

# EDITORS' ASSOCIATION OF CANADA

## ANNUAL REPORT 2007–08

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# EXECUTIVE REPORTS

## President

*Moira Rayner White*

It has been both an honour and a privilege to serve as your association president in what has been a difficult year. It is always an honour to work alongside such dedicated and professional volunteers and staff on behalf of the membership.

As the year unfolded, it became increasingly apparent that the association's finances were in trouble. For many reasons outlined in the treasurer's report, this information had not been readily available. The executive first took steps to ensure that the financial reporting system was brought up to date. When we did see up-to-date financials, we realized that they called immediately for a new course that would change the association's fiscal picture without delay. Tough financial times call for tough measures.

An analysis showed that serious shortfalls in five revenue categories—memberships, Online Directory of Editors (ODE) listings, certification, conference and advertising—totalled \$83,000. Forty-five per cent of this total could be attributed to one category: the ODE.

Before 2004, the association also printed the *Directory of Editors*. Because of the cost and work involved in continuing with a print edition, not to mention timeliness, the national executive council opted to retain only the online edition. The council decided to forgo charging for inclusion in the directory as a temporary measure while the database was being updated over what was anticipated would be a matter of months. The revenue stream remained on the books for the past four years, but because no subsequent council charged for a listing, this revenue stream remained at zero. During this time, the association should have realized between \$100,000 and \$120,000 from ODE listings. At our March 2008 meeting, this year's council decided to immediately reinstate the listing charge. There was some debate about whether to raise membership fees instead. However, because only 30% of members currently list in the ODE, because many members work in house and have no need to advertise, and because the ODE fee is a tax-deductible business expense, coun-

cil reaffirmed the earlier (2004) decision to charge for listings.

Every expenditure is now under review and will continue to be this year. Council may have to change the way it conducts meetings or the frequency of its meetings. We are very mindful, however, that we are a national organization with a mandate to serve the country. Administration costs remain modest for an organization of this size.

I would especially like to thank all the members of the national executive council. They have shown unbelievable grace under fire, determination in the face of daunting news, enthusiasm for charting a new course forward, and an unparalleled ability to dive in and see a task through. They cheerfully receive the dozens and dozens of daily (hourly?) emails (our prime means of communication between our quarterly meetings) that would threaten to swamp mere mortals. They are the reason we have been able to begin the turn-around so quickly and effectively. I am very grateful for their insight, contributions and follow-through.

I am also very grateful for the enormous amount of work done so well by the national office staff. Marta Horban, our executive director, has put in countless extra hours to bring the accounting system up to date and to put in place responses to the directives she and the staff were given by council. Communications coordinator Michelle Ou, professional development coordinator Helena Aalto and membership coordinator Lianne Zwarenstein have also worked hard to help further the association's goals. This is the first year in many that we have had a full staff complement, a development that bodes well for the year ahead.

Our national committee chairs and members continue to support the many activities that make our association what it is. This year, three certification tests were administered: Copy Editing, for the first time, and both Proofreading and Elementary Knowledge of the Publishing Process, for the second time. Preparations are under way for the rollout of the fourth and final test, Structural and Stylistic Editing, in fall 2008. And the Professional Standards Commit-

## EXECUTIVE REPORTS, CONTINUED

tee has been working diligently to update the editorial standards. More information will be available soon.

This coming year marks the 30th anniversary of the founding of our association. Plans include a celebration of past achievements and a re-evaluation of our current structure. This organizational review will provide an excellent opportunity to have members and branches across the country collectively determine a structure that works for all members in the years ahead. I am convinced that with the measures put in place to build the long-term financial stability of the organization and members' support, EAC will emerge renewed and ready for the next 30 years.

### Vice-President

*Brendan Wild*

My primary volunteer contributions to the association this year include participating in quarterly meetings of the national executive council, serving as an executive reader of association publications and documents (such as *Active Voice*, minutes of quarterly meetings, policies, e-news updates and conference materials), contributing to discussions on the executive council's email forum, monitoring the members' email forum to stay up to date with members' concerns, soliciting branches for administration and policy documents to enrich the national website as a shared resource, and coordinating the English-language Oops Awards.

It has been my great privilege this year to work with an executive council that has demonstrated really remarkable commitment to the well-being of the association; I admire each member's thoughtfulness, persistence and creativity. I must also thank the national office staff for their consistency, good nature and attention to detail.

### Past President

*Maureen Nicholson*

The past president has several responsibilities. I administer the Tom Fairley Award for Editorial Excellence, overseeing the advertising and selecting the judges. At the time of writing (April), the adjudication is complete, and I'm grateful to the judges for their care, intelligence and timely decision-making. I also serve as the head of the national Nominating

Committee, and I advise the president whenever appropriate or on request.

This year, I assumed some responsibilities that were beyond the formal requirements of the position of past president. For a variety of reasons, effective marketing has always been a challenge for this organization. After the mid-term resignation of the chair of the national Marketing and Public Relations Committee, I convened an ad hoc marketing group that has driven recent initiatives including developing print-on-demand CafePress products and launching a membership mini-drive. We are now rebranding and preparing marketing materials for the revised Online Directory of Editors. Other activities are under way, but these three efforts will be most visible to members.

I have now served for five years on the national executive council as a member-at-large, vice president, president and now past president. The organizational restructuring of 2003 has been a mixed blessing, with some excellent outcomes and some dismal ones. In the coming year, I look forward to our association—national executive council, committee chairs, branch executives and the membership—making an early and organized start on revisiting what works well and what needs improving.

### Secretary

*Julia Cochrane*

The first half of the 2007–08 year was taken up mainly with preparation for and follow-up from the second sitting of certification tests. In the second half, the executive focused mainly on responding to an unexpected revenue shortfall. The executive council came up with and initiated several new programs to address this problem.

The secretary's role includes participating at board meetings and in discussions with other officers, as well as being responsible for distributing the minutes of board meetings to executive members and organizing and recording motions dealt with on the executive council's email forum. At the request of the president, the secretary organizes discussions on the email forum. The record of online motions (of which there were seven this year) is included in my quarterly reports to the executive council, which are appended to the minutes of the board meetings.

## EXECUTIVE REPORTS, CONTINUED

Thank you to Moira White, who performed admirably in her first term as president, and to the rest of the national executive council for your experience and knowledge. Thank you to Marta Horban, whose first full year as the executive director showed what a great choice she was. And thank you to Michelle Ou for taking such accurate minutes at meetings.

### Treasurer

*Greg Ioannou*

The 2007 fiscal year was the worst the association has ever faced.

In the spring of 2007, just after the annual conference, the association ran out of operating cash, and we had to draw very heavily on our reserves to keep afloat.

As treasurer, my immediate reaction was of course to look at the association's books to find out why this was happening. "Looking at the association's books" turned out to be far more challenging than it should have been. The books were not up to date, reflected some debatable bookkeeping practices and, perhaps worst of all, were kept off site at our bookkeeper's premises.

Systems that had seemed adequate when the association's finances were doing well proved to be hopelessly inadequate when things turned sour.

I initiated the following changes, which have not yet been fully implemented:

- Because the association's bookkeeping was an odd hybrid of the bookkeeper performing some functions in Simply Accounting and the staff performing others functions manually, the first change was to **fully computerize the association's bookkeeping** using Simply Accounting. (The choice of software, which was strongly urged by our auditor, may have been a mistake. Some members of the staff have had problems with its complexity, and it seems not to be able to generate some of the reports we have needed.)
- Because we did not have access to our financial data when we needed them, the second change was to **bring the entire bookkeeping function in house**. (This has not been as successful as I had hoped, and we still rely on the external

bookkeeper more than I had anticipated for processing routine transactions.)

- Because the books were as much as five or even six months out of date, I:
  - tried to initiate office procedures that would make **routine daily entry of transactions** part of the office culture (this has not happened yet); and
  - insisted on **accurate monthly financial reports within two weeks of the end of each month** (we're getting close on this one).
- The financial reports presented to the executive council were systematically too optimistic. This turned out to be because the association was bookkeeping on a cash basis. That is, bills didn't appear in our financial records until we had paid them, which ordinarily occurred promptly. So we appeared to be doing just fine, but were getting further and further behind on meeting our obligations. I insisted on an immediate switch to **accrual-based accounting**. That is, the staff enter each bill (or receivable) immediately when it is incurred (or earned) rather than when it is paid (or received). (This is a work in progress. We're getting closer, and the most recent monthly financials contain most of the accruals.)
- In the longer term, the Simply Accounting file needs to be reconfigured to provide more specific information on committee activities and special projects. (Although in more routine times this would be a high priority, we don't want to start this process until the other, more important, changes are made.)

Without those changes in place, it was very difficult to know what to do about the association's financial situation, which was obviously deteriorating quickly. I described my role as treasurer a few months ago as "flying a plane with the windows fogged over." The fog has at this point mostly cleared, and the plane is no longer pointed directly at the mountain.

From the summer of 2007 until the March 2008 executive council meeting, I was unable to get accurate, up-to-date financial information. Even at the November executive council meeting, which discusses the annual budget, the financial information we were presented with was over-optimistic. The "actuals" showed a deficit up to that point in 2007 of \$27,962. The real deficit for the fiscal year was \$58,711, and it was at about that level at the time of the November meeting.

