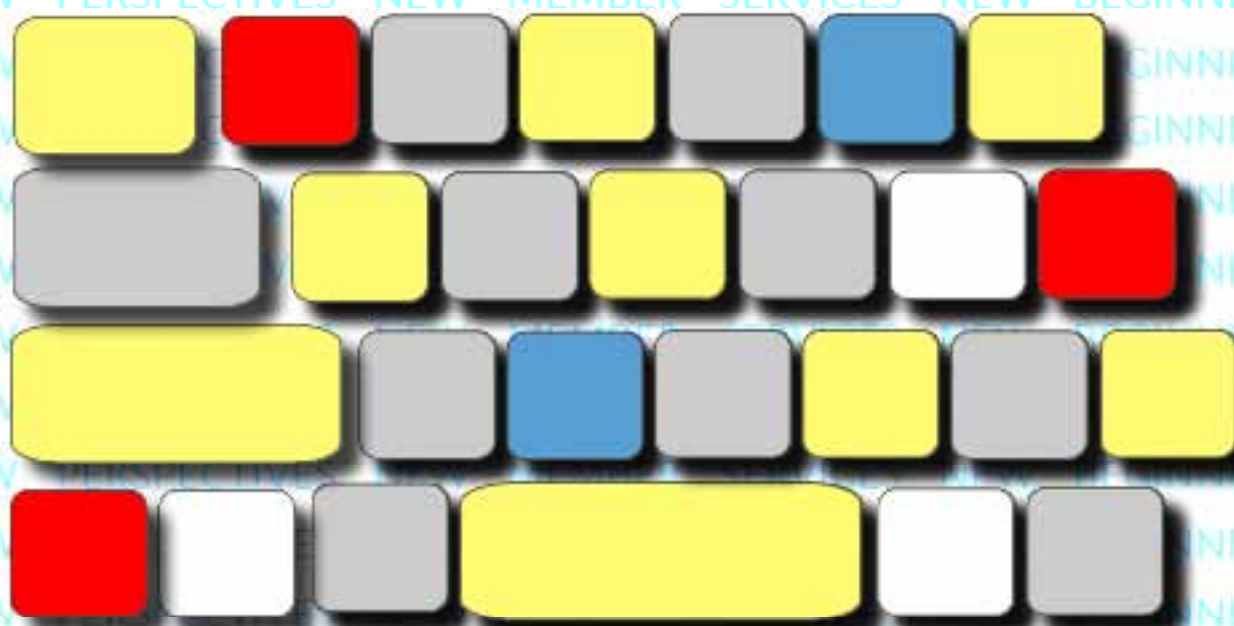


# Annual Report 2016



**EDITORS  
RÉVISEURS  
CANADA**

# **Editors' Association of Canada Association canadienne des réviseurs**

## **Annual Report 2016**

Prepared by the  
national executive council  
May 2017

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## About the association

The Editors' Association of Canada (Editors Canada) promotes professional editing as a key to effective communications.

Our core activities include the following:

- supporting professional development through seminars, online training and conferences
- promoting and maintaining high standards of editing through certification and reference publications
- helping in-house and freelance editors to network and collaborate
- co-operating and partnering with related associations in areas of common concern

### Our core purpose

Editors Canada is a membership organization whose core purpose is to support and advance the interests of editors and excellence in editing.

### Our mission

Powered by our community of volunteers, our mission is to develop and promote professional editorial standards, increase awareness of the value of editing, and provide products and services to editors throughout their careers.

### Our members

Our members are salaried and freelance. They work with individuals and organizations in the corporate, technical, government, not-for-profit, academic and publishing sectors across the country and around the world, in English and French.

### Governance and planning

Editors Canada is incorporated federally as a not-for-profit bilingual organization and is governed at the national level by the national executive council (NEC).

The association has five branches and eight twigs across the country.

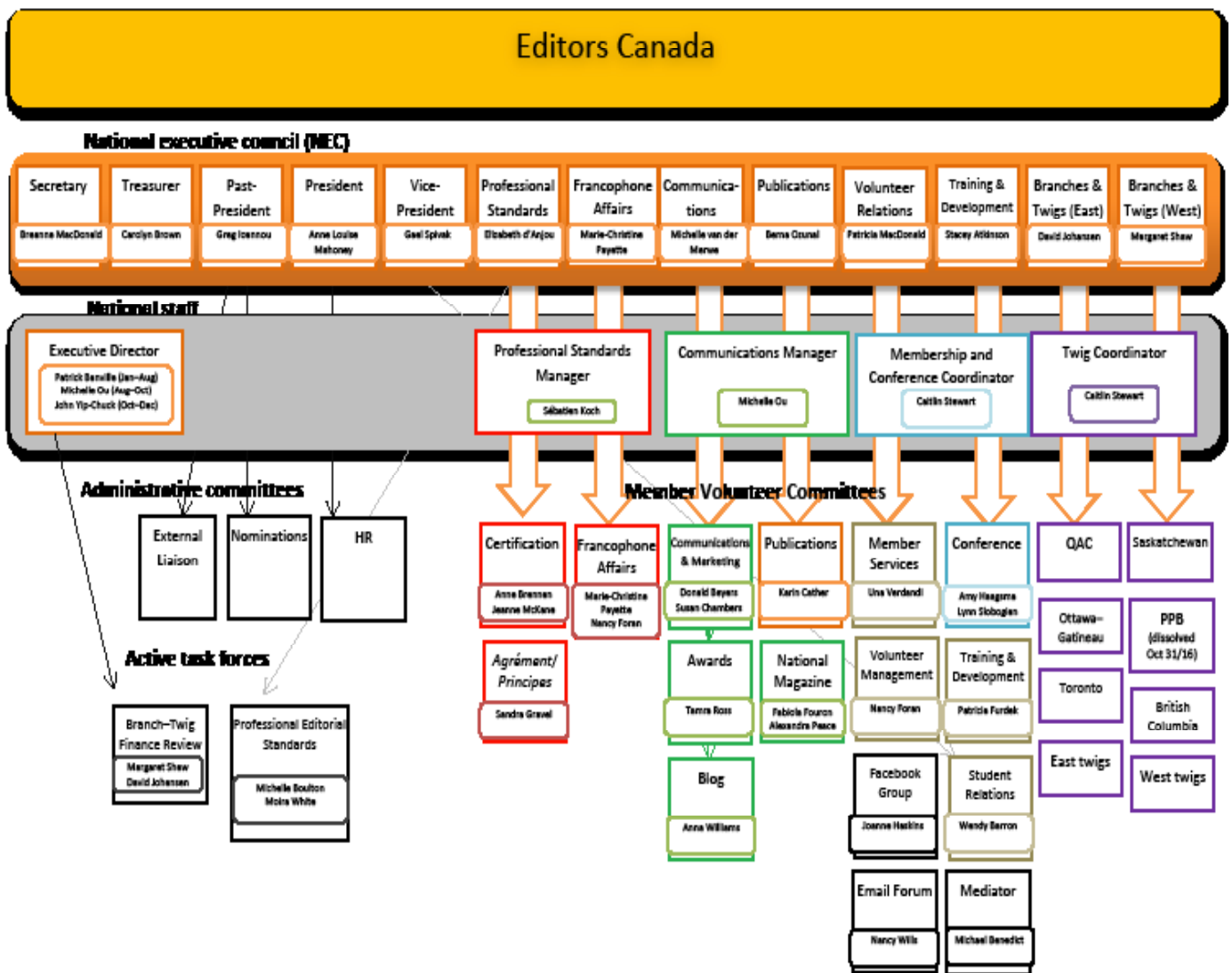
### Strategic plan

Editors Canada members ratified a strategic plan for 2017–21 at the June 2016 annual general meeting. It started using the 2017–21 plan in July, when the new term started. The NEC and committee chairs will use this plan to guide their work each year.

The five strategic priorities for 2017–21 are

- represent Canada's editors
- bilingual and diverse
- innovative and agile
- communications and marketing
- membership: increased and engaged





## National executive council, committee and task force chairs

(Note: The June 2015 to June 2016 directors and chairs are listed in the 2015 annual report.)

### National executive council

**President:** Anne Louise Mahoney (Ottawa-Gatineau)

**Past president:** Greg Ioannou (Toronto)

**Vice-president:** Gael Spivak (Ottawa-Gatineau)

**Secretary:** Breanne MacDonald (Hamilton-Halton)

**Treasurer:** Carolyn Brown (Ottawa-Gatineau)

**Regional director of branches and twigs (West):**

Margaret Shaw (British Columbia)

**Regional director of branches and twigs (East):**

David Johansen (Quebec / Atlantic Canada)

**Director of communications:**

Michelle van der Merwe (British Columbia)

**Director of francophone affairs:**

Marie-Christine Payette (Quebec / Atlantic Canada)

**Director of professional standards:**

Elizabeth d'Anjou (Kingston)

**Director of publications:** Berna Ozunal (Toronto)

**Director of training and development:**

Stacey Atkinson (Ottawa-Gatineau)

**Director of volunteer relations:**

Patricia MacDonald (Nova Scotia)

**Executive director:** Patrick Banville (Jan–Aug) /

Michelle Ou (interim: Aug–Oct) / John Yip-Chuck (Oct–Dec)

### Committee and task force chairs

#### Membership

**Member services:** Una Verdandi (Toronto)

**Volunteer management:** Nancy Foran (Toronto)

**Francophone affairs:** Sandra Gravel (until end of Jan) and Benoit Arseneault (until July) (Quebec / Atlantic Canada), Marie-Christine Payette (Quebec / Atlantic Canada) and Nancy Foran (Toronto)

#### Professional development

**Certification:** Anne Brennan (British Columbia) and Jeanne McKane (Toronto)

**Agrément/Principes:** Sandra Gravel (Quebec / Atlantic Canada)

**Conference:** Amy Haagsma and Lynn Slobogian (British Columbia)

**Contract update task force:** Dawn Oosterhoff and Kaarina Stiff (Ottawa-Gatineau)

**Mentoring task force:**

Carolyn Brown (Ottawa-Gatineau)

**Professional editorial standards task force:** Michelle Boulton (Saskatchewan) and Moira White (Ottawa-Gatineau)

**Training and development:** Patricia Furdek (Ottawa-Gatineau)

**Representative, Book and Periodical Council:**

John Yip-Chuck (executive director)

**Representative, Freedom of Expression Committee:** Marg Anne Morrison (Toronto)

#### Communications

**Active Voice:** Alexandra Peace (Nova Scotia) and Fabiola Fouron (Quebec / Atlantic Canada)

**Blog:** Anna Williams (Edmonton)

**Communications and marketing:** Donald Beyers (Toronto) and Susan Chambers (British Columbia)

**Publications:** Karin Cather (Toronto)

#### Administrative

**Awards:** Tamra Ross (Calgary)

**Branch–twig finance review task force:**

Margaret Shaw (British Columbia) and David Johansen (Quebec / Atlantic Canada)

**External liaison:** Greg Ioannou (Toronto)

**Human resources:** Anne Louise Mahoney (Ottawa-Gatineau)

**Nominating:** Greg Ioannou (Toronto)

#### National volunteer positions

**Facebook group monitor:** Joanne Haskins (Toronto)

**List monitor:** Nancy Wills (Kingston)

**Mediator:** Michael Benedict (Toronto)



## President's message

Like most years, 2016 was filled with many achievements and some challenges.

Offering member services, creating new initiatives and living within our financial resources is always a balancing act, but we're doing well! Here's a brief look at some of what Editors Canada—staff, committees, task forces and national executive council (NEC)—did in 2016.



