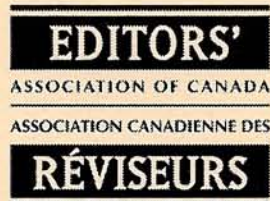


**EDITORS' ASSOCIATION OF CANADA
2001/2002 ANNUAL REPORT**

EAC/ACR ANNUAL GENERAL MEETING

MONTREAL, SATURDAY, MAY 25, 2002



Thanks to the many members who volunteered for EAC/ACR national initiatives in 2001/2001.

Stephanie Abba	Freya Godard	Shaun Oakey
Claire-Line Aecherli	Susan Goldberg	Jack Ognistoff
Cheryl Andrews	Susana Gomes	Denyse O'Leary
Rick Archbold	Patricia Green	Simone Paradis Ruther
Sabine Auguste	Marie-Lynn Hammond	Naomi Pauls
Martha Ayim	James Harbeck	Frances Peck
Rhonda Bailey	Kathleen Harris	Frédérique Pelletier-Lamoureux
Beatrice Baker	Joanne Haskins	Alex Penn
Susan Berg	Nancy Holland	Ruth Pincoe
Jocelyne Bisailon	Pat Hope	Maida Price
Tammy Bokhari	Sue Innes	Sheila Protti
Anthony Capkun	Harlan James	Susan Quirk
Franklin Carter	Ron Jette	Dyanne Rivers
Maggie Charlton	Janice Jones	Hamish Robertson
Robert Chesterman	Andrea Kennedy	Robert Rodbourne
Lynda Chiotti	Keri Kent	Terri Rothman
Marie Cimon	Juliet Kershaw	Daniel Salerno
Rosemary Clarke-Beatty	Madeline Koch	Della Saunders
France Cliche	Olive Koyama	Veronica Schami
Julia Cochran	Barbara Kuhne	Helen Schoorl
Elizabeth Cockle	Sylvie Lahaie	Marie Simon
Dominique Coindre	Vanessa Lameche	Sheilagh Simpson
Pauline Côté	Zofia Laubitz	Dianne Smyth
Catherine Cragg	Barbara Law	George Stacey
Sharon Crawford	Maggie Lawson	Tanis Stoliar
Martha Cunningham	Krysia Lear	Cy Strom
Art Cuthbert	Christian L'Ecuyer	Jim Taylor
Darlene Davidovic	Kathe Lieber	Pat Tolmie
Roseline Desforges	Jane Lightle	Kate Tompkins
Judy Dunlop	Doug Linzey	Melissa Troemel
Phyllis Dutchak	Emily Lizzi	Linda Turchin
Heather Ebbs	Jim Lyons	Susan Turcotte
Laura Edlund	Francesco Mandolini	Agnes Vanya
Frances Emery	Judyth Mermelstein	Gilles Vilasco
Sherri Erlichman	Perry Millar	Brenda Walker
John Firth	Dennis Mills	Lyse Ward
Douglas Flohr	Adrienne Montgomerie	Gillian Watts
Cheryl Freeman	Paul Nathanson	Dianne Werbicki
Elaine Freeman	Mary Newberry	Traci Williams
Marg Gilks	Sandy Newton	Ruth Wilson
Lynda Giroux	Maureen Nicholson	Colleen Young
Jennifer Glossop	Sally Noonan	

Conference 2002 volunteers will be mentioned in the next annual report.

Editors' Association of Canada Annual Report 2001/2002

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TABLE OFFICERS

National President

Jennifer Latham

As I read all the reports herein submitted to members I am once again struck by the very vibrant nature of this association. Once you have read this report, I know you'll agree that the incredible level of activity and commitment of EAC/ACR member volunteers is indeed a mark of pride and a testament to the success of this 23-year-old organization.

I began my term in June 2001 with a commitment to document EAC/ACR's policies. The whole national executive turned its attention to this goal, and a policy map covering all of the association's activities has been drafted. Past policies are being recovered from years of meeting minutes, and new policies are being considered to guide the association through new territories such as certification and the employment of more staff.

Speaking of certification, that initiative is well under way. Literally thousands of volunteer hours have been spent planning and developing a certification program that we hope to offer in 2004. Editors passing the exams will be designated as "certified professional editors" (CPE). Such a program holds the potential to radically increase the profile of editors and the editing profession in Canada. Certification also presents a significant challenge to EAC/ACR as it must be seamlessly integrated into our current operations.

Certification is multi-faceted, requiring attention to the association's public relations, marketing, publications, operations, and professional-development initiatives. Much work and planning remain to be done, but I have no doubt that our members will rise to the occasion again to bring home yet another EAC/ACR success. See the Certification Steering Committee's report in this document for more details on this initiative.

The past year has also been a year of firsts. The Tom Fairley Award for Editorial Excellence is being awarded with a cash prize for the first time, and the annual conference is being held in Montreal for the first time. The conference program includes simultaneous translation for the opening and closing plenaries and an impressive line-up of not only English sessions but also an unprecedented number of French sessions. My congratulations to all the members who have worked toward the achievement of these two firsts for EAC/ACR.