## EXECUTIVE REPORTS, CONTINUED

In January 2008, the staff requested my authority to draw more money from reserves to cover day-to-day expenses. At that point the reserves had fallen below \$20,000, and I refused to authorize the draw. I wanted to have something in reserve in case we were faced with a bill we absolutely had to pay immediately. (Can you imagine, for example, having to cancel a conference because we couldn't meet a demand to pay for the rooms in advance?) Rather than draw further from the reserves, we decided which of the outstanding payables we would simply pay late. There have been no further draws from the reserves.

At the March executive council meeting we were presented with some particularly disturbing financials, on the day of the meeting. They showed that the association had lost approximately \$42,000 in 2007. Again, the information was too optimistic, for I could see that some important accruals were still missing and told the executive council that even the bleak numbers we were being given were too rosy.

The situation in a nutshell, as of early March 2008: EAC was three months late in paying its bills, had less than \$20,000 left in its reserves, and was losing money at a rate of approximately \$6,000 a month.

The financial information presented to the executive council at the March meeting did allow us to identify some of the causes of the problem. We were presented with a comparison of the 2007 budget and 2007 actuals (more accurately, they were sort-of actuals). That comparison showed that both income and expenditures were well below budget—but the income shortfall was greater than the shortfall in expenses.

In particular, the following income streams hadn't produced the anticipated revenue:

Item	Budget	Actual	Shortfall
Memberships	\$276,280	\$265,918	\$10,362
Directory listings	\$37,500	0	\$37,500
Certification	\$22,000	\$15,639	\$6,361
Conference	\$72,250	\$59,282	\$12,968
Advertising	\$16,000	0	\$16,000
Total	\$424,030	\$340,839	\$83,191

Why these shortfalls?

- For memberships, we had budgeted for a small increase in the number of members and a modest dues increase. The number of members actually decreased trivially, causing the shortfall.
- The fee for directory listings was held off until the new ODE could be launched. Database problems delayed the launch through all of 2007, despite the executive council's repeated attempts to get the project moving.
- We assumed the number of people taking the certification tests would go up slightly. Instead, it went down slightly. This revenue number did not include \$4,985 of income for the certification study guides (although it had in 2006), so certification revenue was only \$1,376 under budget.
- Fewer people attended the Ottawa conference than we expected.
- The zero in the advertising line reflects the virtual lack of sponsorships at the Ottawa conference. This was largely the result of the key conference-support staff person leaving the association early in the year—the worst possible time.

At that March 2008 meeting we examined each of the association's revenue streams to see how we could end the \$6,000-a-month shortfall and restore the association's health as quickly as possible. Among the things we decided to implement immediately (the numbers are approximately how much the initiative brought in from March to May 20):

1. Launching two membership drives to try to bring in as many new members as possible. (\$1,782)
2. Immediately ending the "short-term" free directory listings. (\$8,905 from 137 paid listings)
3. Promoting more effectively certification and the conference. (Number not obtainable, but the conference registrations have sold very well.)
4. Making sure that the staff immediately focused on getting sponsors for the Edmonton conference, and having them focus on sponsorships for the 2009 conference ASAP. (\$4,350)
5. Setting up a print-on-demand CafePress store to sell shirts, bags and other EAC-related products. (\$200)
6. Introducing a \$200 fee for employers to list jobs on the National Job Board. (\$2,400)

## EXECUTIVE REPORTS, CONTINUED

Most of these measures have now been implemented and they are producing additional revenue (totalling almost \$18,000) as shown by the list above.

There were fewer obvious problems on the expenditure side. EAC's operations have always been pretty lean, and they remain so. We decided to keep a closer watch on expenditures but to avoid making cuts until the June 2008 executive council meeting, when we thought we'd have some idea whether the revenue-generating ideas had worked or not. We are hoping to avoid having to make significant spending cuts. If we do cut spending, the "easiest" targets are staff costs, and travel and accommodations. Moving the conference back from conference centres to university settings would be the easiest major spending cut and would presumably be the first thing we would look at.

The auditor's report for 2007, which we received in May 2008 and which is appended to this annual report, gave us the first accurate financials we'd had in a year. For the most part, they show the association's income and expenditures in 2007 to be quite similar to those in 2006, with three exceptions, all on the expense side. Those were:

Item	2007	2006	Increase
Administration	\$149,774	\$127,066	\$22,708
Travel and event venues	\$91,655	\$54,866	\$36,789
Printing	\$11,601	\$4,640	\$6,761

The increase in "Administration" is easy to explain. We were short-staffed for much of 2006, and had a full complement of four staff throughout 2007.

Similarly, the increase in "Printing" is a direct result of the decision to start printing *Active Voice* again.

The "Travel and event venues" increase breaks down as follows:

- The conference venue cost \$17,707 in 2006, and \$41,460 in 2007.
- The meeting of committee chairs in Montreal in September 2007 cost \$3,876. The books show no expenses recorded for the much smaller equivalent meeting in 2006.
- The books show that in 2006 we paid \$0 for meals for executive council meetings and \$0 for

meeting venues. The corresponding numbers were \$2,012 and \$3,426 in 2007. This in part reflects different bookkeeping practices (or just plain bookkeeping errors), but it also reflects the fact that we had some pot-luck dinners in 2006 and didn't rent meeting venues as often.

- The rest of the increase is the result of a large number of small items (ranging from more expensive airfares to an executive council that was more widely scattered around the country), totalling about \$9,000.

Airfares are significantly higher in 2008, and we are going to have to seriously look at how to hold the line on travel costs.

One priority for 2008–09 has to be fixing the budget administration process. In 2006, what looked to be a difficult year was made easier by a series of project delays and staff resignations that brought our expenses down. When preparing the 2007 budget, we recognized that the artificially depressed expenses would not last and tried to budget for enough income to meet those expenses. But budgeting for income from such items as directory listings and sponsorships is meaningless if the revenue doesn't materialize. And when it becomes clear that revenue is falling short, expenses have to be cut accordingly, by either cancelling or postponing expenditures. Systems need to be in place to carefully track the revenues over the course of the year, and to adjust expenditures if revenues are falling short.

Other organizations get reports at the end of each month that compare actual income and expenses with what they were expected to be, and the sources of any variances. We need to get that sort of accurate, timely financial reporting in place as soon as possible. Some steps have been taken in that direction, but far more needs to be done.

The picture that was so bleak at the end of 2007 has brightened somewhat by May 2008. As of late May 2008:

- Although the association's bookkeeping and financial reporting still leave something to be desired, they are not as completely broken as they were.
- The changes implemented by the executive council to various revenue streams in March 2008 have provided a temporary financial boost,

## **EXECUTIVE REPORTS, CONTINUED**

and the bank balance looks better than it has in the recent past. Their long-term impact is yet to be seen.

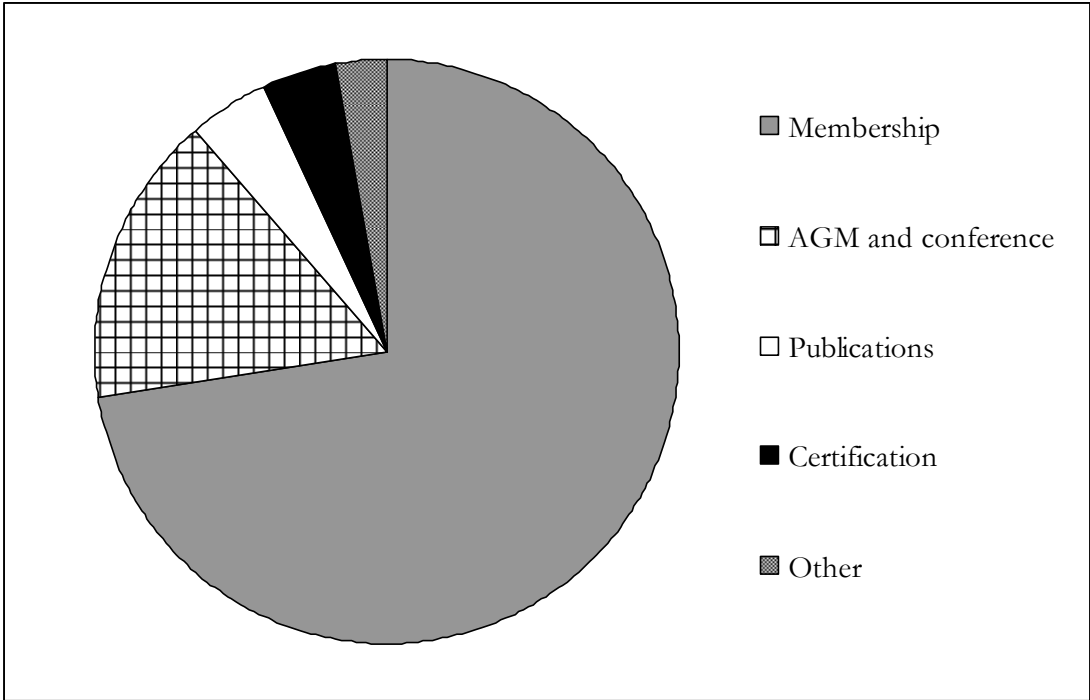
Income for 2007 was -\$58,711; at the end of April 2008, it was \$39,239 (although that figure includes most of the conference revenues and few of the conference expenses—yet another accruals issue).