Photo credit: Photobin Photography

### New member services

- We revised *Professional Editorial Standards*.
- We launched our webinar program.
- We bestowed the title of “réviseur(e) agréé(e)” on the 59 people who passed the first French-language general-editing test.

### New perspectives

- We launched our updated website.
- We started using the 2017–21 strategic plan, which members approved at the 2016 annual general meeting.
- We created the branch–twig finance review task force.
- We ran a plain language campaign on Twitter.

### New beginnings

- We welcomed two new twigs, Editors Edmonton and Editors Manitoba, after members voted to dissolve the Prairie Provinces branch.
- We bestowed the inaugural Karen Virag Award.
- We held our first online meeting of members.
- We signed partnership agreements with the American Copy Editors Society; Canadian Translators, Terminologists and Interpreters Council; and Institute of Professional Editors Limited (Australia).

We also worked on new projects that will launch in 2017 and beyond: a national mentoring program; an online toolkit for branches and twigs; conversations with in-house, remote and francophone editors; and more.

Our team at the national office continues to shine. In October 2016, we welcomed a dynamic new executive director, John Yip-Chuck, who is finding ways to spread the word about Editors Canada and keep our association growing. Former executive director Patrick Banville helped us find new technical solutions to make us more efficient. Senior communications manager Michelle Ou oversaw the launch of the website in addition to her usual responsibilities (and was interim executive director from August to October). Membership and conference coordinator Caitlin Stewart served members and the conference committee professionally and cheerfully. Professional standards manager Sébastien Koch supported our certification and *agrément* programs and the francophone affairs committee.

Members of the NEC spent countless hours (by email, by phone and at in-person meetings) working with the committees, task forces, branches and twigs, and staff, as well as discussing issues as an executive; I am very grateful to them for the dedication and energy they bring to their role.

Huge thanks also go to you, our members and affiliates who give your time and expertise in a thousand ways so that Editors Canada can offer so many services and ways for editors to connect and grow professionally. We couldn't do it without you!

Anne Louise Mahoney



## Operations

### Executive director's report

The year 2016 was a time of change for the association and the national office. In October, I replaced Patrick Banville as executive director.

As an organization, we achieved some impressive goals in 2016:

- Our annual national conference, held in Vancouver in June, was an unprecedented success.
- We launched the new website in October.
- We started our new webinar program, with eight webinars in 2016.
- We solidified relationships with other editorial associations outside of Canada.



During 2016, members finalized and approved the new strategic plan for 2017–21, and the association started using it. I am very excited to work with an organization that has such interesting and clearly defined vision and goals.

We continue to face financial pressures due to slow growth, but our financial picture is levelling out and we continue to plan for activities that will grow the association membership and revenues.

We are also taking steps to achieve stability and efficiencies in our operations. I would like to thank the team at the national office for their commitment to the association and for making the transition to my new role a very pleasant experience.

I am confident that Editors Canada will continue to provide exceptional support to its members and be a strong advocate for editors and the editing profession.

John Yip-Chuck

### National office staff

#### Communications

Michelle Ou is responsible for communications and marketing for internal and external audiences, as well as web-related projects. She makes sure that our members are well informed about our initiatives: she produces our monthly e-news update and coordinates communications for all our committees and the national executive council (NEC). She also manages our awards and scholarship programs.

#### Membership

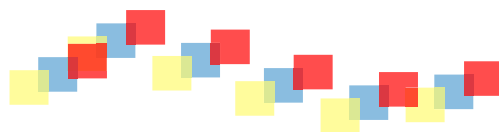
From January to March, Grace Cheng Xing looked after our member and affiliate needs, processing membership applications and renewals. She provided support for member services and was responsible for bookkeeping at the national office.

#### Certification and *agrément*

Sébastien Koch managed the administration work for certification, standards and *agrément*, and assisted the francophone affairs committee and teams. He also supported our awards and scholarship programs. Sébastien left his position at the end of December.

#### Membership and conference coordinator

Caitlin Stewart assists the conference committee in planning the annual conference and coordinates with conference partners and vendors on behalf of the association. In March, Caitlin took on membership duties as well.





## Committee and task force reports

### A note about the organization of the committee and task force reports

The committee reports are organized into the following subject areas:

- member services and volunteer management
- professional development
- communications
- administration
- task forces

The work of these committees often overlaps. For example, the certification steering committee works with communications and marketing, professional standards, publications, and other committees and task forces, as well as with volunteers and office staff. Ultimately all Editors Canada activities could be defined as member services.

### Member services and volunteer management

In 2016, Editors Canada continued to serve its members in numerous ways. In addition to major initiatives, such as certification and *agrément*, the national conference and publications, ongoing services and membership benefits included

- the Online Directory of Editors and national job board
- members-only email forums (English and French) and Facebook group
- mediation assistance for grievances or contract disputes
- the Standard Freelance Editorial Agreement
- free editors.ca and reviseurs.ca email addresses

In 2016, we added a major new service by launching the webinars program. Included were two free webinars:

- Are You Certifiable? Preparing for Editors Canada's Certification Exams
- Getting Work with the Online Directory of Editors

We also started work on new services that we will deliver on in 2017, as mentioned in the president's message.

### Francophone affairs

In 2016, the francophone affairs committee focused on producing the three French resources that were written in 2015:

- the promotional flyer *Le spécialiste en révision et vous* (The Editor and You), for those who hire editors

- the two posters entitled *Quelques astuces pour réviser vos textes* (Tips for Editing Your Texts)

Besides finalizing the layout of these three resources, we have been compiling lists of where to send them to advocate for professional editors and the association.

As always, we try to promote the interests of our francophone members and student associates and work to increase the services available to them. In 2016, committee members provided translation services for various committees and for the annual conference, participated in Twitter chats, fielded requests for potential partnerships with francophone organizations and supported the *agrément* committee as it prepared to offer the test on comparative editing. We also made an effort to maintain a francophone presence on social media. Overall, we witnessed great improvement as the association moves toward a more bilingual culture.

A major challenge is the small number of francophone members who are able to assist with committee projects. We hope to increase volunteer participation in 2017.

## Facebook group

Numbers in the members-only Facebook group fluctuated throughout the year, with a drop from 270 to 250 in September; at the end of 2016, it was back up around 270.

Members posted informative and humorous things related to language, as well as job opportunities and other career- and editing-boosting tips.

The Facebook group was a useful channel for conversation about the October 1 special online meeting. Information and opinions were shared, with participating members showing a high level of engagement and passion for Editors Canada.

A new members' guideline is being drafted to help members keep conversations in the group productive.

## List (email forum)

The list continued to be quiet throughout 2016, with an even further reduction in the number of posts than we saw in 2015.

The list monitor was not required to address any issues. Compliance with the use of tags remains excellent, despite no longer having a banner (with a list of the tags) at the bottom of new emails.

## Mediator

In 2016, six members asked the mediator for assistance in negotiating with clients who failed to pay their invoices. The mediator offered helpful advice in one case and was able to achieve varying degrees of success for four others. The other, at the end of 2016, was still ongoing.

## Member services

The member services committee worked on several projects in 2016.

- We completed the exit survey. Answers from this should help us understand why members choose not to renew their membership, so we can help retain existing members and win back former members.

- We started updating the organizational comparison chart so that members can more clearly see the value of membership.
- We have been developing resources for new members and student members to help them participate in the organization, develop their skills and network, and launch or advance their careers.

We also want to introduce a welcome kit for new members soon. And we are working to improve services for francophone members, in-house editors and remote members.

## Volunteer management

Over the last few years, the volunteer management committee had been exploring options for a volunteer rewards program, but this year we decided to shift our focus to a volunteer acknowledgement program. This program will promote ways to enrich the volunteer experience and foster an environment in which volunteers feel valued, as well as one in which they can benefit personally and professionally from their volunteer experience.

Work continues on the volunteer handbook, which will be an integral component of the volunteer acknowledgement program.

Christine Albert took on the newly created volunteer position of volunteer of the month coordinator. The volunteer of the month initiative recognizes the hard work of volunteers and helps them publicize their skills and experience. The profiles continue to appear in the monthly e-news updates and on the home page of the website, and are promoted on social media (LinkedIn, Facebook, and Twitter).

The committee chair has also been working closely with the francophone affairs committee to better understand the needs of francophone volunteers and explore ways to facilitate collaboration between the association's diverse volunteers.

With the updated website now live, we look forward to focusing on the volunteer directory.

## Professional development

### Agrément/Principes

In 2016, we witnessed another important moment in Editors Canada history thanks to the work of the *Comité Agrément/Principes* nearly 60 editing professionals received the title of *réviseur(e) agréé(e)*.

Preparations were under way for the second test in the *Programme d'agrément en révision linguistique – Réviseurs Canada*, in comparative editing, and for the production of the study guide for this test.

The date for this second test was moved to January 2017 to allow us to better position the test and its title within the broader Canadian language industry. Editors who pass the test will have the title *réviseur(e) agréé(e) avec attestation en révision comparative*.

### Certification

In 2016 we recognized six new certified copy editors and three new certified stylistic editors, but no new certified professional editors. We have now awarded 245 designations to 110 editors.

Test registrations in 2016 were lower than 2015 levels. However, we expect the launch of computer testing, the 2016 *Professional Editorial Standards* and the new study guides, along with new marketing initiatives from the national office, to increase registration for 2017.

This year we accomplished the following:

- developed, administered and marked tests in structural editing and proofreading
- administered the credential maintenance program
- conducted a final pilot of electronic testing, incorporating lessons learned from the 2015 pilots, to prepare for the 2017 launch of electronic testing
- recruited volunteers for a wide range of certification activities, including test setting, test piloting, proofreading, external review, invigilating, marking and analysis
- reprised our popular session on preparing for certification at the conference, and ran the

- session again via webinar in September
- maintained connections with certification counterparts in other organizations around the world
- developed a plan for completing the foundational skills testing research; developed a student survey on foundational skills testing, to be administered in January 2017
- created a certification marketing framework for the national office

### Conference

In June 2016, Vancouver hosted Editors Canada's national conference, with the theme "A Correction Connection." More than 250 people attended, merrily mingling, learning and sharing during the weekend. This was the highest attendance for one of our national conferences.

Keynote presentations from Mary Norris and Bill Walsh delighted and inspired us all, bookending a collection of sessions ranging from copyright law to crowdfunding.

Here's what attendees told us:

"It was my first conference and it was amazing! So impressed."

"Great sessions, especially the Great Apostrophe Debate. It was wonderful seeing people again, getting to know people better, and meeting new people."

"#Editors2016 was magnificent, marvelous, and so much fun."

"What a fantastic conference! Thank you for all the careful planning and sessions packed full of practical information."

"I have attended several conferences in the past 10 years. This was the best in terms of communication and all these extras."

For photos, visit the Flickr pages of our volunteer photographers: [Paul Cipywnyk](#) and [Yannick Lepage](#). You can also search on Twitter and Facebook—even if you don't have accounts—using the hashtags [#Editors2016](#) and [#Réviseurs2016](#).

## Student relations

The student relations committee continues to develop materials and strategies to attract student affiliates and retain them as full members when their education ends.

These were our activities and accomplishments in 2016:

- launched the student affiliate program web page
- developed a print brochure about the student affiliate program
- updated the “Education and additional training for editors” page on editors.ca
- identified some new marketing strategies:
  - participate at university career fairs (starting in 2017)
  - connect with university career centres and their counsellors

At the conference, the participants at the student round table suggested attending some board meetings. Two members of the committee attended the third-quarter meeting to present their accomplishments and challenges to the national executive council (NEC). This will help to keep student needs on the council’s agenda.

## Training and development

In 2016, the training and development committee focused on supporting the new initiative to create professional development webinars.

