

**Editors' Association of Canada  
Prairie Provinces Branch  
Board Member  
Operations Manual**

June 2008

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# Welcome to the Prairie Provinces Branch Board

January 27, 2008

Welcome to the Editors' Association of Canada's (EAC) Prairie Provinces Branch (PPB) *Board Member Operations Manual*.

As I sit here typing this introduction in my dining room, with a blizzard raging outside the windows of my condo, I'm struck by just how easy it is for even the most experienced of us to lose our way. My condo faces east, and yet, in that universal blank that lies before me beyond the glass, I cannot make out the towers of the downtown core, or even the sun – wherever it is at the moment.

I imagine that for some of you new to the EAC–PPB board this image may serve as an apt metaphor for how you're feeling right about now. Those of you who have served on the board before, on the other hand, may be reminded of times when something that appeared at first to be crystal clear was quite suddenly obliterated in an annihilating squall of tiny details without warning or premeditation.

It is with these two possible scenarios in mind that we, the current members of the EAC–PPB board, have gathered the materials you will find in the pages that follow.

We offer them up to you as markers for where we've been and as a compendium of some of the strange beasts we've encountered along the way, but this is only a small part of a far greater enterprise we share with you, that of eternally mapping out the boundaries of that constantly shifting, imaginary landscape we call the Prairie Provinces Branch of EAC.

Now, I cannot promise you riveting reading every step of the way (the full transcript of any exploration contains very few breathtaking waterfalls and hair-raising precipices), but as you dip periodically into this particular document during your leg of the journey, I hope you'll use the following definition drawn from AskOxford.com as a reference:

**to orient** (verb) **1.** Align or position relative to the points of a compass or other specified positions. **2.** (Orient oneself) Find one's position in relation to unfamiliar surroundings. **3.** Tailor to specified circumstances.

In other words, no part of this manual is written in stone. As our online source tells us, *orient* is derived from the Latin *oriens* "rising or east," and from the verb *oriri* "to rise." There is nothing passive about this process: we're asking you to lead, not to follow; to take this manual as your beginning, not your end.

In short, this manual is not composed solely of instructions and information; at its heart, there lies a prayer: Come blue sky or winter white-out, may you find your way, and help others to find theirs.

Yours,  
Peter J. Roccia  
Chair of the EAC–PPB

## About The Editors' Association of Canada

In the late 1970s, several young Toronto editors began talking about their shared problems and goals, and by May 1979 the Freelance Editors' Association of Canada (FEAC) had been officially launched. There were approximately 50 people involved, with Maggie MacDonald serving as the association's first president. Within the first year, the association had a logo, a constitution, and a directory.

By 1981, Ottawa was hosting a group; three years later, Montreal formed a committee; and in 1985, British Columbia did the same. However, until 1990, FEAC operated as a Toronto-based organization. During 1990 and 1991, a new national structure with four separate regional branches was established. The branches were Quebec-Atlantic Canada, National Capital Region, Toronto, and Western Canada (which was essentially British Columbia).

In 1982, FEAC adopted a French name, *Association canadienne des pigistes de l'édition*, and thus committed to being a bilingual association.

During the first 15 years of its existence, FEAC primarily addressed issues that were uniquely of concern to freelance editors. However, over the years that emphasis gradually changed. So, in 1994 the association's name was changed to the Editors' Association of Canada/Association canadiennes des réviseurs (EAC/ACR), and in-house editors were invited to join.

In 1996, the Editors' Association of Alberta merged with EAC/ACR, becoming the Prairie Provinces Branch. This addition meant that the organization now represented editors across the country.

Today, EAC/ACR has six branches and over 1700 members. The association is led by the national executive council.

# About The Prairie Provinces Branch

## Prairie Provinces Branch History

The Prairie Provinces Branch (PPB) is an active and forward-looking organization with more than 170 members living in cities and towns in Alberta, Saskatchewan, and Manitoba. It has been a branch of EAC/ACR since 1996, but its roots were formed in 1988 when a group of about 12 editors began meeting regularly in downtown Edmonton. By 1990, this group had a name, the Editors' Association of Alberta, and its by-laws were officially registered with the provincial government. By the end of 1993, EAA had more than 50 members, published a newsletter (called *Latest Edition*, then as now), and offered professional development courses.

In 1991, EAA members discussed the pros and cons of joining the Freelance Editors' Association of Canada. But because FEAC did not include in-house editors as members, and many EAA members were employed by government, public utilities, educational institutions, and so on, EAA didn't join. By 1996, FEAC had become EAC and welcomed in-house editors. At that time, some local members of EAA were concerned about the association's low profile in the national publishing and communications community, and consequently its members decided to join EAC.

Since becoming a branch of EAC/ACR, the PPB has seen a significant increase in membership numbers. Editors from across the prairies have joined the branch, taking advantage of programs and services previously not available to them.

In 2005, Saskatoon members struck out on their own, forming the Saskatoon branch. The PPB and the Saskatoon branch retain close ties and collaborate on many projects, including the *Latest Edition* newsletter.

## PPB and the Professional Community

Many PPB members are employees of, or freelance editors for, local and provincial governments, colleges, universities, school boards, health authorities, and other public sector agencies. Technical, scientific, and corporate work is also prevalent, particularly in Calgary, where numerous head offices are located. There are several small publishers in the Prairies that produce trade, literary, and educational books, and many of our members work with or for them.