The association's net assets on December 31, 2007, were a disastrous -\$12,261. On April 30, 2008, they were \$26,680.

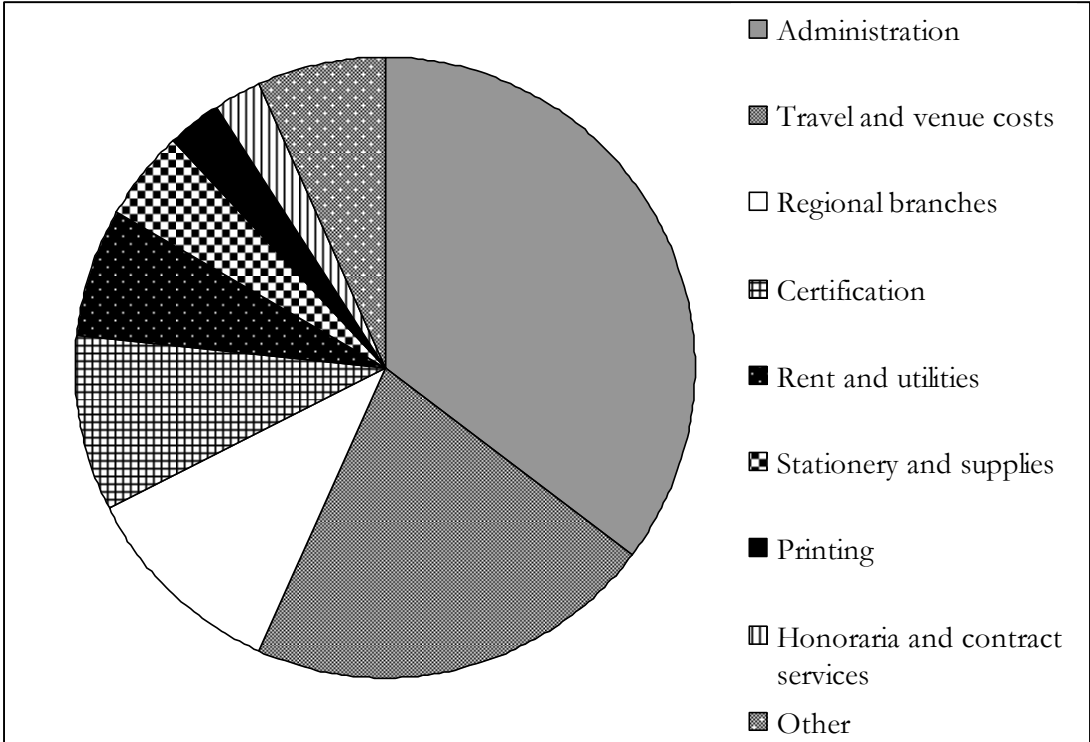
So things seem to be improving. It is too soon to be sure.

# EXECUTIVE REPORTS, CONTINUED

Income, 2007



Expenses, 2007



For more details of the 2007 financials, please see the auditors' report.



## EXECUTIVE REPORTS, CONTINUED

### British Columbia Branch Representative

*Dania Sheldon*

The BC branch has successfully faced a few challenges in 2007–08, with largely positive results, and we feel optimistic about 2008–09 as we retain some executive members and welcome new ones.

Branch chair Daphne Sams reports that our finances are taking longer to organize than anticipated. A shortfall from expected revenue (GiftTool and quarterly payments withheld at the national level) made it necessary to suspend our small scholarship program. Concern over finances and attention to housekeeping details limited our ability to follow through on long-term PR and outreach plans. However, on the positive side, our professional development program (co-chairs Christine McPhee and Ricki Ewings) was well attended and made a small—but vital—profit.

Treasurer Shelly Windover has commendably handled the branch finances during a difficult time. In her view, if we are measured in our spending we should be fine for 2008–09. Barbara Dominik provided knowledge and assistance with respect to our financial matters and the bookkeeper has made progress in investigating our GST status and producing annual reports.

In the area of public relations (co-chairs Jeanne Ainslie and Wendy Harris), two of four institutions to which we had previously given scholarships took us up on our offer of “non-financial” support by organizing a meet-and-greet session with their students. We had a table at The Word on the Street and were present at the Surrey International Writers’ Festival and BC Book and Magazine Week. Our relatively new friendship with the BC Association of Magazine Publishers is flourishing. Jeanne Ainslie attended all of the EAC workshops and wrote a summary of each for publication in *West Coast Editor*.

Karen Reppin (secretary) produced the branch executive minutes in a detailed and timely fashion. She also archives the permission forms signed by our guest speakers and has worked with the branch coordinator to update the executive handbook.

In 2007–08, our program chairs, Gary Lund and Peter Moskos, mounted a terrific series of monthly meetings on topics as diverse as privacy legislation,

tax planning, recent trends in spelling and punctuation, types of editing, using the Internet for personal communications, indexing and the “rates debate.” We hosted a book swap and a boisterous Christmas party. Without fail, our events were well attended and positively reviewed. We continue to post some speakers’ talks as Internet podcasts for members. Plans for our 2008–09 program are well under way.

Cheryl Hannah and Hugh Macdonald have done a marvellous job with the BC newsletter *West Coast Editor*. Cheryl redesigned *West Coast Editor* to give it a more consumer-magazine “look and feel” and together with Hugh and our copy editors and proofreaders, published all eight newsletters on time and on budget. Included in Cheryl’s plans for 2008–09 is a “Best of the West” special anthology issue.

This past year the BC executive combined the coordination of membership and outreach, which has been very ably managed by Sue Ansell. The Telecafe project was stopped due to low participation and an inability to run the Telecafe at the times suggested in the 2007 survey. Membership coordination continues to welcome guests at monthly programs and answer email queries related to membership and EAC matters. Branch membership is up from 289 at the end of June 2007 to 312 at the end of April. Sue has also very kindly stepped in to assist with social chair duties at the monthly meetings since the then social chair (Dania Sheldon) became the new BC branch representative at the February meeting.

Hotline co-chairs Barbara Dominik and Regan Truscott continue to handle the BC branch hotline requests in their usual efficient and timely way.

Our branch coordinator, Jean Lawrence, who always goes above and beyond the call of duty, has outdone herself in 2007–08 on several fronts. She continues to offer the branch executive information, insight, assistance and great generosity, and provides outstanding service to our BC members through her timely and detailed replies to their queries.

To close, our webmaster, Derek Miller, has returned after undergoing cancer treatment and continues to do a great job of updating our part of the EAC website. Derek was also the guest speaker at our March general meeting, and we have been very glad to welcome him back.

## EXECUTIVE REPORTS, CONTINUED

### Prairie Provinces Branch Representative

*Licia Paddison*

The Prairie Provinces branch continued to flourish in 2007–08. Many of the executive members from the previous year remained in office, those being Peter Roccia, Dave Ealey, Cheryl Lund, Theresa Agnew, Gigi Meade, Susan Beach, Lauri Seidlitz and Licia Paddison. Joining the executive this year were Deborah Lawson as secretary and Eva Radford as program chair, joined later by Carri Hall as program-co-chair. Brenda Belokrinicev also let her name continue to stand as past chair. Positions not filled this year were vice chair and the still-new educational liaison position (which we are now pleased to report has been filled by NJ Linfoot).

This past year's cast of key players would not be complete without mention of Karen Virag, who graciously and very capably undertook the monumental task that is the Conference Committee chair. Karen, with the assistance of co-chair Theresa Agnew and a host of volunteers, have logged many hours to ensure the success that will be the 2008 Editors' Association conference in Edmonton.

Financially, the branch remains "solvent" under the watchful eye of Dave Ealey, with total assets of (un-audited) \$49,544.82 as of May 2008. While assets held in investments have increased, this figure represents a slight decrease from last year's assets at the same time: \$52,503.16. Conversely, branch membership has increased over the past year, with a reported 183 current members, as compared with 166 members for this same period last year. The monthly informal coffee mornings, coordinated by Deborah Lawson, continue to help draw new members into the fold.

The branch continued to build on the policies and marketing plan documents that were completed in 2006. These, coupled with branch job descriptions, style guide and other relevant operational information, will form the branch's orientation handbook. Kudos to Theresa Agnew for overseeing this valuable project over the past few years.

Chair Peter Roccia fulfilled two of the three planned visits to the branch's "satellite communities" as part of what was affectionately dubbed the "presidential tour." Both Calgary and Saskatoon visits were productive in identifying ways to align efforts to support a prairie provinces "coalition" to enhance member-

ship and structure in the region. Peter plans to complete the tour over the next year by visiting the Manitoba Editors' Association and consolidating his findings and recommendations in report form.

Our social and professional development programs were once again fun and very productive this year. Finding the right mix of programs to meet the needs of both new and experienced editors remains a challenge, but one that the program committee met admirably. A survey also undertaken by the committee identified that finding a balance between cost-effectiveness, member needs and provision of programs outside of major centres will be among items of focus for next year's program team.