It would be remiss of me not to mention and thank the many significant contributions of our office staff. The association manager, Connie John, has added immeasurably to this association's increased activity and profile. Her experience and efficiency are greatly appreciated by the national executive. Administrative co-ordinator Michele Collins has persevered through various administrative nightmares (e.g., a computer virus) and put in overtime to help us meet our objectives. Thank you, Michele. Lynne Massey was recently hired as a project manager to help us with the certification initiative and all the other demanding projects that are on the go. She has already shown her acumen, and we are very pleased to have her join our staff team. Welcome, Lynne.

EAC/ACR has lots to learn about being an employer, but with staff like these, we're sure to stay on track.

Increases in the size of our membership and scope of our activities has caused two consecutive national executives to consider some organizational changes. In the past year, members have had a chance to consider the proposed changes and offer comments and feedback. Debate around this issue has been contentious, requiring executive members to spend considerable amounts of time responding to members' comments and questions. In the end, any changes that are adopted must be able to meet the increasing demands and needs of this very busy association.

Our membership is growing in all the branches, which tells us how important it is to have a strong, organized voice representing the editing profession in Canada. If anyone ever had a doubt that EAC/ACR is a member-run organization, this report should put them at ease. We could not achieve any of what is described here without the hundreds of members who have given their time and energy to something they believe in—EAC/ACR. Long may that continue.

Vice President

Karen Virag

This report will centre on my activities with the Restructuring Committee. Over the summer and fall of 2001, the Restructuring Committee worked with the Communications Committee, which researched and advised the national executive on means of communicating with members, with specific reference to the restructuring proposal. Last fall saw numerous conference calls and much e-mail traffic as the Restructuring Committee worked to re-present the restructuring proposal as per the mandate given us by members at the 2001 AGM. In December of 2001, Cat Haggert stepped down as chair of the Restructuring Committee; I became the new chair and worked with the Committee and the national office to get the restructuring proposal to members. It was mailed on December 21st. In January of this year, various feedback mechanisms for members to express opinions and ask questions about the proposal

were put into place. These were a dedicated Yahoo forum, a series of town hall meetings in branches, a special e-mail address, and a form that members could fill out and mail or fax to the office. Our initial feedback deadline of January 11 was changed to January 31 because many members said that they required additional time to think about the proposal and respond. In February of this year, the committee and I began the arduous and intense job of reading and trying to quantify the feedback. Of the 42 written responses received, 81 percent favoured the proposal in whole or in part. The Committee then set to work devising amendments to the original proposal based on the major areas of concern expressed by the members. The amendments to the proposal were mailed on March 14; they were also posted on the EAC/ACR Web site. The Committee then worked with the national executive to devise a ballot for the referendum. This ballot was mailed the week of March 28.

Besides me, the members of the Restructuring Committee are Peter Colenbrander, Val Gee, Cat Haggert, Connie John, Naomi Pascoe, and Rosemary Tanner. They are all to be commended on their diligence and thoughtfulness.

In addition to committee work, the role of the VP is to provide support for the president, by e-mail or phone, and to work with the other members of the national executive on issues to promote the EAC/ACR.

Secretary

Patricia Buchanan

The work this year progressed as did last year's, with the major responsibility recording the minutes for the four quarterly national executive meetings. I also kept track of motions made over the national executive e-mail forum and presented them for ratification at the next quarterly meeting. Quite a bit of time was taken up over the past few months by the debate over restructuring of the national executive. As one of the four officers of the national executive, I helped to put forth the viewpoints of the executive and answer concerns expressed by members.

The secretary is also responsible for notifying members of the Annual General Meeting and preparing the voting forms sent to voting members. The minutes of the AGM are recorded by the secretary, the last duty in the one-year term of office.

As this is my last year on the national executive, I would like to thank my colleagues who made the experience so worthwhile. Through pleasant and not-so-pleasant times, they have consistently shown rational and forward-looking thinking, grace under pressure, and a great commitment to the values of EAC/ACR.

Treasurer

Jon Brehaut

The association ended the year with a surplus of \$7,324. This was a turnaround from the projected deficit of \$3,049, even after the decision to use \$15,000 of our assets. In the end, it was unnecessary to draw on these assets.

Nevertheless, both revenues and expenses were up substantially over the previous year. Expenses grew 15% from \$285,307 in 2000 to \$328,310 in 2001. The major increase, over \$19,000 or 80%, was in the honoraria and contract services, almost entirely due to the certification initiative. Rent and utilities, reflecting a larger office and increased utility costs also rose substantially, from \$9,238 to \$19,622. Increases in other categories tended to be much smaller. These increases were partially balanced by a 65%, approximately \$6,500, decrease in expenditures for publications, as well as some smaller decreases in supplies and equipment purchases.

On the revenue side, once again income from membership fees has increased over the previous year, rising \$27,000 to \$190,211 in 2001. Thanks to Connie John, our association manager, we also obtained a \$35,000 grant to help defray the expenditures for the certification initiative. Other than the conference, which showed a small increase, most of our other sources of revenue were down from 2000.

