

# Bulletin

*The newsletter of the National Capital Region Branch of the Editors' Association of Canada (EAC) /  
Le bulletin de liaison des membres de l'Association canadienne des réviseurs — Région de la capitale nationale*

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Photo: National Capital Commission



### When / Date :

February 16, 2011 /  
Le 16 février 2011

### Where / Endroit :

Travelodge Hotel /  
Hôtel Travelodge  
1376 Carling Avenue /  
1376, ave Carling  
Rotary Room / Salle Rotary

**Time / Heure :** 7:30 p.m. /  
19 h 30

### Program / Programme :

***What Makes YOU Stand  
Out in a Crowd?***

### Cost / Prix :

Members Free;  
Non-members \$10 /  
Gratuit pour les membres;  
10 \$ pour les non-membres

## ***What Makes YOU Stand Out in a Crowd?***

***Chris Cavan, EAC-NCR Programs Chair / Responsable de la programmation ACR-RCN***

Are you making a comeback as an editor? Are you switching career paths to become an editor and/or writer? Is this new career a latent passion or a whole new endeavour for you? What credentials do you already have to rebrand yourself? Where do you want to go and how do you want to get there? How do you convince potential employers that **YOU** are the person they need and want? How do you differentiate yourself from the rest of the crowd seeking the same things you are—job security and sense of well-being?

How can you market yourself using tools ranging from business cards and resumé to LinkedIn profiles and Twitter accounts?

If you're a jobseeker, career changer, or an entrepreneur who needs answers to questions such as these, an evening with Professional Communicator and Career Coach Michelle J. Iseman will provide some answers. Her tips will boost your confidence and help you feel more comfortable networking, using social media and reaching your target market.

When you want to **STAND OUT** in a crowd...



©Michelle J. Iseman

## EAC Twig Active in the Limestone City

*By Cat London*

*With editorial help from Angela Pietrobon and Adrienne Montgomerie*

Being an EAC member in Kingston means being torn between two branches. When faced with the membership renewal form, many Kingston-area editors wondered whether to fill in NCR or Toronto. Some travel to Toronto from time to time for work, but Ottawa's seminars and meetings are closer. Realistically, though, the two-hour (or more) drive to either centre makes EAC events all but inaccessible to members in Kingston and the surrounding area. The newsletters and seminar announcements tantalized us with the promise of opportunities for professional development and face-to-face time with colleagues, but we remained geographically cut off.

Until last year.

In late February 2010, EAC members Greg Ioannou and Adrienne Montgomerie sent out an email inviting area members to a meeting at a Kingston library. The enthusiastic group grew at a second meeting the following month at member Jan Walter's home. The local and national executives let us know that they were endeavouring to support the development of "twigs" outside of major cities, where member numbers could not quite support full branches. But did Kingston have enough interest—and enough members—to support such a venture?

Absolutely. It turns out the area is bursting with editors interested in spending time with like-minded individuals. Brockville editor Chris Stesky, a veteran of the newspaper world who is now freelancing as a writer and editor, has found the meetings to be worth the fifty-minute drive. "I went [to the first meeting] and met a number of editors working in academic and educational areas, which appealed to me. I also met Jan [Walter], who was an editor in trade books, also of interest ... The Twig members come from many backgrounds and offer much variety and talent to our group." Chris says that she sees the potential for her own

growth and editing experience coming out of her association with the Twig.

Members came from cities and towns all around eastern Ontario, and once they came, for the most part, they stayed. And under the capable—albeit unofficial—leadership of Kingston newcomer Adrienne Montgomerie, an experienced educational editor who moved here last year from Parry Sound, the Twig has grown steadily. How the mantle of leadership fell upon Adrienne's shoulders is quite simple: Her long-time friend, Greg Ioannou, approached her at the 2009 conference in Toronto and said something to the effect of "I hear you're moving to Kingston. We'd like to start a mini-branch there. Sort of a Twig. Call me when you're settled."

