

**Editors' Association of Canada/Association canadienne des réviseurs  
Minutes of Executive Council Meeting  
November 24–25, 2007**

**Day One  
Saturday, November 24**

**1. Call to order**

The meeting was called to order at 10:13 a.m. on Saturday, November 24, in the association national office at 502–27 Carlton Street in Toronto. The president, Moira White, presided.

*Attending:*

Brendan Wild	Vice-president
Maureen Nicholson (agenda items 7–9, 11, 11B–16 only; by phone)	Past president
Julia Cochrane	Secretary
Greg Ioannou	Treasurer
Barbara K. Adamski (agenda items 6–9, 11, 12–17 only; by phone)	BC branch representative
Licia Paddison	PP branch representative
Michelle Boulton	SN branch representative
Mary Anne Carswell	TO branch representative
Beverly Ensom (agenda items 1–12A only)	NCR branch representative
Blossom Thom (agenda items 2–17 only)	QAC branch representative
Kryisia Lear	Member-at-large
Marta Horban	Executive director
Michelle Ou	Minute-taker

*Guests:*

Stephanie Fysh (agenda item 11A only)	EAC delegate to and Vice-Chair of the Book and Periodical Council
Helena Aalto (agenda item 12A only)	Professional development coordinator

**2. Approval of agenda**

The agenda was amended to correct the meeting dates to read November 24 and 25, 2007.

**Motion:** MOVED by Licia Paddison, seconded by Bev Ensom, to approve the agenda, as amended. CARRIED.

**3. Approval of September 2007 minutes of national executive meeting**

Under item 6, Bev Ensom reminded national executive council members that the discussion of developing a deadbeat client registry took place in camera.

Under item 13B, Blossom Thom clarified that “legal counsel has advised them not to release that information” should read “legal counsel has advised them not to release that information without the written consent of the third party.”

Under item 14, Mary Anne Carswell noted that the Toronto bookkeeper visits the branch’s office once per year to perform the bank reconciliation.

**Motion:** MOVED by Brendan Wild, seconded by Krysia Lear, to approve the minutes of the September 2007 national executive council meeting, as amended. CARRIED.

#### **4. Review of action points from September 2007 national executive meeting**

**Noted:** Brenda Belokrinicev stepped down as member-at-large.  
Beatrice Baker stepped down as Training and Development Committee chair.  
Brendan Wild has temporarily assumed the role of member-at-large, in addition to his regular duties as vice-president.

#### ***Advertising***

**Noted:** Advertising falls under Helena Aalto's purview, with Lianne Zwarenstein acting as administrative support.  
Michelle Boulton submitted the *Active Voice* rate card to Helena.

**Action:** Moira White will take the draft advertising policy in principle, turn it into a draft policy and circulate it on the national executive council email list for voting.

#### ***Certification***

**Actions:** Marta Horban and Krysia Lear will discuss how to convey the results of the motion regarding the reply to the Prairie Provinces branch's June 2007 proposal to the national executive council.  
National office staff will send the certification study guide flyer to all branches to distribute at future events.

**Consensus:** The certification study guide flyer should be revised when all four volumes are available.

#### ***Committees***

**Actions:** Brendan and Marta will refer the discussion of the online book table to the Training and Development, Website, and Francophone Affairs committees.  
National office staff will proceed with developing a committee chair page on the website.  
Marta will look into who can authorize a committee's name change.  
Moira will ask Maureen Nicholson for a master list of when and how each committee was struck.

**Noted:** Gaëlle Chevalier volunteered to join the Francophone Affairs Committee.

**Suggestion:** Review archived AGM minutes to determine when and how each committee was struck.

#### ***Conference***

**Action:** Moira will verify whether the Conference Committee added the subject of publishing companies outsourcing their editing jobs overseas to the national call for proposals for the 2008 conference.  
Marta will send contact information to Licia Paddison for the francophone member in PPB who is involved in French-language programming for the conference.