Much of the credit for the relatively strong showing this past year again goes to Connie John, who takes

care of the day-to-day oversight of the association's finances as well as a myriad of other matters. I have come to appreciate her efficiency in meeting our goals.

In 2000, we also moved forward in finding an insurer able to offer our members disability and other insurance plans at a reasonable rate. Ingle Insurance/Imagine Financial worked hard to satisfy our needs and although the official launch of the program didn't occur until after year end, most of the preparatory work did. I would like to thank Joan Irving, past treasurer, for her continued assistance in getting this program in place.

The 2002 budget adopted in November 2001 was set in a time of uncertainty. There was no consistency in economic forecasts from economist to economist, or from week to week. Because the certification initiative was considered so important, the national executive approved a substantial draw down of our financial assets, if needed, to maintain the initiative's momentum. However, it is likely that increasing membership revenues, additional grants and rebounding revenues from customized seminars and directory advertising will reduce the need for a draw down.

EAC/ACR should weather this year in continued good financial health.

COMMITTEES

Active Voice/La Voix active

Sheila Wawanash

The job of producing our national newsletter six times a year still proceeds in the usual way, but we're currently canvassing member opinion to see about changes and possible supplements. We'd like to know if members are interested in receiving the national newsletter by electronic distribution. A PDF we could e-mail to members is one very good option that's already in place in a number of our branches and other organizations like ours. Then there's the further possibility of posting it on the Web site, with or without password protection, which would ex-

pand on our mandate a bit and let us use our national newsletter as a tool to reach out and present ourselves to a wider world than our membership. Of course, since ours is a group with a demonstrated commitment to print, we would also be happy to maintain status quo if that proves to be the majority's wish. In any and all of these ways, a bright future for this publication will continue to unfold.

Certification Steering Committee

Peter Moskos and Jonathan Paterson

Just over four years ago, EAC/ACR voting members agreed in a referendum that EAC/ACR should develop a process for editors to become certified and obtain a professional designation. By November 2000, a steering committee, with representation from each of EAC/ACR's branches, had submitted a comprehensive plan and budget for 2001 to the national executive. The plan included hiring a certification coordinator, developing a business plan for the project, writing a blueprint for the exam, developing a sample exam for pilot testing, obtaining feedback from a group of highly experienced editors, developing a set of policies and procedures, and making members aware of the project. We have carried out all these tasks.

In 2002, we are taking on new challenges. By July, we intend to have

- run a mini-pilot of the exam in March;
- pilot-tested the exam and its administration in two branches in June;
- established a team of markers and developed marking procedures.

Also this year, we intend to begin developing

- the operational procedures and infrastructure necessary to run certification on an on-going basis;
- a marketing plan for certification. The plan will involve "selling" certification to editors (both inside and outside EAC/ACR) and to the clients who buy editors' services;
- an "exemplar book." This book will consist of a sample exam, the answer key for it, and marked samples of candidates' performances, showing how they have been assessed. The book will

help candidates prepare for the exam and decide if they are ready for it. For employers of editors, it will provide a clear idea of what it means to say that an editor is EAC/ACR-certified.

If sufficient funding from grants can be secured, we anticipate offering the first full administration of the certification exam in the fall of 2004.

In-House Recruitment Committee

Judith Johnson and Avivah Wargon

The committee made plans this year, but deferred acting on them until the Association resolves the larger issues of structure and certification. The co-chairs proposed a campaign directed at in-house editors in their workplaces, consisting of information gathering, posters, and brochures.

Information Gathering: The committee will seek volunteers from each branch to help gather information on the status of branch members (in-house, freelance, or both) and lists of area employers to which in-house recruitment campaign materials should be sent, supplementing the addresses to which the *Directory of Editors* is being sent.

Poster: Designed to make in-house editors and employers aware of the EAC/ACR, the poster would include contact information for each branch and mention the Tom Fairley Award, now that in-house editors are eligible. The poster would be mailed to current recipients of the directory and any other firms and institutions identified by the branches. The committee has a budget of \$2,500 for this poster.

Brochures: Once relevant issues such as certification have been resolved, brochures will be written highlighting benefits of membership for in-house editors. These brochures will be mailed to the same addresses as the posters, and to any additional potential sources of members identified after the posters are distributed. Branch offices will also receive brochures.

From January to April 2002, Avivah Wargon attended meetings of the Toronto in-house editors' committee chaired by Colleen Young, which identi-

fied possible topics for courses, branch meeting discussions, and newsletter articles of interest to in-house editors. With the Toronto committee's permission, the in-house recruitment committee will consider applying some of these suggestions at the national level.

Judith Johnson will remain co-chair of the committee for 2002–03. Avivah Wargon steps down because of other responsibilities.

Mediation

Janis Barr

During this last year as Mediator, I dealt with six specific disputes, and handed one over to Joan Irving to deal with due to a possible conflict of interest. Of these requests, six came from members of EAC/ACR who wanted advice and/or help dealing with problems with clients, and one was from a client who was not happy with the services of an editor. I also had discussions with two members of EAC/ACR regarding the unprofessional behaviour of clients.

