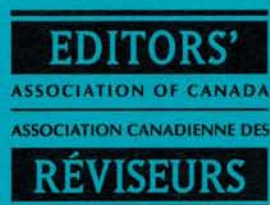


# **2000/2001 ANNUAL REPORT**

**EAC ANNUAL GENERAL MEETING  
ASSEMBLÉE GÉNÉRALE ANNUELLE DE L'ACR**

**TORONTO, SATURDAY, JUNE 16, 2001**



Editors' Association of Canada  
**Annual Report 2000/2001**  
Association canadienne des réviseurs

- I. Executive Reports (in reporting order)
- II. Financial Statements

**VICE-PRESIDENT AND ACTING PRESIDENT**  
*Anita Jenkins*

During the past year, President Susan Bridges initiated several forward-looking initiatives designed to keep the Editors' Association of Canada/Association canadienne des réviseurs (EAC/ACR) thriving in the days ahead. Perhaps the most notable of these is restructuring.

Unfortunately, Susan resigned on February 20, 2001, and this change created a new and unexpected role for me. As Vice-President, I automatically became the Acting President. I have simply tried to maintain stability and continuity until a new President is elected at the AGM in June 2001. My duties have not been onerous, thanks to the talents and commitment of our many volunteers and the National Office staff.

Special thanks go to the following people who served on the National Executive Council for part of the 2000/2001 term: Marius Gauthier, Francophone Affairs; Krysia Lear, Public Relations; and Maureen Nicholson, Professional Development.

Although I am reluctant to be EAC/ACR's leader, even if it is temporary and by accident, I am proud to be one of the 1200-plus people who see fit to pay their annual dues in support of excellence in editing in Canada. We are fortunate to have a nationwide association that serves people who work in all sorts of editing roles.

EAC/ACR began in 1979 as a Toronto-based group of freelance editors who worked for book publishers. Now, EAC/ACR also serves freelance editors who have never met a book publisher and editors who work in-house at a large corporation or a public-sector agency. The association serves members who labour in their home offices in remote areas of Newfoundland and on the Gulf Islands near Victoria. (We likely don't serve these people very well, yet, but that's another challenge for upcoming years.) EAC/ACR also has good intentions to serve francophone editors—another

area that needs improvement, but the will to succeed is there.

Because of this association, Canadian editors have access to excellent professional development opportunities and various other kinds of support for their careers. They also have a body that advocates on their behalf, articulates and maintains high standards of editing, and strives to educate the public about the value of editing.

The most important benefit to my mind is that Canadian editors have a way to meet each other and share information with colleagues from across the country. In fact, some of our members pay their annual dues primarily to gain access to the e-mail forum, a place where like-minded souls can pass on useful tips, complain about the latest client from hell, or look for advice about controlling their increasingly obsessive tendencies!

Even though EAC/ACR now has paid staff who do wonderful work for the association every day, a huge number of the benefits I've described still come about because of the willingness of countless volunteers to devote their precious time to the cause. So, if in the coming months someone asks you to do something for EAC/ACR, and if you appreciate the many services and programs described in the following pages, be sure to say, "Yes. When do you want me to start?"

**Committee to Recruit In-House Editors**  
*Judith Johnson and Rosemary Shipton*

The year began with Françoise Vulpé and Rosemary Shipton, both of Toronto, as co-chairs of this committee. When Françoise resigned, she was replaced some months later by Judith Johnson of Edmonton.

Françoise and Rosemary debated how best to approach in-house editors about the merits of joining EAC/ACR. At first they thought of a survey—to assemble information about the responsibilities, conditions, and interests of in-house editors; but they rejected that idea, fearing that,

without some hook, it would be almost impossible to get busy in-house editors to take the time to reply. They conducted informal discussions with in-house editors in their area and found that these editors thought of EAC/ACR entirely as an organization for freelance editors. In-house editors could derive whatever benefits they wanted from EAC/ACR (the occasional seminars or the national conference) by paying the non-member rate, a cost considerably less than the annual fee. With colleagues in-house, they did not feel the same need that freelancers do to meet with other members at monthly meetings; they stressed that the pressure they experience every day in their work made volunteering impossible for them.

Judith Johnson found a different situation in the area served by the Prairie Provinces Branch, where more than a quarter of the members are in-house editors who do recognize the value of EAC/ACR membership. The majority of these editors appear to work full-time in-house and to do little or no freelance work, although some of them freelance in addition to working in-house or freelance between periods of in-house employment.

It would be extremely useful to obtain current statistics relevant to the status of all members (in-house, freelance, both; full-time, part-time) by branch. This information, which could be requested on membership application and renewal forms, would make it possible to base activities such as the in-house recruitment campaign on facts and to adapt these activities, if necessary, for individual branches.

Before proceeding with an in-house recruitment campaign, we felt that we should wait until we could announce some changes within EAC/ACR that would be of interest to in-house editors: specific plans for certification, changes to the Tom Fairley Award for Editorial Excellence, the status-of-the-artist triumph, corporate discounts, and other changes afoot. That time is approaching, and we think that friendly, informative letters to firms that employ in-house editors would be the best approach. In the areas covered by branches of the EAC/ACR, we should aim to contact one person in each of a number of firms and ask that person to respond on behalf of the firm. By "firm" we mean traditional publishing houses, corporations, companies, educational institutions, non-profit organizations, government departments and agencies, professional associations, and so on.

## **Mediator**

*Janis Barr*

I became Mediator in January 2001. The position had been vacant for the latter half of 2000. Since January, I received one e-mail message about a possible dispute over payment, but it was solved between the editor and client without any involvement on my part. I look forward to continuing the work started by Peter Moskos during his tenure as Mediator—a handbook on "How to Be a Good Client" and the development of guidelines for the position of Mediator.

