting with monthly themed coffee chats at a local restaurant. We considered it important to maintain visibility in the editing community despite scaled-back programming and to continue to provide high-quality professional development and support for editors. We continue to consider alternatives to the monthly meeting model and hope to attract some new volunteers to the executive next year.

In spite of our organizational challenges, we held two well-attended workshops: “Eight-step Editing” in fall 2009 and “Grappling with Grammar” in spring 2010. The success of these workshops contributed to the Saskatchewan branch’s financial growth. Our membership for the past several years has held steady at about 30 to 33 editors.

Toronto Branch Representative Ken Weinberg



The season began with a half-day strategy session in the summer to work out priorities and marketing strategies. We prepared a fall season of 13 seminars and a winter/spring season of 16, organized 9 monthly programs—most of which are available to all EAC members as podcasts—and created 8 newsletters filled with interesting content and important news. We also produced a balanced budget despite the challenge of shrinking membership revenue. It’s likely we’ll have our June volunteer recognition party at a pub, as we did last year, instead of our traditional catered affair.

Program notes: Our branch continues the tradition of rewarding our program speakers with a donation to a charity in their honour. Donations for 2010 were directed to The Children’s Book Bank.

Seminar notes: Our seminar seasons boasted a handful of new workshops. Our hope was to improve registration levels with fresh content mixed in with old favourites. We launched online registration in the fall, although using the service required additional costs and admin time. Attendance at seminars was typical for a fall session. Some classes had low enrollment. Most of the winter/spring workshops are selling well, with the exception of one cancellation for low enrollment.

Public relations notes: Activities have included the Toronto and Kitchener *Word on the Street*, visits to various college and university editing classes, and the beginning of a social media strategy.

Newsletter notes: Our members approved a motion to limit distribution of the full version of *Edition*, the branch newsletter, to members only, and to make an abridged version available to everyone.

Membership notes: There has been a seasonal dip in our branch membership numbers without the typical bounce back so we're going to spend time developing a membership-building strategy. In June the branch will launch a full-scale mentoring program, and we've held a series of gatherings for francophone editors.

National Capital Region Branch Representative Beverly Ensom



The past year has been a good one for the National Capital Region branch, although not without its challenges. Membership dropped at the beginning of the year, but participation in the monthly program meetings stayed strong and we continued to welcome a steady trickle of new members. This year, we acknowledged our veteran members by sending them a note and listing their names in our *Bulletin*, to thank them for their constancy and encourage them to keep attending our functions.

The NCR branch's seminar season included 12 English seminars. We were sorry not to be able to offer any seminars in French this year and are currently planning some for next year. Registration for seminars was significantly down this year, causing a serious reduction in income for the branch. One was cancelled due to low registration.

The branch held eight monthly program meetings on a variety of topics and included the ever-popular networking event in November. We have been able to inject a little more French into our meetings to balance some of the predominantly English content. We are about to embark on podcasts of our monthly program meetings, as another benefit of membership and a tool to attract new members.

The NCR branch has continued to reach out to like-minded associations like the Professional Writers Association of Canada (PWAC), the International Association of Business Communicators (IABC) and the Canadian Authors Association (CAA) and to schools that offer editing courses—Algonquin College, for example. Through links with others, we hope to increase membership as well as provide a fuller package for our members.

We were very pleased that a small group of French-speaking members started to meet informally and arrange professional development events, and we look forward to seeing their numbers grow. We were also happy to attend the francophone town hall meeting in Gatineau in March.

A number of our executive members are stepping down at the end of this year, but those experienced ones who are staying will be joined by enthusiastic new talent, and we have high hopes for the coming year. We will be honouring all our branch volunteers with a brunch in June.

Quebec / Atlantic Canada Branch Representative Nancy Holland



Dans les provinces de l'Atlantique, nous avons organisé deux ateliers dirigés par Frances Peck, dont l'un a dû être annulé. Par ailleurs, Elizabeth d'Anjou a présenté l'atelier « Eight-step Editing ».

En septembre, nous avons organisé un « vin et fromages » chez l'une de nos membres, à Montréal, où une quinzaine de personnes étaient présentes. Nous avons également organisé l'atelier « Paper to Pixel; Editing for the Web », toutefois, nous avons dû annuler un deuxième atelier prévu.

Le conseil d'administration de la section RQA s'est concentré sur le congrès 2010, ce qui a eu des répercussions sur les autres activités de la section. Il y aura également un important mouvement des effectifs au sein du conseil de la RQA en 2010–2011.