Partnerships with other industry groups, such as the Alberta Magazine Publishers' Association, Writers' Guild of Alberta, Periodical Writers' Association of Canada, and Society for Technical Communications, enable PPB members to participate in their events, often at reduced cost.

## Executive Structure

The executive of the PPB is elected annually and composed of the following positions: past chair, chair, national representative, vice-chair, treasurer, secretary, membership/volunteer chair, program chair, external publicity chair, internal publicity chair, education liaison, and members at large.

The executive depends on assistance from member volunteers who fill the roles of hotline coordinator, newsletter editor, program committee, new member liaison, and corporate database assistant. The PPB executive meets about once a month from September through June.

## **Branch Services/Activities**

PPB offers a variety of social events, guest speakers, panels, and discussion groups throughout the year. Topics have included information technology, new media, contracts and other legal issues, fees and estimating, taxation, and much more. The branch also organizes workshops and training sessions that involve an instructor/facilitator hired to teach a specific skill or provide an overview of areas that are pertinent to editors. These events have a formal registration process and fee. PPB members are notified by email about all such events.

PPB members also receive regular email announcements about local and national job opportunities; these are sent out by the hotline coordinator. *Latest Edition*, the branch newsletter, is posted on the PPB portion of the EAC website and emailed to members as a PDF file two or three times each year. PPB operates a lending library that is located at MacEwan College; the PPB section of the EAC website includes a list of the library's holdings. Items can be mailed to members who do not live in or near Edmonton.

## **Membership Advantages**

Membership in PPB offers substantial benefits to both seasoned editors and those who are new to editing. Along with receiving notices of job openings via the PPB hotline, members get a chance to network and find out from other editors about available work. Just as important for many is the opportunity to meet colleagues who have similar interests and aspirations and to share editing experiences, knowledge, and challenges. Several PPB members have expanded their personal and professional horizons by taking on active roles at the branch-executive or the national level.

## **Become Involved**

Branch activities are all initiated, developed, and carried out by members who have volunteered their time. Therefore, help is always much needed with activities that range from service on the PPB board to a few hours of assistance with a particular event. Interestingly, PPB members who have volunteered in the past say that their involvement has given back as much as – or more than – they have contributed to the association. Through volunteering, members have discovered excellent opportunities to hone their skills, expand their network, and feel more connected.

# You've Joined the Executive – Now What?

As a member of the PPB executive, you are expected to perform specific tasks and take on a number of responsibilities. This section of the Operations Manual describes these expectations. Each year, executive members review and update their “job descriptions” to ensure their relevancy.

## All Executive Members/Members At Large

- Promote the branch and its membership, as well as the role of editors.
- Recruit new members and develop future leadership.
- Respond to requests for information by replying directly or referring the request to an appropriate source.
- Support PPB events by attending general and executive meetings as active participants.
- Submit agenda items to the secretary at least eight days before the meeting.
- Follow PPB policies and protocols (e.g., the branch style guide, the three-reader rule).
- Act as consultant to their respective successor at the end of their term in office.
- Submit an annual report on activities at the PPB annual general meeting (AGM).
- Stay informed about EAC in general and the PPB specifically (e.g., through the website, newsletters, etc.).

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## Past President (Ex-Officio)

- *When asked*, provides current executive members with information about past experience (corporate memory) and/or advice.
- *May* agree to handle special projects, as requested by the current executive.
- Recruits members to fill any vacancies arising on the executive in the course of the year and creates a new executive roster at year-end.
- Issues a call for nominations for prospective incoming executive one month before the AGM.
- *May* attend all meetings of the executive or its committees.

## **Chair**

- Provides leadership to the branch.
- Coordinates the branch and leads the executive in setting branch goals and objectives.
- Chairs general and executive meetings.
- Serves as an ex-officio member of all PPB committees.
- Acts as liaison/coordinator among all executive and administrative roles.
- Contributes to branch newsletters.
- Holds one of the two keys to the mailbox and shares mail pick-up duties with the Treasurer (or designates another member to do the same).
- Co-signs and appoints an alternate to co-sign cheques, along with the Treasurer, for PPB expenditures.
- Serves as contact person for intra- and inter-branch communications.

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## **Vice-Chair**

- Assists and supports the Chair in carrying out some or all of his/her roles.
- Serves as the executive liaison for the PPB library and ensures that funding requests for new library holdings are brought to the executive.
- Reports on the status of the library (visitors, resources, borrowing) at each executive meeting.
- Acts as information officer for executive in consultation with the librarian.
- Develops a report each month on what's new in the editorial world (this information could derive from newsletters, the EAC listserv, the Web, and so on).

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## Branch Representative to National Board

In addition to having the general responsibilities of a council member, the Branch Representative brings the perspective of the branch to the national executive council and vice versa. Each Branch Representative is elected by the members of his or her respective branch, not by the membership at large. Branch representatives must be voting members of the association in good standing.