Of the six requests from EAC/ACR members, I interceded directly in three cases on behalf of the editor with the client. The other three involved giving advice and information to the editor. As to the request from the client, the editor was no longer a member of EAC/ACR, therefore the request was out of my jurisdiction.

As a result of my experiences this year as Mediator, I feel even more strongly than before that editors must insist on written contracts that spell out in full the tasks the editor is expected to fulfil and, most importantly, the payment for services and payment schedule. Although this may not alleviate all problems, a written contract is the best weapon an editor can have in a dispute.

Through my discussions with EAC/ACR members, I have been asked a number of times about how editors can find out if others have experienced problems with specific clients. Sometimes editors ask questions on the EAC/ACR e-mail forum, and there may be a list of "problem" clients kept by individual

branches. Some members, however, have asked about the feasibility of a national database of this kind. This may be something next year's executive can consider.

Although the best year for a Mediator would be one in which he or she received no calls, I have enjoyed the task this year and hope that I have been of some service to my fellow editors.

Membership Committee

Leanne Ridgeway

The communications committee developed a draft communications plan, and later produced a revision of that plan.

Currently in development is a list of a few key questions to be included as an insert in the membership application package that will give us a better idea of who our members are and what kind of work they do.

Professional Development

Rosemary Shipton

It has been a busy year for professional development, given the continued productivity and commitment of the Certification Committee and the planning needed for the first national conference ever to be held in Montreal. Peter Moskos, co-chair of the Certification Committee, has prepared a separate report on the work of that committee, and Lee d'Anjou has posted a separate report on the on-going work on French standards.

The national conference for 2002 will be held at the Hôtel de l'Institut in Montreal from May 24 to 26. Gilles Vilasco, the conference coordinator, Connie John, our association manager, and members of the Quebec/Atlantic Canada branch are all working hard to make this first truly bilingual conference a great success. Highlights include:

- An attractive bilingual brochure has been mailed to all EAC/ACR members, offering a reduced rate for early registration.

- The Web site has been launched and will be updated as needed—including travel tips for members combining PD with vacation time.
- QAC has organized a series of full-day and half-day seminars for May 24th, three in each language and on a wide variety of topics.
- The full program has been announced in the brochure and on the Web site, so members know what to expect. The program was developed in large part from suggestions by members in answer to two broadcast e-mails sent out in the late fall. I received about 25 answers in all, many with multiple suggestions (for topics far more often than for speakers). I hope the program we developed will prove to be of interest to all members, regardless of their specialty and whether they work in-house or freelance, and I thank Connie for her great help in phoning most of the names on the list and in getting many excellent suggestions for speakers. As “bookends” to the program we have attracted well-known people: Roch Carrier, the esteemed novelist and national librarian, as keynote speaker; and a panel of high-ranking publishers (René Bonenfant, Robert Lecker, Antoine Del Busso, and Jean Bernier) and the respected translator Sheila Fischman for the plenary session on editing/publishing practices in the two languages.
- The Tom Fairley Award will be announced at the banquet. For the first time, it carries a prize of \$2,000.
- Accommodation is offered at both the l’Hôtel and the residences at UQAM.
- In the last few months I have written articles about the conference for *Ampersand/La Perluète* (picked up later in many other branch newsletters) and for *Active Voice/La Voix active*.

Now, may the people come!

In the past year, Connie John has arranged customized seminars for corporations in the Toronto area, the Osgoode Hall Law School, and Ontario government ministries. She did a mailing to all correspondence units of the government in February, but found that an expenditure freeze was in place until April 1. We feel that these seminars are an excellent way to raise the profile of editors and to earn money for EAC/ACR.

A full set of policies and procedures is being developed in conjunction with the planning for certification. We also plan to develop policies and procedures for the national conference, as a guide to future organizers and coordinators.

We suggest that discussions be held with branch chairs and PD chairs to determine how the national office could help them in seminar development and in training potential instructors. At present, many branches run excellent seminar series, but others have no tradition in this area. Once certification begins, it would be good to be able to offer basic seminars in each of the four test areas in each branch.

(Committee on) Professional Standards

Lenore d’Anjou

The year hasn’t been busy for this committee. I handle occasional phone calls about *Meeting Editorial Standards*, which continues to sell well and has been adopted as a textbook in at least one community-college program. I am beginning to line up yet another reprint of *Professional Editorial Standards*. And following suggestions from several postings to the members’ e-mail forum, I am exploring the idea of examining the standards from the viewpoint of editors who work primarily on material published on the Web.

In contrast, the French Standards Subcommittee has accomplished a lot, and even more work has flowed through the Certification Committee, on which I serve ex officio (see the separate reports from those groups’ chairs, Lise Saint-André, and Jonathan Paterson and Peter Moskos, respectively).

French Standards Subcommittee

Lise D. Saint-André

The French standards are still moving toward completion—slowly. In June 2001, after some franco-phone members objected to the then-existing draft, something had to be done to get this important document finished. The national executive encouraged us to carry on.

In the fall, a new document was sent to all francophone members across the country. Everyone was invited to improve it and to comment by e-mail, telephone, or regular mail.