We are also fortunate to have among our local editors two of EAC's "old hands" and an inspiring mother-daughter team: Lee and Elizabeth d'Anjou, long-time members of the Toronto Branch who now reside in Picton. Both women are familiar figures to most active members: Lee, now retired from a storied cross-border editorial career that spanned 35 years, was a founding member of the EAC, and has variously served as its membership chair, treasurer, branch coordinator, and directory editor. She also served as co-chair of the Standards Committee while it was both beginning the Certification Committee and putting together the first and second editions of *Professional Editorial Standards* and *Meeting Editorial Standards*. Elizabeth is a former co-chair of the Toronto Branch, and has also been the professional development chair on the National executive council. She is active in a broad range of freelance editorial work and in teaching workshops and seminars for EAC as well as Ryerson University. Both women have been invaluable resources for our fledgling

*(continued on page 3)*

group. Elizabeth and her husband have even been kind enough to host our group at their home in beautiful Picton for a summer evening barbecue!

The rest of our membership comes from a wide range of backgrounds. From relative neophytes seeking a niche, to people in their third or fourth decade of editing, our Twig includes members who went straight into editing out of publishing school, and some members who simply stumbled upon the business. Sheelagh Frame, a recent addition to the group, jokes that she got into editing “after more than 20 years of archaeology, [when] I decided I needed a job which didn't involve such attention to detail!” Ellie Barton came to editing after writing and working in public relations for about 20 years. She is now the primary editor for a publications unit at Queen's School of Policy Studies affiliated with McGill-Queen's University Press, and a tutor at the Queen's Writing Centre. Ellie is delighted to be a part of the Twig. “It's been amazing to meet all these talented people in my own community! I no longer feel isolated as I sit at my desk. I've made new friends, and I've learned so much from our certification study group and monthly meetings. We are a supportive group; we share our knowledge freely and help each other make job contacts. Being part of this group has given me confidence that I'm on the right track.” Angela Pietrobon agrees that being an editor can be isolating, and has “very much enjoyed having colleagues” for the first time in her nine-year career as a freelancer. Some of our members are active in multiple fields: Cat London divides her time between her editing and photography businesses, and local editor Bob MacKenzie also lists among his professions poet, novelist, songwriter, and arts critic.

The 2010 Winter-Spring issue of *Active Voice* revealed that the Twig is not the association's first official presence in the Limestone City. In May 1995, Kingston hosted an EAC conference. However, “[f]or a variety of reasons, this event ... had an extremely low attendance of forty people.” How things have changed: the Kingston Twig's mailing list now stands at 75 people and the monthly meetings regularly attract 20 or more. Meetings have provided an opportunity to share favourite editorial books and resources, learn about editing plays from our own Barbara Bell, and consult a local accountant about record keeping and taxes. A certification study group grew from the Twig, and weekly “coffee break” gatherings are taking root. The Twig even has its own website (<https://sites.google.com/site/eackington>).

Our group's goals include holding official seminars in Kingston. Editors in the Kingston area need no longer feel left out of EAC happenings.

As twigs continue to sprout in smaller cities and towns across Canada, more and more editors will have access to the events and activities that make association membership so worthwhile.

*The EAC Kingston Twig thanks the National Capital Region Branch for their continuing support. Anyone interested in joining the Kingston Twig should come to a meeting—check the Twig's website or contact any member.*

*(Please see photo of the Kingston Twig members on page 4.)*

**Welcome to our new EAC–NCR members!**

**Bienvenue aux nouveaux membres!**

Rhonda Chant

Gerard Vallieres



**Meet the members of the EAC Kingston Twig**

*Back row (left to right)*

Jan Walter, Kathleen Fletcher, Corina Koch MacLeod, Bob MacKenzie,  
Adrienne Montgomerie, Sheelagh Frame

*Middle row (left to right)*

Angela Pietrobon, Rita Vanden Heuvel, Elizabeth d'Anjou, Lee d'Anjou

*Front row (left to right)*

Ellie Barton, Cat London, Barbara Bell

**Another Good Reason to Come to the EAC–NCR  
February Program Meeting!**

There were two lucky door prize winners at our January program meeting. One received a gift card from Chapters and the other was the happy recipient of Marion Soublière's book, *Getting Work with the Federal Government: A guide to figuring out the procurement puzzle*. Make sure you bring your business card to the February program meeting to drop into our door prize draw bag—you may be the next lucky winner!