***Finances***

**Actions:** Greg Ioannou will continue discussions with Jean Lawrence about the BC branch's financial situation.  
 Marta and Greg will look into deregistering GST numbers for branches with revenues below \$30,000 per year.  
 Marta will email committee budgetary allocations to Krysia.  
 Moira will send a formal request to each branch asking that it cover its national representative's meal expenses when the representative is travelling on national business.  
 Marta will send a report on the financial impact of the membership category changes on the association to the national executive council.

**Suggestion:** Let the branches pay for more of the expenses incurred when their national representatives attend national executive council meetings (such as travel and accommodations) because most of the branches seem to be in a better financial position than national.

**Consensus:** Financial support from the branches should only be generated from the membership formula.

**Noted:** Saskatoon and NCR already cover their national representatives' meal expenses when the representative is travelling on national business.  
 QAC has agreed to cover per diems.  
 The motion that members and staff travelling on pre-approved national association business receive a \$25 per diem as an interim measure until the November 2007 budget meeting, effective September 1, 2007, stands.

***Marketing and Public Relations***

**Action:** National office staff will forward any existing printed materials (such as brochures and past press releases) to Holly Munn.

***Mediator***

A member whose case has entered small claims court approached the mediator for support. The mediator would not provide legal advice.

**Noted:** Many ombudspople and mediators will not intervene when the legal process has begun.

**Suggestions:** Ask the mediator for clear guidelines about the type of advice mediators can and cannot provide and to whom, and make this information available on the association website.

**Noted:** The type of advice a mediator can or cannot provide will differ depending on whether or not the mediator is a lawyer.

An NCR member has offered to write an article about how editors can protect themselves.

**Action:** Bev Ensom will give the NCR member the national executive council's approval to write the article.

**Noted:** The article must go through an executive read before it is published.

**Membership**

**Action:** The branch representatives will identify writing/editing courses at local educational institutions where EAC could distribute marketing materials like the “So You Want To Be An Editor” brochure or send guest speakers and circulate this information on the national executive council email list.

**Newsletter**

**Action:** National office staff will work with the branches to create an archive of branch newsletters on the members’ side of the website.

**Les Principes**

**Actions:** The national office will send *Les Principes* to all publishing houses in Quebec. Krysia will consult with the Publications Committee about distributing *Les Principes*.

**Suggestion:** Ask Louis Majeau to write an accompanying cover letter.

**Professional Standards**

**Noted:** Frances Peck is waiting for *Les Principes* to be distributed to Quebec publishing houses before asking the Normes sub-committee if there are practice- or ethics-related standards in French.

**Strategic Plan**

**Action:** The branch representatives will report back to Marta within two weeks with some names of members who are proficient in Access to help develop a strategic planning database.

**Volunteers**

**Actions:** Moira, Brendan and Marta will review the Membership Committee’s draft volunteer policy and circulate it to the national executive council for feedback. Moira will consolidate all comments and report back to the executive council.

**Deadbeat Clients**

**Motion:** MOVED by Greg Ioannou, seconded by Blossom Thom, to go in-camera. CARRIED.

**Motion:** Moved by Bev Ensom, seconded by Krysia Lear, that the association will not develop a deadbeat client list because of the possible legal ramifications of such a list. CARRIED

**Suggestion:** Publish a disclaimer on the website that states that any opinion expressed on the email list or Interactive Voice belongs to the individual expressing it and not the association.

**Consensus:** The *Active Voice* editors should proceed with an article they planned to include in a future issue.

**5. Ratification of motions proposed and voted on via the email forum**

**Motion:** MOVED by Greg Ioannou, seconded by Bev Ensom, to ratify the motions passed on the executive email forum over the preceding quarter. CARRIED.

The motion as passed is as follows.

On October 19, 2007, MOVED by Greg Ioannou, seconded by Brendan Wild, that members who are paying partial membership dues (such as student members and emeritus members) be counted as half members when the revenue-sharing formula is applied, and that members who do not pay dues (such as honorary life members) not be included in the revenue-sharing formula. This change would be retroactive to the time the discounted fees for students and emeritus members were first applied. Passed unanimously.