The suggestions from this first step were inserted into the draft. Then meetings were organized in Montreal and Ottawa, where most francophone members live, and everyone was invited to propose additions, corrections, and improvements. The meetings were lively and helpful. The participants appointed Roseline Desforges and Marie Cimon to rewrite, reorganize, and edit parts of the existing text.

This work is almost complete. We expect another open meeting (in mid-April, we hope) to examine it. Then a last step: the formal approval of the new text by francophone voting members across the country.

As these lines are written (late March 2002), we cannot promise that the French standards will be in print by the AGM in May. But we are still working—and hoping.

Public Relations/Industry Liaison

Ruth Chernia

Editing Canadian English: We displayed copies at BookExpo last year and directed interested buyers to the McClelland & Stewart booth.

The profile of EAC/ACR: We staffed a booth at BookExpo 2001 and will do so again this year. Many thanks to all the hardworking volunteers, especially Toronto branch administrator Gene Shannon, who stepped in at short notice to help organize the booth.

At BookExpo 2002, EAC/ACR will be sponsoring a panel discussion looking at how trends and market forces influence editing decisions.

Quill & Quire has begun announcing our conference and will carry a longer article in its electronic version.

In June, I represented EAC/ACR at the gala banquet of the Association of Canadian Publishers at their annual general meeting.

I've been attending meetings of the Book and Periodical Council, where changes to the marketing and distribution of books are being discussed. Of interest to editors is the decision of Canadian Heritage to collect statistics of *all* sectors of the industry in a systematic format.

Sources: We continue to be listed in that publication both as an association and the sponsor/donor of the Tom Fairley Award.

The Tom Fairley Award for Editorial Excellence: Various media outlets received a press release but no one carried it. Perhaps this year, since money is attached, the award will attract attention. Nancy Flight included me in the committee's discussion of the letter of solicitation that was sent to publishers early in 2002.

Communications Committee: I participated in that committee's discussions which led to a short-term communication strategy for the Restructuring Committee.

This has been a challenging year for me in many ways—both personally and professionally. It's been exciting to participate once again on the executive after a hiatus of five years. Thank you all.

Publications

Lannie Messervey

One of the major goals I have worked towards this year is to envision and begin to put into practice a consistent style for EAC/ACR national publications. A committee was formed and met, discussed issues and outlined tasks required in three areas: a style guide (English for now) for national publications; guidelines for the use of the EAC/ACR logo; and the membership kit. Subcommittees were struck and work has begun in each of the three areas.

Use of the logo: We have reviewed the work done in the past and are drawing up guidelines that will be

made available to all members and committees through the national office.

Style guide for national publications: EAC/ACR publications need to be recognizable as produced by EAC/ACR. The style guide will not be mandatory for the branches, although it will be made available to the branches.

Membership kit: The committee has begun work on the materials that will go in a revised kit, categories of information, and the physical format of the kit itself. We plan to bring a budget request to next year's budget meeting and to produce the new kits in 2003.

English Web site: I have been updating the English Web site for the branches and for national, and working with Jonathan Paterson to coordinate the French and English components of the site.

The Web site has become an important publication and communication tool for EAC/ACR. I will be forming a committee to review the Web site, including working out a consistent vision of what the site should do for us, what information belongs on the site, a Web style guide, and a process for providing updates. We will be reviewing the forms on the site and revising some to include interactivity.

Directory review: There are two aspects to the review: the process involved in working with the volunteers to produce the directory and database/computer issues. Questions to be asked include: what's wrong with the current process, is our current database software equal to the performance we require of it, and how can communications be streamlined. The goal is to arrive at a practical documented system that will work in the future separate from any staff, volunteers, or experts currently involved in the process.

Publications Policies: We have been working on a policy for national publications that includes a definition of what we mean by "publication"; a statement that all publications follow the guidelines for the use of the logo and the national style guide; and a statement about which publications we produce and how often. We will also be drafting a policy

stating that EAC/ACR supports complete equity in French and English publications and defining what we mean by "equity."

Tom Fairley Award

Nancy Flight

The 2000 Tom Fairley Award for Editorial Excellence was presented to Barbara Pulling at the EAC/ACR national conference in Toronto in June 2001. The entries for the 2001 award have been submitted, and the judges are reviewing them now. The award will be presented at this year's conference in Montreal, to be held May 24 to 26. This year, for the first time, the award will carry a cash prize of \$2,000, made possible by a permanent annual allocation of \$1,000 from EAC/ACR and a one-time contribution of \$1,000 from Macfarlane, Walter & Ross. The award is also open to in-house editors for the first time.

Over the past few months, the Tom Fairley Award committee has sent a letter to approximately 100 publishers seeking contributions to a permanent fund for the award, and we have just begun to receive pledges from some of these companies. I thank committee members Jan Walter, Rick Archbold, Georgina Montgomery, and John Eerkes-Medrano for their commitment and hard work on this project. I also thank Michele Collins and Connie John for their help in getting the letters out.