Each Branch Representative:

- Discusses and votes on national issues considered by the national council, examines those issues in the context of the whole association, and brings the branch's perspective to the board.
- Reports to the national council on branch activities, including information on local publications and projects that may be shared nationally or with other branches.
- Reports to the council on issues that arise at the branch level that may have consequences for other branches or for the national association.
- Reports on national executive council discussions to the branch executive and arranges for the same information to be passed on to the branch membership when appropriate.
- Notifies the appropriate branch contact when local members are needed to sit on national committees.
- Arranges to have branch documents distributed to national board members and/or committee chairs when relevant.
- Arranges for the association to be represented in national activities that are held locally (such as book and trade fairs, Word on the Street, Freedom to Read Week).
- Arranges for branch input or involvement in national initiatives (for example, consultation on restructuring in 2001/2002 and statement-of-purpose planning in 2002/2003).
- Encourages and participates in liaison and communication among various national committees and branch chairs.
- Orients the new representative from his or her branch.
- All branch representatives participate as members of the national executive council's nominating committee and are listed as contact persons for potential candidates.

Note: This description is provided to the representative by EAC's national office.

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## Secretary

- Prepares agendas for executive meetings (with input from executive members); distributes to the executive, and any other members participating in the meeting, one week in advance of meeting.
- Keeps minutes of executive meetings; distributes one week in advance of the next meeting.
- Keeps permanent records (minute binder).
- Arranges for and books executive meeting venues.
- Submits copies of the PPB minutes and any other significant branch publications to EAC head office (Toronto).
- Distributes copies of minutes and accompanying materials to members, *on request*.
- Keeps track of motions, important suggestions, and decisions arising out of email discussions.
- Maintains a master copy of PPB's inventory of office supplies and materials, re-orders or delegates re-ordering as required.

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## Treasurer

- Helps develop and evaluate financial policies for the branch.
- Handles (or coordinates) all branch banking and other financial transactions; provides receipts to members as required.
- Maintains records of expenses and income and prepares for periodic financial statements as well as a year-end statement.
- Helps the executive prepare an annual budget and special projects budget.
- Provides financial reports to the executive, as requested by the Chair.
- Holds one of the two keys to the mailbox; shares mail pick-up duties with the Chair (or designate).
- Co-signs cheques (with the Chair or designate) for PPB expenditures.
- Establishes a relationship with the national Treasurer and EAC national office.
- Directs executive to select two members in good standing to audit the annual financial statements prior to the AGM.

## **Membership/Volunteer Chair**

- Responds to requests for information about general membership.
- Responds to enquiries about membership and recruits members, working closely with the Chair, Publicity (External & Internal), and the Program Chair.
- Contacts potential members and volunteers upon receiving names and contact information.
- Coordinates with executive concerning volunteer opportunities.
- Coordinates contact with new members.

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## **Program Chair**

(This position is often shared by two co-chairs.)

Program Chairs do or delegate the following tasks:

- Work with External Publicity Chair to develop publicity materials for programs.
- Develop a program plan (including topics and speakers for general meetings, courses, and special events).
- Present program plan to the executive in September.
- Remain informed about other locally offered editing and editing-related courses (Mount Royal, Grant MacEwan's Writing Works program, U of A Faculty of Extension, U of S Faculty of Extension, etc.).
- Book venues for general meetings, special events, and courses.
- Book necessary equipment, refreshments, etc.
- Arrange for travel, accommodations, and meals for out-of-town presenters/instructors.
- Develop course budgets on a cost-recovery basis.
- Develop contracts for instructors or presenters, as appropriate.
- Purchase gift certificates or other approved honoraria for presenters.
- Liaise with Publicity Chairs and the Newsletter Editor to ensure that meetings are adequately publicized.
- Send program descriptions and details to the Newsletter Editor.

- Take RSVPs and course registrations and handle all follow-up (such as distribution of receipts).
- Greet participants at all PPB events and ensure that PPB membership and promotional materials are displayed.
- Work with the Membership/Volunteer Chair to ensure that membership material is available at PPB events; promote memberships, as appropriate; issue receipts; forward new volunteer information to the Membership/Volunteer Chair.
- Track attendance at PPB events (members, non-members, potential volunteers).
- Arrange for the collection of course fees and drop-in fees, as appropriate; issue receipts and forward collected funds to the Treasurer.
- Introduce and thank guest speakers.
- Ensure that instructors for courses receive prompt payment and reimbursement for their expenses.
- Forward program updates to head office to post on the PPB web page.

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### **Publicity Chair, External**

- Raises public profile of the branch and of editors generally – among potential clients, potential members, and other relevant groups and agencies (e.g., by using the Corporate Database).
- Works to establish awareness of EAC–PPB through media, advertising, sponsorship, and cooperative relationships with agencies that deal with the written word, such as the Writers Guild of Alberta, the Society of Technical Communicators, and the International Association of Business Communicators.
- Leads development and implementation of the PPB marketing plan.
- Presents the marketing plan to the executive for review and approval early in the new term.
- Develops a budget for the year’s marketing activities, if required.
- Works with Program Chair to develop publicity materials.
- Consults with Corporate Database Liaison and Internal Publicity Chair to ensure corporate database remains current.