To assist with this, the committee gave input into potential webinar software applications and identified possible topics of interest. A pilot program of three English webinars ran in the spring to positive feedback. This success prompted Editors Canada to offer an ambitious program of English and French webinars, starting in September.

To prepare for the winter program, the committee designed an application form to solicit ideas from members (and others) for webinar topics. It also designed a webinar evaluation form. The committee sent out the call for proposals and, based on that, drew up a slate of offerings. After that, committee members primarily focused on preparing the presenters and hosting the webinars, while the office and the director took on support tasks.

In 2016, we offered 11 webinars (two French and nine English). Topic areas covered include the following:

- member benefits and services
  - certification
  - improving your listing in the Online Directory of Editors
- business and technology
  - career planning
  - social media
  - web content
- writing and editing
  - developmental editing
  - grammar
- theory and educational
  - language theory

## Communications

### Active Voice

Our annual issue of *Active Voice/Voix active* was published in September, in print and electronic formats. The NEC has struck a task force to research and present findings to help us determine the future direction of our national magazine.

### Communications and marketing

The communications and marketing committee took on an ambitious mandate in 2016.

We formed a social media subcommittee to prepare for eventually taking on the Twitter chats and promoting Editors Canada events and programs through diverse social media platforms. The social media subcommittee produced a social media schedule and one of our members stepped up to the task of overseeing the Twitter chats.

We also worked with other committees to support their marketing needs and strategies. This includes starting to draft a set of communications and marketing suggestions for the certification standards committee.

The membership survey was also a major project for us in 2016. In response to feedback on the 2012 survey, we revised questions for clarity and streamlined the overall flow of questions. The survey was administered from late May to early June 2016, and 171 members completed it. We started data analysis during autumn 2016 and expect to have finished during the first quarter of 2017.

## Twitter chats

#EditorsChat / #ReviseursCauserie

In 2016, we held three Twitter chats on these topics:

- in-house style guides
- how to meet people and have fun at the annual conference (#Editors2016)
- a Q&A for freelancers

Twitter chats are a great way to connect online with members and non-members, in Canada and around the world.

## Blog

In 2016, The Editors' Weekly, the national blog, continued to be a significant online presence for Editors Canada. The weekly posts by a wide variety of contributors (members and non-members) start engaging discussions among editors. They are also a helpful resource for communications professionals.

The blog contributes to the association's goals of representing Canadian editors and being a diverse organization with broad appeal and geographical reach. It's also a popular part of Editors Canada's communications and marketing.

Some numbers about the blog.

- subscribers: 491 at the end of December 2016, up from 379 in January 2016
- total views for 2016: 28,204 (up from 21,593 in 2015)
- total posts in 2016: 50
- new contributors: 7

## Publications

In 2016, one of our members asked if we could have a publication on how editors should communicate with potential clients once contact has been established, to convince clients to hire them.

Not only did the committee take on the project, but it has broadened the subject matter. The resulting booklet will be called *From Contact to Contract*. The committee spent a large part of 2016 working on planning and writing the booklet. We expect it to be available in 2017.

## Administrative committees

### Awards committee

In its first full year of work, the awards committee met several key goals.

It launched the inaugural Karen Virag Award, which recognizes editors or organizations that raise the profile of editing in their community. Committee members also helped administer the award by serving as judges, answering questions about eligibility and reviewing the awards notices.

The committee recruited several volunteers, both francophone and anglophone, to develop the first major Editors Canada award for French-language editors, and began working on an award for copy editing. These two new awards will help us achieve our priority of representing the diversity of Canada's editors.

The committee also focused on refining and marketing the awards by

- finalizing a survey to be sent to Canadian publishers in 2017 to assess their awareness of the Tom Fairley Award, to better market it as relevant in the Canadian editing landscape, and to solicit donations
- reviewing the awards application process to see if electronic forms would make applying simpler and more consistent

## External liaison

Editors Canada is continuing its relationship building and partnering with other organizations, in Canada and around the world.

For many years, we have participated on Canada's Book and Periodical Council and the Freedom of Expression Committee. That work carried on in 2016.

We have maintained our relationship with the Language Portal of Canada by providing four articles a year for its website. This contributes to coverage of editing topics on a Government of Canada website and it increases exposure for the association. In discussions with the Portal in 2016, we reaffirmed that relationship, as well as the role of our national office as a Portal Ambassador. The Portal also invited Editors Canada members to participate in online testing to gather information for a new website design, and then usability testing when it launched its new website.

We also arranged for Editors Canada to sit on one of the Translation Bureau's Industry Representatives Advisory Panels (the terminology subcommittee).

We researched the Canadian General Standards Board (CGSB) translation standard and met with government officials who understand the CGSB process. The translation standard requires that editors be translators, including for English editing of English text, where no translation is required. While the standard is voluntary, many federal and provincial government departments use it, making most editors in Canada ineligible for contracts from those departments. The standard will not be renewed for a few years, but in 2016 we applied for Editors Canada to be on the standards committee, so we will have representation the next time it comes up for renewal.

Looking beyond our border, we continued to build on the international relationships we developed in 2015 during the Editing Goes Global conference, where we partnered with 22 editing associations around the world.

Some of the conference round tables, where leaders and members of editing organizations gathered to discuss topics of interest to associations, directly affected our Editors Canada services in 2016. For example, our mentorship task force received ongoing advice from people who were at the round table.

With a new partnership policy and guidelines in place, the NEC was able to pursue discussions with like-minded organizations about sharing discounts. These partnerships have two benefits. Getting discounts to other associations' conferences and training improves services for Editors Canada members. Offering our conference and training discounts to members of other associations increases our profile and profits.

In 2016, the NEC signed agreements with

- American Copy Editors Society (ACES)
- Canadian Translators, Terminologists and Interpreters Council (CTTIC)
- Institute of Professional Editors Limited (IPed) (Australia)

We are pursuing discussions with several other organizations.

We also continued to represent Editors Canada, and editors' interests, in the various Editors' Association of Earth (EAE) groups on Facebook. Because many of the leaders of editing associations around the world are also in those groups, EAE remains an excellent place for sharing ideas, exploring options and reporting on recent developments.

## Task forces

### Branch-twig finance review task force

In 2016, the NEC struck a finance review task force for branches and twigs, chaired by the regional directors of branches and twigs. It has 22 members from across the country, as well as NEC and national office representation.

The mandate of the task force is to

- understand the existing financial arrangement between the national office and the branches and twigs (that is, the share of member fees and webinar income that is

allocated to the national association versus to branches or twigs)

- identify the positive and negative effects of this arrangement (for branches, twigs and Editors Canada as a whole)
- propose any doable, practical changes that will result in a more equitable or optimal distribution of income (share of member fees and webinar income)

The task force was struck in late September, so in 2016, the achievements were populating the task force and holding a conference call to discuss objectives and share initial thoughts. Most members reported back to the co-chairs, who drew up objectives for moving forward with work in 2017.

### **Contract update task force**

In November 2016, the NEC struck the contract update task force to review Editors Canada's existing contract template (the Standard Freelance Editorial Agreement).

This document is available to members and the public. The existing template was approved in 1999 and has not been formally reviewed since. The new *Professional Editorial Standards*, approved in 2016, also needs to be incorporated into the new template.

The task force completed its first review and identified the following needs:

- Use plain language and update the task definitions to reflect the new standards, using language that is also meaningful for non-editors.
- Update the template to accommodate a broader range of editing situations and to include other methods of document sharing and communication (for example, email, cloud sharing, online video conferencing).
- Include information about privacy and confidentiality, copyright, non-competition and taxation.
- Expand and clarify the legal disclaimer and applicable jurisdictions.
- Revisit the technical structure of the document.
- Review how the document is distributed and to whom it is distributed.

We will be making the document available in French. However, provincial law in Quebec is different from the law in common-law provinces, so a French version of the template will require its own legal review. Therefore, for efficiency and cost, the task force recommends that the French contract be done only after the English version is complete and approved.

The task force plans to present the English version of the template for members to vote on at the annual general meeting in June 2017.

### **Mentoring task force**

The mentoring task force, struck in October 2015, worked throughout 2016 to design a national mentorship program, to be launched in early 2017. The task force represented several provinces and many editing genres, and task force members had a wealth of experience in other mentorship programs.

A national mentorship program will expand on earlier mentorship programs offered by the Toronto and Prairie Provinces branches. The aim is to provide a learner-driven form of professional development for members and student affiliates that meets their needs and preferences.

The task force researched similar mentorship programs for editors and allied professionals in Canada and other countries to meet our members' needs.

Key aspects of the program include the following:

- two-month duration, with the possibility of extension to a maximum of six months
- free, optional two-hour café mentorship for advice on limited issues or as a "first date" before establishing a mentoring relationship
- option for the mentorship to be face to face or at a distance, via communications means such as telephone, email or Skype

A fee for mentees and an honorarium for mentors have been established to ensure commitment to the program and to recover any costs of the program. A guide and an agreement form will help mentors and mentees develop



a constructive relationship. The program will be continuously evaluated and improved to provide the best possible experience for those participating.

### **Professional editorial standards task force**

This task force was established at the end of 2015 when the NEC replaced the former standards committee with a more focused group. The intent is to strike a new task force every five years to review the standards.

Working from guidance received from experienced editors, along with veterans of the standards and certification committees, the task force drafted an ambitious action plan to revise and seek approval for the standards by the end of 2016.

After working hard to prepare the draft standards, the task force asked members for input in multiple ways, including, for the first time, using Google Drive. The task force also solicited feedback from non-members and consulted standards used by similar organizations.

The task force worked through 2016, analyzing feedback and finalizing the revised standards. The association was pleased to present an updated version of *Professional Editorial Standards* for member approval in October 2016. They come into effect January 1, 2017.

The revised standards reflect the knowledge and skills required of editors today, incorporating technological advances and current work methods. They represent a shared set of core standards that apply to all editors, regardless of the type of material they work on, the media and formats they work in or how they edit.



## Local groups: branches and twigs overview

Branches and twigs across the country continued to offer creative and relevant activities, programs and seminars. For the most part, events were well attended, and groups that experienced low attendance at some events are investigating why this is so and what might work better for their members.

### News from the branches

Editors British Columbia hosted a successful conference and continued a strong tradition of monthly meetings/seminars and professional development.

Editors Prairie Provinces was dissolved as of October after many great years; its members have joined mainly the Edmonton, Calgary and Manitoba twigs.

Editors Saskatchewan produced a monthly newsletter, had monthly social or professional development sessions and held several well-attended workshops.

Editors Toronto is adapting well to the reality of declining membership and has adapted the budget accordingly. The search is ongoing for more affordable accommodation for planned events.

Editors Ottawa-Gatineau developed a full slate of social events and professional development seminars.

Editors Quebec / Atlantic Canada concentrated on recruiting volunteers in several areas that will enable a full event schedule to be achieved.

### News from the twigs

Editors Newfoundland and Labrador increased its membership and sought alliances with other organizations. It is studying how to optimize its use of Facebook.

Editors Nova Scotia, the largest twig, presented a full schedule of social and developmental activities throughout the year.

Editors Kingston made good use of Facebook as a promotional tool for events, which are held most months.

Editors Hamilton-Halton has been very effective in communicating information about events to its members, also using Facebook.

Editors Kitchener-Waterloo-Guelph worked to recruit new members to create a sustainable organization, and these efforts continue.

Editors Calgary held social events and professional development workshops, and started to actively use Twitter as a way to communicate with members.

Editors Edmonton (EAT) (formed in August) held an impressive five meetings. It plans monthly “meet and EAT” meetings.