BRANCH REPORTS

British Columbia Branch

Winnifred Assmann

After a busy but rewarding year, I'm happy to report that EAC-BC is growing by leaps and bounds. Last April, our membership was at 156; as of March 2002, it's 201. Meeting attendance has grown correspondingly (average attendance at meetings has gone from 25 to 50).

Over the course of this past year, the hard-working BC executive accomplished the following:

- finalized and circulated a branch style guide for use on all our publications;
- had another successful booth at Word on the Street, with lots of follow-up calls and e-mails;
- organized and/or participated in two networking initiatives with other organizations, held in Vancouver and Victoria (more than 150 people attended the Vancouver event);
- had another successful two-week display about EAC-BC at the Vancouver Public Library;
- invested in a new display unit and produced a corporate brochure;
- made more use of the branch e-mail forum and participated in a national advertising campaign created by the Toronto branch;
- upgraded and streamlined our hotline service;
- held a successful series of workshops. Classrooms were filled in the spring for “Getting Started: Lessons in Profitable Editing” and the ever-popular “Eight Step Editing” which was held twice, once jointly with the Professional Editors Association of Vancouver Island, who held a third additional session on their own—and we still had to turn people away. We still have one more to go this year, Academic Editing, with Rosemary Shipton;
- organized well-attended monthly programs, including “Getting Started or Changing Direction as an Editor,” “A Live Demonstration of Dreamweaver 4 for Editors,” “Practical Tips for Effective Networking,” “Ethical Issues in Editing,” and a town hall meeting on restructuring, certification, mediation, and other topics of interest to members; and
- started considering policy and procedure issues and recording decisions (a work in progress that’s going to spill over into next year).

Although we had some changeover in the executive, we easily filled three vacant positions and added two new ones (hotline co-chair and book sales coordinator). We’re currently updating and expanding our job descriptions for next year’s executive.

National Capital Region Branch

Elizabeth Macfie

EAC/ACR’s National Capital Region Branch has enjoyed a successful year due to the creative and diligent work of its executive and committee volunteers and to local editors’ interest in participating in EAC/ACR activities.

To keep up with our growing membership (303 in March 2002), the executive, executive director, and two past executive members launched a long-range planning process (on two Saturdays, in February and March), facilitated by an organizational change professional. Next, we will get our members’ input on the resulting draft mission and vision statements, then write plans to carry out the projects we chose in March. This process is well worth the effort and money it cost.

In other planning work, a member researched EAC-NCR’s French-language market. The report showed that French-language editors join for networking and professional development opportunities. We will investigate how to involve more French-language members and offer more activities in French.

Our treasury has total assets of about \$42,500, which includes about \$6,700 in book table stock. As we prepare our plans, we are seeking ways to reinvest some of this money for our members’ benefit.

As of November 2001, we circulate our newsletter (*The Bulletin*) as a PDF e-mail attachment. Members without e-mail receive a mailed copy. *The Bulletin* has grown this year to include news items, introductions of new members, program summaries, and a “Bulletin Board” for members’ submissions. The e-mail cover message asks members to not circulate *The Bulletin* to non-members, since it is a benefit of membership. (We do the same with job opportunities broadcast by e-mail.)

Since November 2001, our membership chair has been hosting “Dinner and a Meeting” gatherings at a buffet restaurant near our meeting site. About a dozen members attend each month. The April meeting will include our second annual Editors’ Show-

case, where members display products they have worked on.

Our monthly programs, on such topics as getting government contracts, working with printers, being an editing parent, and editing bilingual publications, have drawn crowds close to 60 people most months. Non-members (five to ten per meeting) pay \$10 to attend.

Our seminars (eight in fall 2001 and 11 in winter/spring 2002) are a great source of training, publicity, networking, and funds for the branch. Many registrants are non-members; many of these are federal government employees. New topics included copy editing, becoming a freelance editor, developing a style sheet, technical editing, and proposal writing.

We are developing a volunteer management plan for 2002–03. This system will help us involve members, from recruitment to recognition. We have started by collecting a job description for each position.

NCR Branch hosted a town-hall meeting on EAC/ACR restructuring in January 2002. Twelve members attended on-site and one attended by teleconference.

Prairie Provinces Branch

Dianne Smyth

This year has been an interesting one for the PPB executive, starting off with a series of resignations and ending up with an enthusiastic newly recruited executive. The turnaround began just prior to Christmas and gathered momentum in the new year.

While the PPB's executive was busy trying to formulate ideas to rekindle the interest and participation of its Edmonton area members, our Calgary group was moving right along. Under the leadership of Lori Burwash and Allison Strilchuck, Calgary started off with a bang—and lots of sunshine—with Word on the Street in September. In addition to extolling the virtues of editors to one and all, they had draws for *Editing Canadian English* and *The Bear's Embrace*, edited by Tom Fairley Award winner Bar-

bara Pulling. Calgary's evening seminars included one on indexing and a panel on the changing role of the editor in publishing.

Courses offered by both Calgary and Edmonton (with Calgary's lead) were "Eight Step Editing" and "Information Architecture and Content Strategy for the Web." Calgary continues to gain ground in terms of number of members and general awareness of the association. Several social events were held in Edmonton and Calgary, with Calgary inviting writers and other groups to participate.