## **National Office**

*Connie John, Association Manager*

In this reporting period, EAC/ACR saw increased growth in membership and the generation of a healthy financial surplus. In part, these were the effects of having an office, which takes care of the daily business of the association: membership registrations, mailings, lists; gathering printers' quotes and keeping publications in stock; invoicing, banking, and cheque writing; and answering phone and e-mail queries.

Working with volunteer chairs, the National Office contributed to the production and promotion of the Directory. For the first time, the office is collaborating with the Conference Coordinator in the organization of the national conference, this year called "Editing That Works/Une révision efficace : une bonne affaire."

The Association Manager also served on the Restructuring Committee and the Certification Committee. The Association Coordinator, Matt Godden, took over the webmaster task from the Technology Committee and now maintains all of the association's national electronic lists. He also made important modifications to the programming in the office's database, and now the office uses e-mail broadcasting to reach members in a more timely fashion.

With the help of the branches, we have strengthened our national contact list. A promotional flyer was developed in conjunction with the branch chairs. We also resolved the issue of French translation for the office and *Active Voice/La Voix active*, establishing a rotating system of volunteers.

The office also initiated or carried through several projects. The constitutional change in the association's French name, the Status of the Artist presentation, and the

booking of customized seminars were all handled from the office. Currently, a request for charitable status for the Tom Fairley Award is in the works, as is the search for a new insurance company. The archives have been successfully transferred to McMaster University. These accomplishments could not have happened without the strong initiative and support from volunteers, and so thanks go to those who give generously of their time and energy to help the association move forward.

Last but not least, the office was moved from Spadina Road, where it had received administrative services from the Book and Periodical Council for many years. Our new offices on Carlton Street should meet the requirements of EAC/ACR for many years to come.

### **Public Relations** *Ruth Chernia*

Since taking on this position in the middle of November, I have been overwhelmed by the changes in EAC/ACR in the few years I've been away from the National Executive. It's good to be back.

The second edition of *Editing Canadian English* was launched in May 2000 at the EAC/ACR annual conference in Vancouver. Sheila Protti and Krysia Lear worked on the launching and marketing of this volume. Kelly Hyatt, promotion person at McClelland & Stewart, is continuing efforts to have this volume reviewed. It has received positive reviews in *Quill & Quire*; in a professional journal for teachers; and other appropriate places. It is to be reviewed in the summer issue of *Sources*. *ECE* is selling very well for a reference book that, to date, has not received any mainstream publicity. As of April 2001, over 60 per cent of the 4,000 books printed had been sold.

EAC/ACR will staff a booth at BookExpo Canada, the successor to the Canadian Booksellers Association trade show, to take place June 23–25, 2001, a week after the EAC/ACR AGM. We have been asked to participate in the educational seminars next year.

To raise the profile of the association, I expect to write an article to appear in the summer issue of *Sources*. I also plan to help those working on raising the profile of the Tom Fairley Award for Editorial Excellence, and there will be a notice in *Quill & Quire* regarding our 2001 national conference, "Editing That Works/Une révision efficace : une bonne affaire."

All of the branches are working on plans of various sorts to raise the profile of EAC/ACR in their regions and reach target markets outside the traditional areas. I am trying to arrange a teleconference with the branch public relations chairs before the AGM in June 2001 to facilitate a sharing of ideas.

### **Restructuring Committee** *Anita Jenkins and Cat Haggert*

In May 2000, President Susan Bridges charged a six-member restructuring committee with the task of looking at the entire operation of EAC/ACR from a procedural perspective—*how* we do our work as opposed to what we do and why. The move to restructure arose out of a number of recent and current changes in the association. These changes included a rapid increase in the number of members and an ever-expanding list of activities—with accompanying increases in the size of the EAC/ACR budget. Also, the decision to integrate paid staff into our operations had created a pressing need to better define staff roles and responsibilities, as well as the role of the National Executive Council.

At a retreat held in Montreal in October 2000, the Restructuring Committee presented a detailed report to the National Executive Council. The retreat participants suggested several changes to the proposed model, and a revised report was circulated. At the February 2001 meeting, the National Executive adopted a new structure for the association that will take effect with the election of a new board at the AGM on June 16, 2001.

At the time of writing, plans are to provide all members of EAC/ACR with an information package that explains the reasons for change, how the new structural model will work, and the plans for facilitating change. A key component of the new model is to more clearly define board and staff roles, with the board focusing on the setting of policy, and the staff (both paid and volunteer) managing tasks and carrying out actions that reflect the goals established by the board.

Although a new model has now been accepted, the association's work has only just begun. Much depends on our ability to truly implement the proposed changes into daily operations.

Anita Jenkins chaired the Restructuring Committee from May 2000 to January 2001, and Cat Haggert, Co-Chair of the Toronto Branch, took over as Chair in January. The

other committee members were President Susan Bridges, Association Manager Connie John, *Active Voice/La Voix active* Co-Editor Ron Jette, and QAC/RQA Branch Chair Käthe Roth.

## PAST PRESIDENT

*Nancy Flight*

The two main tasks of the Past President are to coordinate the Tom Fairley Award for Editorial Excellence and to chair the Nominating Committee. Elizabeth McLean was presented with the 1999 Tom Fairley Award at the EAC/ACR national conference in Vancouver in May 2000. As I write, the entries for the 2000 Tom Fairley Award have just been submitted. The award will be presented at this year's conference in Toronto, to be held June 15 to 17. My thanks to Matt Godden and Connie John for their help in producing the brochure and for dealing with the entries as they arrived at the National Office.

This past year I have also served as Chair of the Tom Fairley Award Committee, which has made several recommendations for enhancing the award. The National Executive Council has recently passed some of these recommendations, and the committee will publicize these changes as soon as the mechanisms for implementing them are in place. I thank the very thoughtful and creative members of that committee, Rick Archbold, John Eerkes, Georgina Montgomery, and Jan Walter, for all of their work.

I am just now working with Anita Jenkins, Acting President, to put together the slate for the National Executive for 2001/2002. The coming year will be an especially interesting one for executive members under the new structure.