#### **6. Receipt of quarterly reports and business arising**

**Motion:** MOVED by Julia Cochrane, seconded by Mary Anne Carswell, to receive the quarterly reports. CARRIED.

#### ***President***

**Consensus:** Council members agreed that email is the best mode of communication between meetings and that the current volume of communication is manageable.

#### ***BC***

**Action:** Marta Horban will look into financial implications of Julia Cochrane transferring her membership from QAC to BC and back between renewal periods.

#### ***Prairie Provinces***

**Action:** Marta will determine how many back issues of *Active Voice* the national office has available to send to the branches.

**Suggestion:** Branches should be offered the opportunity to order and pay for extra issues of *Active Voice* when a new issue goes to print.

In discussion the national executive council determined that the branches do not send the approved minutes from their meetings to the national office for archiving. Executive council members agreed that the national office should not be a repository for branch documents.

**Suggestion:** The branches could look into virtual storage for their archived minutes.

The Prairie Provinces branch submitted a formal written request through its national representative to nominate Anita Jenkins as an Honorary Lifetime Member of the Editors' Association of Canada, to be presented at the 2008 conference in Edmonton.

**Motion:** MOVED by Licia Paddison, seconded by Julia Cochrane, to bring the request to nominate Anita Jenkins as an Honorary Lifetime Member of the Editors' Association of Canada forward at the 2008 annual general meeting. CARRIED.

#### ***Saskatoon***

The national executive council discussed the possibility of producing branded promotional materials, such as t-shirts, mugs and pens, for purchase. In discussion executive council members determined that pre-printing promotional materials would not be viable because the association does not have the facilities for storage and distribution. Some executive council members also noted that past personal experiences with branded promotional materials produced lacklustre financial results relative to the amount of work involved.

- Consensus:** The Saskatoon branch should proceed with producing branded promotional materials for its own branch.
- Suggestions:** Look into print-on-demand services for branded merchandise.  
Discuss promotional materials with the Conference Committee.
- Action:** Marta will look into Café Press and report back to the national executive council.
- Noted:** National, BC, NCR and QAC are using GiftTool for credit card payment.  
IATS Ticketmaster's financial reporting is more streamlined now, but national's bank charges have increased.
- Noted:** Saskatoon will pay GST when ordering *Editing Canadian English* and pass the charge to the consumer.

### ***Toronto***

Executive council members discussed how and what the national branch representatives should report to their respective branches. They determined that how and what to report should be left to the branch representative's discretion.

The Toronto branch is looking into hiring someone to coordinate seminars to avoid burning out the branch's professional development chair. The branch is also considering doing away with its printed seminar brochure.

Executive council members also discussed appending quarterly reports to the approved national meeting minutes that are published on the association website.

- Action:** Marta will look into the historical reason why quarterly reports have not been appended to the approved minutes.

### ***NCR***

Bev Ensom reported that she wrote a French article about the importance of volunteering and supporting the Francophone Affairs Committee chair for NCR's newsletter, *Bulletin*. The branch's francophone membership is more active, with members holding social gatherings and forming a group of volunteers for *Salon du livre*. The branch does not have any French seminars scheduled, but QAC is offering an Antidote software workshop in Montreal. If it is popular, NCR will look into offering a similar workshop in the 2008–09 seminar season.

Michelle Boulton reported that two non-members approached the Saskatoon branch about hosting a French seminar in Saskatoon.

- Suggestions:** Offer more French sessions at the 2008 conference in Edmonton.  
Offer online seminars.  
Discuss online training with Peter Moskos.
- Noted:** National online seminars would have financial implications for the branches.  
Although Beatrice Baker has stepped down as Training and Development Committee chair, she is still interested in working on online training initiatives.

### ***QAC***

The branch is offering an Antidote software workshop. Antidote has offered to provide a speaker for free if EAC puts the Antidote logo on the branch's website. Executive council members

determined that there is no official policy in place to prevent the branch from doing so; in the absence of a policy, for the short term QAC will comply with Antidote's request.