We organized two seminars in the Atlantic provinces—one was a presentation of “Eight-step Editing,” but the other had to be cancelled.

In Montreal, there was a wine and cheese social in September held at a member's house and attended by about 15 members. We also hosted “Paper to Pixel: Editing for the Web,” but cancelled a second seminar.

The QAC executive has been focused on the 2010 conference, which has had an impact on other branch activities. There will also be a thorough turnover in the QAC board for 2010–11.

EAC Committees

Member-at-Large Barbara K Adamski



As member-at-large, I oversaw the following committees: Online Job Tools, Publications, Training and Development, Marketing and Public Relations, Newsletter and Website.

I introduced Marketing and Public Relations Committee chair Anita Jenkins to former EAC member Kelly Parry. Kelly is now actively involved on EAC's Marketing and Public Relations Advisory Committee. I pushed for active promotion of members' news and was overjoyed when the committee implemented a member news website and regular e-news feature.

We struggled with maintaining the publication schedule of *Active Voice* during the past year, but I hope that we will get back to a regular schedule soon.

I participated in the ad hoc Publications Committee discussions while we searched for new committee chair. Melva McLean rose to the task and is leading a subcommittee tasked to complete the second edition of *Meeting Professional Editorial Standards*.

Member-at-Large Debra Roppolo



As member-at-large for the past year, I was responsible for overseeing the Forum Monitor, Francophone Affairs Committee, List Monitor, Mediator, Membership Committee, Certification Steering Committee, Conference Committee, Professional Standards Committee and Member Communication Committee.

In the summer of 2009, the Francophone Affairs Committee chair resigned and this position remains vacant despite recruitment efforts. We recognize the great importance of having someone in this role and continue to search for a candidate for the upcoming year.

The chair of the Membership Committee also stepped down this past winter. This role also remains vacant.

The Certification Steering Committee has continued to work tirelessly, developing study guides and setting tests. This work is ongoing, as the committee bases new tests on the updated version of *Professional Editorial Standards*. The committee has also been working, with input from the national executive council, to develop requirements for certification credential maintenance and has established a subcommittee.

Likewise, the Professional Standards Committee was busy finalizing the new *Professional Editorial Standards*, released in January of this year and available for download on the EAC website. In response to member requests, a printed version will become available this summer. Thanks to Pearson Canada for donating printing services. The committee is working on revising our Thesis

Editing Guidelines and the Standard Freelance Editorial Agreement—both refer extensively to the standards.

The Conference Committee has been extremely active planning the 2010 conference in Montreal. The conference co-chairs have made significant efforts to attract francophone volunteers and session presenters, with limited success. They fought hard for the conference to be held in a truly francophone location and for extra funds for simultaneous interpretation, for which we received a grant from the Department of Canadian Heritage. Conference registration numbers have once again exceeded our expectations.

In other member-at-large activities, I created an ad-hoc advisory group to gather insight about attracting more in-house editors to the association; worked with Nancy Holland to map out a framework for an EAC memorial page on our website (an idea that has since been shelved); contributed to the organizational review proposal; and collected and collated information to update committee chair job descriptions and committee mandates.

Committee Reports

Certification Steering Committee Barbara Tomlin



The Certification Steering Committee (CSC) reached a milestone this year when it offered the last certification tests based on the 1999 version of *Professional Editorial Standards* (PES-1999): Elementary Knowledge of the Publishing Process, Proofreading and Structural and Stylistic Editing.

During the 2009 administration, 66 candidates wrote 105 tests in 8 cities across Canada. As a result, EAC recognized 10 new CPEs, 24 new Certified Structural and Stylistic Editors, 10 new Certified Proofreaders and 1 new Certified Copy Editor. Congratulations to all!

This year the CSC continued to develop study guides and tests based on the new *Professional Editorial Standards* (PES-2009). We published the *Proofreading Study Guide* and the *Copy Editing Study Guide* and will offer two corresponding tests based on PES-2009 in November 2010. Next year we will publish the new *Stylistic Editing Study Guide* as the roll-out of study guides and tests continues.

Conference Committee Jacqueline Dinsmore and Lysane Jacques



We started planning the 2010 conference in June 2009, with two co-chairs, one francophone and one anglophone. Our goal this year was to produce a first-rate conference in Montreal, within a strict budget, that would offer a number of appealing sessions for francophone members along with simultaneous interpretation in French for the opening plenary, annual general meeting and closing plenary. We also wanted all communications to go out in French at the same time as they went out in English.