In closing, I wish to thank Susan Bridges for her leadership as President and Anita Jenkins for her support and for filling the role of Acting President so ably.

## Technology

*Andy Carroll*

The Technology Committee was officially dissolved in November 2000. As committee Chair at the time, I advised the National Executive that the functions the committee had been performing were now well integrated into the regular routines of the National Office.

Kudos to technology "pioneer" Scott Mitchell, along with Jonathan Paterson, David Peebles, and Maria DeCabra. Thanks to them, EAC/ACR has purchased computers and software for the office and kept them current; created an excellent website, an online directory of editors, and a membership database; and launched French and English e-mail member forums as well as national and branch executive forums.

## SECRETARY

*Patricia Buchanan*

The Secretary's duties remain constant from year to year, so the report remains rather unexcitingly constant as well. As Secretary, I record the minutes of the four quarterly National Executive meetings. I also record important discussions and motions held on the executive e-mail forum and present any motions for retroactive approval at the next executive meeting. The annual general meeting is another major event for the Secretary, who notifies members and prepares voting forms to be sent to voting members.

The Secretary is one of the signing officers of the organization, signing and sealing major contracts and legal documents. As a member of the Officers' Committee of the National Executive, the Secretary is part of a small group that can take action between regular meetings of the full executive.

This has been my first year in the position, and my duties were made considerably easier—well, possible—by the purchase of a more up-to-date laptop to use in the meetings. It has been an enjoyable privilege to be part of the National Executive and to participate in the exciting projects that are underway.

## TREASURER

*Joan Irving*

The association ended the year 2000 with a surplus of \$13,246. This was a major financial turnaround, since the budget projected a deficit of more than \$10,000. Increases in membership continue to fuel revenues. Successful projects also brought higher than anticipated revenues: (1) the customized seminars on editing developed for corporations; (2) the well-attended national conference, "Editing on the Edge/La rédaction-révision à la fine pointe de l'écriture"; (3) the *Directory of Editors 2000-2001*, which had more listings and advertising than in the

previous year; and (4) the second edition of *Editing Canadian English*, which brought in significant sales revenues.

The surplus in 2000 was all the more remarkable because the association had to move the National Office in May. A move, with its many and various costs, was not anticipated in the budget. The new quarters are larger, however, and the National Office rented half the space to the Toronto Branch, starting in January 2001, when the branch's part-time staff person commenced.

Expenses were generally higher in the categories related to membership. We spend more on envelopes, stamps, and printing with each new member. Expenses were down in other areas, notably, computers and technology. The many-skilled Matt Godden cleaned up the database, a task originally budgeted to a consultant, and some purchases were deferred. The printing expenses were also lower than budgeted.

Much of the credit for the strong financial performance of the association goes to Connie John, the Association Manager. Connie's contribution was officially recognized by the National Executive in November, when she was awarded a performance bonus, and I would like to here state my appreciation for her ability and leadership in this area.

Other developments were the move to request branches to file GST reports with the federal government and to prepare annual financial statements for the National Executive. The board has responsibility for the finances of the association as a whole and must, therefore, have access to national and branch financial reports.

The reports of the Restructuring and Certification committees will be of interest to you, as their programs will have a major, long-term impact on the finances of the association.

The 2001 budget, adopted in November 2000, projected revenues of \$324,238 and expenses of \$342,317. Three months later, as I write, that deficit appears to have been dissolved by increased membership alone.

EAC/ACR is headed for another year of strength in numbers.

## PROFESSIONAL DEVELOPMENT

### Certification Committee

*Peter Moskos and Jonathan Paterson*

The steering committee has had a busy year, using face-to-face meetings, telephone conference calls, and what sometimes feels like never-ending e-mail to discuss how best to meet the challenge of establishing certification as an ongoing and eventually self-financing activity of EAC/ACR.

Even before the last AGM, we had thought hard about the broad requirement and implications of the referendum question of 1998 and the documents that accompanied those ballots; and we consulted members in a workshop presented at the national conference in May 2000.

Since then, we have several accomplishments to report.

We conducted an e-mail survey of members. The results, which were very positive, were published in the February 2001 issue of *Active Voice/La Voix active*. We continued to keep the members informed of the committee's progress through a series of newsletter articles.

We applied to the Department of Canadian Heritage's Book Publishing Industry Development Program and received \$5,000 of seed funding. This application required creating a preliminary business case.

We met with Assessment Strategies Incorporated (ASI), a certification consulting firm in Ottawa. They assured us that we are on the right track and have been since the development of *Professional Editorial Standards* in 1989 through 1991. We intend to continue to draw on ASI's knowledge of the theory of certification and their expertise in creating tests.

We created a preliminary copy-editing test item and marking guide for it, which we presented to the National Executive at a half-day workshop during its October 2000 retreat.

Working with ASI, we developed a full business plan, which includes budgets for 2001 and 2002 and projected revenue and expenses for 2003–2006. The plan would take the association to the point of field testing in late 2001, running a preliminary certification examination in the following year, and fully implementing national certification in 2003.

In February 2001, the National Executive told us to move ahead on the basis of this plan. By the time you read this report, we hope to have hired a part-time certification coordinator; enlarged the steering committee; done some preliminary thinking about marketing; and created test-writing and evaluation working groups. The working groups' first task will be to construct a blueprint for the four-part exam.

We expect that the coming year will be even busier than this one—and that there will be more people to share the load.

### Professional Standards

#### *Lenore d'Anjou*

This committee's first accomplishment of the year was the reprinting of Professional Editorial Standards (PES), courtesy of Webcom, with EAC/ACR's fancy new wordmark on a lovely blue and white cover. (The text didn't change at all.) The National Office made most of the arrangements, for which we were grateful because we were busy with the final touches to the revised edition of *Meeting Editorial Standards (MES)*.