**Suggestion:** Develop a policy to deal with placement of non-EAC logos on the EAC website.

The branch also requested national's cooperation in applying for funding through the Official Languages program of Canadian Heritage. Canadian Heritage offers to match \$5,000 in funds to increase the number of official documents available to the public in both official languages. Executive council members agreed that the funds would help the association improve the French website.

**Motion:** MOVED by Greg Ioannou, seconded by Bev Ensom, that the Quebec/Atlantic Canada branch of the Editors' Association of Canada initiate an application for funding for EAC national office to submit to the Official Languages program of Canadian Heritage. CARRIED.

#### *Executive director*

**Motion:** MOVED by Julia Cochrane, seconded by Licia Paddison, to go in-camera. CARRIED.

#### *Committees*

Discussion and review of the national committee reports was deferred to the national executive council email list.

**Action:** Brendan Wild and Krysia Lear will forward the national committee reports to executive council members on the national executive council email list.

**Noted:** Some committees didn't file quarterly reports.

#### **7. Strategic plan review**

*Strategic Goal A, Objective 2, Tactical Goal (d): To foster professionalism in editing, we will provide more and varied opportunities for professional development by providing online programs and seminars.*

**Suggestion:** Provide a list of online programs and seminars that are offered by other institutions.

*Strategic Goal B, Objective 1, Tactical Goal (a): To increase awareness of the value of editing, we will promote EAC and the editing profession by developing and funding a marketing strategy and communications plan.*

**Actions:** Marta Horban will ask former Marketing and Public Relations Committee chair Kelly Parry to bring the current chair, Holly Munn, up to speed on the committee's action plan.  
Marta will send all of the marketing planning materials (in Lynne Massey's files) to the national executive council.  
Maureen Nicholson will email Krysia Lear a link to her municipality's communications policy for review as a model draft policy for EAC.

**Consensus:** The Marketing and Public Relations Committee needs strengthening and support, but the committee needs to identify its priorities before recruiting members.

**Suggestions:** Put Holly in touch with members who are involved in marketing at the branch level. Michelle Boulton has offered to help.  
 Add a vice-chair and members to the committee.  
 Circulate an urgent call to the membership to solicit volunteers.  
 Look into search engine optimization.

*Strategic Goal D, Objective 1: To strengthen the association and enhance EAC as a community, we will improve communications and networking.*

**Noted:** Some of the people in the EAC group on Facebook are not members or are inactive members.

**Suggestions:** Create official EAC groups on Facebook, MySpace and Second Life.  
 Participate in tradeshow outside of book publishing.

## **8. Budget (preliminary discussion)**

**Noted:** The projected 2008 membership revenue takes into consideration a 5% increase in fees to go into effect on March 1, 2008, as well as a 5% increase in membership numbers.

**Suggestion:** Marta Horban could present a policy-in-process at each national executive council meeting for review.

**Action:** Moira White will discuss with Licia Paddison and report back to the national executive council with priorities and a roadmap for the strategic plan.

**Noted:** The national office expects to have the upgraded Online Directory of Editors (ODE) ready in mid-January 2008.

**Suggestion:** Push to complete the ODE in mid-January, but roll it out to the membership on February 14, 2008, to ensure that there is adequate time for usability testing.

**Action:** National office staff will send the *Active Voice* editors some specs and screenshots of the new ODE, when available, to run a feature on the directory in the January issue.

**Suggestions:** Create an “ODE Lite” that would list just a member’s name and contact information. The fee for listing in ODE Lite would be included in the membership fee.  
 Show members how the upgraded ODE is an increased benefit to them to justify the cost of charging for an entry. Publicize the ODE’s improved searchability, interface and value.  
 Work with the Marketing and Public Relations Committee to promote the ODE.

**Actions:** The national office will send the Website Committee the ODE wishlist to break it down into functional versus cosmetic items. The committee’s report will be sent to a consultant for further evaluation and then on to a programmer for a pricing estimate.  
 Marta will provide a written ODE progress report to the national executive council by mid-December 2007.



## 9. Adjournment

**Motion:** MOVED by Julia Cochrane to adjourn. CARRIED.

The meeting was adjourned at 4:15 p.m.