Many themes were discussed and we finally chose *La révision en réflexion : contenu et culture / Reflections: Editing Content and Culture*. We wanted to have a bilingual concept (reflections) and something that would reflect the host city (culture).

In November, we chose the Grande Bibliothèque of Bibliothèque et archives nationales du Québec to house the conference. It is a new, architecturally significant building and its function seemed a perfect fit for a group of wordsmiths.

We have a schedule full of French and English sessions and were able to secure an excellent keynote speaker, poet/playwright/novelist Michael Redhill, and an entertaining word maven for the banquet, Mark Abley.

The 2010 conference will be offering 25 sessions, 4 of which will be in French with another 5 in English being offered with simultaneous French interpretation. Registration numbers have surpassed our estimates. We feel that our goal has been reached and are sure that everyone attending will have a great time.

Contract Collective Alethea Spiridon



The EAC Contract Collective made its first official bid under this moniker in Oct 2009 when we bid on a contract with the Canada Mortgage and Housing Corporation (CMHC). Ten editors were interested in the bid and the bid was won. These ten editors now have a standing offer of work for the CMHC, which will last for two years.

In Mar 2010, the collective pursued two other contracts: one with the Office of the Auditor General (AG) and another with Natural Resources Canada (NRCan). More than 50 members responded and we selected the five editors with the best overall fit and experience for the proposed work (the maximum we were allowed to submit) to represent the collective.

At the time of writing, we are still waiting to hear back on whether our AG bid was successful. We had to abandon the NRCan bid because the requirements put forth by NRCan kept changing (so much so that the requirements disqualified virtually every editor in our membership). We have corresponded with NRCan regarding its stringent requirements but have not received word as to whether they will reissue the bid with more realistic qualification requirements.

We are currently pursuing a Mining Industry Human Resources Council bid. Some 35 editors expressed an interest in this bid. The collective's proposal was submitted on April 22. Another bid is currently underway with the Ontario Ministries of Education and Training, Colleges and Universities.

Clearly, the collective is something members are keen to participate in because it offers the promise of well paying, long-term work when bids are successful. Most of the challenges we have faced are logistical, but these issues will be resolved over time.

External Liaison Committee Carolyn L Burke



External Liaison Committee members participate in the Book and Periodical Council (Stephanie Fysh, Carolyn L Burke), the Book and Periodical Council's Freedom of Expression Committee (Marg Anne Morrison), the Cultural Human Resources Council (Karen Virag) and the Cultural Career Centre of Ontario (Carolyn L Burke). Carolyn also sits on The Alliance of Sector Council's Standards, Certification and Accreditation Working Group on behalf of Cultural Human Resources Council. EAC is also a member of the Ontario Nonprofit Network (ONN), the Canada Council for the Arts (CCA) and Access Copyright.

Our participation in the meetings and other activities of these groups is a way of both of raising the association's profile and of developing contacts in other organizations. Following are reports from some our committee members.

■ *Cultural Human Resources Council Karen Virag*

The Cultural Human Resources Council (CHRC) is a federal sector council that deals with human resource issues in Canada's cultural industries. This past year has been rather unusual in that CHRC devoted the majority of its funding to engage the Conference Board of Canada to do a Labour Market Information study of the cultural sector. The report will guide CHRC's future research agenda.

2010–11 Project Proposals

Last year, EAC submitted a proposal for a project to create online courses for editors living in remote parts of the country. CHRC's major funder, Human Resources and Skills Development Canada (HRSDC), did not agree to fund this project. Therefore, CHRC has incorporated EAC's proposal in a new Magazine Industry HR Issues project. The CHRC project has three goals: (1) skills identification and training gaps analysis, (2) online course content for training gaps in four areas of the magazine production (editorial, production, sales, circulation), and (3) working relationships in the digital economy.

The proposal also includes the creation of a competency analysis for magazine publishers, an industry roundtable with industry and educators, and the development of online courses in editorial, production, ad sales and circulation. Magazines Canada will supplement the online material with an interactive component such as online virtual conferencing or a mentorship program for those who complete the online training. CHRC will also work with the magazine industry

and the Department of Canadian Heritage to develop a *Guide on Best Practices in Working Relationships in the Magazine Industry*. CHRC hopes to receive approval for this project from HRSDC before the end of June.

The Impact of Digital Technology on the Cultural Sector

This is another project that will have implications for editors and writers. This year-long study to identify the HR impact of digital technology on the cultural sector will (1) identify the HR impact in each sub-sector, including writing/publishing, throughout the whole creative chain (creation, production, distribution, preservation), from the perspectives of employers and cultural workers; (2) analyze the HR issues related to the impact of digital technology that are identified; and (3) identify obstacles and recommend solutions.