The best moment this year came when I held that updated *MES*—the product of almost two years of work by an exceptionally devoted team: Audrey Dorsch, who took on most of the coordination chores; Elizabeth d'Anjou; Dennis Bockus; Vivian Elias; David Hines; Dennis Mills; Maureen Nicholson; Shaun Oakey; Jonathan Paterson; and Cy Strom; plus Perry Millar and Sheila Protti, who served as outside readers.

The set was out as promised in September, though we barely met that deadline because we discovered at the last minute an error that had not been evident in page proofs: a page had been printed so askew that it lost most of its folio. Captus Press, our co-publisher, handled negotiations with the printer, which charged only a small fee for tipping a redone page into the already bound books. Captus quickly fulfilled the prepub orders, which were healthy; several of the newsletters provided useful coverage; the set is said to be drawing good attention on the branch book tables; and the Association Manager is continuing to work with Captus on publicity.

I am curious how many changes long-time members notice in the *MES* update. The things likely to catch your eye are these: the back cover incorporates the new

wordmark; the second colour on the cover is teal blue (much like that of *PES*); a new exercise involves a website; and the exercise on markup has been completely rewritten to reflect current technology. What are more difficult to see, but often proved time-consuming to accomplish, are the numerous changes necessitated by the three Canadian dictionaries published or revised since the first version of *MES*, by the new edition of *Editing Canadian English*, and by changes in the world (such as the disintegration of the old USSR, the amalgamation of the Toronto municipalities, and the arrival of a new century). We also completely updated the bibliography, strengthened the copyright notice, and added a full-page warning against photocopying that we hope will reduce the amount of it done by teachers of editing (we'll never stop all of it).

Those are all the tangible accomplishments the committee can claim for the year, but I continue to cooperate with other committees as requested; to serve on the Certification Committee, which is working hard toward this committee's dream of providing a way in which editors can demonstrate to the world their ability to meet the association's standards; and to encourage the French Standards Subcommittee, which has been working toward another long-time goal: providing our colleagues who work in French with their own adaptation of *PES*.

### Normes de qualité et compétences requises en révision professionnelle

#### *Lise D. Saint-André*

L'ébauche de la version française de *Professional Editorial Standards* est maintenant terminée. Quoique rendue longue et ardue en raison de nombreuses contraintes, la révision par nos membres spécialisés est aussi complétée. D'ailleurs au moment où vous lirez ces lignes, vous aurez probablement déjà en main une copie de cette ébauche.

Nous voilà donc rendus à l'avant-dernière étape de ce travail, celle où à titre de réviseur professionnel, chacun de nos membres entre en jeu. L'œil et le jugement d'experts de la langue sont ici sollicités pour assurer un produit fini qui réponde aux règles de l'art et à la norme. Le comité responsable de la version française attend maintenant impatiemment les commentaires de ceux et celles qui désireront en apporter. Toutes les suggestions transmises seront sérieusement considérées, et le document, dans la mesure du possible, sera révisé en fonction de celles-ci. La version finale sera alors soumise

au Conseil d'administration national, qui la proposera aux membres votants pour ratification.

Ce travail de longue haleine n'a pas été une tâche facile. De nombreux obstacles se sont dressés sur notre route. Non seulement était-il nécessaire de traduire la version anglaise mais encore fallait-il l'adapter aux spécificités de notre langue. Il suffira de lire certaines trouvailles de notre traductrice pour s'en convaincre. Les méthodes de travail et le processus de production ont aussi dû être adaptés aux normes en vigueur dans le milieu francophone.

Nous remercions donc chaleureusement tous ceux et celles qui ont accepté de nous accompagner dans cette aventure et qui ont ainsi permis que voie le jour la version française d'un document de référence important. Leur contribution, leur appui et leur ténacité ont été des facteurs déterminants dans la réalisation de ce projet.

*Hâtez-vous lentement; et, sans perdre courage,  
Vingt fois sur le métier remettez votre ouvrage:  
Polissez-le sans cesse et le repolissez;  
Ajoutez quelquefois, et souvent effacez.*

Écrivait Nicolas Boileau dans *L'Art poétique*. Jamais précepte ne nous est apparu aussi pertinent! Merci à tous.

## PUBLICATIONS

*Vivian Elias*

After the board's expressed plan to restructure, the process of phasing out the position of Publications Chair began. As with other tasks that had formerly been undertaken by member volunteers, the responsibility for publications is now in the capable hands of Association Manager Connie John and her staff. For the most part, my activities over this last year have been focused on supporting this transition. Individual teams have worked with National Office staff to produce the national newsletter and the Directory. Their reports follow.

The June AGM in Toronto will end the second year of my second term on the National Executive. Over the past four years, it has been a privilege to be part of the National Executive, to participate in the association's growth, and to learn from my colleagues around the table. Working with this talented and dedicated group has been challenging and enjoyable—and a great education. Thanks for the opportunity.

## *Active Voice/La Voix active* *Ron Jette and Sheila Wawanash*

Our goal as co-editors of the national newsletter has been to make the publication useful to members. Specifically, we thought that *Active Voice/La Voix active* should be engaging and interesting and bring value to the readers—help them with their jobs, help them increase their income, teach them something, make them laugh . . . something!

We appreciate the support of the many people who have submitted great material on everything from volunteering, networking, the e-mail forum, useful websites, and grammar to marketing, restructuring, certification, and other association activities. James Harbeck has added new design elements, and proofreaders Julia Cochrane, Linda Turchin, and Martha Cunningham have provided consistently excellent support. We recently arrived at a new translation and French editing process we hope will work well.

We have continued to publish a regular column by Association Manager Connie John to keep members abreast of the goings on at the National Office. The grammar column by Dyanne Rivers continues to be well received, and we have added a regular "Business of Business" column to provide a perspective on the business/marketing/financial side of editing. These efforts help us live out the mandate we stated above, which we hope to maintain again in the coming year.