Editors Manitoba (formed in August) planned monthly meetings/seminars and a monthly study group and set up a job hotline.

### Work on strategic priorities

Represent Canada's editors

- Some local groups engaged with the community through blue pencil (editing) sessions and Word on the Street.
- Local groups incorporated the new branding into their promotional materials.
- In conjunction with its quarterly meetings, the national executive council (NEC) met with members from Editors Ottawa-Gatineau and Editors Toronto.

Bilingual and diverse

- The eastern director of branches and twigs worked with members of the Quebec / Atlantic Canada branch executive to recruit new francophone volunteers in Quebec.
- Editors Canada expanded its on-the-ground geographic reach by forming Editors Manitoba, a twig with most of its members (to date) in the Winnipeg area.
- In some local groups, the number of student affiliates grew.
- Members from local groups across the country attended Editors Canada webinars.

### Innovative and agile

- The association held three Twitter chats to connect with members and non-members, in Canada and around the world.
- The western director of branches and twigs organized conference round table sessions to explore how the association can better serve branches and twigs, in-house editors, Prairie Provinces editors and remote editors.
- The Nova Scotia twig has organized a wide variety of professional and social activities.
- Editors BC held a workshop with the Professional Editors Association of Vancouver Island (PEAVI) and is developing partnerships with the Association of Book Publishers of BC and PEAVI.

### Communications and marketing

- The branches and twigs are increasingly using social media to communicate within and beyond their membership.
- Manitoba twig leaders strategized about how to most effectively co-exist with the Manitoba Editors' Association.
- Some branches and twigs participated in local events such as Word on the Street.

### Membership: increased and engaged

- Two new twigs formed: Editors Edmonton and Editors Manitoba.
- Some members in Regina and Lethbridge expressed interest in forming a twig.
- The branch and twig toolkits, a resource for branch and twig leaders, are being finalized.
- In general, branches and twigs were able to attract and retain the volunteers they need to run their groups and programs.



## Awards

The following awards are presented each year at the annual Editors Canada conference banquet:

- Tom Fairley Award for Editorial Excellence
- Claudette Upton Scholarship
- Karen Virag Award
- President's Award for Volunteer Service, including the Lee d'Anjou Volunteer of the Year Award

### Tom Fairley Award for Editorial Excellence

Established in 1983, the Tom Fairley Award recognizes the editor's often-invisible contribution to written communication. The cash prize of \$2,000 is awarded for an editor's outstanding contribution to a work published in Canada in English or French during the previous calendar year. The finalists receive a cash award of \$500. Any type of written project—such as a book, magazine, government or corporate report, or software manual—is eligible, as is any type of editorial work.

Judges for the 2015 Tom Fairley Award were experienced and respected Canadian editors Kevin Burns and Lenore Hietkamp, as well as author and journalism professor Stephen Kimber.

The winner of the 2015 Tom Fairley Award was Lesley Peterson, for her work on *The Little Third Reich on Lake Superior: A History of Canadian Internment Camp R* by Ernest Robert Zimmermann, Michel S. Beaulieu and David K. Ratz (University of Alberta Press).

These three finalists were recognized for their editorial excellence.

- David Carpenter for *The Education of Augie Merasty: A Residential School Memoir* by Joseph A. Merasty (University of Regina Press)
- Maggie Langrick for *Shell: One Woman's Final Year After a Lifelong Struggle with Anorexia and Bulimia* by Michelle Stewart (Life Tree Media)
- Margaret Shaw for *The Meter Socket Handbook* (Thomas & Betts Limited)

### Claudette Upton Scholarship

An annual national scholarship was established in 2010 to honour the late Claudette Reed Upton-Keeley, a gifted editor and honorary lifetime member of Editors Canada. The award recognizes a promising student editor from among our membership. The winner is encouraged to use the \$1,000 scholarship to help support their continuing professional development in editing.

The 2015 recipient of the Claudette Upton Scholarship was Lindsay Vermeulen of Vancouver, British Columbia. She is enrolled in the Editing Certificate program at Simon Fraser University and is a student affiliate of Editors Canada.

Vermeulen said, "Receiving the Claudette Upton Scholarship feels like a validation of all the work I've put into making this change. It feels like an acceptance from the editing community that I can do this—that the work I'm doing and the talents I'm developing are worthwhile."

The selection committee comprised three respected Canadian editors: Stephanie Fysh, Andrea Hatley and Merrie-Ellen Wilcox.

### Karen Virag Award

This annual award was created in 2016, in memory of long-time association member Karen Virag, and Karen's many contributions to the profession.

The award recognizes the efforts of an editor or an organization to raise the profile of editing in their community. Its intent is to reflect Karen's own work to raise the profile of editing.

The winner of the inaugural Karen Virag Award was Nancy Flight of Vancouver, BC. The letter nominating Flight for this award said, “Nancy’s very person shines a spotlight on editing. Like Karen Virag, Nancy is stylish, charismatic and striking: she says that editors, despite their invisible job, deserve to be seen.”

The members of the selection committee for the award were respected editors Clare Cruickshank, Anita Jenkins (honorary life member of Editors Canada and friend and colleague of Karen’s), Allen McAvoy and Betty R. Robinson.

### President’s Award for Volunteer Service

The President’s Award for Volunteer Service recognizes outstanding service to the organization, at the branch or national level, by member volunteers. Candidates for the award may have served Editors Canada by

- conscientiously performing volunteer activities over an extended period
- taking the initiative to identify and solve a critical problem or meet a specific need within the organization
- organizing or directing an activity that has a tremendous impact on the association
- inspiring others to participate more fully within the association

The announcement of the President’s Award for Volunteer Service is an important event for Editors Canada each year.

The 2016 recipients of the President’s Award for Volunteer Service were

- Benoit Arseneault (Editors Quebec / Atlantic Canada)
- Ellie Barton (Editors Kingston)
- Catherine Baudin (Editors Quebec / Atlantic Canada)
- Anissa Bouyahi (Editors Quebec / Atlantic Canada)
- Katherine Duncombe (Editors Saskatchewan)
- Marie-Ève Laroche (Editors Quebec / Atlantic Canada)
- Anna Williams (Editors Edmonton)

### Lee d’Anjou Volunteer of the Year Award

From among the nominations received for the President’s Award, one volunteer is selected to receive the Lee d’Anjou Volunteer of the Year Award.

The 2016 Lee d’Anjou Volunteer of the Year Award was Sandra Gravel (Editors Quebec / Atlantic Canada). She received the award for her role as the driving force behind the *Programme d’agrément en révision linguistique – Réviseurs Canada* (PARL), the country’s first French-language editing proficiency program.

### A note on volunteering

The long list of names included in the volunteers section of this report shows how much Editors Canada relies on the active involvement of its members. This year, like every other year, dozens of people served on national committees and the NEC, and hundreds of others took on specific tasks.

Volunteers are essential for our association to function well. If you currently volunteer for Editors Canada or have done so in the past, we thank you.

If you have never volunteered, please consider doing so. Volunteering lets you give back to your association while developing skills you can use in your career. It’s also an excellent way to network with other editors and make new friends.

There are opportunities to volunteer at the national and local levels. Many tasks can be done from home, so where you live isn’t a limiting factor. To find the right project for you, contact your local branch or twig, or send an email to the director of volunteer relations ([Director\\_Volunteers@editors.ca](mailto:Director_Volunteers@editors.ca)).

## Volunteers

In addition to the members of the national executive council (NEC) and the committee chairs, listed at the beginning of this report, many members volunteered their time and talents to help further the goals of national, branch and twig initiatives in 2016.

You can see the [Volunteer of the Month](#) profiles on the Editors Canada website.

We apologize to anyone whose name has been inadvertently omitted from this list.

### National volunteers

#### *Annual general meeting*

Jane Fairbanks  
Susan Fitzgerald  
Amy Haagsma  
Hugh Macdonald  
Julian Thorsteinson

#### *Corporate*

Lisa Ng  
Alexandra Peace  
Stéphanie Robitaille  
Carmen Siu  
Colette Stoeber

#### *Human resources committee*

Carolyn Brown  
Greg Ioannou  
Anne Louise Mahoney  
Gael Spivak

#### *Recording secretary: NEC meetings*

Alexandra Peace

#### *October 1 online meeting*

Heather Ebbs  
Breanne MacDonald  
Anne Louise Mahoney  
Lynne Massey  
Alexandra Peace

#### *Nominating committee*

Michelle Boulton  
Julia Cochrane  
Dawn Hunter  
Roma Ilnyckyj  
Greg Ioannou  
Moir White

### Member services

#### *Facebook group*

Joanne Haskins

#### *Francophone affairs*

Benoit Arsenault  
Stacey Atkinson  
Elizabeth d'Anjou  
Alexandre Dubé-Belzile  
Anne Fonteneau  
Nancy Foran  
Fabiola Fouron  
Carl Girard  
Aude Gwendoline  
Greg Ioannou  
Anne Louise Mahoney  
Sophie Pallota  
Marie-Christine Payette  
Stéphanie Robitaille  
Andrée Sirois  
Gael Spivak  
Béatrice Verley  
Gilles Vilasco

#### *Mediator*

Michael Benedict

#### *Member services*

Stacey Atkinson  
Karin Cather  
Viola Funk  
Casey Gazzellone  
Carole Hubbard  
David Johansen  
Ellen Koehler  
Dee Noble  
Karen Phillips  
Suzanne Purkis  
Sabrina Rauscher  
Stéphanie Robitaille  
Margaret Shaw  
Gael Spivak

Una Verdandi  
Claire Wilkshire

#### *Volunteer management*

Christine Albert  
Nancy Foran  
Colette Stoeber  
Julie Kay-Wallace  
Claire Wilkshire

### Professional development

#### *Agrément/Principes*

Benoit Arsenault  
Catherine Baudin  
Jocelyne Bisailon  
Dominique Bohbot  
Anissa Bouyahi  
Louise Brunette  
Anne Fonteneau  
Sandra Gravel  
Marie-Ève Laroche  
Louise Saint-André

#### *Certification*

Stan Back  
Rhonda Bailey  
Wendy Barron  
Ellie Barton  
Michael Bedford  
Vicky Bell  
Michelle Boulton  
Anne Brennan  
Kristine Buchholtz  
Sheila Cameron  
Pamela Capraru  
Wendy Carroll  
Pamela Carson  
Tania Cheffins  
Cindy Chopoidaló  
Elizabeth d'Anjou  
Eric Damer  
Donna Dawson

Kristen Dolenko  
Jay Draper  
Janice Dyer  
Heather Ebbs  
Cindy Elphick  
Sonia Gluppe  
Jennifer Hepburn  
Mark Kirtland  
Beverley Kroeker  
Stephanie Macaulay  
Jeanne McKane  
Jaime Miller  
Marg Anne Morrison  
Kyra Nabeta  
Leanne Rancourt  
Susan Reaney  
Dwain Richardson  
Lois Ross  
Leslie Saffrey  
Dania Sheldon  
Jess Shulman  
Brooke Smith  
Paula Takats  
Leslie Vermeer  
Michelle Waitzman  
Maira White  
Sarah Wight  
Donna-Lee Wybert  
Grace Yaginuma

#### *Conference*

Sue Archer  
Adwoa Attia Opoku  
Carolyn Baker  
Wendy Barron  
Connie Behl  
Anne Brennan  
Micheline Brodeur  
Nancy Brown  
Joanne Carnegie  
Paul Cipywnyk  
Rebecca Coates  
Julia Cochrane  
Mike Culbertson  
Dawn Cunningham Hall  
Eric Damer  
Meagan Dyer  
Kitty Elton  
Luci English Roberge  
Jane Fairbanks  
Susan Fitzgerald  
Jennifer Foden  
Tiffany Fox