■ *Freedom of Expression* Marg Anne Morrison (Chair)

During Freedom to Read Week, we held an event at the Gladstone Hotel in Toronto, the February 23 SRO panel discussion, “The Good Fight: The Legal Limits of Free Expression.” Having put on two successful events, the committee will do this kind of thing every year.

The Book and Periodical Council received the Ontario Library Association’s 2010 Les Fowlie Award for the “tireless efforts” of the Freedom of Expression Committee “in promoting intellectual freedom for all Canadians” and for “organizing Freedom to Read Week.”

I have agreed to continue as Chair of the Freedom of Expression Committee for a second year, 2010–11.

■ *Book and Periodical Council* Stephanie Fysh, Chair

Among the BPC’s most active concerns this year were freedom of expression issues. The BPC intervened in libel cases being heard by the Supreme Court of Canada—which had not heard any cases in this area of law for many years—lending our support to the hearing of the cases *Cusson v. Quon* (Ottawa Citizen), *National Post v. The Queen*, and *Grant v. Torstar*. Our intervention in the first two began in February 2008, but the cases were not heard until October 2009. New case law resulting from these was the focus of the BPC’s Freedom to Read Week panel discussion in Feb 2010.

Financially, it was a difficult year. The recession led to a significant increase in the freight rates that the BPC negotiates on behalf of participating publishers; those appear likely to come back down. One source of government funding will no longer be available, as the government shifts its focus away from associations that are not directly involved in cultural activities or the production of cultural objects. So, we are looking at ways to refocus finances while continuing to serve the needs of member associations.

We continue to be the meeting place for associations representing writers (including playwrights, poets and periodical writers), editors, publishers, booksellers, wholesalers, magazine publishers and distributors, libraries and promoters of reading. Quarterly meetings this year regularly featured guest speakers presenting information on research by and priorities of groups such as the Ontario Media Development Corporation and the Canadian Arts Coalition, as well as on the activities of individual associations (Magazines Canada, for example), and exchanges of information among associations to the mutual benefit of all.

■ *Cultural Careers Council Ontario Carolyn L Burke*

The 2010 annual general meeting of the Cultural Careers Council Ontario (CCCO) marked its transition to a membership organization; in 2009 CCCO invited cultural and arts service organizations to become voting members. CCCO's treasurer reported a deficit of \$42,000 in fiscal 2009, compared to a deficit of \$28,000 in 2008, primarily due to continued funding cutbacks. The board will focus on financial stability, governance, board development and outreach across Ontario in the year ahead.

In honour of its long-time executive director who retired in 2009, CCCO announced the Robert Johnston Award, given annually to a member of Ontario's cultural community who has made significant contributions to professional development in the sector.

Interactive Voice Monitor Joanne Haskins



I monitor Interactive Voice, EAC's online forum, to ensure broad compliance with the approved forum guidelines and to respond to inquiries.

Over the past term I checked Interactive Voice regularly, cross-posted national job board opportunities to the email list and notified email list subscribers of upcoming automated job board notices. Correspondence I received from members included an objection to the requirement to sign up at Interactive Voice for national job board notifications. I also clarified my role with Michelle Ou after two members queried details in a job posting, and I responded to those members.

Francophone Affairs Committee vacant (Report by Michelle Boulton)



Anna Olivier, présidente du comité des Affaires francophones, a démissionné en septembre. Elle explique son départ par un sentiment d'impuissance en tant que présidente du comité. Elle souligne également que l'ampleur du travail de traduction demandé au comité des Affaires francophones par la Permanence nationale l'empêchait de consacrer temps et énergie à sa fonction première, soit d'assurer un service aux membres francophones. Par conséquent, un processus d'appel d'offres a été entamé et nous avons retenu les services de Carolyne Roy pour effectuer les traductions de l'ACR, à des conditions fixées d'avance. Membre de l'ACR, Carolyne est, depuis plusieurs années, une bénévole en

Il est évident que les besoins des membres francophones sont différents de ceux des membres anglophones. Il est tout aussi évident que de répondre aux besoins des membres francophones touche tous les aspects de notre association.

qui l'on a toute confiance. Son professionnalisme et la qualité de son travail satisfont grandement les membres de la Permanence nationale. Nous prévoyons embaucher un agent de communication en langue française à nos bureaux de la Permanence nationale, dès que notre situation financière le permettra.