PPB welcomed Saskatchewan into its fold in November with a group in Saskatoon led by Perry Millar. Because many of the group are beginners, their programs have concentrated on professional development. Experienced editors in the Saskatoon group led these sessions, which have included an editing exercise, a presentation on style sheets, and a discussion about rates and estimating.

In addition, our newsletter team, Anita Jenkins and Judy Dunlop, outdid themselves this year with *Lat-est Edition's* most exciting and productive year yet. The executive received many accolades from its members for the newsletter's fresh new look, one that featured the past and current work of several PPB members in each issue.

The PPB executive wishes to acknowledge the continuing support and ongoing assistance of our past past chair, Karen Virag, who was always there for us. Karen, who also serves on the EAC/ACR national executive as vice president and the Restructuring Committee as chair, somehow found the time and patience to help guide PPB through a most challenging year.

Quebec/Atlantic Canada Branch

Christine Hastie

For QAC, this year has been about exploring new dimensions. The main focus has been on preparing for the conference and AGM in May 2002, which are being held in Montreal for the first time in EAC/ACR history. In working toward this objective, we have gained experience and knowledge about the

nature of our bilingual branch and explored the spirit of collaboration that lies at the heart of a member-run, dual-language organization.

EAC/ACR conferences are usually organized in English and translations are then produced for the French publicity. This year that process has been turned inside out. Since conference planning began, we've addressed how to overcome the issues of communication differences when working concurrently in the two languages. QAC's conference planning truly reflects the branch identity as well as the commitment, energy, and versatility of its members.

Membership is up 23%—there are now 82 French members and 97 English members in QAC. This growth is largely attributable to our branch presence at the Salon du livre, where some 20 volunteers staffed our booth in November. The demand for information about EAC/ACR is also strong at WOTS in Halifax and the Concordia University Career Fair.

An abiding concern for QAC has been on the publicity front. To begin addressing this, we developed a questionnaire that would help update our database and add information about the organizations we mail to. Our questionnaire was later adapted for use by the national office in preparation for the conference mailings.

In all, our professional development events are well attended, but our French meetings and seminar programs have been particularly successful: their scope has broadened, while attendance and interest is strong.

La Perluète and *Ampersand* continue to be vehicles for communication about branch events and information, but they also showcase the members of this five-province region. The editorial teams can be proud of their achievement in enhancing an important membership benefit.

Toronto Branch

Elizabeth d'Anjou and Andy Carroll

We live, as they say, in interesting times. The national restructuring initiative has aroused strong in-

terest—and controversy—here, in the largest and oldest branch. While this fact has complicated our lives as co-chairs, in the end, we're proud that our members care so fervently about EAC/ACR. In response to motions made at branch business meetings, we brought concerns about the timing of the process to the national executive meeting in February, and in March hosted a special branch meeting to discuss the revised restructuring proposal. As co-chairs, we've seen our role as representing the national executive to our members, and our members—all of them—to the national executive.

Meanwhile, the branch has had a busy, productive year. Some highlights:

- a rocking Word on the Street booth;
- two more successful seminar seasons (although attendance is down a little);
- a co-sponsored seminar (with the Society for Technical Communication), where the two groups split both costs and profits;
- a continuation of our PR campaign to raise awareness in the corporate world of the value of hiring editors: an eye-catching ad in *Profit* magazine (known affectionately as the "Editors can save your donkey" campaign), which became a pan-branch initiative;
- well-attended monthly meetings (usually 70 to 90 people), preceded by orientation Q&A sessions for new members (and pub dinner for others);
- an ad hoc committee on branch services for in-house members, which presented a report chock full of suggestions for program topics, newsletter articles, and seminars;
- initial work on improving our new volunteer database to help us match the right people with the right jobs; and
- a renewed contract with our intrepid administrator, Gene Shannon, as well as an investment in improving his Access database skills.

National Office

Connie John, Association Manager

The activities of the national office revolve around keeping the association functioning well at the national level. The association continues to grow: over

11% last year alone. This is wonderful for our financial state and, in fact, we had a small surplus again last year. It strains the systems, however, as the volume of work increases as well.

Michele Collins, our administrative coordinator, does a masterful job of keeping up to speed on many things at once: membership registrations and renewals, mailings, deposits, on-line directory postings, and phone and e-mail inquiries. She worked closely with the editor of the directory last year to produce the publication on time. She works with the Publications Chair to keep the Web site up-to-date and with the branches to maintain our contact database. Michele also sends broadcast e-mails to members and manages the feedback. Her days are full to overflowing.

On April 1, Lynne Massey began work full-time at the office as certification coordinator and project manager. Among other tasks, she will prepare a program to support volunteers. Lynne also provides the office with a top-notch editorial eye.

As association manager, my duties run the gamut from managing the office to preparing grant proposals. Working with the Status of the Artist Committee to prepare the EAC/ACR presentation and then obtaining certification was certainly one of the highlights of the year. I attend national executive meetings and participate on the national executive e-mail forum. I'm also the French voice in the office.