Kathy Gerritsen  
Marianne Grier  
Amy Haagsma  
Kate Harrison Whiteside  
Andrea Hatley  
Lenore Hietkamp  
Nancy Holland  
Roma Illyckyj  
Kristiana Indradat  
Shelagh Jamieson  
David Johansen  
María José Balbontin  
Kate Juniper  
Joanne King  
Ellen Koehler  
Juliann Krushen  
Yannick Lepage  
Carolyn Liu  
Breanne MacDonald  
Hugh Macdonald  
Elizabeth Macfie  
Margaret Manery  
Valerie Mansou  
Jessica Marie Simard  
Cathy McPhalen  
Robin-Eliece Mercury  
Ann-Marie Metten  
Peter Moskos  
Kyra Nabeta  
Celina O'Connor  
Lana Okerlund  
Kristine Olson  
Sophie Pallotta  
Erin Parker  
Marie-Christine Payette  
Alexandra Peace  
Frances Peck  
Christine Peets  
Kirsten Pendreigh  
Arlene Prunkl  
Eve Rickert  
Yvonne Robertson  
Lisa Ronald  
Heather Ross  
Christine Rowlands  
Reg Rozee  
Lynn Sackville  
Peter Schaub  
Margaret Shaw  
Lynn Slobogian  
Robyn So  
Gael Spivak  
Josée Tardif

Julian Thorsteinson  
Eva van Emden  
Annemarie Vander Veen  
Maira White  
Sally White  
Ruth Wilson  
Shelly Windover

#### *Student relations*

Wendy Barron  
Anne Curry  
Ann Kennedy  
Claudine Laforce  
Tiffany MacDonald  
Christina Vasilevski

#### *Training and development*

Louis Crust  
Patricia (Trish) Furdek  
Robin Marwick  
Ginny McGowan  
Patricia McIsaac  
Cathy McPhalen  
Jaime Miller  
Carol Rigby  
Tamra Ross  
Gilles Vilasco

#### **Communications**

##### *Active Voice*

Julia Cochrane  
Anne Curry  
Anne-Marie Deraspe  
Fabiola Fouron  
Amy Haagsma  
Andrea Hatley  
Doug Linzey  
Anne Louise Mahoney  
Cathy McPhalen  
Dawn Oosterhoff  
Marie-Christine Payette  
Alexandra Pearce  
Jennifer Rae-Brown  
Josée Tardif

##### *Blog*

Nadia Aftab  
Anna Williams

##### *Communications and marketing*

Donald Beyers  
Susan Chambers



Shelley Egan  
Noel Gruber  
Ellen Keeble  
Elizabeth Lee  
Peter Perryman  
Dwain Richardson

#### *Publications*

Joanna Bandziorowski  
Michael Bedford  
Karin Cather  
Elizabeth d'Anjou  
Andrea Hatley  
Greg Ioannou  
Anne Louise Mahoney  
Berna Ozunal  
Gael Spivak

#### *Twitter chats*

Elizabeth d'Anjou  
Amy Haagsma  
Elizabeth Macfie  
Marie-Christine Payette  
Kaarina Stiff  
Josée Tardif

#### **Administration**

##### *Awards*

Benoit Arsenault  
Clare Cruickshank  
Anita Jenkins  
Allen McAvoy  
Betty R. Robinson  
Tamra Ross

##### *Tom Fairley Award judges*

Kevin Burns  
Lenore Hietkamp  
Stephen Kimber

##### *Claudette Upton Scholarship selection committee*

Stephanie Fysh  
Andrea Hatley  
Merrie-Ellen Wilcox

##### *Karen Virag Award selection committee*

Clare Cruickshank  
Anita Jenkins  
Allen McAvoy  
Betty R. Robinson

*External liaison*  
Wendy Barron  
Elizabeth d'Anjou  
Stephanie Fysh  
Greg Ioannou  
Anne Louise Mahoney  
Marg Anne Morrison  
Daphne Sams  
Gael Spivak

#### **Task forces**

##### *Branch-twig finance review*

Joanna Bandziorowski  
Christine Beevis Trickett  
Michelle Boulton  
Carolyn Brown  
Aerin Caley  
Julia Cochrane  
Linda Dietz  
Greg Ioannou  
David Johansen  
Breanne MacDonald  
Chrissie Mains  
Melva McLean  
Maureen Moyes  
Sandy Newton  
Dwain Richardson  
Margaret Shaw  
Tiffany Sloan  
Kate Spencler  
Kimberley Unterganschnigg  
Claire Wilshire  
Nancy Wills

##### *Contract update*

Elizabeth d'Anjou  
Greg Ioannou  
Dawn Oosterhoff  
Kaarina Stiff

##### *Mentoring*

Catherine Baudin  
Kevin Burns  
Carolyn Camilleri  
Dave Ealey  
Anita Jenkins  
Juliann Krushen  
Janet MacMillan  
Ginny McGowan  
Joanna Odrowaz  
Isobel Stevenson  
Pamela Hewitt (observer)  
Carolyn Leslie (observer)

*Professional editorial standards*  
Michelle Boulton  
Amy Brown  
Shelley Egan  
Nancy Flight  
Dawn Oosterhoff  
Berna Ozunal  
Moira White

#### **Local groups: branches and twigs**

##### *Editors British Columbia*

Wendy Barron  
Karen Barry  
Connie Behl  
Anne Brennan  
Emma Caplan  
Maggie Clark  
Eric Damer  
Meagan Dyer  
Susan Grant  
Marianne Grier  
Amy Haagsma  
Katie Heffring  
Roma Ilnyckyj  
Ellen Michelle Koehler  
Meagan Kus  
Fiorella Mauro  
Lana Okerlund  
Erin Parker  
Naomi Pauls  
Carl Rosenberg  
Heather Ross  
Lynn Sackville  
Margaret Shaw  
Tiffany Sloan  
Lynn Slobogian  
Nancy Tinari  
Eva van Emden  
Lindsay Vermeulen

##### *Editors Calgary*

Christine Beevis Trickett  
Chrissie Mains

##### *Editors Edmonton*

Kristine Buchholtz  
Aerin Caley  
Cathy McPhalen  
Anna Williams

*Editors Hamilton-Halton*

Liz Delaney  
Julia Kollek  
Irina Malakhova  
Michael Peebles  
Savanna Scott Leslie  
Cathy Tell  
Cathy Vint  
David Widmann

*Editors Kingston*

Ellie Barton  
Elizabeth d'Anjou  
Nancy Wills

*Editors Kitchener-Waterloo-Guelph*

Joanna Bandziorowski  
Anne Godlewski

*Editors Manitoba*

Susan Bond  
Maureen Epp  
Andrea Hatley  
Lianne Kobes  
Melva McLean  
Aliya Mrochuk  
Leigh Patterson  
Katherine Spencler

*Editors Newfoundland and  
Labrador*

Sandy Newton  
Erika Steeves  
Leslie Vryenhoek  
Claire Wilkshire

*Editors Nova Scotia*

Julia Cochrane  
Tim Covell  
Anne Curry  
Nancy Holland  
Glenna Jenkins  
Claudine Laforce  
Patricia MacDonald  
Valerie Mansour  
Jeanne McKane  
Alexandra Peace  
Shelley Porter  
Patricia Thomas

*Editors Ottawa-Gatineau*

Gheed Al-Nassan  
Stacey Atkinson

Maurie Barrett  
Carolyn Brown  
Sara Caverley  
Marta Cepek  
Alison Chase  
Jodi DiMenna  
Kristen Dolenko  
Beverly Ensom  
Sara Fowler  
Carl Girard  
Bhavana Gopinath  
Elizabeth Macfie  
Dawn Oosterhoff  
Peter Perryman  
Jennifer Rae-Brown  
Lois Ross  
Gael Spivak  
Sharon Stewart  
Kimberley Unterganschnigg  
Béatrice Verley  
Elaine Vininsky  
Tom Vradenburg

*Editors Quebec / Atlantic Canada*

Sylvie Collin  
Geraldine Garnier  
Marie-Élaine Gervais  
David Johansen  
Rosemonde Legault  
Dwain Richardson

*Editors Saskatchewan*

Charlotte Baril  
Michelle Boulton  
Linda Dietz  
Katherine Duncombe  
Dawn Loewen  
Perry Millar

*Editors Toronto*

Christine Albert  
Izabela Aleksanderek  
Victoria Barclay  
Michael Bedford  
Alanna Brousseau  
Gail Brown  
Tammy Burns  
Carolyn Camilleri  
Tarah Carey  
Samantha Carr  
Mackenzie Carvalho Stewart  
Joe Cotterchio-Milligan  
Elizabeth D'Anjou

Sarah Essak  
Kerry Fast  
Ellen Fleischer  
Emily Foate  
Nancy Foran  
Jennifer D. Foster  
James Harbeck  
Deepi Harish  
Carol Harrison  
Ranee Holmes  
Chris Hughes  
Maria Jelinek  
Karen Kemlo  
Ann Kennedy  
Bob Kennedy  
Afara Kimkeran  
Deven Knill  
Heather Kohlmann  
Jaclyn Law  
Kim Leitch  
Sandy Leppan  
Ambrose Li  
Lisa Liang  
Amy Mark  
Robin Marwick  
Sylvia McCluskey  
Julie-Anne Mendoza  
Marg Anne Morrison  
Nicole North  
Jeny Nussey  
Joanna Odrowaz  
Nicole Osbourne James  
Nadiya Osmani  
Berna Ozunal  
Dani Pacey  
Karina Palmitesta  
Mariah Ramsawakh  
Nicole Roccas  
Heather Roper  
Samita Sarkar  
Sara Scharf  
Michelle Schriver  
Savanna Scott Leslie  
Adele Simmons  
Kara Stahl  
Denise Steller  
Olga Sushinsky  
Ana Trask  
Jessica Trudel  
Cathy Vint  
Michelle Waizman  
Vanessa Wells  
Rob Williams

## 2016 Donors

Deb Amia  
Nancy Barker  
Marie-Christine Bédard  
Gaëtan Boily  
Carole Bonin  
Imogen Brian  
Isabelle Capmas  
Iva Cheung  
Peter Colenbrander  
Ariane Connor  
Erna Dominey  
Jeanne Duperreault  
Shelley Egan  
Kristy Elik  
Nancy Flight  
Zoe Gervais  
Sara Goodchild  
Margaret Goodmanson  
Susan Grant  
Kristy Hankewitz  
Catherine Harrison-Thomson  
Janice Harvie  
Elizabeth Hatfield  
Andrea Hatley  
Murray Hay  
Shelley Henderson  
Lenore Hietkamp  
Liliana Hoton  
Kate Juniper  
Lucy Kenward  
Lynn King

Nancy MacCallum  
Anne Louise Mahoney  
Jennifer Marston  
Beth McAuley  
Evard Gregoire Messi Bekamenga  
Diana Newton  
Sandy Newton  
Christine Ouellet-Dumont  
Sarah-Jane Paul-Hus  
Frances Peck  
Leonie Pipe  
Catherine Plear  
Jack Kent Poots  
Susan Reaney  
Lois Richardson  
Eve Rickert  
Michelle-France Robidas  
Peggy Robinson  
Patricia Russell  
Mary Rykov  
Jessica Sandham  
Margaret Shaw  
Karen Sinclair  
Sharon Stewart  
Cy Strom  
Françoise Thomas  
Tom Vradenburg  
Janete Walter  
Avivah Wargon  
Jennifer Webb  
Shelly Windover  
Grace Yaginuma  
Carol Zhong

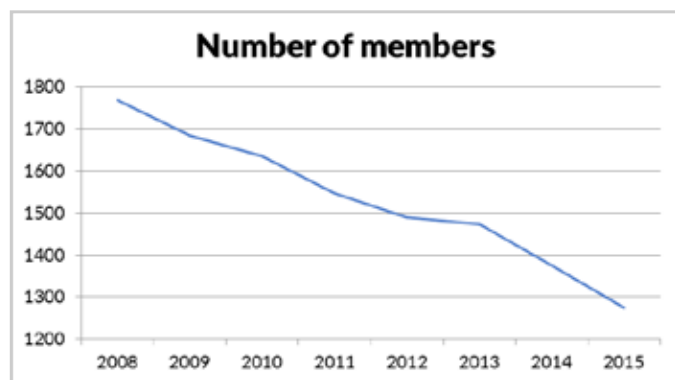


## Finances: Treasurer's Report

Sound financial management always reminds me of the "Serenity Prayer": you need serenity to accept things you cannot change, courage to change what you can, and wisdom to know the difference. This year's Editors Canada finances exemplified this maxim.