Nous avons lancé un appel à tous les membres francophones pour combler le poste de présidence des affaires francophones, mais personne ne s'est manifesté jusqu'à présent. Une fois le poste comblé, le Conseil national d'administration appuiera ce comité dans l'élaboration d'un plan d'action visant à améliorer les services offerts aux membres francophones. Nous continuerons également de recruter des bénévoles qui œuvreront au sein du comité.

Il est évident que les besoins des membres francophones sont différents de ceux des membres anglophones. Il est tout aussi évident que de répondre aux besoins des membres francophones touche tous les aspects de notre association. C'est pour cette raison que le Conseil national d'administration demande aux membres d'approuver l'ajout du poste de direction des Affaires francophones à notre conseil exécutif dès le mois de juin 2010.

Afin de bien saisir ce que les membres francophones s'attendent à recevoir de l'ACR et d'envisager comment encourager les membres francophones à offrir leurs services de gestion pour ce groupe, tout aussi petit que vital de notre grande communauté, nous avons organisé une discussion sur les affaires francophones à Gatineau, au Québec, le 7 mars dernier. Un rapport de cette discussion sera affiché dans le Coin de membres du site Web de l'association.

The Francophone Affairs Committee chair, Anna Olivier, stepped down in September. She complained of feeling powerless as a chair and that the committee was expected to translate so much that there was no energy left to pursue member services for francophone members. As a result, a tendering process was initiated and a translator, Carolyne Roy, was hired. Once finances permit, we plan to hire a French-language communications coordinator.

A call for a replacement committee chair went out to francophone members, but no one has stepped forward. When a committee chair can be found, we'll support the committee in developing an action plan to improve services for francophone members. We will also continue to recruit volunteers for the committee.

It is clear that the needs of francophone members are different from those of anglophone members. It is also clear that meeting the needs of francophone members touches on every aspect of the association. For that reason, the national executive council is asking members to approve the addition of a Director of Francophone Affairs position to our executive beginning in June 2010.

In an effort to find out what francophone members want from EAC and how we can encourage francophone members to come forward to help direct services for this small but vital contingent of our community, we hosted a francophone affairs town hall in Gatineau, Quebec, on March 7. A report on the town hall will be available in the Members' Area of the association website.

List Monitor Julia Cochrane



I read through the draft list guidelines and passed on my minor changes and suggestions to the executive council. On the list, I had to remind people several times to use appropriate tags, and there were the usual complaints and unsubscribing due to “excessive chat.” This led to the inevitable suggestion of a separate CHAT list, which resulted in a lively discussion. (It is worth noting that the notion of developing a separate CHAT list seems to arise every year. Most of those who are vocal on the subject seem to oppose the idea, but without a formal vote, there’s no real way of knowing whether we should do this. Some people have accurately pointed to the number of CHAT discussions that have evolved from editing-related posts as an obstacle to establishing a separate CHAT list.)

Marketing and Public Relations Committee Anita Jenkins & Michelle Ou



Michelle Ou, co-chair of the committee and communications manager in the national office, developed an external marketing plan and internal communications plan. Both have been approved by the national executive council. The external marketing plan has been an invaluable resource for the committee.

The committee has developed a media package to post on the EAC website and distribute to external audiences and a media kit. A second major project was revising and updating EAC’s career information booklet, *So You Want to Be an Editor*. Plans are to finalize both of these documents in summer 2010.

Other achievements include the following:

- establishing a marketing and PR advisory committee and recruiting a pool of volunteers to help with copy writing tasks
- finding a printer (Pearson Canada) to produce *Professional Editorial Standards* free of charge
- researching corporate membership as a way of reaching out to the publishing community and attracting more in-house members (with assistance from a group of market research students at Humber College)
- establishing a Member News section on the website and collecting contributions from members
- revamping the Shop EAC feature on the website, with resulting increases in sales
- drafting and distributing broadcasts and media releases on, for example, certification, the Fairley award, the Claudette Upton Scholarship, the revised *Professional Editorial Standards*
- starting EAC Facebook and Twitter pages
- supporting initiatives of other committees, particularly the publications and conference committees, and recruiting key volunteers

Mediator Committee Michael Benedict



In the past year, I was able to help three members of the association. In two of the cases, I helped members receive payments from clients for work already done. In another case, I assisted a member in resisting unreasonable demands being made by a client.

Member Communication Committee Faith Gildenhuis



I have taken on several jobs for the organization this year. I ensured that the draws for a free annual EAC membership from among those listed in the Membership List involved no repeated names or anything that could be construed as unfair. I also reviewed responses to the questionnaire filled out by certification test takers and counted them.