## Day 2

### Sunday, November 25

## 10. Call to order

The meeting was called to order at 10:15 a.m. on Sunday, November 25, in the association national office at 502–27 Carlton Street in Toronto. The president, Moira White, presided.

Attending: see item 1 above.

## 11. Budget (continued)

### *Conference*

**Noted:** NCR invited all conference volunteers to its annual volunteer recognition lunch, thereby absorbing the cost of national's annual conference volunteer recognition celebration.

### *Certification*

National executive council members discussed honoraria awarded for marking certification tests. The Certification Steering Committee is considering awarding honoraria based on the number of specific tests marked because the Elementary Knowledge of the Publishing Process test is easier to mark than Proofreading and Copy Editing. Krysia Lear declared a conflict of interest and withdrew from the discussion.

### *Translation*

**Suggestion:** Offer translation jobs to members first.

**Noted:** The association needs a national French style sheet.

**Action:** Blossom Thom will look for a French equivalents list prepared by Louis Majeau and send it to Marta Horban.

### *Design*

**Suggestions:** The association should obtain the designer's digital files when the last volume of the certification study guide is rolled out because there are some members who can update future editions.  
Find funds in the budget for translation, design and printing for marketing and public relations materials.

### *Bulk mailing*

**Suggestions:** Create postcards to advertise the 2008 conference.  
Advertise the conference in the January and March issues of *Active Voice*.

### *Advertising and promotion*

There are substantial costs involved with national's participation in Book Expo each year, but the book industry is shrinking.

**Suggestions:** Look into other industry tradeshow or sharing a booth with another association.

Let the branches assume responsibility for Book Expo because they already manage their own booths at Word on the Street.  
Transfer the funds for Book Expo to improving marketing materials for tradeshow or website.

**Noted:** National has already paid 10% of the Book Expo participation fee for 2008.

**Consensus:** Withdraw national's participation from Book Expo in 2008.

#### ***Professional development***

**Noted:** The current mediator is interested in taking an online course offered by the Stitt Feld Handy Group. The course will cost the association \$250.

#### ***Industry memberships***

**Suggestion:** Look into joining associations outside of the book industry.

#### ***Donations***

**Action:** Maureen Nicholson will send Marta one of the branded cards she used for association correspondence in 2006–07.

#### ***Online Directory of Editors***

**Motion:** MOVED by Blossom Thom, seconded by Brendan Wild, to go in-camera.

The remainder of the budget discussion was deferred to agenda item 11B.

### **11A. The Book and Periodical Council**

Stephanie Fysh, EAC delegate to and Vice-Chair of the Book and Periodical Council (BPC), joined the group to discuss the BPC's mandates, its relationship with EAC and ongoing and new projects. Stephanie and the executive council discussed a shift in government policy that provides grants to produce paperless documents that are provided free of charge. Many associations are losing money on saleable print publications.

**Suggestion:** Ask other associations under the BPC umbrella for help getting the translation grant from the Official Languages program of Canadian Heritage.

Stephanie left the meeting.

### **11B. Budget (continued)**

#### ***Board expenses***

**Suggestion:** Hold the June national executive council meeting only if the association's finances permit.  
Look into purchasing airline passes for travel to national executive council meetings.

#### ***Newsletter***

**Suggestion:** Take *Active Voice* down to three issues per year.

**Motion:** MOVED by Greg Ioannou, seconded by Licia Paddison, to pass the budget, as amended. CARRIED.

**Action:** Marta Horban will send the approved budget to the national executive council, noting how the \$15,034 deficit was eliminated.

## **12. Policy Update/Development**

### ***Podcasting***

Marta Horban is still waiting for samples of broadcast permissions documents from Publications Committee chair David Jolliffe. Once she receives the samples she will circulate them to the national executive council for review.

### ***Member use of logo***

**Action:** Michelle Ou will advertise the member website logo in the next e-news update.

**Suggestion:** Allow members to use the member website logo in their email signatures.

### ***Conflict of interest***

Greg Ioannou declared a conflict of interest and withdrew from the discussion.