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## Publicity Chair, Internal

- Receives monthly membership database from National and updates the PPB distribution list.
- Distributes current membership lists to executive, New Member Welcome Volunteer, Job Hotline Coordinator, *Latest Edition* editor, and Calgary representative.
- Maintains non-member database and forwards program information to interested non-members as requested.
- Forwards information to organizations on the corporate database as requested.
- Works closely with the Program Chair (and counterparts in other centres) to coordinate publicity for meetings, special events, and other activities for members and potential members.
- Sends out publicity about programs and related information from partner organizations.
- Consults with Corporate Database Manager and External Publicity Chair to ensure the corporate database remains current.
- Tracks potential members and lapsed members.

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## Education Liaison

- Fosters strong working relationships between EAC and educational institutions offering editorial training.
- Increases awareness of EAC within educational institutions.
- Promotes the benefits of EAC membership to students and faculty.
- Researches, proposes, and coordinates co-operative ventures, such as scholarships, awards, and conferences.
- Acts as a central EAC contact point for editing instructors and students.
- Provides promotional materials or information sessions where appropriate.
- Passes on information or developments from the executive to educational institutions, and vice versa.

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## Newsletter Editor

- Gathers content for no fewer than three branch newsletters per year and forwards electronic versions of newsletters to the Internal Publicity Chair for distribution.
- Works closely with the executive and general membership to collect articles and news items for publication in both *Latest Edition* (the branch newsletter) and *Active Voice* (the national newsletter).
- Seeks out information about events of interest to members and shares that information through the newsletter.
- Updates the PPB style sheet.

Note: This is a non-executive position.

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## Corporate Database Manager

- Maintains a database of clients or potential clients of editors for promotional purposes.
- Maintains a database of names of individuals interested in or organizations affiliated with editing for promotional purposes.

Note: This is a non-executive position.

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## Librarian

- Purchases library materials in consultation with PPB's membership and executive.
- Stays within the amount budgeted; provides receipts to the Treasurer.
- Prepares a collection list and makes it available to members electronically or on request.
- May write short articles for the newsletter about new books.
- Maintains a library card file.
- Ensures that borrowed books are returned in a timely manner.

Note: This is a non-executive position.

## **Job Hotline Coordinator**

- Responds to email messages or phone calls from individuals or organizations seeking an editor.
- Edits, reviews, and clarifies job notices received from potential clients for distribution to the PPB member email list. Job notices may come directly to the hotline coordinator from potential employers or be gathered by the coordinator as a result of searching online and print media.
- Keeps a record of calls received from clients and results achieved.
- Works with External Publicity Chair to ensure that members and clients know about the job hotline service.

Note: This is a non-executive position.

# Policy Definitions

The PPB uses the following definitions when considering and/or creating policy.

**Policy:** A course of action intended to influence and determine decisions, actions, and other matters. Policies clarify who makes decisions and the scope of those decisions. In the case of the PPB, policies are those courses of action agreed upon by motion at an executive meeting of the PPB. They are approved, monitored, and reviewed by the executive. The executive may amend policies at any time. They are shared with the membership at annual general meetings and in branch publications as appropriate.

At the foundation of the PPB are the policies of the national EAC. No policies of the PPB contradict the policies of EAC.

PPB understands that

- All financial issues should be given policy consideration and/or recorded as policy.
- Board policies, committee terms of reference, and job descriptions are all forms of policy, explaining detailed responsibilities and expectations.

**Guideline:** Guidelines are principles or criteria guiding or directing action. They elaborate on the execution of policies and follow the taxonomy of policies. In the case of the PPB, the guidelines state common operating procedures that may change over time. As part of PPB culture, they need to be in written form in order to maintain continuity from executive to executive. They can be revised upon common agreement of the executive, without need of formal motion.

Policies are above specifics; they do not contain examples. Guidelines, on the other hand, may be specific and may include examples for clarification.

**Reference Numbers:** Policies are identified by **reference numbers**. The policy numbering system uses the last two digits of the year in which the motion is passed and two digits representing the sequential order of each policy passed within that year. (For example, policy number 04-01 refers to the first policy that was passed in 2004.) Identifying policies by both name and number makes it easier for members to focus on the specific policy during discussions. As well, it is easy to tell when the policy was made. Even when the policy is revised, it should retain its original number.

Note: While this Operations Manual organizes policies according to category, a list of policies ordered by their numbers gives an historic overview of PPB policies.

# PPB Policies and Guidelines

The policies and guidelines in this document are grouped into **seven policy categories**:

- Executive Function and Procedures
- Finances
- Membership
- Newsletter
- Program
- Publicity (sometimes specified as internal and external)
- Structure and Protocols

## Executive Function and Procedures

### **Auditor: Selection (04-01)**

The executive will select two members in good standing to audit the annual financial statements prior to the AGM.

### **Call for Nominations (05-04)**

The Past Chair (or designate) will put forward a call for nominations for the next year's executive no later than one month before the AGM.

#### **Guidelines**

- At a round table two to three months before the AGM, the executive will determine which executive positions will need to be filled in the upcoming year. This information is passed on to the Past Chair (or delegate).
- At the AGM, the Past Chair calls three times for nominations from the floor before nominations cease.

### **Communication by Email (guidelines)**

To make email correspondence easier to manage:

- Make the title in the subject line very specific to the topic.
- Confine email notes to one topic.
- When replying to or forwarding an email on to others, change the subject line (if necessary) to make it suitable and specific.
- Use judgment in sending copies of emails. Everyone does not need to be kept up-to-date on all matters; there are often times when a few people closely involved in a matter could carry on the initial conversation and involve others later.
- Email motions and important points from key email discussions are to be included in the next agenda.