Newsletter Committee Cheryl Hannah & Wilf Popoff



In 2009–10, *Active Voice* published a fall issue and a combined winter-spring double issue; the latter marked the end of our 30th anniversary content. In all, *Active Voice* researched, created and published multi-page spreads to commemorate the association's 30th anniversary.

French associate editor Gilles Vilasco continued to play an important role in increasing the amount of French-language content for both print and online. The development of French-language and English-language websites for the newsletter came with its own set of problems, both technical and content related. We need additional volunteers to help maintain the web pages—to ensure the web pages are up-to-date, error free and easy to navigate. We are seeking a French-language webmaster to maintain *VA en ligne*.



We staged a very successful nationwide vote on the serial comma and published the results—including heartfelt commentaries from 134 voters—in the winter-spring 2010 issue. In all 418 members participated in the vote.

Online Job Tools Committee Alan Yoshioka



With day-to-day oversight of the Online Directory of Editors in the hands of national staff, the committee has been dormant for most of the year. Plans to promote the directory to external users are in development.

Professional Standards Committee Jan Walter



Following formal adoption of the revised *Professional Editorial Standards* (PES) by the membership in May 2009, the committee shepherded an accompanying preface through the review and revision process with the national executive council and finalized the references section of the *Standards* document. The final and complete version of PES 2009 was released on January 20, 2010, and immediately posted to the EAC website where it is available as a free download. Its publication marked the culmination of a three-year process to prepare a thorough update and revision of this key EAC document.

In mid-January 2010, the committee submitted two reports to national executive council, the first a summary of the process and procedures for this latest revision of PES, and the second the committee's recommendations for future revisions.

During the review and ratification process, many members expressed a desire for a printed version of PES 2009. In April 2010, Pearson Canada agreed to donate the cost of printing.

Publications Committee Melva McLean



In 2009, the work chairing the Publications Committee was done by two chairs: Peter Midgley until July and Carolyn L Burke until the end of December. I assumed the chair in January 2010.

Proofreading: Meeting Professional Editorial Standards will be published in May 2010 and *Copy Editing: Meeting Professional Editorial Standards* will follow in August. Many of the dedicated volunteers who worked on these publications have agreed to stay on and help with *Stylistic Editing: Meeting Professional Editorial Standards* (2011) and *Structural Editing: Meeting Professional Editorial Standards* (2011).

Priorities for 2010 include building sub-committees to work on these publications and another to produce a new edition of *Editing Canadian English*. Recognizing that the website is also a major publication of our association, another priority will be striking a committee to look at rebranding both print and electronic products. In addition, we will revisit our current publishing partnerships and explore new ones.

As the committee chair, I will support decisions that ensure long-term growth of EAC publications, including re-investing revenues into a publications list that will add value to our association and make it the gold standard for professional development products for editors. To do that means continuing to enjoy a close relationship with other EAC committees and providing an open, participative environment that fosters individual initiative and mutual support.

Training and Development Committee Perry Millar



The focus this year was to develop a questionnaire and poll the branch professional development chairs, treasurers and anyone within the branches who provide technological expertise. The purpose of the questionnaire is to explore branch approaches to professional development activities and to what extent they have incorporated or are moving toward incorporating technology to deliver professional development. The questionnaire will be distributed in May.

Training and Development has proven to be a complex area. The branches are interested in exploring ways of using technology to better serve their members. Based on anecdotal evidence, ideas range from use of Twitter and other social networking tools to exploring professional development delivery via new technologies to remote members. At the national level, we are exploring ways to use technology to deliver training to members and possible collaborations with post-secondary institutions.

Website Committee Ken Weinberg



There have been many improvements in the online services EAC offers, some more obvious than others. The Membership List has given all our members an easy way to connect with other members while maintaining the privacy of their contact information. EAC's website was moved from a proprietary platform to an open-source content management system (CMS). At the same time, control of email addresses and email lists was brought in-house. The new CMS will make it easier for branches and committees to manage their pages. The committee plans to make many improvements in the website's usability during coming months.

Volunteers & Donors

Our Many Volunteers

Sincere thanks to the many members who volunteered their time to help further the goals of EAC's national initiatives. If we have inadvertently omitted anyone's name, please accept our apologies.