## Boost your professional skills with EAC–NCR workshops

*Abigail Whitney and Mary MacDonald-LaPrade, EAC–NCR Professional Development Co-Chairs*

### 2010–2011 EAC–NCR seminars “At-a-glance”

Topic	Speaker	Date
Eight-Step Editing	Moira White	April 5, 2011
Substantive Editing	Jennifer Latham	April 18, 2011
Plain Language: Building Results	Graham Young	May 5, 2011
English Grammar	Frances Peck	May 9, 2011
Clear and Concise: Guidelines for Style	Frances Peck	May 10, 2011

#### Invest in your career—take an EAC professional development seminar

Whether you are new to editing and writing or you have years of experience, investing in your career is always a wise move. One of the best ways to invest is by attending a professional development seminar offered by the National Capital Region branch of the Editors’ Association of Canada. In April, EAC–NCR has two seminars to choose from, both led by highly qualified instructors.

#### Eight-Step Editing, April 5

Eight-Step Editing breaks the editorial process down into a series of tasks that will improve the readability of the final product. This seminar will help you develop a systematic approach and identify functions you may have been performing only intuitively. If you're a writer, the Eight-Step process will give you techniques for improving your manuscript before it goes to an editor.

Seminar leader Moira Rayner White is a freelance editor and writer with both public- and private-sector clients. She has a decade of experience editing print and electronic publications. She is past president of EAC and past chair of EAC’s National Capital Region Branch.

#### Substantive Editing, April 18

What do you do when your client sends you a document to copy edit, but you quickly realize it needs much more? Substantive editing requires a whole range of editing skills that go far beyond stylistic and copy editing. This full-day seminar will cover the following: using a specific approach and process for the substantive job, educating your client about the types of editing and the time and effort involved, evaluating the coherence and organization of information, negotiating revisions with the author and client, and asserting your editorial authority.

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Real examples will be discussed and you will be given challenging exercises. Instructor Jennifer Latham will share tips and strategies for dealing with the inherent dangers of substantive editing, such as knowing when to rewrite, how to keep your editorial objectivity, and how to avoid being seduced by the author and the text. Who knew that editing could be so sexy? Come and find out how to add an exciting new dimension to your editing life.

Instructing this seminar will be Jennifer Latham, also a past president of the Editors' Association of Canada. Jennifer worked for many years as a full-time freelance editor offering editing, writing, and project management.

### **More seminars this spring**

If you're looking toward the future, EAC–NCR is offering three more seminars this spring:

- Plain Language: Building Results (May 5)
- English Grammar (May 9)
- Clear and Concise: Guidelines for Style (May 10)

### **The details**

For EAC members, each full-day seminar costs \$215. For non-EAC members, the cost is \$290.

To register, go to the National Capital Region Branch section of the EAC website at <http://www.editors.ca/branches/ncr/index.html>.

All seminars are held at the Capital Hill Hotel and Suites, 88 Albert Street, Ottawa.

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## **EAC Conference 2011—Editing in the Age of e-Everything**

The next national EAC conference will take place at Simon Fraser University in beautiful Vancouver, British Columbia from May 27 to 29, 2011. It promises to be an exciting weekend featuring dynamic speakers, diverse sessions, professional development workshops, and networking opportunities. More details to come—save the date!

# Working with the Federal Government— Tips from Outside and Inside

## EAC–NCR Program Evening, January 19, 2011

*By Chris Cavan, EAC–NCR Programs Chair*

It's a mystery! It's a puzzle! It's a rigmarole! It's a maze! It's a labyrinth!