Internal and external publicity, including the publishing of the *Latest Edition* newsletter, continued on a regular basis throughout the year under the direction of Susan Beach, Gigi Meade and Joan Dixon, respectively. Calgary member-at-large, Lauri Seidlitz, wore many hats that helped to increase program activity and membership in that region. Behind the scenes was the work of Tara Woloschuk, who improved and maintained the branch database contacts used in promotional activities, and also the work of Martha Smith, who coordinated the branch's job hotline.

Last, but not least, the Prairie Provinces branch was pleased to submit the nomination for an Honorary Life Membership for long-time member and ongoing mentor to many, Anita Jenkins. Peter Roccia and Virginia Durksen prepared the nomination that will be considered at the Editors' Association of Canada annual general meeting in June 2008.

It has been an honour to serve as the Prairie Provinces branch representative this past year and I regret that other obligations will prevent me from continuing on in this capacity for 2008–09.

### Saskatoon Branch Representative

*Michelle Boulton*

Saskatoon is still the baby branch—the newest and smallest—but we offer what we can in an attempt to keep up with the big kids. This past year, we offered six program meetings, two rather upscale receptions and a festive gathering in December.

## EXECUTIVE REPORTS, CONTINUED

We started off the year with a visit from Maggie de Vries, a writer/editor from British Columbia. Maggie was in Saskatchewan as part of CANSCAIP Prairie Horizons Conference 2007, and she kindly offered to come by and tell us about the editor–author relationship from both points of view. The discussion was rooted in her experiences as a children’s book editor for two publishing houses and as an author of fiction and non-fiction for children and adults.

Other highlights included a brilliant presentation in November by local writer, editor and designer Donald Ward. He talked about the unique challenges and rewards he enjoys as a non-Aboriginal person editing First Nations material. Using a story-telling approach, which is one of the techniques First Nations writers employ in passing information from one generation to the next, and across cultures, he kept our undivided attention for nearly two hours.

In February, we learned about blogging from Danny Bradbury, a self-professed “freelance word herder.” Danny is a journalist, editor and documentary filmmaker who writes mainly about technology for national and trade publications. He talked about how weblogs (blogs) have evolved and are changing the media in profound ways. In his estimation, the letters RSS are changing writing and publishing forever.

Our annual spring reception in March was another resounding success. We were privileged to have Karen Virag return to Saskatoon to explore the increasing visualization of our culture, the complex and ever-evolving interaction between texts and images, and what all of this means for editors and lovers of the English language. To build awareness of EAC in the community, we also invited the guests from other local groups with similar interests to our own (IABC, CPRS, Saskatchewan Writers’ Guild, Saskatchewan Publishers Group).

In addition to our program meetings and social events, we held two very successful workshops. In November, Peter Roccia, Prairie Provinces branch chair, came to Saskatoon to facilitate a Grammar in Action workshop. He taught us how to take grammar from a static set of rules and put it into practice as a powerful writing and editing tool. While he was in town, Peter also met with the Saskatoon branch executive over wine and Chinese food to explore ways in which the Prairie Provinces and Saskatoon

branches could work more effectively together to serve all the Prairie provinces.

All of this good programming was bound to reward the branch with a few more members. We started the year with about 20 members and are now much closer to 30. Some of the most important new interest has stemmed from Regina, where a fledgling branch is forming. We have three members in Regina and they have organized a couple of meetings to generate interest in forming an editors’ group.

With interest increasing in Regina, the Saskatoon branch executive is wondering about changing the name of our branch from the Saskatoon branch to the Saskatchewan branch. To find out what we have decided, you’ll have to check back with us in next year’s annual report.

### Toronto Branch Representative

*Mary Anne Carswell*

Change has been in the wind at the Toronto branch this year. It’s been a busy and fruitful year. Buoyed by the continuing success of our seminar program and other endeavours, we’ve examined who we are and how we operate.

For years, professional development chairs complained of burnout because of their heavy workload. A Professional Development Planning Committee was struck to examine options, and in part their recommendations resulted in some of the day-to-day work being passed on to the branch’s paid administrator, leaving the professional development chair freer to concentrate on policy, research and seminar-leader relationships.

More change was evident in a tip-of-the-iceberg idea proposed by the program co-chairs to change the agenda of the monthly members’ meetings. Much discussion ensued at the meetings over the winter, online in a survey and at meetings of a committee struck to deal with the issues, out of which a re-organizing of branch meetings and the branch executive was under way in April and May 2008. As one example, the membership chair was re-conceptualized as member relations, the chief job of which will be to think through all the ways and means our members communicate with each other.

## EXECUTIVE REPORTS, CONTINUED

No longer is the branch reliant on monthly, face-to-face meetings to disseminate information, and many members cannot come to the monthly meetings because they live too far from downtown Toronto. Committee discussions and member input through the winter revealed a growing need and desire for more diverse methods of communication. In 2006–07, this need was addressed by using podcasts (not without controversy). The podcasts were another tip-of-the-iceberg idea, pointing the way to increased use of diverse technological means of communication.

Paradoxically, examining technological means of communication for our far-flung members has underscored the importance of face-to-face networking at the branch. Toronto's monthly meetings have always been very lively and informative. Part of what has made them so is the branch's commitment to the vital networking break that has traditionally taken up a third of the evening. Many people noted how networking is an integral part of branch culture.

Many thanks to Brian Cardie, without whose skilful work and cheery approach as branch administrator we could not have accomplished nearly as much. And to the Exec whose teamwork and leadership have made the year so successful—and so much fun, too!

### National Capital Region Branch Representative

*Beverly Ensom*

This year, NCR branch has continued to rise up from the lack of volunteers we experienced in summer of 2006. We have offered a full season of seminars and program meetings, and have now filled every position on the executive.

Branch membership has remained stable at just over 300 members, of whom about 15% identify themselves as francophone; however, many members are bilingual.

Over the year, the branch held eight program meetings, seven with speakers, and one seasonal wine and cheese networking event. Erin Elsmore and Chris LeBlanc handled all the planning and logistics for these, ably backed up by our executive director Maureen Moyes.

Twelve English professional development seminars were held, with 272 attendees. These were organized by Dennis York and his team, in collaboration with Maureen Moyes. Since we were not able to recruit a francophone professional development volunteer, we were not able to offer seminars in French. Several ideas are percolating for subject matter and presenters, and since we now have a francophone affairs chair on our executive, we do expect to hold French seminars again next year. We explored collaborating with QAC branch on seminars, and will continue to do so next year.

Mary Hunter produced eight wonderful electronic issues of the *Bulletin* over the year, with French editing from Nathalie Laliberté-Bowring and English proofreading from Linda Jenkins.

Carole Sigouin rounded up a group of francophone volunteers and represented EAC at Salon du Livres in Gatineau in February. We are delighted that Carole has agreed to be our francophone affairs chair for the coming year.

Susan Davis, our branch chair, and a team of members have engaged in a strategic planning exercise over the year. This will be an 18-month process with a report to the branch later in 2008.

NCR is financially stable, with revenues from seminars and our portion of EAC memberships covering our branch costs. As requested by the national executive, the NCR branch hired a chartered accountant to review NCR branch finances, in particular the 2006–07 fiscal year. Maureen Moyes works as our indispensable executive director and corporate memory, with help in French from Mary Lalonde.

Executive responsibilities roll over to the 2008–09 executive at a handover meeting in late May. Jane Mosgrove will take over as branch chair, leaving Susan Davis in the past chair position. Our thanks go to Susan for stepping in as chair for this year. We are pleased that Chris LeBlanc and Erin Elsmore will remain as program co-chairs, as will Mary Hunter as *Bulletin* editor. Denis York will welcome professional development co-chair Laura Duke. Hélène Trottier-Lebel will take a medical leave and then return in the late fall as treasurer. We welcome Carole Sigouin as francophone affairs chair and Amanda Mullen as secretary. Beverly Ensom will continue as national representative. And Helen Norman will step down,

## EXECUTIVE REPORTS, CONTINUED

after nine years on the branch executive. We thank her so much for her long and steady service.

### Représentante de la section Québec-Atlantique

*Blossom Thom*

Le conseil d'administration de la section Québec-Atlantique, sous la direction de sa présidente, Diane Ferland, a commencé l'année en définissant des objectifs afin de guider ses efforts. Parmi ces objectifs, mentionnons accroître le nombre de membres, développer davantage notre programme de perfectionnement professionnel et faire croître notre « bas de laine ».

Les efforts investis dans l'augmentation du nombre de membres ont porté fruit. Zofia Laubitz et Christine Hastie ont représenté l'ACR lors de la journée des professions qui a eu lieu à l'Université Concordia (Montréal, Québec). Elles y ont communiqué de l'information au sujet de la profession de réviseur et de l'Association. Nous avons également participé à l'activité *The Word on the Street* (Halifax, Nouvelle-Écosse). La représentante du Canada atlantique au sein de notre section, Nancy Holland, était de la partie. Anna Olivier, notre représentante de la ville de Québec, a organisé plusieurs activités de réseautage à Québec pour les membres de cette région. De plus, j'ai parlé de la profession de réviseur et de l'Association à plusieurs classes de révision de la faculté des études permanentes de l'Université Concordia en tant que conférencière (Montréal, Québec).