National Executive Council

Ursula Acton
Barbara K. Adamski
Theresa Best
Michelle Boulton
Mary Anne Carswell
Beverly Ensom
Kelly Fournel
Nancy Holland
Greg Ioannou
Sheila Mahoney
Arden Ogg
Debra Roppolo
Ken Weinberg
Moira White

Tom Fairley Award

Heather Ebbs
Melva McLean
Moira White

Claudette Upton Scholarship

Nancy Flight
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Anne Norman
Karen Virag
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Mediation

Michael Benedict

Member Communication

Faith Gildenhuis

Membership

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Anna Olivier
Jodi Reid
Claire Sutton



2010

President's Award for Volunteer Service

Le prix de la présidente de l'ACR pour activités de bénévolat

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

The recipients of this year's President's Awards

Ursula Acton	Barbara Dominik
Diane Ferland	Randee Holmes
Krysia P. Lear	Perry Millar
Maureen Nicholson	Rosemary Tanner
Wilf Popoff	Ken Weinberg

The recipients of this year's

Lee d'Anjou Volunteer of the Year Award /
Prix Lee d'Anjou du bénévole de l'année

Cy Strom



Our Donors

A sincere thanks to this year's donors:

Tom Fairley Award

Founding donors to the Tom Fairley Award for Editorial Excellence are HarperCollins, Random House of Canada, Breakwater Books, Orca Book Publishers, UBC Press, Madison, C.D. Howe Institute, New Society Publishers and University of Calgary Press.

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Founding donors to the Claudette Upton Scholarship are Martin Keeley and West Coast Editorial Associates.

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AUDITORS' REPORT

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

We have audited the statement of financial position of Editors' Association of Canada/Association Canadienne des Réviseurs as at December 31, 2009 and the statements of operations and net assets and cash flows for the year then ended. These financial statements are the responsibility of the association's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the association as at December 31, 2009 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Cowperthwaite Mehta

Chartered Accountants
Licensed Public Accountants

January 27, 2010
Toronto, Ontario

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

STATEMENT OF FINANCIAL POSITION

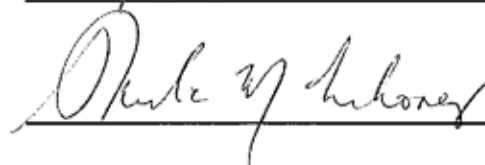
AS AT DECEMBER 31, 2009

	<u>2009</u>	<u>2008</u>
ASSETS		
Current assets		
Cash	\$ 33,714	\$ 41,398
Accounts receivable	8,437	9,127
Prepaid expenses	<u>3,945</u>	<u>5,395</u>
	<u>\$ 46,096</u>	<u>\$ 55,920</u>
LIABILITIES AND NET ASSETS		
Current liabilities		
Accounts payable	\$ 83,755	\$ 72,716
Branch loans		7,000
Fairley Award (note 4)	3,562	2,500
Claudette Upton Scholarship (note 5)	<u>1,536</u>	
	<u>88,853</u>	<u>82,216</u>
Net assets		
Unrestricted	<u>(42,757)</u>	<u>(26,296)</u>
	<u>\$ 46,096</u>	<u>\$ 55,920</u>

Nature and continuance of operations (note 1)

Approved by:

 _____, President

 _____, Treasurer

see accompanying notes

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

STATEMENT OF OPERATIONS AND NET ASSETS

FOR THE YEAR ENDED DECEMBER 31, 2009

	2009	2008
REVENUE		
Membership fees	\$ 267,295	\$ 288,249
Annual General Meeting and conference	106,255	60,199
Directory listings	37,174	29,707
Certification	39,829	29,308
Publication sales	13,609	28,613
Advertising	13,435	15,226
Other	1,775	2,175
Fairley prize (note 4)	1,680	1,152
Interest	<u>215</u>	<u>649</u>
	<u>481,267</u>	<u>455,278</u>
EXPENSES		
Staffing	120,837	157,732
Travel and event costs	114,261	74,447
Contract services	90,564	61,079
Regional branches (note 6)	50,509	52,007
Certification	39,104	39,322
Rent and utilities	27,539	27,288
Office and general	21,054	25,829
Communications	12,990	12,391
Bank and credit card charges	9,961	7,972
Legal, accounting and audit	7,901	9,246
Fairley prize (note 4)	2,000	2,000
Bad debts	<u>1,008</u>	<u></u>
	<u>497,728</u>	<u>469,313</u>
EXCESS OF EXPENSES OVER REVENUE FOR THE YEAR	(16,461)	(14,035)
Net assets, beginning of year	<u>(26,296)</u>	<u>(12,261)</u>
NET ASSETS, END OF YEAR	\$ (42,757)	\$ (26,296)