I came on board as Treasurer half-way through the year, and began my tenure by analyzing costs and revenues to understand our financial picture and what drives it.

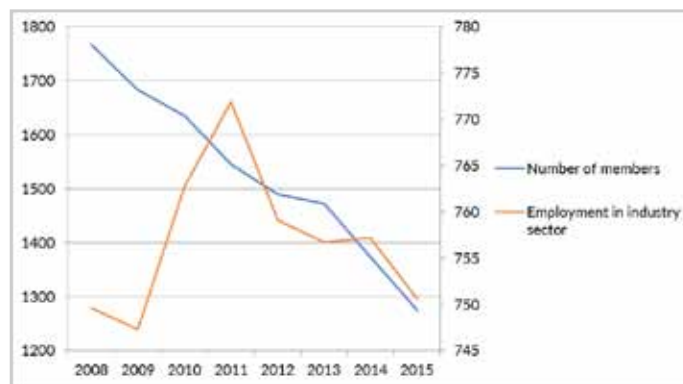
The association has a tight budget, even compared with other non-profit organizations, and it runs very lean. There are no areas where costs are high or changes in approach could result in significant savings. That being said, executive directors Patrick Banville and John Yip-Chuck have worked diligently to maximize revenue and ensure best value for cost.



But we must have serenity to accept the fact that outside factors are having a serious impact on our revenues. And this will necessitate courage to change what we can.

Editors Canada is heavily tied to membership for our revenue. Not only does about 60% of our revenue come from membership dues, but members are also our primary payers

for products and services (Appendix 1). Unfortunately, our membership has been steadily dropping year-over-year since the economic crisis of 2008. I compared our membership with Statistics Canada data on employment (including self-employment) in our industry sector. The bad news is that our sector is declining, and our membership along with it. The two lines have tracked each other closely since 2011.

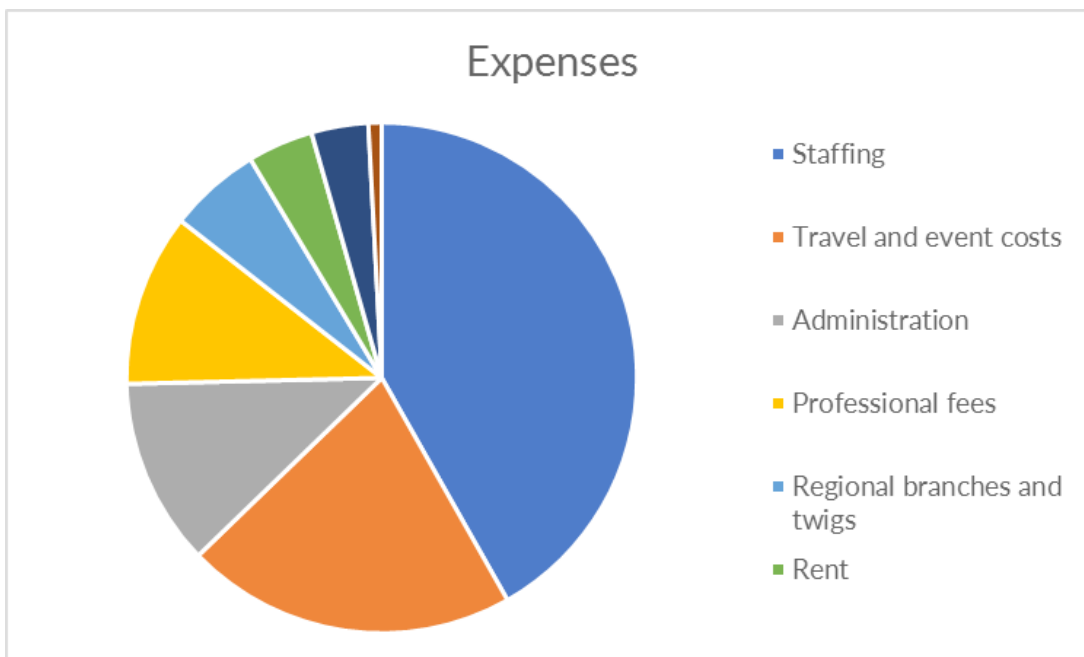
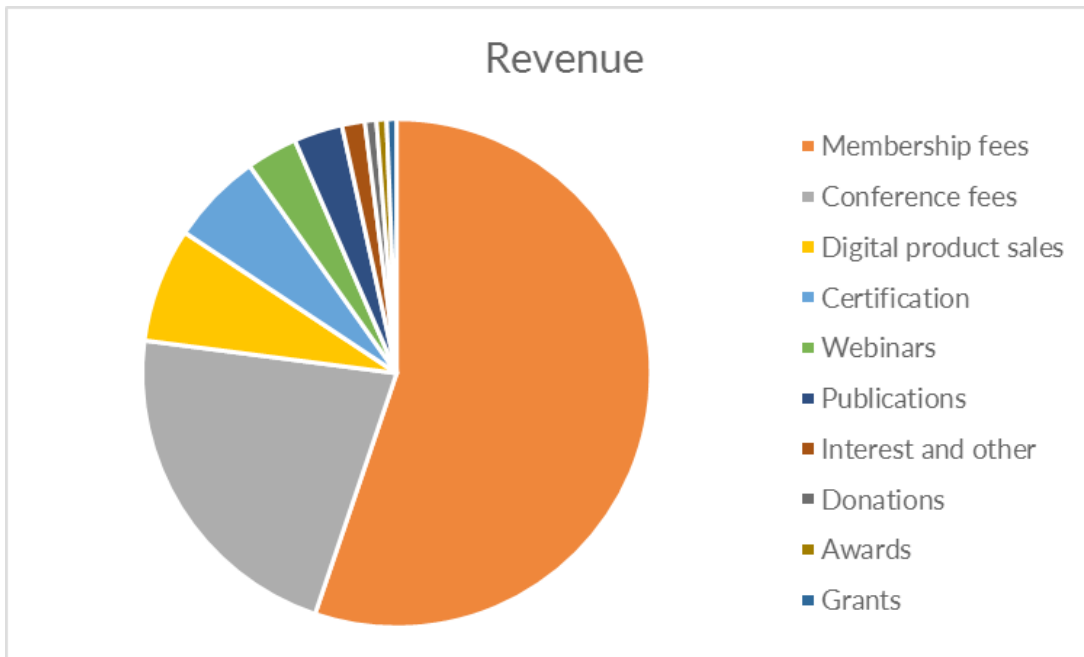


This has made our budget ever tighter. In 2016, we posted a deficit of more than \$31,500 (see Appendix 2 for audited financial statements; note that \$24,460 of the deficit is revenue received but deferred to 2017, meaning that our cash shortfall is about \$7,000). Our membership again dropped, by a net 20 members. We are projecting another deficit for 2017, which we can ill afford.

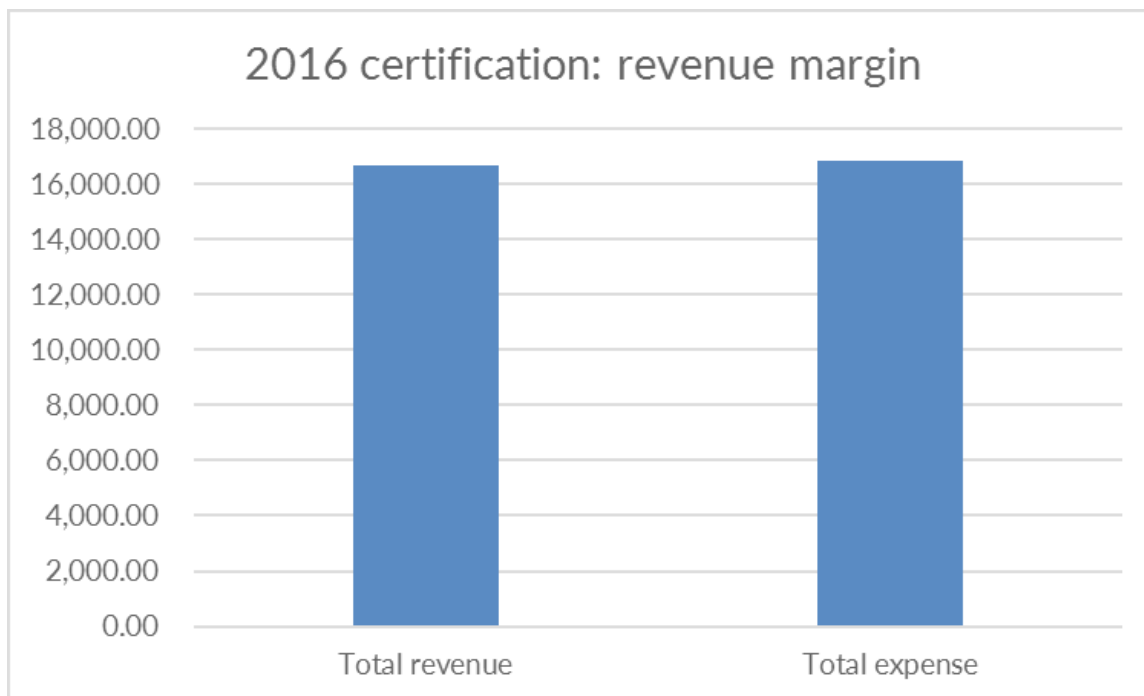
This serious situation has led to the pursuit of wisdom. What can we do to find new members and keep the ones we have? How can we increase our penetration in industry sectors such as media and publishing? How can we add to the value of membership, and better inform existing and potential members of our worth? These kinds of conversations are important to our financial health and continued existence as a vital, vibrant association. I invite all members to be part of this conversation and to promote membership as the life-blood of Editors Canada.