## *EAC/ACR Directory of Editors* *Franklin Carter*

In the last year, EAC/ACR's print Directory team worked to publish the *Directory of Editors 2000–2001 Répertoire des réviseurs*. The team consisted of the Directory Chair, the National Office, volunteer editors, and outside contractors. Together, we published an accurate and stylistically consistent book on schedule, in September.

The Directory team accomplished several noteworthy tasks. We introduced the use of electronic entry forms, located on EAC/ACR's website, to collect data from editors for their Directory entries. We increased the number of Directory entries from 305 in 1999 to 394 in 2000. We revised the definitions of editorial skills in English and French, and we commissioned a designer to create an attractive cover.



This was the first time that the National Office participated in the Directory's production. The Association Manager earned an unprecedented \$14,460 by selling space for display ads in the Directory. The National Office also distributed 4,000 directories to potential clients and EAC/ACR members throughout Canada.

As Directory Chair, I'd like to express my sincere thanks to everyone who devoted time, talent, and energy to this project. I hope EAC/ACR's members and their clients find the Directory useful and attractive.

### BRITISH COLUMBIA BRANCH

*Ann-Marie Metten*

Efforts in British Columbia during the 2000–2001 term have been directed towards hiring a Branch Coordinator to help with workshop registrations and general association business and towards allowing e-mail and our website to reduce the workload of our volunteers.

Our Branch Coordinator, member Jean Lawrence, assumed her paid position in September 2000 and is now ably handling all seminar registrations as well as maintaining a database of inquirers and registrants. Consequently, we are able to target our brochure mailing and save on postage, and we also save when Jean e-mails our workshop brochure to special interest groups rather than sending it by surface mail. Jean has plenty of good ideas and has eased her way into this new position. She has developed standard responses to frequently asked questions on rates and the association. She has also assumed responsibility for sending the branch newsletter electronically to members and for printing and mailing it to members who continue to prefer a print edition.

Further, using e-mail has allowed members of the BC Branch executive to banter back and forth on policy issues between monthly meetings and to quickly remind members about meetings, tell them about hotline job requests, and survey their interest in various topics proposed for professional development seminars. The broadcast approach to hotline job requests is an attempt to satisfy members who felt they weren't getting enough calls from the hotline, while satisfying clients and reducing the workload for Cora Lee, our Hotline Chair.

Not to be forgotten, the national conference, "Editing on the Edge/La rédaction-révision à la fine pointe de l'écriture," was hosted in Vancouver on May 26–28, 2000, and the branch organized a day of workshops preceding the conference. Mastering a feat of organization, Maureen Nicholson teamed with the talented staff at Simon Fraser University's Writing and Publishing Program to produce a top-quality weekend of professional development and conviviality.

Professional Development Chair Naomi Pauls has further fertilized the interest in professional development the conference stirred here in British Columbia with workshops, both spring and fall, on topics that ranged from tax tips for freelancers to writing a winning query letter, to editing fiction, to Jim Taylor's *Eight-Step Editing* seminar. To the same purpose, Rick Rogers's monthly programs have been well attended, especially the round-table discussion of editing experiences and the presentation on editing humour. We have enjoyed Jacqueline Wood's contributions at monthly meetings, both secretarial and gastronomic.

In our outreach efforts, we continued our involvement in Word On The Street, co-sponsored the launch of Harbour Publishing's celebrated *Encyclopedia of British Columbia* in the fall, and in Victoria this spring offered a networking event for editors, graphic artists, and public relations writers. For the second year, Public Relations Chair Sheila Simpson coordinated a volunteer-staffed display of EAC/ACR publications at the downtown branch of the Vancouver Public Library that attracts considerable attention from people in all walks of life.

Cathy Brannen edited the monthly issues of our branch newsletter, *West Coast Editor*, which continues to be well read and admired for its professional content and look. Cheryl Andrews has ably increased our membership numbers by contacting all lapsed members, and she continues to answer a growing number of queries from potential members. Penny Gray-Allan has maintained a comfortable bank balance and filed our first GST report.

Many thanks to all BC members who have contributed this year on the executive and with specific projects. Your volunteer efforts are appreciated.

## PRAIRIE PROVINCES BRANCH

*Karen Virag*

The last year was a time of change and continued growth for the PPB. The branch experienced a number of executive changes early in the year, with Chair Lori Burwash resigning and Vice-Chair Marie Lesoway taking a leave of absence. I, as Past President, agreed to step back into the Chair position, with Dianne Smyth, another past-executive member, acting as Vice-Chair.

Despite the changes in leadership, the branch managed to put on a full program. In Edmonton, the branch hosted two fall seminars, coffee meetings every two months, web writing courses (co-hosted with Calgary), an open panel, and Christmas and spring socials. Marie Lesoway and I continued to serve on the curriculum advisory committee of Grant MacEwan College's Bachelor of Applied Communications in Professional Writing program.

In addition to the web writing courses, the Calgary arm hosted two seminars (ergonomics and freelancing) and a pub night, and it has begun hosting regular monthly coffee meetings. Though Lori Burwash officially resigned her Chair duties, she has continued to work on EAC/ACR's behalf in Calgary, liaising with other groups, such as the Calgary Association of Freelance Editors (CAFE), the International Association of Business Communicators (IABC), and Mount Royal College. As a branch, the PPB continues its liaison activities with the Writers Guild of Alberta and the Society for Technical Communication (STC), with which we have an agreement to post each other's electronic information on our respective distribution lists.

A major branch initiative this year has been the production of a policies and procedures manual. It was felt that often executive members operate in a vacuum and that the branch needed entrenched policies both to guide executive members in their duties and to help make decisions about branch operations, such as course refund policies. We have also been working on the production of a letter to potential corporate clients, which we plan to send once the new corporate brochures are received from the National Office.

The branch hotline has been relatively active. We receive an average of 15 calls per month on our toll-free line. A notice for each job is then posted to our

local electronic distribution list. Follow-up calls have revealed that clients have been quite happy with the editorial services they received through the hotline.