Notre section a maintenu le programme de perfectionnement professionnel au sommet de sa liste de priorités. Puisqu'il constitue notre principale source de revenus, nous avons mis l'accent sur la réduction du coût associé à la prestation d'ateliers tout en conservant un programme novateur. Nous explorons également de nouvelles manières de mettre notre programme de perfectionnement professionnel, et d'autres activités de notre section, en marché. Nous espérons que l'an prochain, nous aurons pourvu le poste de coordonnateur (ou coordonnatrice) des activités de marketing au sein de notre conseil d'administration.

Traci Williams, trésorière de notre section, a appuyé notre objectif de faire croître notre « bas de laine ».

Nous avons rationalisé notre processus d'inscription aux ateliers et nous poursuivrons nos recherches afin de trouver d'autres moyens de réduire nos dépenses. Malgré nos efforts pour trouver des possibilités de financement extérieur, aucune ne répondait à nos besoins ou à notre statut.

Ma participation aux activités régionales et nationales de l'ACR s'est avérée une occasion fantastique et une expérience mémorable. Je remercie tous les membres du conseil d'administration de la section Québec-Atlantique ainsi que Karen Schell, notre adjointe administrative, pour leur travail dévoué et leur apport créatif.

### Quebec and Atlantic Canada Branch Representative

*Blossom Thom*

The Quebec/Atlantic Canada branch executive, under the leadership of our chair, Diane Ferland, started the year by setting goals to direct our efforts. These included increasing membership, augmenting our professional development program and creating a financial cushion.

Efforts to increase membership were fruitful. Zofia Laubitz and Christine Hastie represented EAC at a career day held at Concordia University (Montreal, QC). While there, they provided information about the editing profession and the association. The association also had a presence at *The Word on the Street* (Halifax, NS). QAC's Atlantic Canada representative, Nancy Holland, participated in this event. Anna Olivier, the Quebec City representative, organized a number of networking events (Quebec City, QC) for members living in that region. As well, I spoke about editing and the association to several editing classes of Concordia University's Department of Continuing Education, as a guest speaker (Montreal, QC).

The professional development program remained a priority for the branch. As this program is a primary revenue source for QAC, we focused on reducing the cost of providing workshops while maintaining an innovative program. We are also exploring new ways of marketing the professional development program and other aspects of the branch. Next year, we hope to have someone in the post of marketing coordinator on our branch executive.

## EXECUTIVE REPORTS, CONTINUED

Our goal of creating a healthy financial cushion was supported by Traci Williams, QAC treasurer. We have streamlined our workshop registration process and will continue to search for other ways to reduce our spending. Although we researched external funding opportunities, we were unsuccessful at finding one that was applicable to our needs and status.

It has been a great opportunity and experience for me to participate at both the branch and the national levels of EAC. Many thanks to all members of the QAC executive committee as well as Karen Schell, our branch administrator, for their hard work and creative efforts.

### Member-at-Large

*Barbara K. Adamski*

I started out the year as the branch representative for the BC branch, but switched to member-at-large when that position came available.

As member-at-large, I oversee member services (which includes francophone affairs, Interactive Voice and list monitors, the mediator, membership and the currently vacant position of online job tools) and communications (which includes marketing and public relations, newsletter and website).

After the resignation of the chair of the Marketing and Public Relations Committee, I participated in an ad hoc marketing committee that worked to create a marketing and public relations plan for the association and spearheaded marketing and membership initiatives such as the membership drive and CafePress sales. I am currently participating in the beta testing of the revised Online Directory of Editors. To ensure a smooth transition for the incoming Marketing and Public Relations Committee chair, I plan to continue to take part in marketing activities in some capacity after the next annual general meeting.

This past year saw the successful return of a hard-copy version of *Active Voice*, which has been well received and is also a useful marketing tool. The editorial team has also been soliciting advertisements for the magazine, which will, I hope, bring an ongoing stream of revenue to the association.

Also new this past year is a dedicated representative for our francophone members, Anna Olivier, who has been instrumental in bringing the needs of francophone members to the table.

### Member-at-Large

*Krysia P. Lear*

As a member-at-large, I worked with the professional development committees (certification steering, conference, professional standards and its Normes subcommittee, standards), publications, and training and development).

Officially, a member-at-large presents committee reports to the executive council and the interests of the committees to executive council. However, the member-at-large can be a source of ideas, encouragement, accountability and a filler-in-of-gaps, according to the needs of the committee and EAC.

Three of the committees, certification steering, conference and professional standards, continue to operate strongly, as their reports reveal.

After a hiatus of a few years, publications is being revitalized. As the report says, "We have a vision. Now we need the eager minds and tireless bodies to realize it."

The Training and Development Committee is still not operational, though not for lack of need and opportunity. Members regularly ask about online professional development courses. The technology exists and EAC has a wealth of instructors; however, a chair and committee are needed to arrange for course development and amicable agreements with the branches, which depend on seminars for revenues. This year I started researching this and other options for online support of professional development.

My contributions to committee work include arranging for budgets to be given to committees in a timely manner, seeding new ideas and supporting improved marketing and communications with members. I helped increase collaboration between committees with overlapping responsibilities and sought clarity on relationships between committees, the national council and the national office.

## EXECUTIVE REPORTS, CONTINUED

This year I also served on the ad hoc marketing group, helping to update the draft marketing plan and develop initiatives to increase membership and revenue.

While individual committees can operate well with strong leadership, EAC can enhance the committee process and the member-at-large role when the association reviews the organizational structure in the coming year.

### Executive Director

*Marta Horban*

National office staff provide a range of administrative and support services for the association, including processing membership applications and renewals, administering the website, responding to enquiries, producing e-news updates and other communications, managing the day-to-day finances of the association, and lending support to national committees and the national executive council.

Operations in 2007–08 also involved a number of one-time projects, including hiring a new professional development coordinator, Helena Aalto; implementing new bookkeeping procedures; making the transition to an upgraded membership database; working toward an upgrade of the Online Directory of Editors (ODE); and moving to a smaller but more efficient office. The year has also seen improvement in French-language services to members.

The office continued to support several ongoing national programs. Staff coordinated publication and

marketing of volume 3 of EAC's Certification Study Guide in anticipation of the November rollout of the Copy Editing test. In the fall and winter, collaborating with the Certification Steering Committee, staff coordinated the second administration of EAC certification tests, sourcing venues and recruiting invigilators and markers; processing registrations and communicating with candidates; overseeing logistics of the administration itself; coordinating marking and the audit of marks; and notifying candidates of results.

The office has also worked with the Conference Committee to organize the annual conference, participating in program development, processing registrations, coordinating with venues and obtaining sponsorships. Staff have also helped coordinate judging and communications with nominees for the Tom Fairley Award.

In a special marketing push this year the office has collaborated with the national executive council's ad hoc marketing group on several initiatives including selling EAC merchandise through CafePress, producing and circulating print marketing materials, marketing the ODE, and recruiting new members.

National office activities have been ably supported by a dedicated and congenial staff. Helena Aalto has focused her efforts on certification and the conference, while Michelle Ou and Lianne Zwarenstein have directed their energies to the communications and information-management aspects, respectively, of all the year's undertakings.

## COMMITTEE REPORTS

### MEMBER SERVICES

#### Comité aux Affaires francophones

*Anna Olivier, Responsable*

Nouvelle organisation du Comité aux Affaires francophones

- La participation de Gaëlle Chevalier qui vit à Toronto et parle très bien anglais fait bien avancer les choses : correspondance assidue avec la Permanence nationale
- Création d'une équipe de traduction et de révision pour les communications en français de l'ACR, avec objectif de corriger les nouveaux documents dans un premier temps, puis de mettre à jour le reste des documents

#### 1. Trousse de bienvenue en français

Réalisation est prévue pour l'automne 2008

- Trousse conçue en collaboration avec le comité des Membres et la Permanence
- Structure du contenu déterminée : reste à rédiger certains éléments
- À régler : révision de certains documents officiels

#### 2. Site Web en français impeccable

- Discussions avec le comité du site Web, nous synthétisons les avis du côté francophone
- Propositions de mise en page pour le site et pour le Répertoire
- Discussions sur le fonctionnement de la révision du site : entente conclue avec Marta Horban et Michelle Ou pour l'entrée des textes

Les textes traduits doivent être révisés par un ou plusieurs membres du Groupe traduction, conformément au document *Workflow for the production of French materials* et la feuille de style prévue *Guide de rédaction et de révision pour l'ACR*.

#### 3. Brochures ou publications bilingues

- Participation à *Voix active* : des articles en français sont présents, bonne collaboration avec Michelle Boulton (évaluation articles, révisions, corrections d'épreuves).
- Pour l'instant, rien n'est adopté sur le bilinguisme officiel. L'existence d'une lettre d'info en deux

versions de bonne qualité est déjà un gros progrès

#### 4. Séminaires et documentation en français

- La plupart des membres francophones faisant du télétravail ou étant peu enclins à se déplacer, il serait bon de créer de manière générale des ressources spécifiques en ligne
- Proposition d'une base de données des possibilités en formation pour attirer de nouveaux membres et se présenter aux entreprises
- Recréer un lien vers les *Principes directeurs en révision professionnelle* sur la page d'accueil du site de l'ACR

#### 5. Congrès en français

- Participation du CAF au groupe de discussion du congrès sur la nécessité de séminaires en français, même si l'assistance est peu nombreuse. Association bilingue oblige
- Deux communications sont donc offertes en français en 2008
- Traductions et révisions par le CAF des documents fournis par la Permanence à propos du Congrès

#### 6. Autres services aux membres

- Préparation d'un séminaire sur les outils Internet pour le congrès 2008, qui sera mis en ligne gratuitement pour tous les membres suite au Congrès
- Création d'une page explicative pour accéder au forum et diffusion de l'information. Création d'un système de code (tags) pour les messages sur le forum
- Création prévue d'une adresse affaires\_francophones@reviseurs.ca à placer sur la page de présentation de l'ACR pour centraliser les demandes, suggestions et plaintes des membres.