### **Conflict of Interest (07-04)**

Current members of the executive cannot be contracted for PPB administrative business.

**Meetings: Agendas, Distribution (00-07)**

The secretary will circulate the agenda and minutes (of the previous meeting) one week in advance of the next meeting.

**Guideline**

- To facilitate this process, executive members submit agenda items to the secretary at least eight days before the meeting. (Note: The agenda may be modified at a meeting and new items added, as required.)

**Meetings: Minutes (01-11)**

Any member may receive copies of minutes upon request to the secretary.

**Meetings: Minutes and Action Lists (00-08)**

The action items resulting from PPB executive meetings (teleconference or face-to-face) will be distributed to all executive members within one week of the meeting's occurrence.

**Meetings: Quorum (07-08)**

The quorum for all meetings of the executive of the PPB is a majority of the executive.

**Motions Passed by Email (07-03)**

When required, motions can be passed by email. As with motions passed in face-to-face or teleconference executive meetings, a quorum and simple majority are required to pass a motion.

**Guideline**

- Write MOTIONS in the subject line when making or responding to a motion.

**Orientation (01-05)**

The PPB will hold a meeting after the AGM at which outgoing and continuing board members will orient new members to their responsibilities.

**Policy Review (07-05)**

PPB policies will be reviewed on an annual basis in conjunction with the orientation meeting for new executive members.

**Receipt of Inquiries (06-01)**

Executive members will acknowledge receipt of inquiries within 10 days.

**Guideline**

- Executive members may respond directly to the inquiry themselves or direct it to the appropriate member of the executive.

**Three-Year Strategic Plan (00-06)**

Every year the executive will review the business and marketing plans in conjunction with the orientation meeting for new executive members. New plans will be developed every three years and presented at the AGM for ratification.

## **Finances**

### **Disbursements (01-01)**

All disbursements of PPB funds will pertain to PPB business.

#### **Guideline**

- When current executive members are bereaved, recognition may be made on a personal basis.

### **Investment (01-10)**

All investments will be approved by the executive.

### **Member Expenses, Reimbursement (07-02)**

Members will forward all receipts for expenses incurred with details of the reason for expenses to the Treasurer. The Treasurer will reimburse these expenses within 30 days.

### **Revenues Collected by Members, Remitting (00-13)**

All revenues from events will be forwarded to the Treasurer within two weeks of the event.

### **Software, Financial (01-06)**

PPB will maintain an up-to-date accounting software package.

### **Travel to National AGM (07-11)**

PPB will pay the costs of transportation, accommodation, and conference fee for the PPB Chair, or designate from the executive, to attend the EAC National Conference and AGM each year.

#### **Guidelines**

- The Chair or designate will attend those sessions that will most benefit the branch.
- The Chair or designate will provide a written report on aspects of the conference that are most relevant to the PPB.
- The Chair or designate will register for the conference in time to receive the early bird discount.
- The Chair or designate will book flights early enough to take advantage of the lowest possible rates.
- The accommodation rate will be determined based on the rates in the conference brochure.

### **Travel Reimbursement (05-06)**

The PPB will follow the Alberta Government standards for travel allowance. (See Appendix D.) When authorized members travel on EAC-PPB business, they are entitled to reimbursement for travel, accommodations, meals, and incidental costs upon submission of receipts not to exceed government guidelines.

### **Travel Reimbursement, Board Members (07-07)**

When executive members reside in centres outside of Edmonton, they will be reimbursed for travel, accommodation, and meals when attending face-to-face meetings.

### **Vendors, Paying (00-12)**

The Treasurer will pay a vendor:

- After receiving the product or service and the invoice or
- Before receiving the product or service to avoid members having to cover significant expenses.

Vendors will be paid within 30 days of receipt of invoice from the vendor.

### **Year End (01-07)**

PPB's fiscal year will match that of the national association (the calendar year).

## **Membership**

### **Volunteers (07-02)**

Persons who notify the executive of their interest in volunteering will be contacted and thanked for their offer. When contacted, information will be collected regarding their strengths, interests, and availability.

#### **Guideline**

- Gestures of recognition of service should consider the following:
  - The person's current involvement in the association.
  - The length of time the person has been actively involved with PPB.

(Note: National has a process for granting Life Memberships.)

## **Newsletter**

### **Production Schedule (01-02)**

The PPB will publish no fewer than three issues of the newsletter per year. Publication dates are at the editor's discretion.

## **PPB Structure and Protocols**

### **Annual General Meeting (AGM): Protocols (07-06)**

The AGM agenda will include an overview of the year's activities, presentation of financial statements, and election of a new executive.

#### **Guidelines**

- Copies of minutes of the previous AGM are made available at the meeting.
- To ensure that members from outside of Edmonton can attend the AGM, it should be scheduled on a weekend.

## **Program**

### **Cancellation (00-01)**

The PPB reserves the right to cancel courses that do not reach minimum enrolment requirements established with the intent to break even financially. In the event that a course is cancelled, fees will be refunded in full.