A continuing challenge for this geographically large branch is to serve members in Saskatchewan and Manitoba. Electronic communication has certainly made this an easier task, but clearly the branch, centred as it is in Edmonton, tends to be Albertacentric. Past Chair Anita Jenkins and I have had discussions with Perry Millar, an active member in Saskatoon, about establishing a more official arm of the PPB in that city, with the eventual aim of that group forming its own branch.

## TORONTO BRANCH

*Cat Haggert and Claudia Forgas*

Perhaps the most noteworthy item to report from the Toronto Branch is that we no longer number more than half of EAC/ACR! Membership has been growing quickly across the country, and the diversity of members is refreshing.

Toronto Branch has recently moved from hiring administrative services from the National Office to hiring our own Branch Administrator. Welcome to Gene Shannon, an EAC/ACR member who fills that post. Right now, his duties focus on running the hotline and managing our seminar registration process, but we are sure that his fingers will be inserted into many more pies, soon.

Our seminar program, thanks to Chair Karen Hunter and her cadre of volunteers, has been running smoothly and successfully over the past year. Several new seminars have been introduced, and Karen is gearing up to provide additional education prior to the national conference here in Toronto, in June.

Treasurer Gillian Watts has worked diligently on a number of projects over the past year. The branch has rationalized all of its banking with one institution, and Gillian is working with our Branch Administrator to further streamline the financial management of the branch. Gillian has also been working closely with the national treasurer to align our bookkeeping practices with theirs. This will provide greater accountability in the future.

The program series organized by Jessica Westhead has been very well received. It is not surprising that a volunteer who finds her job "a hoot" manages to pull in so many fine speakers.

In the area of membership, current Membership Chair Lu Cormier took over administering a questionnaire originally developed by her predecessor, Tom Karmos. The response rate was quite high, and we now have a better idea of what our branch members would like us to provide to them.

Our branch newsletter, *Edition*, is breaking new ground, with co-publication on the Toronto section of the EAC/ACR website. Every month the lead story will appear both online and in our print publication. Editor Lannie Messervey and Associate Editor Tammy Bokhari are to be congratulated on this new initiative.

Our public relations co-chairs, David Hines and Randee Holmes, are in the midst of an aggressive campaign to advertise our members' editorial services to businesses outside of the publishing field. Branch members entered a contest to come up with a slogan for the campaign. The winner, Catherine Marjoribanks, came up with "Put Your Money Where Your Message Is. Hire an Editor."

The credit for this strong executive goes to Art Cuthbert, who has been Past Chair for more years than he cares to count! Co-chairs Cat and Claudia hope to relieve him of this responsibility this year.

#### **NATIONAL CAPITAL REGION BRANCH**

*Jennifer Latham*

The National Capital Region Branch of EAC/ACR has always been an active and vibrant branch. This is due in some part to the region's always busy government marketplace. Where there is bureaucratise, there are editors! More significantly, we owe thanks to our hardworking Executive Director and our volunteers for continuing to make the branch lively and successful.

Executive Director Maureen Moyes brings years of association management experience to the branch. She's always one step ahead of the executive with suggestions and tips on how to reach more people. On her own initiative, Maureen added 400 more names to our mailing list. The result was an astonishing 18 new members in the month of October and a sold-out Fall 2000 seminar series. We have noticed a trend in that our membership jumps with each seminar season—people wanting to take multiple seminars will realize a savings if they become members. Maureen always has

good ideas for establishing branch policy and manages the branch administration with ease and efficiency.

Maureen notes that she now receives quite a bit of mail directly from our NCR webpage. People are visiting the site more often to print out seminar registrations and register for the hotline. In response to this, the branch plans to use the webpage more often as a vehicle to distribute information. Like the National Office, Maureen has adopted a practice of sending out e-mail reminders of our upcoming meetings and any other pertinent issues. This is a no-cost method of communication that is also easy to do and has been well received by our members.

Congratulations belong to our hard-working Seminars chairs and committee. Elizabeth Macfie and Dawn Harvie, plus a seminar committee, have enthusiastically shouldered more responsibility by expanding our spring and fall seminar offerings.

Spring 2001 offered nine seminars with many new topics that our members have not seen before. Our goal has been to provide seminar topics that will interest experienced as well as novice editors. NCR Secretary Tom Vradenburg had provided us with a report on the topic of advanced seminars for experienced editors. Tom surveyed a small number of experienced editors to gather topics of interest to that constituency. With this report to guide us, we enticed seminar presenters Rosemary Shipton and Linda Chiotti to visit our fair capital and share their knowledge. Our members have commented how pleased they are to see these new topics. It's shaping up to be another sold-out season.

NCR remains dedicated to providing French-language seminars focused on topics of interest to French editors. Finding francophone presenters and attracting French editors are a challenge to us, but we are resolved to persevere. Each seminar season offers one French seminar.

Public relations chairs Janie Gilmour and Beatrice Baker have undertaken the development of a marketing plan to guide us in our outreach in years to come. They organized a brainstorming brunch, inviting 11 members to consider where they would like to see the branch in five years' time. Janie and Bea are in the process of using the information to develop a plan to attract more clients—and thereby secure more work for our members—in the future.

The fact that our branch has grown by 100 members in the past two years is a testament to the flourishing interest in

careers in editing. Despite this growth, we feel we have not been able to tap into the French editing market in the region. A structured marketing plan directed at attracting French editors could potentially see branch membership rise by another 100 over a couple of years. We have held some discussion with the QAC/RQA branch to see if there is some way to combine our knowledge and work together on this, but much more discussion and planning is needed.

More seminars and more members means that we need to be more organized in our financial administration. In 2000, NCR Treasurer Ann Fothergill-Brown dedicated many hours to moving our records into Quick Books software. This financial management system allows us to be more detailed in our bookkeeping. Of course, this also means that future treasurers for the branch must be comfortable with Quick Books—or that in the future we may have to consider paying someone to handle this end of things. Ultimately, it's important that our records are accurate and comprehensive, and Quick Books will help us achieve this. On behalf of the branch, many thanks to Ann's sound advice and judgement.