Carolyn Brown  
Treasurer

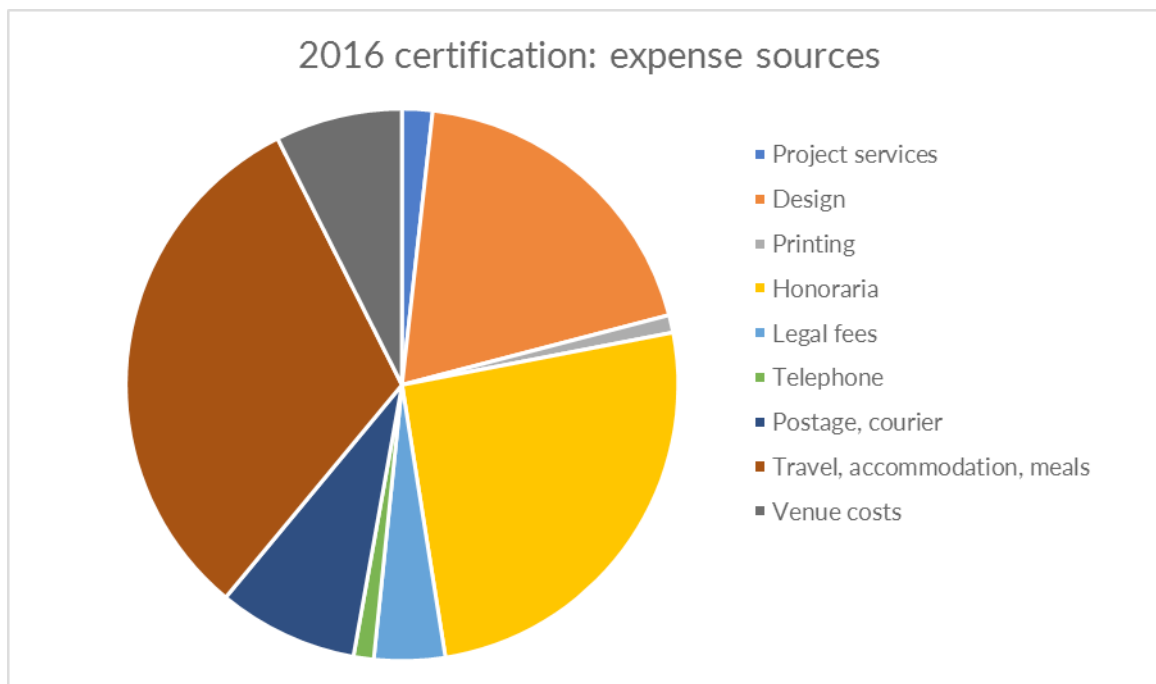
## Appendix 1: Finance visuals



## Certification program, 2016

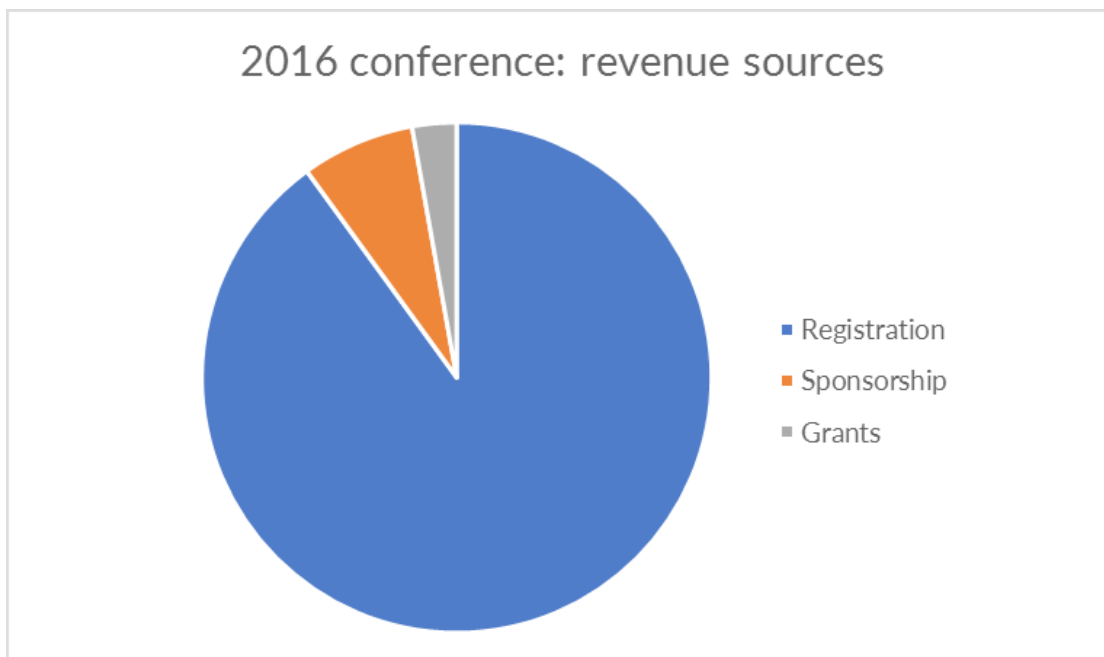
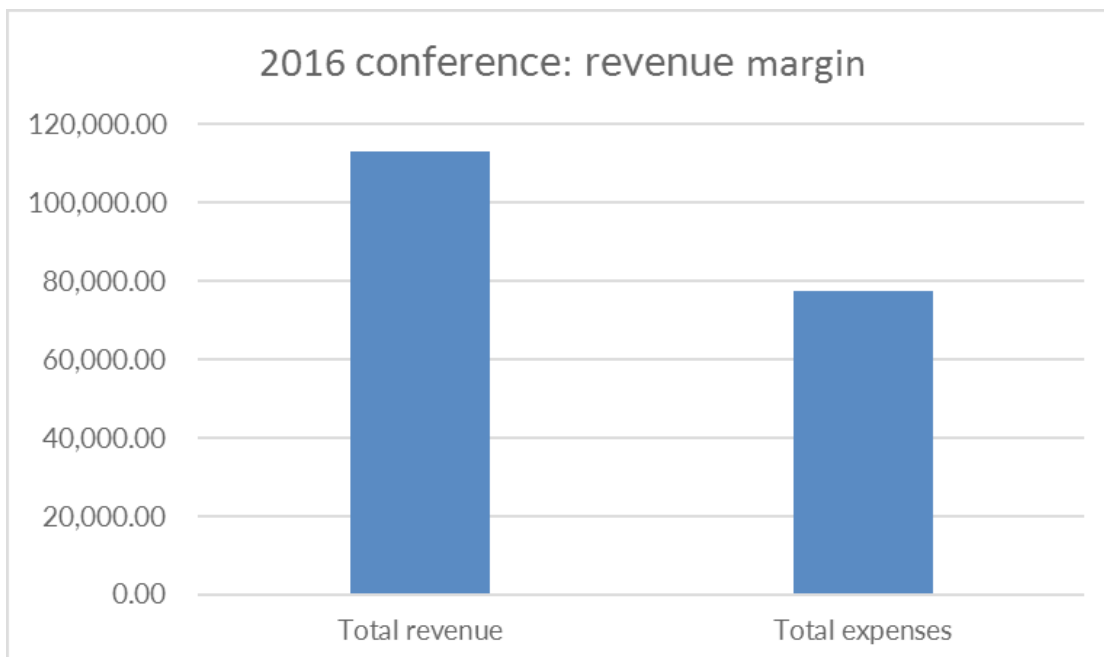


Revenues and expenses for the certification program were approximately even, and revenue came entirely from exam registrations.



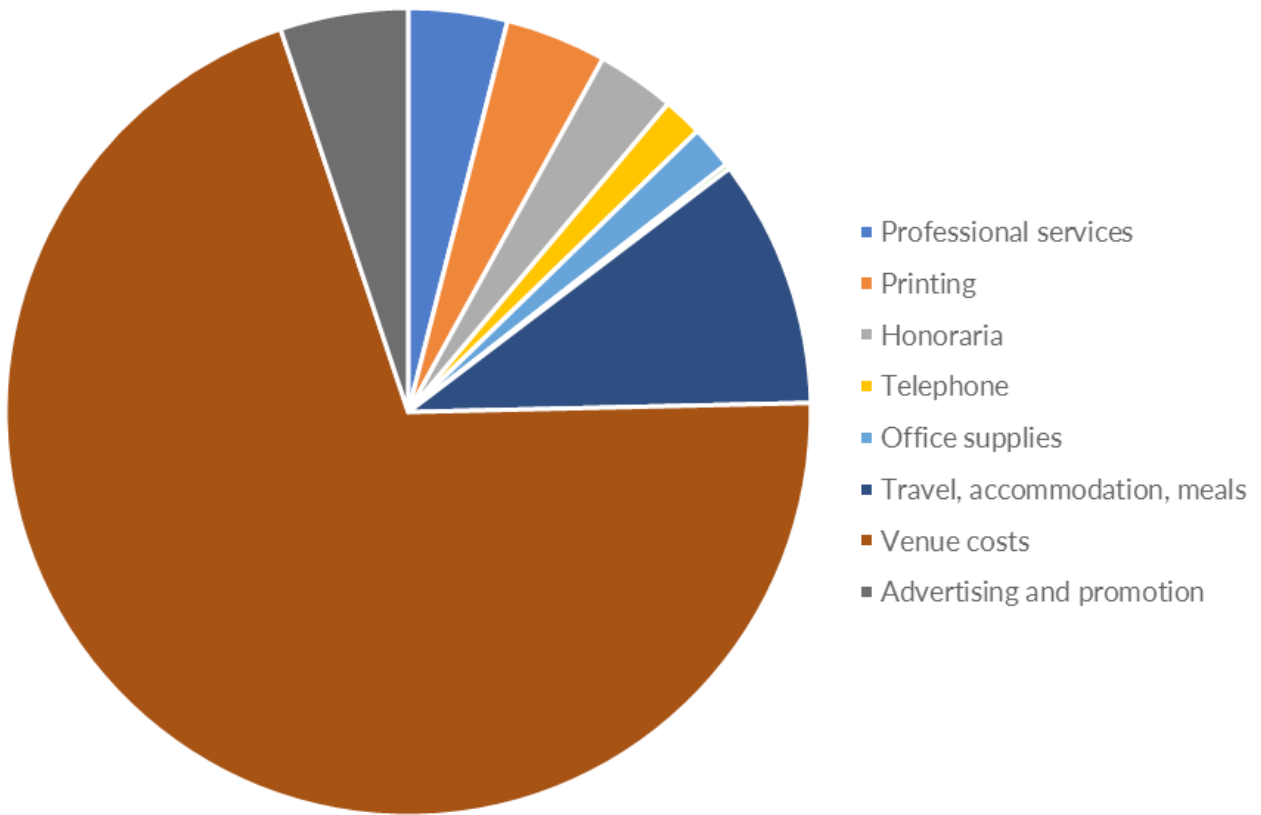
## Conference, 2016

The conference had a very healthy margin of revenue over expenses.