### **Fees: Waivers and Reductions (00-03)**

Program fees are half-price for executive members and free for course coordinators.

#### **Guideline**

- The program chair may raise possible exceptions with the executive for approval.

### **Group Discounts (01-08)**

A 10% group discount is available for four or more registrants from one institution or business. The discount will be rescinded if group size falls below four.

### **Honoraria and Acknowledgements (00-11)**

Speakers at PPB member meetings will receive \$40 gift certificates.

#### **Guideline**

- The Program Chair may make exceptions to this policy as required.

### **Management (guidelines)**

- Send a complete outline of course content to prospective registrants through the corporate, member, and non-member databases.
- Set up a welcome desk at courses and meetings. The person in charge welcomes people; provides brochures and membership forms; and records non-member names and email addresses on a tracking form.
- Ensure a volunteer sign-up sheet is available to course/meeting participants.
- Thank the donating organizations at the beginning of the meeting if meeting space has been provided at no cost.

### **Planning (guideline)**

- PPB shall take care not to duplicate the course offerings of institutions like MacEwan or the U of A Faculty of Extension. The branch needs to offer revenue-generating activities in order to pay for its operations. At least once a year, consider offering a course led by a high-profile facilitator.

### **Refunds (00-02)**

Registration fee (less 20% for administration costs) will be refunded if notice of cancellation is received two weeks prior to the day of the workshop. After that, refunds will not be issued except at the discretion of the executive.

#### **Guidelines**

- As appropriate, this policy may be included in course publicity.

- The program chair or designate may authorize substitute registrations arranged by those wishing to cancel their registrations.

## **Publicity**

### **Publicity (07-10)**

Each region of the PPB is responsible for generating its own advertising for programs and meetings, subject to the three-reader rule.

### **Publicity, Internal (07-05)**

PPB will promote any courses and activities deemed to be of professional benefit to its membership.

#### **Guideline**

- Courses will be promoted if they: have “editing” in the title, are related to editing, or are run by an EAC member.

### **Sponsorships (07-01)**

PPB will sponsor events and activities deemed to be of professional benefit to members, based on available budget.

#### **Guideline**

- May include travel and per diem expenses for a PPB speaker at such events.

### **Style Guide (07-09)**

The PPB will use the most recent edition of the *Chicago Manual of Style* as its style guide, supplemented by an in-house style guide developed by the newsletter editor.

### **Three-Reader Rule (01-03)**

All PPB communications intended for the public and PPB membership will be proofread by three readers (including the originator).

# Appendices

# Appendix A: EAC–PPB Style Guide

The style guide was updated in January, 2006. There are plans for another update in the summer/fall of 2008.

## General

Unless specified, usage in *Latest Edition* will follow *The Canadian Press Stylebook*, and spellings will be from the *Canadian Oxford Dictionary*.

Use colloquial English and speak plainly. Use newsletter style. Use contractions freely, whenever they suit the context (it's, you're, isn't...). It's okay to start a sentence with "and" or "but." And so on.

## Abbreviations

Avoid them.

## Acronyms

Try to avoid them. If they are required because of frequent reference, spell them out in full on the first mention and use the acronym afterwards. Note: CP style does not require including the acronym in parentheses immediately after the first mention. For example, CP would not use "Failure Mode and Effects Analysis (FMEA)" but simply "Failure Mode and Effects Analysis" and then FMEA the next time the mouthful comes up.

Use EAC/ACR sparingly, usually at the beginning of an article, and EAC the rest of the time. By tradition, it is "EAC" not "the EAC."

Write EAC–PPB with no spaces and using an en dash.

## Attribution of Articles

List author of article under title, with lower case "by." E.g., by Kari Olson.

## Capital Letters

When in doubt, use lower case, e.g., in job titles. In titles of *Latest Edition* newsletter articles, capitalize only the first word and proper nouns. (Somewhat inconsistently, we feel more comfortable capitalizing all major words in titles of books, etc., within the articles.)

## Lists

In lists consisting of a stem with bullets:

- If each item in the list is a complete sentence, begin each item with a capital letter and end with a period.
- If items are phrases only, begin each item with lower case and use no end punctuation.

## Numbers

- Write dates without ordinal markers (May 24, not May 24<sup>th</sup>).
- Write numbers 10 and over as numerals; numbers under 10 as words (with many exceptions, e.g., Phase 2).
- Use en dash (not hyphen or oblique) to designate years (2003–04 ).
- Use 10,000 (not 10 000, the SI metric style).
- Use hyphens in phone numbers (514-276-2891).
- Use a hyphen in street addresses, not an en dash (401, 11031-104 Street)
- Use lower case for am and pm (no periods).

## People

In general, use the first and surname on the first mention and the first name thereafter.

If the person spoken of is a “lofty soul,” use the surname on subsequent mentions (e.g., Premier Ed Stelmach...Stelmach).

Indicating contact persons (example):

For more information contact Jane Doe, 23 Long Street, Toronto ON M4S 2Y2; phone 416-972-3456; email [jdoe@interlog.com](mailto:jdoe@interlog.com); website [www.captus.com](http://www.captus.com).

## Pronouns

Avoid using “he or she” whenever possible. Choosing the plural form (“they”) is one alternative, although it does not work in all instances.

