

**Editors' Association of Canada/Association canadienne des réviseurs  
Vice-President's Report on National Executive Council Meeting  
September 11 and 12, 2004  
Ottawa**

At the September meeting, the NATIONAL EXECUTIVE COUNCIL began work on its substantive commitments for the year, after a period of reduced activity and general orientation during the summer. All members of the COUNCIL provided written reports and attended this meeting. Committee chairs also provided reports on their activities. In attendance for part of this meeting was FRANCES PECK, chair of the Certification Committee.

In 2004–05, our remaining meetings will be held in Toronto (November 27 and 28), Vancouver (March 5 and 6), and Toronto (June 12 and 13). (Note that the dates of the June meeting have been changed.)

President FAITH GILDENHUYS reviewed the board priorities for the remainder of the calendar year:

- Track progress on certification and its implications for all EAC/ACR programs
- Pursue strategic goals
- Improve communications
- Examine the implications of the membership survey
- Ensure the smooth operation of committees
- Modify the organization's transition documents for presentation to the 2005 AGM

**Business matters**

Treasurer GILLIAN WATTS reviewed the association budget through August 24, 2004, noting that revenues are down but expenses are also down. Although the planned deficit of \$25,000 (in an annual budget of \$476,000) may be exceeded, the association holds approximately \$80,000 in reserve. Gillian expects the revenue shortfall will be balanced in the coming calendar year, with an expected high-attendance conference in Toronto. At its November meeting, COUNCIL will establish the budget for the coming calendar year.

COUNCIL engaged in two brainstorming sessions: one dealt with revenue-generating, the other with internal communications.

Vice-president MAUREEN NICHOLSON followed up on several brief reports, one focusing on customized seminars and their costs and benefits. COUNCIL passed a motion to stop providing customized seminars after the completion of the association's current obligations.

Routine business conducted at the meeting included clarifying the accommodation policy for board meetings and assessing a new template used for reporting purposes.

**New appointments**

On behalf of the Nominating Committee, past president JENNIFER LATHAM proposed BC branch member SUZANNE MORPHET as the new chair of the national Marketing and Public Relations Committee. COUNCIL approved the appointment and welcomed Suzanne to her new role. Jennifer and the other members of the Nominating Committee will continue to recruit candidates for the remaining national committee chair positions.

COUNCIL also appointed Toronto branch members STEPHANIE FYSH as the association's representative on the board of the Book and Periodical Council and MARG ANNE MORRISON as the association's representative to the BPC's Freedom of Expression Committee.

### **Branch news**

Branch representatives LYNN SMITH (BC), BRENDAN WILD (Prairie Provinces), ANN FOTHERGILL-BROWN (NCR), GREG IOANNOU (Toronto), and SUZANNE AUBIN (QAC) outlined recent activities in their respective branches. Given the timing of the national meeting, most branches had yet to hold their first fall meeting and were still setting priorities for the coming year. All branches aimed to continue the usual roster of activities (meetings, workshops, and so on), and some special priorities have been established. For example, NCR hopes to hire a bilingual administrative assistant. QAC expects some activities related to the distribution of *Les Normes*, once they are distributed for study and comment. Toronto has begun its one-year pilot mentorship program. Toronto is also gearing up for the next national EAC/ACR conference, rescheduled to June 10 to 12, 2005.

### **Committees at work**

Members-at-large SUSAN DAVIS and TOM VRADENBURG provided an overview of committee activities and responded to questions from the rest of COUNCIL. Some issues emerged.

COUNCIL expressed concerns about delays in the publication of ACTIVE VOICE, and the editor was asked to provide a revised publication schedule as well as to identify assistance required.

SUSAN DAVIS described a free discussion-forum software program now used by her employer, which will be brought to the attention of the Website Committee. This committee is developing a plan for an improved EAC/ACR website to enhance member communication. The software program seems to allow for easily managed discussion forums for all members, special-interest groups, and project teams.

COUNCIL discussed training requirements for committee chairs and other volunteers. Committee chairs will be asked to identify their individual training needs and any related costs in their budget requests for 2005. The development of the volunteer training manual is also under way.

### **Initiatives**

A subcommittee of COUNCIL was struck to develop the concept for a new association publication intended to be public, print-based, professional, and profitable.

### **Certification update**

COUNCIL heard from FRANCES PECK, who described the progress of the Certification Committee. The exemplar book, which includes sample tests and sample responses, is on schedule for completion to the print-ready stage in this calendar year. COUNCIL discussed in some detail the costs involved in the certification initiative and identified some creative strategies for minimizing financial risk in the first few years of the certification program.

### **Tom Fairley Award**

JENNIFER LATHAM proposed and gained approval for an advertisement, to appear in the publishing industry magazine *Quill & Quire*, celebrating the winner of the 2003 Tom Fairley Award for Editorial Excellence, Ian Coutts. She also noted that the Tom Fairley Award Policy Committee will submit a policy document in November, in time for the administration of the 2004 award.

COUNCIL discussed the costs involved in the administration of the Tom Fairley Award for Editorial Excellence. Most competitions require an entry fee to defray such costs, and COUNCIL may consider introducing an entry fee for the coming year's competition.

**In the office**

Executive director LYNNE MASSEY reported that the planning for an improved Online Directory of Editors is proceeding. Members will be notified later in the fall of the details of the improvements.

**Survey results**

JENNIFER LATHAM and LYNNE MASSEY reviewed the findings of the association's membership survey, conducted by a private research firm. COUNCIL discussed the report, requesting clarification on several points. Articles in ACTIVE VOICE will describe the summary findings to members.

**Member requests**

At the request of Toronto branch member FREYA GODARD, the association president will send a letter of inquiry to two provincial government ministries in Ontario, requesting clarification of the reasons for a liability-insurance requirement. The requirement seems inappropriate as well as costly for editors.

The COUNCIL extended a very sincere thank-you to volunteers and staff across the country, along with warm wishes for a productive and enjoyable fall season.