#### 7. Propositions

- Nécessité d'avoir un membre véritablement francophone au Conseil d'administration national. Solution la plus intéressante : un « member-at-large » pour les francophones, 10 % (160 membres) de l'association.
- Continuer à évaluer qui sont les membres francophones pour améliorer le service



## COMMITTEE REPORTS, CONTINUED

- Évaluer les besoins des réviseurs pour que davantage adhèrent et les besoins des clients potentiels pour cibler les campagnes francophones à venir.

### Francophone Affairs Committee

*Anna Olivier, Chair*

The structure of the Francophone Affairs Committee has changed. The involvement of Gaëlle Chevalier, who lives in Toronto and is fluently bilingual, has helped promote ongoing communication with the national office. The committee established a translating and editing team for French communications from the association. It will first correct new documents and then update existing ones.

The FAC has focused its efforts on six key areas: a French welcome kit, the website, publications, seminars, the conference and other member services.

The welcome kit for French members is being developed with help from the Membership Committee and the national office. Many francophone members have identified the need to ensure that the French side of the EAC/ACR website has perfect French and functions well. Discussions are under way with the Website Committee and national office staff on how best to proceed. Translated texts must be reviewed by one or more members of the Translation Group, according to the *Workflow for the production of French materials* and the *Guide de rédaction et de révision pour l'ACR* style guide. A suggestion for future consideration is to re-establish a link on the ACR home page to the *Principes directeurs en révision professionnelle*. Others are to create a special resources page for the benefit of the French-speaking members who are unable to attend the limited number of seminars and training opportunities, and to create a database of training opportunities to attract new members and encourage businesses to participate.

This year *Active Voice* published a number of articles in French, reflecting a joint effort between the *Active Voice* editors and the FAC. And this year the FAC has been instrumental in promoting the need for French sessions at the conference. As a result of this push, the conference will offer two sessions in French. The FAC also translated and edited conference materials.

The FAC has prepared a seminar on Internet Tools for the 2008 conference, which will be available online free of charge for all members following the

conference. It also created a page that explains how to access the forums and a system of tags for forum messages, and disseminated this information.

The FAC recommends that the needs of EAC/ACR's francophone members be served by including a francophone member on the national executive council. Because it is a committee, the FAC only plays an advisory role. One solution would be to have a member-at-large for francophones, who comprise 10% (160 members) of the association. The FAC has plans next year to consult with its constituency in order to evaluate their needs and improve services.

### Forum Monitor

*Alan Yoshioka*

In the year since the position of forum monitor was created, the forum has been mercifully free of disputes requiring intervention.

### List Monitor

*Lee Hunter*

It's been a quiet year on the email list. One item of note is that there was recently a spirited discussion about whether there should be a separate list for "chat" topics. A majority of the people who joined the debate strongly felt that the current system (a single list with off-topic messages tagged as "CHAT") works well and that with two lists, the special character of the list would be lost.

Some list members have expressed frustration with technical glitches. There were several outages during the year, and there seems to be an ongoing problem with some messages being received out of sequence (for example, it's not unusual to see responses to a question long before the message with the question appears in one's inbox). Members have also complained that the archives are difficult to use. At some point, the organization might wish to explore alternative service providers such as Google Groups.

## COMMITTEE REPORTS, CONTINUED

### Mediator

*Jane Kidner*

As mediator for the EAC membership I continue to be available to EAC members who wish to discuss a problem they are having with a client and to assist with mediation of a dispute.

Most requests for assistance relate to non-payment of fees for services rendered. My goal is to help the member determine the best course of action for him or her given all of the facts and their situation. In some cases, after hearing all the facts and the member's feelings on the matter, the member decides that he or she does not wish to pursue the matter. The member is satisfied that someone has heard the complaint and been a sympathetic ear. In other cases the member requests that I follow up on his or her behalf and pursue payment. In these cases the attempted collection has been successful in whole or in part.

This past year a unique situation arose whereby both the complainant editor and their client were members of the EAC. After repeated unsuccessful attempts on the part of the editor to receive payment for services rendered, I was contacted and asked to intervene. I assisted the editor with a payment schedule and a strategy to present to their client. Ultimately we were successful in securing payment; however, it raises some questions about the need for a protocol to deal with cases such as this, and whether EAC should have a policy for all members in a code of conduct that relates to business practices such as timely payment for services.

This past year I had meant to find time to take a short online course in mediation but was not able to. Once again this year I will look into several options for courses in mediation including an online mediation/negotiation course offered by the Stitt Feld Handy Group and a part-time LLM in Mediation offered by Osgoode Hall Law School that would require a much greater time commitment. Once I have taken a formal course I will also try to put together "Tips for New Mediators" that might be useful for my successor in this role.

One member contacted me this year expressing interest in becoming involved in mediation in a volunteer capacity. I suggested that it would be helpful to have someone contact all members that I

have helped to "interview" them by phone and ask whether the services they received were useful and find out if they might be improved. If they were fully satisfied, I suggested that testimonials from happy customers would make for a good addition to the EAC website to further promote the services. The member indicated an interest in helping me with that project. I will follow up with her to see if that can be a project that is fulfilled this year. I might also see if she is interested in helping me to put together some practical tips for how to avoid conflicts, which has been on my agenda for over a year now.

### Member Communication Committee

*Doug Linzey, Chair*

The Member Communication Committee was established by a vote of the membership in 2002. Its mandate is to act as liaison between the national executive council and the membership and to gather opinions on the future direction of the association. The committee responds to requests for information. In the current year, we followed up on the second round of certification tests. Some 30 participants were asked for detailed feedback, which we gathered and presented in a final report to the Certification Steering Committee and national executive council at the end of January 2008.

As the sole committee member this year (the assignments were not too onerous), I acknowledge the help and advice of EAC staff.

### Membership Committee

*Heather Ebbs, Chair*

During the 2007–08 membership year, the Membership Committee finalized its recommendations on recognizing EAC's national-level volunteers and provided comments to the national executive council on its draft operational policy on volunteer involvement.

The committee is currently discussing remote membership and how remote members can be better served. One key service to remote members is the new-member package. Last fall, the chair of the Francophone Affairs Committee, Anna Olivier, initiated discussions about the currency and completeness of the new-member welcome package, and

## COMMITTEE REPORTS, CONTINUED

both committees are now collaborating in reviewing the documents and information in that package.

As chair of the Membership Committee, I must confess that less has been accomplished this year than was originally intended, and the fault lies entirely at the doorstep of yours truly, who managed to get herself involved in too many things. I have had the good fortune to have the input of excellent committee members: Rosemary Gretton, California; Stephanie Macaulay, Ontario; Carol Rigby, Nunavut; Peggy Robinson, Ontario; Claudette Reed Upton, Cayman Islands; and Margaret Whitla, New Brunswick.

## PROFESSIONAL DEVELOPMENT

### Certification Steering Committee

*Zofia Laubitz, Chair*

This year, the Certification Steering Committee (CSC) continued rolling out its program of tests. On November 17 and 19, 2007, we administered three tests in seven cities: Elementary Knowledge of the Publishing Process (KP), Proofreading (PR) and, for the first time, Copy Editing (CE). Between 20 and 26 candidates wrote each test; 13 passed the KP test, 5 the PR test and 11 the CE test. As a result, we now have 7 new Certified Proofreaders and 11 Certified Copy Editors. Congratulations to all the successful candidates!

The Member Communication Committee surveyed the candidates after the test. Test markers were also asked for their impressions and suggestions. The feedback from candidates and markers helps us to continuously improve the testing process; for example, in 2008 we extended the time allotted for the KP test from one-and-a-half to two hours.

The *Editors' Association of Canada Certification Study Guide and Exemplars*, Volume 3, *Copy Editing*, appeared in June 2007. Volume 4 of the Study Guide, *Structural and Stylistic Editing*, will be published in June 2008, in preparation for the first administration of that test in November.

In June 2007, the first Certified Proofreaders were honoured at the annual general meeting. Also in June, six test setters and two coordinators spent a week in

Arnprior, Ontario, preparing test materials for future years.

CSC depends very heavily on volunteers; without our test setters, test pilots, invigilators and test markers, we would get nothing done! Many thanks to all of you. We are grateful to the national executive council, to our member-at-large, Krysia Lear, and to Helena Aalto at the national office for their ongoing support. Finally, we owe a huge debt of gratitude to Rosemary Tanner, who stepped down as chair in December 2007.

### Conference Committee

*Karen Virag, Chair*

Beginning in August 2007, the following activities took place with respect to Conference 2008, Editing in the Global Village: we booked conference and banquet venues; confirmed a keynote speaker (Ruth Kelly, of Venture Publishing); contacted hotels and arranged for special conference rates. A call for session proposals was sent to the membership in October. When the proposals were received, the office staff compiled the information, which then went to a conference advisory committee consisting of senior editors across the country (and outside, as well). The advisory committee also received a summary of the assessments of the 2007 conference.