These days, our monthly general meetings are pulling in a lot of first-time attendees. No doubt the attractive program lineup has a lot to do with it. Program chairs Donna McCloskey and Lesley Strutt have organized a broad range of interesting programs, from the education of an editor, to our accounting tips for the editing business, to marketing yourself, to how editors can out-sleuth Sherlock Holmes to find the information they need. It's always a challenge to come up with new topics year after year, but our resourceful and creative program chairs always come through.

Book Chair Curt LaBond expanded our list of titles in 2000–2001. Although book sales do not promise to net us significant profits, NCR has always viewed the books table as a valuable service to members. With more titles on sale and more seminars to sell them at, we provide added value to our members. Curt has pointed out the pitfalls of carrying too much stock. The release of new editions of titles we carry have left us with out-of-date inventory that we have to sell at a reduced price. Curt has recommended that we approach a local independent bookseller to carry a stock of our titles so that we need only order a small supply of each title. Next year, we will seek more volunteers to form a book committee so that the Book

Chair will not have to attend all of the seminars and meetings.

Finally, our branch newsletter, the *Bulletin*, continues to be a regular monthly report of branch activities. We have kept the *Bulletin* a concise two-pager, with occasional special issues of four pages. *Bulletin* Editor Doris Ohlmann keeps the rest of the executive in line by reminding us to submit material and then keeping our word counts under control.

By now it should be obvious to readers that the NCR Branch is a well-oiled machine. After being involved with the branch for four years, I continue to be astonished by the level of volunteer participation. I've learned that local editors are a committed lot, with lots of ideas on how to raise the profile of editing in Canada. On behalf of the branch executive, our sincerest thanks go out to all the NCR volunteers who are responsible for our vibrant and growing branch.

## QUEBEC/ATLANTIC CANADA BRANCH

*Käthe Roth*

In 2000–2001, the QAC/RQA Branch grew healthily, with membership rising from 115 to 145. The number of francophone members jumped from 40 to about 55, while the number of members in Atlantic Canada remained steady at around 20, the majority of them in Nova Scotia.

In the Montreal region, our English-language meetings program has been rejuvenated thanks to Karen Staudinger, while our program of French-language meetings has been organized by Sylvie Lahaie. We are planning to hold two French-language seminars in the spring of 2001, thanks to the efforts of Roseline Desforges. Leanne Ridgeway has been organizing our English-language seminars.

Lise Saint-André again organized our booths at the Salons du Livre in both Sherbrooke and Montreal in the autumn of 2000, and traffic was brisk in both locations. We also participated in the Concordia University Career Fair in February 2001. In Atlantic Canada, Meddy Stanton organized our presence at Word On The Street in Halifax in September 2000, and Halifax will be hosting Jim Taylor's *Eight-Step Editing* seminar, again, in the spring of 2001.

Because our treasury is not yet robust enough to bear the cost of an administrator for the branch, we have taken the interim measure of offering to pay EAC/ACR membership

fees for members who are willing to perform certain administrative tasks. Veronica Schami has agreed to look after our databases (membership and contacts), while Judyth Mermelstein has taken charge of the French e-mail forum, the French section of the website, and e-mail correspondence.

My term as chair of QAC/RQA will come to an end this June. I'd like to thank all of the QAC/RQA executive members and other volunteers with whom it has been my pleasure to work for the last two years—and, of course, it's been fun sitting at the National Executive Council table at a time when the association is undergoing another evolutionary leap.

## VOLUNTEERS

In addition to the people mentioned already, thanks go to these volunteers:

Sabine Auguste  
 Rhonda Bailey  
 Andrew Borkowski  
 Merridy Bradley  
 Frank Chow  
 Marie Cimon  
 Denise Coindre  
 Denise De Repentigny  
 Katya Epstein  
 Eden Evans  
 Cheri Frazer  
 Val Gee  
 Paul Germain  
 Freya Godard  
 Brian Grebow  
 Juliet Kershaw  
 Madeline Koch  
 Christian L'Écuyer  
 Karen Lathe  
 Tilman Lewis  
 Jane Lightle  
 Jim Lyons  
 Adrienne Montgomerie  
 Riça Night  
 Simone Paradis  
 Naomi Pascoe  
 Frédérique Pelletier-Lamoureux  
 Ruth Pincoe  
 Eva Richter  
 Wendy Scavuzzo  
 Marie Simon

Cheryl Stephens  
 Rosemary Tanner  
 Jim Taylor  
 Lyse Ward  
 Dianne Werbicki

If we missed including your name in this list, please let us know and we'll be happy to acknowledge you elsewhere.

EDITORS' ASSOCIATION OF CANADA/  
ASSOCIATION CANADIENNE DES RÉVISEURS

FINANCIAL STATEMENTS

DECEMBER 31, 2000

AUDITORS' REPORT

To the Members,  
Editors' Association of Canada/  
Association canadienne des réviseurs

We have audited the statement of financial position of the Editors' Association of Canada/Association canadienne des réviseurs as at December 31, 2000 and the statements of operations and changes in net assets and cash flows for the year then ended. These financial statements are the responsibility of the organization'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 organization as at December 31, 2000 and the results of its operations for the year then ended in accordance with Canadian generally accepted accounting principles.