Some members voiced their concern via email to Moira White about Colborne Communications' preparatory workshops for EAC certification.

**Noted:** NCR offers certification study groups.  
Everyone involved in the certification administration is asked to sign a confidentiality agreement.

Although Greg sits on the national executive council, he is not in the Certification Steering Committee and does not have access to the certification tests. "Operational Policy 3: Conflict of Interest" states that a conflict of interest exists "when the action is potentially harmful to the normal operations, the integrity or the aims and objectives of the association." Executive council members agreed that it is a perceived conflict of interest.

**Suggestion:** Clarify what confidentiality entails and what is done to protect it and publish that information on the certification website.

### ***Expenses***

**Noted:** Per diems were not covered in the 2008 budget.

**Consensus:** National will continue to cover per diems for table officers and staff.

**Actions:** Moira will send a letter to the branches requesting that they provide a minimum \$25 per diem for their national branch representatives.  
Greg Ioannou will follow up with the branches that have not yet submitted their financial reports to national.

## **12A. Professional development coordinator**

EAC's new professional development coordinator, Helena Aalto, joined the group and gave the executive council members some more information on her professional background and a snapshot of her overall experience at EAC and with the various committees to date, especially Certification.

Helena left the meeting.

***Certification***

**Suggestion:** Promote certification outside of the book publishing industry.

***Conference***

**Suggestion:** Invite editing associations from other countries to the 2008 conference now.

**13. Membership drive**

Discussion was deferred to March meeting.

**14. Vacant positions**

**Action:** As chair of the Nominating Committee, Maureen Nicholson will put out a call for volunteers for member-at-large and Training and Development Committee chair.

**15. Other business*****Conference Committee***

The Conference Committee chair, Karen Virag, submitted a request for the national executive council to appoint Theresa Agnew as vice-chair of the committee.

**Motion:** MOVED by Greg Ioannou, seconded by Julia Cochrane, to appoint Theresa Agnew as vice-chair of the Conference Committee. CARRIED.

***Errors and omissions insurance***

Greg Ioannou reported that a member is being sued by a designer for US\$10,000 (the maximum amount for small claims). The designer signed off on a project that was later found to have a typo and assumed the US\$24,000 reprint charge when the client demanded a free reprint. Executive council members discussed the fact that there are acceptable error rates in publications such as *The Editorial Eye*, but nothing that supports acceptable error rates in EAC's standards. The association's Standard Freelance Editorial Agreement is also silent on the topic of what happens when an editor makes a mistake. The member requested a letter from the national executive council stating that no editor should be expected to ensure a project's absolute perfection. Greg and Mary Anne Carswell declared a conflict of interest and withdrew from the discussion.

Executive council members agreed that the expectation that editors ensure a project's absolute perfection is unrealistic and that it could put editors at risk. There could be immense implications if the member loses this case.

**Suggestions:** Contact Jennifer Latham for more information on the clauses she developed for her editing estimating workshop and update the Standard Freelance Editorial Agreement.  
Ask the mediator to update the Standard Freelance Editorial Agreement.  
Start a discussion about editors and writers making mistakes on Interactive Voice. Increase awareness further by producing an *Active Voice* article.

**Consensus:** The national executive council should draft a letter after receiving the member's written request.

**Action:** Greg will ask the member to put the request to the national executive council in writing and submit it to <president@editors.ca>.

**Noted:** Standard business insurance covers negligence. This is a case of negligence.

**Suggestion:** Look into group rate business insurance through the Book and Periodical Council.

**16. Council priorities for the next quarter**

- Membership drive
- Online Directory of Editors
- Marketing
- Recruiting a new member-at-large

**Action:** Brendan Wild will complete the report to members for the September 2007 national executive council meeting.

**Noted:** The location of the March 2008 national executive council meeting will be determined after a cost comparison.

**Action:** Marta Horban will look into prices for the March meeting and report back to the national executive council.

**17. Adjournment**

**Motion:** MOVED by Blossom Thom to adjourn. CARRIED.

The meeting was adjourned at 3:01 p.m.

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Secretary

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President