## Hyphens, en dashes, em dashes

- Use hyphens sparingly, but when necessary to make the text clear and easy to read.
- Instead of the em dash, use the en dash with spaces on either end. (... decision – with no appeal – is...)
- Use a hyphen, not an en dash, in street addresses (401, 11031-104 Street), and phone numbers (514-276-2891).

## Other punctuation

- Use a comma before “and” or “or” in a series *only* when required for clarity.
- With commas, “when in doubt, leave them out.”
- Always put periods and commas inside the quotation marks.
- Avoid periods in initials/acronyms such as NEC and RCMP.
- Strictly limit the usage of quotation marks for emphasis or sarcasm.
- When speaking of a word or phrase as terminology, use italics (e.g., the word *public*).
- Strictly limit the use of exclamation marks.
- Use no spaces on either end of an ellipsis.

## Spelling

Use CP Style, except for the -our suffix (e.g., colour), or COD. Also see Word List.

## Typeface

Italicize the titles of books, movies, etc.

## **Word List**

(to be developed over time)

1950s, TVs (no apostrophe to indicate plural)

acknowledgment

B.C. (U.S., U.K.)

centre

cheque

cooperate

coordinate

copy edit (two words)

counselling

email

focusing

francophone (lower case)

fundraising

judgment

Internet

online

per cent, percentage, but 6%

program

towards

travelling

website

# Appendix B: PPB Business Plan, 2007–2010

## Goal One: Enhance EAC–PPB as a community

### *Strategy One: Provide infrastructure support*

#### *Tactics*

- ensure full and solid executive slate
- support ongoing board development
- assign committee volunteers
- create PPB liaison with Manitoba, Saskatchewan, and the rest of Alberta

### *Strategy Two: Provide networking opportunities*

#### *Tactics*

- continue coffee meetings
- continue social events and member meetings

### *Strategy Three: Ensure effective internal communications*

#### *Tactics*

- ensure newsletter editor position is filled
- email regular and timely notices of events
- greet new members via email

## Goal Two: Facilitate evolution and growth of the editing profession

### *Strategy One: Maintain awareness of editing trends and opportunities*

#### *Tactics*

- establish survey mechanisms and environmental scans
- rewrite vice-chair position to include data collection and sharing

### *Strategy Two: Identify and develop marketing targets and strategies*

#### *Tactics*

- implement and evaluate marketing plan
- maintain and update corporate database

***Strategy Three: Foster professionalism in editing***

*Tactics*

- establish recognition and recruitment awards
- support certification
- identify workshops and PD events
- foster professional development opportunities

***Strategy Four: Provide member services for all career stages***

*Tactics*

- maintain editors' directory and job hotline
- support editing students and instructors through the educational liaison position
- provide professional development for all levels
- provide advocacy and support for editors

# Appendix C: PPB Marketing Plan, 2007–2010

## Purpose

The Editors' Association of Canada promotes professional editing as key in producing effective communications. Its 1,700-plus members, both salaried and freelance, work with individual clients as well as with the corporate, technical, government, non-profit, and publishing sectors.

*The purpose of this plan is to identify marketing targets and develop a marketing strategy that facilitates the evolution and growth of the editing profession in the Prairie Provinces. (Reference: Goal Two, PPB–EAC Business Plan, 2007–2010)*

## Analysis of Business, Customers, and Partners

EAC 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 editors, both in-house and freelance, to network, and cooperates with other publishing associations in areas of common concern.

The Prairie Provinces Branch is one of six branches in Canada. It offers a job hotline to connect clients to the right editors for their projects. The EAC website offers an online directory of editors and provides information about the organization's services. An annual conference keeps members and non-members current on changes in the profession and aware of opportunities offered by new technologies.

Our business concept focuses on service to members and to non-members in the Prairie Provinces who are interested in learning more about editing and editing services. We also strive to promote awareness of editing.

Interested groups (target audiences) may include:

- employers
- educators
- small business
- large corporations
- libraries
- governments
- writers
- editors
- indexers
- advertising and public relations specialists
- newspaper, magazine, and book publishers
- radio and television media
- graphic artists, printers, web masters
- the general public

One of the challenges in marketing the Editors' Association is the presence of several allied organizations and associations potentially competing for membership and

participation in events. However, there is also an opportunity to partner with these groups. Examples are:

- Writing organizations such as the Canadian Authors' Association, Writers Guild of Alberta, Saskatchewan Writers Guild, Periodical Writers Association of Canada, Manitoba Editors' Association, Manitoba Writers' Guild, Forum for Undergraduate Student Editors, Canadian Indexers Association, Society for Technical Communication
- Business communications associations such as the Canadian Public Relations Society, Canadian Women in Communications, International Association of Business Communicators
- Networking organizations such as the Alberta Society for Marketing Professionals, and local chapters of the Chamber of Commerce and Canadian Marketing Association

Market research has been conducted at both the national and PPB levels. Specifically:

- In a national survey, in-house editors were asked to give suggestions about how EAC could become more valuable to them. Their responses indicated that more professional development, networking, and recruitment opportunities should be provided. As well, they thought it would be helpful to publish editorial salaries and in-house job information, and to continue to work on certification and editing tests to "raise the bar of professionalism."
- The PPB has developed and updated a database of corporate groups who could be interested in EAC events and initiatives. During the updating process, some telephone research was conducted. It was apparent that the majority of organizations were aware of or interested in learning more about EAC. Most said they would like to receive information about training activities and other events.
- The PPB has been contacting new and lapsed members for their impressions. Although it has been difficult to contact the lapsed members, new members say they appreciate the personal welcome and the information they receive about branch activities.