These are some of the metaphors used to describe the frustrating task of trying to get contract work with the Canadian government. On January 19, we heard encouraging news for editors, writers, translators and other professionals. We learned a whole new language and got some key strategies to help us crack the code and become part of the federal government's \$20-billion annual market.

Two EAC–NCR Branch members who know their way around the contract world guided us through this complicated process. Marion Soublière, of M.E.S. Editing and Writing Services and author of *Getting Work with the Federal Government: A guide to figuring out the procurement puzzle* (Bloomington, IN: iUniverse, 2010), summarized her insights in an informative PowerPoint presentation. Marion defined the commonly used terms of procurement, explained how to register with government-wide supplier databases, described where to find subcontracting opportunities, and more. In seven clear steps, a handful of tips and a vital list of Web links, she demystified the process and told us exactly how to get started on our search.

Marion's two-page handout was a primer on procurement terms, getting started, things to remember, important Web links, and other resources. Her book would definitely fill in any blanks for those who are serious about pursuing government contracts. (For detailed information about Marion's book, see the November 2010 issue of the EAC–NCR *Bulletin*.)

Following Marion's presentation, Gael Spivak gave us an insider's perspective from her current position as English editor for the Canadian Food Inspection Agency and her past work for several government departments. Gael pointed out the different kinds of opportunities, including Requests for Proposals (RFPs), Requests for Standing Offers and other government tenders for goods or services valued at \$25,000 and "one-off" contracts for projects under \$25,000.

Gael went on to highlight some important dos and don'ts from her own experiences with evaluating proposals, vetting CVs and supervising other editors' and writers' contract work. She recommended using the Government of Canada style guide, *The Canadian Style*, when writing proposals. This book can be purchased from Chapters.indigo.ca or Amazon.ca; a searchable version is also available online via the Language Portal of Canada (<http://www.noslangues-ourlanguages.gc.ca/index-eng.php>).

It's also a good idea to familiarize yourself with the *Communications Policy of the Government of Canada* and the *Common Look and Feel for the Internet 2.0* standards, according to Gael. Both of these can be found on the website of the Treasury Board of Canada Secretariat. Each set of standards will give you a sense of the parameters for government writing and communications. She indicated that editors and writers adept at using plain language could use this to their advantage if they are familiar with the *Communications Policy of the Government of Canada*, which refers to the need for government to communicate clearly and effectively with the public.

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Gael offered prospective Canadian-government contractors three priceless pieces of advice:

1. Be a solutions-oriented editor or writer.
2. Clarify your role, carefully check the terms of your contract and make sure you understand and remember the instructions your client has given you. Refer back often to the list of what's been agreed to, so your client is confident that you are paying attention to details and instructions and won't waste time asking questions to which the answers have already been spelled out.
3. Don't argue with the client after the job requirements have been laid out or a fact has been confirmed!

Gael pointed out that March 31 is fiscal year end in the federal government, so staff is often looking for one-off edits (done through a sole-source contracts) in January, February and March. If you get a contract during these months, she cautioned that you must be available to work to tight deadlines, especially in March.

"French editors should be aware that their services are in demand," Gael advised. If you are

working on a contract as a bilingual or French editor, you can remind your client that text that is translated into French also needs editing and that you are qualified to do that.

Gael reassured us that many entrepreneurs and freelancers do get hired on Canadian government contracts. She drew a laugh from the crowd by concluding that payments sometimes get lost in the process, so if you are successful at becoming a contractor and don't get paid on time, follow up with your client!

After Marion and Gael's presentation, there were audible sighs of relief from the crowd of about 40 who'd come seeking keys to government contracts. Some commented that it was the first time they'd been given such clear advice. Others said they now felt it might be possible to navigate the labyrinth of online information to find out how to take the steps needed to try to qualify for a standing offer.

Hats off to Marion and Gael for giving us the tools, Web links and guidelines we need to apply for government contracts, and to feel confident in navigating our way through the process.

## President's Award for Volunteer Service

EAC National office would like to encourage all branches and twigs to review their volunteers and consider who might be a worthy candidate for this year's President's Award for Volunteer Service.