## 2016 conference: expense sources



## Appendix 2: Audited Financial Statements

Income statement, Jan. 1 to Dec. 31, 2016

<b>REVENUES</b>		
Membership fees	\$	279,163
Conference fees		110,554
Digital product sales		36,790
Certification		29,614
Webinars		16,486
Publications		15,638
Interest and other		7,373
Donations		3,694
Awards		3,256
Grants		3,171
	\$	505,739
<b>EXPENSES</b>		
Staffing	\$	224,580
Travel and event costs		112,601
Administration		63,758
Professional fees		58,786
Regional branches and twigs		31,315
Rent		22,337
Printing and design		19,378
Awards		4,500
	\$	537,255
<b>DEFICIT</b>		<b>(31,516)</b>

Balance sheet, as at Dec. 31, 2016

<b>ASSETS</b>	
<b>CURRENT</b>	
Cash	\$ 9,986
Guaranteed investment certificates	20,000
Accounts receivable	5,385
Prepaid expenses and other assets	4,956
Total	\$ 40,327
<b>LIABILITIES</b>	
<b>CURRENT</b>	
Accounts payable and accrued liabilities	\$ 34,306
Government remittances payable	9,195
Deferred revenues	24,460
Award and scholarship funds	6,133
Total	\$ 74,094
<b>NET ASSETS (DEFICIENCY)</b>	
<b>UNRESTRICTED</b>	\$ (33,767)

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

**Financial Statements**

**December 31, 2016**

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

**Index to Financial Statements**

**Year Ended December 31, 2016**

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Statement of Cash Flows	4
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## INDEPENDENT AUDITOR'S REPORT

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To the National Executive Council of  
**Editors' Association of Canada/Association canadienne des réviseurs**

We have audited the accompanying financial statements of Editors' Association of Canada/Association canadienne des réviseurs, which comprise the statement of financial position as at December 31, 2016 and the statements of operations and changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

### *Management's Responsibility for the Financial Statements*

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

### *Auditor's Responsibility*

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 comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### *Opinion*

In our opinion, the financial statements present fairly, in all material respects, the financial position of Editors' Association of Canada/Association canadienne des réviseurs as at December 31, 2016 and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Toronto, Ontario  
April 25, 2017

*Hogg, Shain & Scheck PC*

Authorized to practise public accounting by the  
Chartered Professional Accountants of Ontario

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

**Statement of Financial Position**

**December 31, 2016**

	2016	2015
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	\$ 9,986	\$ -
Guaranteed investment certificates (Note 3)	20,000	30,295
Accounts receivable	5,385	19,823
Prepaid expenses and other assets	<u>4,956</u>	<u>10,113</u>
	<u>\$ 40,327</u>	<u>\$ 60,231</u>
<b>LIABILITIES</b>		
<b>CURRENT</b>		
Accounts payable and accrued liabilities (Note 3)	34,306	47,856
Government remittances payable	9,195	4,487
Deferred revenues (Note 4)	24,460	5,750
Award and scholarship funds (Note 5)	<u>6,133</u>	<u>4,389</u>
	<u>74,094</u>	<u>62,482</u>
<b>NET ASSETS (DEFICIENCY)</b>		
<b>UNRESTRICTED</b>	<u>(33,767)</u>	<u>(2,251)</u>
	<u>\$ 40,327</u>	<u>\$ 60,231</u>

**COMMITMENTS** (Note 8)

Approved on behalf of the Board:

\_\_\_\_\_ Director

\_\_\_\_\_ Director

See the accompanying notes to these financial statements

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**EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES RÉVISEURS****Statement of Operations and Changes in Net Assets****Year Ended December 31, 2016**

	2016	2015
<b>REVENUES</b>		
Membership fees	\$ 279,163	\$ 276,807
Conference fees	110,554	177,747
Digital product sales	36,790	45,219
Certification	29,614	59,206
Webinars	16,486	-
Publications	15,638	22,021
Interest and other	7,373	1,816
Donations	3,694	591
Awards (Note 5)	3,256	2,000
Grants (Note 6)	3,171	-
	<u>505,739</u>	<u>585,407</u>
<b>EXPENSES</b>		
Staffing	224,580	163,525
Travel and event costs	112,601	152,414
Administration	63,758	94,532
Professional fees	58,786	99,998
Regional branches and twigs (Note 7)	31,315	29,225
Rent (Note 8)	22,337	21,875
Printing and design	19,378	47,107
Awards (Note 5)	4,500	4,000
	<u>537,255</u>	<u>612,676</u>
<b>DEFICIENCY OF REVENUES OVER EXPENSES</b>	<b>(31,516)</b>	<b>(27,269)</b>
<b>NET ASSETS (DEFICIENCY), BEGINNING OF YEAR</b>	<u><b>(2,251)</b></u>	<u>25,018</u>
<b>NET ASSETS (DEFICIENCY), END OF YEAR</b>	<u><b>\$ (33,767)</b></u>	<u><b>\$ (2,251)</b></u>

*See the accompanying notes to these financial statements*

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**EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES RÉVISEURS****Statement of Cash Flows****Year Ended December 31, 2016**

	2016	2015
<b>OPERATING ACTIVITIES</b>		
Deficiency of revenues over expenses	<u>\$ (31,516)</u>	<u>\$ (27,269)</u>
Impact on cash of changes in non-cash working capital items:		
Accounts receivable	14,438	(13,884)
Prepaid expenses and other assets	5,157	(5,575)
Accounts payable and accrued liabilities	(13,551)	19,406
Government remittances payable	4,708	(2,516)
Deferred revenues	18,710	340
Award and scholarship funds	<u>1,744</u>	<u>744</u>
	<u>31,209</u>	<u>(1,485)</u>
Cash flow from (used by) operating activities	<u>(309)</u>	<u>(28,754)</u>
<b>INVESTING ACTIVITIES</b>		
Proceeds on redemption of guaranteed investment certificates	<u>10,295</u>	<u>10,000</u>
<b>INCREASE (DECREASE) IN CASH</b>	<b>9,986</b>	<b>(18,754)</b>
<b>CASH, BEGINNING OF YEAR</b>	<u>-</u>	<u>18,754</u>
<b>CASH, END OF YEAR</b>	<u><u>\$ 9,986</u></u>	<u><u>\$ -</u></u>

*See the accompanying notes to these financial statements*

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**1. NATURE AND PURPOSE OF THE ORGANIZATION**

Editors' Association of Canada/Association canadienne des réviseurs ("Editors") was incorporated without share capital as a not-for-profit organization under the Canada Corporations Act in March 1982, and was continued under the Canada Not-for-Profit Corporations Act effective August 22, 2014.

Editors represents editors in Canada who work in many forms of print as well as in other media. Editors promotes professional editing as key in producing effective communication. The approximately 1,280 members (as at December 31, 2016) work with individuals in the corporate, technical, government, not-for-profit and publishing sectors. Editors sponsors professional development seminars, promotes and maintains high standards of editing and publishing in Canada, establishes guidelines to help editors secure fair pay and good working conditions, helps both in-house and freelance editors to network, and cooperates with other publishing associations in areas of common concern.

Editors is governed at the national level by an executive council. There are five independent regional branches across the country providing a range of local programming and services to both members and non-members. These financial statements reflect the assets, liabilities, revenues and expenses of the National Office only, and do not include the accounts of the regional branches.

As a not-for-profit organization, Editors is exempt from income taxes under section 149(1)(l) of the Income Tax Act (Canada).

**2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

These financial statements are the representation of management and have been prepared in accordance with Canadian accounting standards for not-for-profit organizations in Part III of the *CPA Canada Handbook* and include the following significant accounting policies.

**Revenue recognition**

Editors follows the deferral method of accounting for contributions, which include donations and grants. Unrestricted contributions are recognized as revenues when received or receivable, provided that contributions receivable can be reasonably estimated and collection is reasonably assured. Restricted contributions are recognized as revenues in the year in which the related activities are carried out and expenses are incurred.

Membership, conference, webinars and certification fees received are recognized as revenues in the fiscal year to which they relate.

Revenues from digital product and publication sales are recognized upon completion of performance, provided that the amount of revenue is reasonably determinable and collectible.

**Financial instruments**

Editors initially measures its financial assets and financial liabilities at fair value. It subsequently measures all its financial assets and financial liabilities at amortized cost.

The financial assets subsequently measured at amortized cost include cash, guaranteed investment certificates and accounts receivable. The financial liabilities measured at amortized cost include accounts payable.

Notes to Financial Statements

December 31, 2016

**2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES** (continued)

**Contributed services**

Volunteers contribute time to assist the organization in carrying out its programs. Contributed services are not recognized in the financial statements.

**Comparative figures**

Certain 2015 comparative figures have been reclassified to conform with 2016 presentation.

**Measurement uncertainty**

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. These estimates are reviewed periodically and adjustments are made to revenues and expenses as appropriate in the period they become known.

**3. FINANCIAL INSTRUMENTS**

Cash consists of cash on hand and deposits held with a Canadian financial institution.

Accounts payable and accrued liabilities at December 31, 2015 include \$19,832 in outstanding cheques issued but not yet cleared the bank account at that date.

Guaranteed investment certificates at December 31, 2016 bear interest at rates ranging from 1.10% to 1.12% and have maturity dates ranging from August 29, 2017 to November 29, 2017.

The carrying value of Editors' financial instruments approximates their fair value due to the relatively short term to maturity of those instruments.

It is management's opinion that Editors is not exposed to significant credit, market or liquidity risk arising from its financial instruments.

**4. DEFERRED REVENUES**

Deferred revenues at December 31 consist of the following:

	<b>2016</b>	<b>2015</b>
Membership revenues for the subsequent fiscal year	\$ 12,708	\$ -
Certification fees for the subsequent fiscal year	7,923	5,750
Webinars	<u>3,829</u>	<u>-</u>
	<u>\$ 24,460</u>	<u>\$ 5,750</u>

# EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES RÉVISEURS

## Notes to Financial Statements

December 31, 2016

### 5. AWARD AND SCHOLARSHIP FUNDS

#### Fairley Award

The Tom Fairley Award for Editorial Excellence was established in 1983 and is presented annually. Editors received contributions of \$9,500 in 2002 from various sources to be used to recognize excellence in editing. Editors decided to endow the award such that \$2,500 (2015 - \$1,000) of the award fund balance would be awarded annually and Editors would contribute \$1,000 for a total prize of \$3,500. However in 2016 there was not a sufficient balance in this fund to cover its \$2,500 portion of the prize, and the difference of \$1,244 was paid from operations.

The continuity of this award fund is as follows:

	2016	2015
Balance, beginning of year	\$ 2,256	\$ 2,214
Contributions received in the year	-	1,042
Annual award	<u>(2,256)</u>	<u>(1,000)</u>
Balance, end of year	<u>\$ -</u>	<u>\$ 2,256</u>

#### Claudette Upton Scholarship

Established in 2009, the award is named after the organization's honorary life member Claudette Reed Upton-Keeley, a gifted editor who loved the English language and was actively involved in social justice and environmental causes throughout her life.

This is a \$1,000 scholarship to help support continuing professional development in editing and is to be funded by specific contributions from members. The winner is encouraged to use the prize to attend Editors' national conference, purchase its publications or attend its workshops.

The continuity of this award fund is as follows:

	2016	2015
Balance, beginning of year	\$ 1,805	\$ 1,326
Contributions received in the year	-	1,479
Annual award	<u>(1,000)</u>	<u>(1,000)</u>
Balance, end of year	<u>\$ 805</u>	<u>\$ 1,805</u>

#### Karen Virag Award

Established in 2014 in memory of long time member Karen Virag, this award will acknowledge an individual or organization's successful efforts to raise the profile of editing in the community.

The continuity of this award fund is as follows:

	2016	2015
Balance, beginning of year	\$ 328	\$ 105
Contributions received in the year	5,000	223
Annual award	<u>-</u>	<u>-</u>
Balance, end of year	<u>\$ 5,328</u>	<u>\$ 328</u>

# EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES RÉVISEURS

## Notes to Financial Statements

December 31, 2016

### 6. GRANTS

Grants revenues recognized in the year are as follows:

	2016	2015
Canadian Heritage	\$ <u>3,171</u>	\$ <u>-</u>

### 7. REGIONAL BRANCHES AND TWIGS

There are five regional branches representing different areas of the country. In addition, there are several "twigs" which provide similar services to those of branches, such as opportunities for socializing, networking and professional development, but are located away from the branch cities. The branches and twigs 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 and twig.

During the year the National Office allocated the following amounts (recoveries) related to the branches and twigs:

	2016	2015
Toronto	\$ 9,426	\$ 9,864
British Columbia	9,136	5,752
Quebec/Atlantic Canada	5,068	4,619
National Capital Region	4,375	4,370
Saskatoon	859	682
Prairie Provinces	(1,959)	1,877
Twigs	<u>4,410</u>	<u>2,061</u>
	\$ <u>31,315</u>	\$ <u>29,225</u>

### 8. COMMITMENTS

Under a premises lease agreement that expires on March 31, 2018, Editors pays annual basic rent of \$7,475 plus its proportionate share of property taxes and operating costs, which in 2016 was \$14,400 (2015 - \$14,400).