EAC/ACR could not function without volunteers. Working with the committee chairs is always stimulating. As for the officers of the association, the number of hours they put in, especially the president, is more than you can imagine. Together, the EAC/ACR team is making great strides.

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

FINANCIAL STATEMENTS

DECEMBER 31, 2001

AUDITORS' REPORT

To the members 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, 2001 and the statements of operations and net assets and cash flows for the year then ended. These financial statements are the responsibility of the company'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 company as at December 31, 2001 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

March 13, 2002
Toronto, Ontario

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

STATEMENT OF FINANCIAL POSITION

AS AT DECEMBER 31, 2001

	2001	2000
ASSETS		
Current assets		
Cash	\$ 62,536	\$ 49,284
Accounts receivable	11,768	22,529
Prepaid expenses	<u>2,855</u>	<u>2,443</u>
	<u>\$ 77,159</u>	<u>\$ 74,256</u>
LIABILITIES AND NET ASSETS		
Current liabilities		
Accounts payable	<u>\$ 22,562</u>	<u>\$ 26,983</u>
Net assets		
Unrestricted net assets	<u>54,597</u>	<u>47,273</u>
	<u>\$ 77,159</u>	<u>\$ 74,256</u>

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, 2001

	2001	2000
REVENUE		
Membership fees	\$ 190,211	\$ 163,530
Government grants (note 5)	35,000	
Annual General Meeting and conference	33,341	30,845
Directory listings and advertising	25,394	33,919
Seminars	21,550	25,698
Publication sales	14,485	17,918
Toronto Administration	6,997	22,850
Other	6,556	1,801
Interest	2,100	1,992
	<u>335,634</u>	<u>298,553</u>
EXPENSES		
Administration	73,698	68,178
Travel and event venue costs	50,176	48,296
Honoraria and contract services	42,688	23,628
Printing	39,589	34,170
Regional branches (note 3)	32,923	32,489
Mailings	23,240	19,812
Stationary and supplies	22,824	25,718
Rent and utilities (note 6)	19,622	9,238
Legal and accounting	5,849	5,559
Memberships and promotion	5,124	2,629
Design	4,072	
Publications	3,290	9,526
Bank charges	2,833	2,151
Equipment purchases	2,129	3,913
Special projects	253	
	<u>328,310</u>	<u>285,307</u>
EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR	7,324	13,246
Net assets, beginning of year	<u>47,273</u>	<u>34,027</u>
NET ASSETS, END OF YEAR	<u>\$ 54,597</u>	<u>\$ 47,273</u>

see accompanying notes

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

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED DECEMBER 31, 2001

	2001	2000
CASH INFLOW (OUTFLOWS)		
OPERATING ACTIVITIES		
Excess of revenue over expenses	\$ 7,324	\$ 13,246
Net change in non-cash working capital items (below)	<u>5,928</u>	<u>(2,024)</u>
NET CASH ACTIVITY FOR THE YEAR	13,252	11,222
CASH, BEGINNING OF YEAR	<u>49,284</u>	<u>38,062</u>
CASH, END OF YEAR	<u>\$ 62,536</u>	<u>\$ 49,284</u>
Net change in non-cash working capital items		
Accounts receivable	\$ 10,761	\$ (13,535)
Prepaid expenses	(412)	(1,843)
Accounts payable	<u>(4,421)</u>	<u>13,354</u>
	<u>\$ 5,928</u>	<u>\$ (2,024)</u>

see accompanying notes

EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES RÉVISEURS

NOTES TO THE FINANCIAL STATEMENTS

DECEMBER 31, 2001

1. THE ORGANIZATION

The Editors' Association of Canada/Association canadienne des rédacteurs-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 rédacteurs-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.

2. SIGNIFICANT ACCOUNTING POLICIES

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

Inventory

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

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.

Donated materials and services

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

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 requires management to make estimates and assumptions that affect the reported amount of assets, liabilities, revenues and expenses. These estimates are reviewed periodically and as adjustments become necessary they are reported in the period in which they become known.

EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES RÉVISEURS

NOTES TO THE FINANCIAL STATEMENTS

DECEMBER 31, 2001

3. 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>2001</u>	<u>2000</u>
Quebe/Atlantic Canada	\$ 5,309	\$ 5,187
National Capital Region	6,603	6,563
Toronto	10,179	11,066
Prairie Provinces	5,211	4,742
Western Canada/British Columbia	<u>5,621</u>	<u>4,931</u>
	<u>\$ 32,923</u>	<u>\$ 32,489</u>

4. 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).

5. GOVERNMENT FUNDING

Government funding recognized in the year was as follows:

Cultural Careers Council of Ontario	\$ 30,000
Canadian Heritage	<u>5,000</u>
	<u>\$ 35,000</u>

6. LEASE COMMITMENTS

The organization leases space 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 2002 property and utility rates and is subject to market fluctuations.

2002	\$ 22,206
2003	22,768
2004	23,330
2005	<u>9,819</u>
	<u>\$ 78,123</u>

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Ce document est également disponible en français.