In total we received 13 proposals from members; the two conference co-chairs used input from the advisory committee to devise a couple of extra sessions to round out the program. The conference will again offer a senior editors' roundtable; the closing plenary topic concerns the future of editing, outsourcing and related topics. It is notable that we have a large number of non-EAC members presenting this year; we feel this is positive outcome that will bring variety and depth to the conference program, but it does have financial implications—non-EAC members were promised an honorarium of \$100.

The Saturday night banquet at the Fairmont Hotel Macdonald will see the presentation of the Tom Fairley Award for Editorial Excellence. We will also have a special guest: two-time Governor General's award winning poet Ted Blodgett will read an editor-inspired poem.

## COMMITTEE REPORTS, CONTINUED

Brendan Wild and Moira White are organizing the Oops Awards, which will be presented during one of the lunches.

Anita Jenkins is in charge of the local volunteer committee and will organize the pre-conference dinner.

The co-chairs are pleased with the breadth and eclectic nature of the program, but are disappointed by the (as of late April) lack of sponsorships, particularly large corporate ones, and as a result have some concerns about the financial success of this conference.

### Professional Standards Committee

*Frances Peck, Chair*

The current mandate of the Professional Standards Committee is to review and update Professional Editorial Standards (PES). Over the past year, the committee has focused on the preparatory tasks of project planning and gathering information.

We have collected and reviewed information on editorial standards in other English-speaking countries and on Canadian standards in other similar professions (such as translation). We have contacted teachers of editors for their views on PES and have reviewed comments on the current standards from the Certification team. We have compared the current PES with the *Principes directeurs en révision professionnelle*, EAC's French-language editing standards.

We also wanted to assess the relevance of EAC's current standards for working editors. With the help of the EAC national office and members of the national executive council, we developed an online survey on the use of the standards and invited all EAC members to complete it in November 2007. The survey was also made available to a selected group of non-member Canadian editors. A total of 303 responses came in, over three-quarters of them from editors with at least five years' editing experience. We plan to discuss the survey results in an *Active Voice* article later in 2008. In the meantime, we warmly thank all EAC members who took the time to share their views.

Informed by the results of all this research, we're now ready to begin drafting a revised version of PES. We've recruited a team of five experienced EAC editors to work with us and we're preparing for an intensive working retreat, to be held just before the 2008 EAC conference. After follow-up work over the summer, the resulting draft will go through a multi-stage review process in fall 2008, culminating in circulation to all EAC members for comment.

In the meantime, we continue to welcome further comments about editorial standards.

### Publications Committee

*David Jolliffe, Chair*

The Publications Committee has been revived with two principal objectives: to devise a comprehensive publishing plan for the association and to assess the long-term role of the committee, determining whether the committee could usefully serve other needs. To come to a broad publishing proposal, the committee plans two steps: first, it will assess the markets for existing publications to determine what should happen to them next and then initiate any worthwhile revisions; second, it will research opportunities for other publications within the editing community and compile title proposals as suitable. The committee will act as a publisher, following normal research and evaluation methods for such endeavours. Right now, it needs members to carry out this process. So join us! If you are interested in participating in this publishing effort, trying your hand at some aspect of the publishing process new to you or applying your well-earned experience, send a note to [publications@editors.ca](mailto:publications@editors.ca).

As a result of discussions with other committees, the Publications Committee will also look at performing a manufacturing and possibly a production role for areas that have publications, such as the busy Professional Standards and Certification Steering Committees, freeing them to focus on their mandated tasks. If you have some experience in manufacturing and vendor management as well as some time to give, drop us a line. We want you.

So we have a vision. Now we need the eager minds and tireless bodies to realize it. We can promise it will be interesting, sometimes scintillating, frequently

## COMMITTEE REPORTS, CONTINUED

challenging. If you have eagerness and endurance, we're your match.

### COMMUNICATION

#### External Liaison Committee

*Marta Horban, Chair*

External Liaison Committee members participate in three external groups: the Book and Periodical Council (BPC—Stephanie Fysh and Marta Horban), the BPC's Freedom of Expression Committee (Marg Anne Morrison) and the Cultural Human Resources Council (Karen Virag). Our participation in the meetings and other activities of these groups is a means both of raising the association's profile and of developing contacts in other organizations. The coming year offers a special opportunity for EAC to achieve these ends as Stephanie Fysh begins a second year as vice-chair of BPC.

#### Newsletter Committee

*Wilf Popoff and Michelle Boulton, Co-Chairs*

Since we took over the newsletter in January 2006, *Active Voice* has advanced from an exclusive members-only PDF newsletter to an impressive, full-colour printed magazine, distributed far and wide to extol the merits of professional editing and EAC.

The first print issue of *Active Voice*, after a few hurdles, came out just before the conference in June 2007. Response was overwhelming—members were delighted to have a printed newsletter delivered to their door, and they were particularly pleased with the professional design and content.

But that was just the beginning. At the November meeting, the national executive council agreed to sell advertising in the newsletter to defray costs. They also approved a members-only classified advertising section and subscriptions for non-members.

This renewed interest in the newsletter also sparked interest among our French-language members. Not only have we made significant portions of our content bilingual, we have begun to receive unsolicited French-language contributions. We are pleased to see

the newsletter become a bilingual publication that reflects our membership from both official languages.

Throughout the past year, the covers of the magazine have featured original artwork volunteered by talented young illustrators. As well, the content has been inspiring. Whether it was Heather Ebbs questioning if editing is a profession, or Wilf Popoff interpreting the 2007 rates survey, or Sue Davis sharing the habits of highly effective members, or Marion Soublière telling us how to get work with the feds, the pages of *Active Voice* have been scoured with interest by members and non-members alike.

As with any volunteer endeavour, we could not have done this without the tireless efforts of the many writers, editors and proofreaders who have helped us throughout the past year. Thank you for your support and interest. We look forward to bringing you another year of reading that is both germane to our profession and sometimes amusing.

#### Website Committee

*Susan Davis and Ken Weinberg, Co-Chairs*

Over the last few years, the association has been addressing a number of priorities, including overhauling the website, launching *Interactive Voice*, and revamping the Online Directory of Editors.

So what's next?

Our committee plans next to develop a maintenance program with national staff to

- Update or delete out-of-date website content
- Refine how we name our links and various sections
- Address a wide variety of concerns about the content on our French site

Longer-term plans include

- Creating an online encyclopedia of editors using a wiki
- Assessing usability of the site and what our audiences want from the site and revise as needed
- Introducing new tools as appropriate

## VOLUNTEERS

Warm thanks to the many members who contributed their time and energy to EAC national initiatives in 2007–08. If we have accidentally omitted anyone, please advise the national office.

### National Executive Council

Barbara K. Adamski  
Michelle Boulton  
Mary Anne Carswell  
Julia Cochrane  
Beverly Ensom  
Greg Ioannou  
Kryisia P. Lear  
Maureen Nicholson  
Licia Paddison  
Dania Sheldon  
Blossom Thom  
Moiria White  
Brendan Wild

### Affaires francophones

Karima Afchar  
Gaëlle Chevalier  
Hélène Demers  
Anne-Marie Deraspe  
Dominique Francia  
Marichel Guay  
Danielle Jazzar  
Corinne Kraschewski  
Diane Lapierre  
Zoran Minderovic  
Anna Olivier  
Gilles Vilasco

### Certification

Beatrice Baker  
Laurel Boone  
Patricia Buchanan  
Ruth Chernia  
Annette Clough  
Monifa Colthurst  
Elizabeth d'Anjou  
Wendy Dayton  
Jacqueline Dinsmore  
Joan Dixon

Sylviane Duval  
Philippa Fairbairn  
Nancy Flight  
Claudia Forgas  
Kathy Garnsworthy  
Jennifer Glossop  
Christine Hastie  
Carol Herter  
Nancy Holland  
Joan Irving  
Anita Jenkins  
Judith Johnson  
Anne Judd  
Jennifer Latham  
Zofia Laubitz  
Kryisia Lear  
Kathe Lemon  
Cheryl Lund  
Jim Lyons  
Eric Mills  
Jane Mosgrove  
Andrea Murphy  
Catherine Pate  
Bev Phillips  
Catherine Raina  
Susan Robb  
Betty Robinson  
Marnie Schaetti  
Karen Staudinger  
Rosemary Tanner  
Barbara Tomlin  
Kathy Vanderlinden  
Leslie Vermeer  
Manon Viau  
Marion Voysey  
Carrie Walker-Jones  
Avivah Wargon  
Moiria White  
Brendan Wild  
Ruth Wilson  
Shelly Windover