see accompanying notes

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

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED DECEMBER 31, 2009

	2009	2008
CASH INFLOW (OUTFLOWS)		
OPERATING ACTIVITIES		
Excess of expenses over revenue	\$ (16,461)	\$ (14,035)
Net change in non-cash working capital items (below)	<u>15,777</u>	<u>23,744</u>
Cash provided from (used for) operations	<u>(684)</u>	<u>9,709</u>
FINANCING ACTIVITIES		
Net receipt (repayment) of branch loans	<u>(7,000)</u>	<u>5,000</u>
Cash provided from (used for) financing activities	<u>(7,000)</u>	<u>5,000</u>
NET CASH ACTIVITY FOR THE YEAR	(7,684)	14,709
CASH, BEGINNING OF YEAR	<u>41,398</u>	<u>26,689</u>
CASH, END OF YEAR	<u>\$ 33,714</u>	<u>\$ 41,398</u>
Net change in non-cash working capital items:		
Accounts receivable	\$ 690	\$ (1,652)
Deferred revenue	2,598	(1,000)
Prepaid expenses	1,450	461
Accounts payable	<u>11,039</u>	<u>25,935</u>
	<u>\$ 15,777</u>	<u>\$ 23,744</u>

see accompanying notes

EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES RÉVISEURS

NOTES TO THE FINANCIAL STATEMENTS

DECEMBER 31, 2009

1. NATURE AND CONTINUANCE OF OPERATIONS

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

Founded in 1979, the organization represents editors in Canada who work in many forms of print as well as in other media. One of the organization's main objectives is to promote communication and cooperation between editors and their clients.

These statements reflect the operations of the organization's National Office.

These financial statements have been prepared in accordance with Canadian generally accepted accounting principles applicable to a going concern. Accordingly, they do not give effect to adjustments that would be necessary should the organization be unable to continue as a going concern and therefore be required to realize its assets and liquidate its liabilities and commitments in other than the normal course of business and at amounts different from those in the accompanying financial statements.

The organization has an excess of liabilities over assets as at December 31, 2009 of \$42,757. The organization's future viability is dependant on its ability to raise sufficient revenue to finance ongoing operating costs and satisfy its liabilities.

2. SIGNIFICANT ACCOUNTING POLICIES

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

Revenue recognition

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

Expense allocation

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

Donated materials and services

The value of donated materials and services received is not recorded in the accounts.

EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES RÉVISEURS

NOTES TO THE FINANCIAL STATEMENTS

DECEMBER 31, 2009

Capital expenditures

The cost of any furniture and equipment purchased is charged to operations in the year of purchase.

Use of estimates

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

3. FINANCIAL INSTRUMENTS

Fair value

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

4. FAIRLEY AWARD

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

The continuity of the award fund is as follows:

	<u>2009</u>	<u>2008</u>
Balance, beginning of year	\$ 2,500	\$ 3,500
Contributions received in year	2,062	
Annual award	<u>(1,000)</u>	<u>(1,000)</u>
Balance, end of year	<u>\$ 3,562</u>	<u>\$ 2,500</u>

EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES RÉVISEURS

NOTES TO THE FINANCIAL STATEMENTS

DECEMBER 31, 2009

5. CLAUDETTE UPTON SCHOLARSHIP

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

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

The first scholarship is to be awarded at the organization's 2010 national conference.

	<u>2009</u>
Contributions received in year	\$ <u>1,536</u>

6. REGIONAL BRANCHES

The organization has six branches representing different areas of the country. The branches maintain separate records and are partially supported with funds from the National Office. These funds are disbursed in accordance with a formula based on the membership of each branch.

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

	<u>2009</u>	<u>2008</u>
Quebec/Atlantic Canada	\$ 8,199	\$ 7,956
National Capital Region	8,836	9,240
Toronto	14,397	15,214
Prairie Provinces	6,862	7,135
Saskatoon	3,315	3,528
British Columbia	<u>8,900</u>	<u>8,934</u>
	<u>\$ 50,509</u>	<u>\$ 52,007</u>

7. LEASE COMMITMENTS

The organization leases office space at 27 Carlton Street in Toronto, Ontario, a photocopier and a postage meter and has the following minimum lease commitments. The operating cost portion of the office space lease is based on the 2010 rates and is subject to market fluctuations.

2010	\$ 27,894
2011	25,928
2012	24,814
2013	<u>6,069</u>
	<u>\$ 84,705</u>

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

NOTES TO THE FINANCIAL STATEMENTS

DECEMBER 31, 2009

8. INCOME TAXES

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

9. COMPARATIVE FIGURES

Certain comparative figures have been reclassified to conform with the financial statement presentation adopted in the current year.