*Cowperthwaite Mehta*

Chartered Accountants

February 27, 2001  
Toronto, Ontario

EDITORS' ASSOCIATION OF CANADA/  
ASSOCIATION CANADIENNE DES RÉVISEURS

STATEMENT OF FINANCIAL POSITION

AS AT DECEMBER 31, 2000

	<u>2000</u>	<u>1999</u>
ASSETS		
Current assets		
Cash and short term deposits	\$49,284	\$38,062
Prepaid expenses	2,443	600
Accounts receivable	<u>22,529</u>	<u>8,994</u>
	<u>\$74,256</u>	<u>\$47,656</u>
LIABILITIES AND NET ASSETS		
Current liabilities		
Accounts payable and accrued liabilities	<u>\$26,983</u>	<u>\$13,629</u>
Net assets		
Unrestricted net assets	<u>47,273</u>	<u>34,027</u>
	<u>\$74,256</u>	<u>\$47,656</u>

Approved by:

\_\_\_\_\_ President

\_\_\_\_\_ Treasurer

(see accompanying notes)



EDITORS' ASSOCIATION OF CANADA/  
ASSOCIATION CANADIENNE DES RÉVISEURS

STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS

FOR THE YEAR ENDED DECEMBER 31, 2000

	<u>2000</u>	<u>1999</u>
Revenue		
Membership fees	\$163,530	\$148,511
Directory listings and advertising	33,919	15,204
Conference	30,845	21,486
Seminars	25,698	4,000
Toronto Administration	22,850	15,300
Publication sales	17,918	8,408
Interest	1,992	469
Other	<u>1,801</u>	<u>1,045</u>
Total revenue	<u>298,553</u>	<u>214,423</u>
Expenses		
Administration	68,178	43,772
Travel	42,491	34,487
Printing	34,170	24,393
Regional branches (note 4)	32,489	32,766
Stationery and supplies	25,718	21,111
Honorarium and contract assistance	23,628	414
Mailings	19,812	18,451
Publications	9,526	7,697
Rent and utilities (note 3)	9,238	4,850
Event venue costs	5,805	
Legal and accounting	5,559	5,976
Equipment purchases	3,913	
Memberships and promotion	2,629	5,560
Bank charges	<u>2,151</u>	<u>763</u>
Total expenses	<u>285,307</u>	<u>200,240</u>
Excess of revenue over expenses for the year	13,246	14,183
Net assets, beginning of year	<u>34,027</u>	<u>19,844</u>
Net assets, end of year	<u>\$ 47,273</u>	<u>\$ 34,027</u>

(see accompanying notes)

EDITORS' ASSOCIATION OF CANADA/  
ASSOCIATION CANADIENNE DES RÉVISEURS

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED DECEMBER 31, 2000

	<u>2000</u>	<u>1999</u>
Cash inflow (outflows)		
Operating activities		
Excess of revenue over expenses	\$ 13,246	\$ 14,183
Net change in non-cash working capital items (below)	<u>(2,024)</u>	<u>(17,594)</u>
Net cash activity for the year	11,222	(3,411)
Cash and short-term deposits, beginning of year	<u>38,062</u>	<u>41,473</u>
Cash and short-term deposits, end of year	<u>\$ 49,284</u>	<u>\$ 38,062</u>
Net change in non-cash working capital items:		
Accounts receivable	\$(13,535)	\$ (8,112)
Prepaid expenses	(1,843)	4,658
Accounts payable	13,354	1,064
Deferred revenue	<u>                    </u>	<u>(15,204)</u>
	<u>\$ (2,024)</u>	<u>\$(17,594)</u>

(see accompanying notes)

EDITORS' ASSOCIATION OF CANADA/  
ASSOCIATION CANADIENNE DES RÉVISEURS

NOTES TO THE FINANCIAL STATEMENTS

DECEMBER 31, 2000

1. The organization

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.

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.

2. Significant accounting policies

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

(a) Inventory

The costs of the annual directory and other material are charged to operations in the year they are printed.

(b) Revenue recognition

The organization follows the deferral method of accounting for revenue. Membership fees and fees for directory listings are recorded as revenue in the year in which they are received. Other income is recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

(c) Capital expenditures

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

(d) Donated materials and services

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

3. Lease commitment

The organization leases office space at 27 Carlton Street in Toronto and has the following minimum lease commitment. The operating cost portion of the lease is based on 2000 property tax and utility rates and is subject to market fluctuations.

December 31, 2001	\$ 12,279
2002	12,607
2003	12,936
2004	13,264
2005	<u>5,584</u>
Total lease commitment	<u>\$ 56,670</u>

4. Regional branches

The organization has five 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 disbursed the following amounts to the branches:

	<u>2000</u>	<u>1999</u>
Quebec/Atlantic Canada	\$ 5,187	\$ 5,690
National Capital Region	6,563	5,015
Toronto	11,066	11,859
Prairie Provinces	4,742	5,213
Western Canada/British Columbia	<u>4,931</u>	<u>4,989</u>
	<u>\$32,489</u>	<u>\$32,766</u>

5. 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).

6. Comparative figures

Certain of the 1999 comparative figures have been restated to conform to the method of presentation adopted in 2000.

National Office

Permanence nationale

502 – 27 Carlton Street, Toronto ON M5B 1L2

416 975-1379 \* Fax/Téloc. 416 975-1637

1 866 CAN-EDIT (1 866 226-3348)

E-mail/Courrier elec. <info@editors.ca>

<www.editors.ca>

British Columbia

Colombie-Britannique

PO Box 1688, Bentall Centre Post Office

Vancouver BC V6C 2P7

604 681-7184

E-mail/Courrier elec. <editbc@web.net>

Prairie Provinces

PO Box 12082, Edmonton AB T5J 3L2

780 988-4753 \* Fax/Téloc. 780 455-9823

1 888 622-3505

Toronto

35 Spadina Road, Toronto ON M5R 2S9

416 975-1379 \* Fax/Téloc. 416 975-1839

Hotline 416 778-7724

National Capital Region

Région de la capitale nationale

PO Box 4787, Station E

Ottawa ON K1S 5H9

613 820-5731

Région Québec / Atlantique

Quebec/Atlantic Canada

CP 696, Place du Parc

Montréal QC H2W 2P3

514 990-0972 \* Ligne de référence : 514 990-0972

Editing and layout: Vivian Elias

Readers: Nancy Flight, Joan Irving, Anita Jenkins,  
Simone Ruther Paradis, Jonathan Paterson, and Karen Virag