### Conference

Barbara K. Adamski  
Theresa Agnew  
Susan Beach  
Christa Bedwin  
Minnie Boschma  
Helen Brisbin  
Lori Burwash  
Lesley Cameron  
Gaëlle Chevalier  
Jacqueline Dinsmore  
Joan Dixon  
Nordahl Flakstad  
Nancy Flight  
Beckie Garber-Conrad  
Kathy Garnsworthy  
Faith Gildenhuis  
Mary Anne Gorman  
Carolyn Hall  
Greg Ioannou  
Anita Jenkins  
Judith Johnson  
Brenda Jorgensen  
Kryisia Lear  
Marie Lesoway  
Cheryl Lund  
Nancy Mackenzie  
Heather Markham  
Trish Morgan  
Peter Moskos  
Maureen Nicholson  
Anna Olivier  
Paul Payson  
Patsy Price  
Claudette Reed Upton  
Eva Radford  
Peter Roccia  
Rosemary Shipton  
Martha Smith  
Karen Virag  
Moiria White  
Audrey Whitson

*continued*

## **VOLUNTEERS, CONTINUED**

### **External Liaison**

Stephanie Fysh  
Marg Anne Morrison  
Karen Virag

### **Forum (Interactive Voice)**

Alan Yoshioka

### **List (English Email Forum)**

Lee Hunter

### **Mediation**

Jane Kidner

### **Member Communication**

Doug Linzey

### **Membership**

Heather Ebbs  
Rosemary Gretton  
Stephanie Macaulay  
Claudette Reed Upton  
Carol Rigby  
Peggy Robinson  
Margaret Whitla

### **Newsletter**

Barbara K. Adamski  
Karima Afchar  
Beatrice Baker  
Christa Bedwin  
Pat Buchanan  
Gaëlle Chevalier  
Susan Davis  
Donna Dawson  
Faith Gildenhuis  
Mary Anne Gorman  
James Harbeck  
Debra Isabel Huron  
Greg Ioannou  
Corinne Kraschewski  
André LaRose  
Zofia Laubitz  
Cheryl Lund  
Anne Louise Mahoney  
Perry Millar  
Mary Newberry

Anna Olivier  
Carolyne Roy  
Marion Soublière  
Isobel Stevenson  
Rosemary Tanner  
Karen Virag  
Moira White  
Brendan Wild  
Alan Yoshioka

### **Professional Standards**

Michelle Boulton  
Nancy Flight  
Kathy Garnsworthy  
Laurel Hyatt  
Jennifer Latham  
Cheryl Lund  
Louis Majeau  
Lynne Massey  
Perry Millar  
Naomi Pauls  
Frances Peck  
Cy Strom  
Jan Walter  
Ruth Wilson

### **Publications**

David Jolliffe

### **Website**

Susan Davis  
Lynne Massey  
Ken Weinberg

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

**FINANCIAL STATEMENTS**

**DECEMBER 31, 2007**

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**AUDITORS' REPORT**

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

We have audited the statement of financial position of Editors' Association of Canada/Association Canadienne des Réviseurs as at December 31, 2007 and the statements of operations and net assets and cash flows for the year then ended. These financial statements are the responsibility of the association's management. Our responsibility is to express an opinion on these financial statements based on our audit.

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

In our opinion, these financial statements present fairly, in all material respects, the financial position of the association as at December 31, 2007 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

*Cowperthwaite Mehta*

Chartered Accountants  
Licensed Public Accountants

March 26, 2008  
Toronto, Ontario

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

**STATEMENT OF FINANCIAL POSITION**

**AS AT DECEMBER 31, 2007**

	<b>2007</b>	<b>2006</b>
<b>ASSETS</b>		
Current assets		
Cash	\$ 26,689	\$ 60,313
Accounts receivable	7,475	7,221
Prepaid expenses	<u>5,856</u>	<u>12,080</u>
	<u>\$ 40,020</u>	<u>\$ 79,614</u>
<b>LIABILITIES AND NET ASSETS</b>		
Current liabilities		
Accounts payable	\$ 46,781	\$ 26,664
Branch loans (note 4)	2,000	2,000
Deferred revenue (note 5)	<u>3,500</u>	<u>4,500</u>
	<u>52,281</u>	<u>33,164</u>
Net assets		
Unrestricted	<u>(12,261)</u>	<u>46,450</u>
	<u>\$ 40,020</u>	<u>\$ 79,614</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, 2007**

	<b>2007</b>	<b>2006</b>
<b>REVENUE</b>		
Membership fees	\$ 265,918	\$ 263,308
Annual General Meeting and conference	59,282	43,220
Publication sales	16,771	21,657
Certification	15,639	20,126
Other	7,651	6,629
Interest	1,201	1,601
Fairley prize (note 5)	<u>1,000</u>	<u>1,000</u>
	<u>367,462</u>	<u>357,541</u>
<b>EXPENSES</b>		
Administration	149,774	127,066
Travel and event venue costs	91,655	54,866
Regional branches (note 6)	46,243	45,539
Certification	38,555	31,954
Rent and utilities	28,718	28,348
Stationery and supplies	20,455	19,284
Printing	11,601	4,640
Honoraria and contract services	11,338	12,527
Mailings	8,165	11,659
Legal and accounting	6,375	5,156
Bank and credit card charges	5,842	5,041
Memberships and promotion	4,217	3,338
Fairley prize (note 5)	2,000	2,000
Design	<u>1,235</u>	<u>          </u>
	<u>426,173</u>	<u>351,418</u>
<b>EXCESS (DEFICIT) OF REVENUE OVER EXPENSES FOR THE YEAR</b>	(58,711)	6,123
Net assets, beginning of year	<u>46,450</u>	<u>40,327</u>
<b>NET ASSETS, END OF YEAR</b>	<u>\$ (12,261)</u>	<u>\$ 46,450</u>

see accompanying notes

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

**STATEMENT OF CASH FLOWS**

**FOR THE YEAR ENDED DECEMBER 31, 2007**

	<b>2007</b>	<b>2006</b>
<b>CASH INFLOW (OUTFLOWS)</b>		
<b>OPERATING ACTIVITIES</b>		
Excess (deficiency) of revenue over expenses	\$ (58,711)	\$ 6,123
Net change in non-cash working capital items (below)	<u>25,087</u>	<u>(12,834)</u>
Cash used for operations	<u>(33,624)</u>	<u>(6,711)</u>
<b>FINANCING ACTIVITIES</b>		
Net receipt (repayment) of branch loans	<u>                    </u>	<u>(2,000)</u>
Cash used for financing activities	<u>                    </u>	<u>(2,000)</u>
<b>NET CASH ACTIVITY FOR THE YEAR</b>	(33,624)	(8,711)
<b>CASH, BEGINNING OF YEAR</b>	<u>60,313</u>	<u>69,024</u>
<b>CASH, END OF YEAR</b>	<u>\$ 26,689</u>	<u>\$ 60,313</u>
Net change in non-cash working capital items:		
Accounts receivable	\$ (254)	\$ (2,671)
Deferred revenue	(1,000)	(1,000)
Prepaid expenses	6,224	(8,712)
Accounts payable	<u>20,117</u>	<u>(451)</u>
	<u>\$ 25,087</u>	<u>\$ (12,834)</u>

see accompanying notes

# EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES RÉVISEURS

## NOTES TO THE FINANCIAL STATEMENTS

DECEMBER 31, 2007

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### 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. On May 20, 1994 the organization formally changed its corporate name from Freelance Editors' Association of Canada/Association des pigistes de l'édition to Editors' Association of Canada/Association canadienne des réviseurs.

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

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

### 2. SIGNIFICANT ACCOUNTING POLICIES

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

#### **Revenue recognition**

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

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

# EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES RÉVISEURS

## NOTES TO THE FINANCIAL STATEMENTS

DECEMBER 31, 2007

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### 3. FINANCIAL INSTRUMENTS

#### Fair value

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

### 4. BRANCH LOANS

Branches have provided loans to the organization. At year end, the outstanding loans are as follows:

	<u>2007</u>	<u>2006</u>
British Columbia	\$ <u>2,000</u>	<u>2,000</u>

The certification loan from the British Columbia branch is non-interest bearing and is repayable in February, 2011.

### 5. DEFERRED REVENUE

Deferred revenue is composed of the following:

	<u>2007</u>	<u>2006</u>
Fairley prize	\$ <u>3,500</u>	\$ <u>4,500</u>

The organization received contributions of \$9,500 during 2002 from various sources to be used to recognize excellence in editing. The Board of Directors decided to endow the award such that \$1,000 of the contributions would be awarded annually and the organization would contribute a matching \$1,000 for a total annual prize of \$2,000.

# EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES RÉVISEURS

## NOTES TO THE FINANCIAL STATEMENTS

DECEMBER 31, 2007

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### 6. REGIONAL BRANCHES

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

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

	<u>2007</u>	<u>2006</u>
Quebec/Atlantic Canada	\$ 7,203	\$ 6,732
National Capital Region	8,594	8,228
Toronto	14,025	14,544
Prairie Provinces	6,180	6,269
Saskatoon	2,480	1,710
British Columbia	<u>7,761</u>	<u>8,056</u>
	<u>\$ 46,243</u>	<u>\$ 45,539</u>

### 7. LEASE COMMITMENTS

The organization leases office space at 27 Carlton Street in Toronto, Ontario, a photocopier and a postage meter and has the following minimum lease commitments. The operating cost portion of the office space lease is based on the 2008 rates and is subject to market fluctuations.

2008	\$ 27,040
2009	26,064
2010	26,574
2011	25,928
2012	23,494
2013	<u>5,739</u>
	<u>\$ 134,839</u>

### 8. INCOME TAXES

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