## **Marketing Strategy**

Our product is the editing profession. Our service is to provide opportunities for professional growth and development in editing, and to connect editors with each other and with those requiring their services.

In marketing our products and services, we strive to be seen as the premier organization for editors and editing services in the Prairie Provinces. We also know that EAC is often viewed as the professional organization of choice for non-fiction writers. Our key message is that any professional communication is considered incomplete until edited.

PPB marketing strategies (Action Plan below) focus on developing relationships with interested groups and allied organizations, and on targeting specific audiences. In order

to maximize marketing opportunities, we recognize the importance of working with the Program Chairs to develop and publicize programs and events.

Although the PPB office is headquartered in Edmonton, all local communities of PPB members are encouraged to promote professional activities through contacts with prospects in their areas. Calgary, for example, has recently run several well-attended programs on production editing, proofreading, and certification updates. In all of our locations, certification updates have been provided to members. Many members formed study groups and wrote the first set of exams in the fall of 2006. In Manitoba, the EAC-PPB has been working with the Manitoba Editors' Association to identify opportunities for providing professional development seminars to local editors.

### Action Plan for 2007-2010

Strategies	Actions Completed	Actions Planned
Maintain and continue to evaluate a database of corporate groups and businesses	<ul style="list-style-type: none"> <li>• Entered 200 updates into Edmonton database (2005); recruited volunteer to maintain it</li> <li>• Guideline developed for use of the database by executive members</li> <li>• Database first used for PPB 10<sup>th</sup> anniversary event</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain, add to the database (ongoing)</li> <li>• Monitor the use of the database (ongoing)</li> <li>• Publicity Chair, Internal, to be responsible for routing messages to corporate groups (ongoing)</li> <li>• Add survey questions to sign-in sheets at events</li> </ul>
Develop relationships with allied communications groups	<ul style="list-style-type: none"> <li>• List of contacts developed</li> <li>• Advertising rate sheets being collected from allied groups (e.g., the WGA)</li> <li>• Partnering with allied groups on programming (e.g., STC, on-screen editing workshop)</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to partner on courses and workshops (e.g., GMC, U of A)</li> <li>• Use corporate database to communicate with allied groups</li> <li>• Publicize courses/workshops offered by allied partners</li> </ul>
Provide support to programming to enhance involvement	<ul style="list-style-type: none"> <li>• Idea discussed to make Publicity Chair, External, responsible for advertising events as required (e.g., created PDF flyers for programs advertised through corporate database)</li> </ul>	<ul style="list-style-type: none"> <li>• Revisit branch job descriptions, review roles of executive positions</li> <li>• With Program Chair, plan ahead to maximize opportunities for publicizing programs and events (ongoing)</li> </ul>

Target specific markets	<ul style="list-style-type: none"> <li>• Educational Liaison appointed to engage instructors and students from educational programs and institutions</li> <li>• Discussed marketing plan and new market targets at retreat in November 2006</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to look at new markets</li> </ul>
Raise public profile of the EAC-PPB through media, advertising, sponsors, and cooperative relationships	<ul style="list-style-type: none"> <li>• The success of the 10<sup>th</sup> anniversary event held in June 2006 was an excellent example of how EAC has raised its public profile through a variety of promotional activities</li> <li>• Published recent issues of newsletters on EAC website</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain a calendar of opportunities to showcase the EAC-PPB (e.g., Word on the Street, Litfest, Random Acts of Poetry, Get Publishing Conference)</li> <li>• Participate in tradeshow, events, with a booth/table</li> </ul>

**Evaluation**

The Publicity Chair, External, and the PPB-EAC Executive will monitor marketing activities on an ongoing basis at monthly meetings. A focused review of marketing will also occur on an ongoing basis. Members from Edmonton and other locations are invited to share ideas on marketing strategies, activities, and resources.

## Appendix D: Travel Reimbursement Rates

When authorized members travel on EAC–PPB business, they are entitled to reimbursement for travel, accommodations, meals, and incidental costs upon submission of receipts not to exceed government guidelines. The following government guidelines are accurate as of June 2008.

Mileage	\$0.46/km
Breakfast	\$9.20
Lunch	\$11.60
Dinner	\$20.75
Per diem	\$7.35
Private accommodation allowance	\$20.15

## Acknowledgements

All PPB boards, past and present, have contributed to the creation of this manual in some way. In 2006 and 2007, the PPB executive committed itself to building this manual on documents created and maintained by previous executive in order to consolidate and preserve policies, guidelines, and procedures into one useful document. Several individuals played a significant role in developing the manual. In particular, sincere thanks is extended to Theresa Agnew, Brenda Belokrinicev, Beckie Garber-Conrad, Mary Ann Gorman, Joan Irving, Anita Jenkins, Marie Lesoway, Peter Roccia, and Margaret Sadler for their commitment and hard work on this project.