To nominate an EAC member for the President's Award, send a letter (200 to 500 words) describing the extraordinary volunteer service provided by the candidate. The letter must be signed by a minimum of three EAC members in good standing. If possible, the nomination letter should also include a biographical note for the candidate of no more than 150 words, as well as their address, phone number, and email address. Everyone who signs the nomination letter should also include their address, phone number, and email address.

More information can be found online at:

<http://www.editors.ca/presidentsaward/index.html>.

The deadline for submitting nominations and supporting information is **April 15, 2011**.

## EAC Email Forums—Getting by with a Little Help from your Fellow Editors

*Mary MacDonald-LaPrade, EAC–NCR Professional Development Co-Chair*

Last month, EAC–NCR Membership Chair Gael Spivak was sitting at her desk editing a document that came with a tight deadline and a sensitive client. She ran into a grammar problem that left her stumped. She considered searching for an answer in one of her many reference books but wasn't even sure where to start. Beginning to feel frazzled, she decided to tap into her network of fellow editors. She put her question, and her predicament, into an email and sent it to her network. Within minutes she had several expert answers.

In her search for help, Gael took advantage of one of her most-used EAC member benefits—the EAC email forums. The forums allow EAC members to discuss the business and craft of editing, debate EAC policies and procedures, announce editing-related events, and share employment opportunities. (There isn't actually a proper name for this email exchange. The term *forum* is really a descriptive term for the email exchanges and is one of several terms in use—others include EAC Mailing Lists, Email Lists, or listserv.) There are two forums available to EAC members: the EAC-ACR-L, which functions mainly in English, and the ACRLISTE-L, which functions either in French or in both French and English. As of January 2011, 460 editors were subscribed to the English forum and 95 to the French forum.

For Gael, the EAC forum is a lifeline. “I get quick answers to questions when I don't have a lot of time to research them. I even get answers when I have difficulty forming the question,” she explains. “I also benefit from the questions that other people ask. It's a constant source of education about editing. I get daily information on style, usage, grammar, copyright, and resources.”

And contributing to the forum gives Gael huge satisfaction. When she discovers interesting articles on grammar, usage and editing, she'll send an email to the forum with links to the articles. “I get to give back to the editing community that helps me so much. I often answer questions about the Government of Canada. Because I work for the federal government, I know where to find government information, such as the proper names of federal government departments and the Government of Canada style guide.”

She also delights in sharing her extensive knowledge on one of her favourite topics—Cuba. “Most people on the forum know I go to Cuba fairly often, so from time to time someone will ask me about travel tips or about life in Cuba.”

“The forum,” she notes, “is very civil, cheery, and friendly. And often very funny. One person has done some genealogical research for me. Another trades jabs with me about squirrels.”

While the forum is a professional resource, it has also become a source of friendship for Gael. “I've gained several friends through the forum. I have subsequently met some of them at meetings or at the annual EAC conferences. When we do meet, it's like we've known each other for ages. There are others whom I still have not met, but I am looking forward to seeing them in person one day. A strong sense of community has grown within the forum, says Gael, because we have found “...people who think like we do, who are concerned about things that concern us, and who get the same thrills about words as we do. When you read forum emails, you feel that sense of community. And becoming a contributor really solidifies it.”

If there's a downside to subscribing to an EAC forum, it's the volume of emails appearing in your inbox daily, says Gael. “It can be overwhelming. But people have found various ways of handling it,”

she says. For example, some members have set their email program to automatically organize the emails into one or more folders using tags. Others use the functionality of Gmail (see sidebar).

And there are others who receive the forum emails in digest version. In this version, subscribers receive three to five emails per day—each one is a long email with a Table of Contents at the top. All emails exchanged during a certain period on the previous day are listed and can be read at once. Digests are suitable for people who want to keep in touch with what's happening on the forum but who don't want to open, close, and delete (or carefully file) 30 or 40

separate emails every day. Selecting the digest version as a subscription option, however, means getting all emails a day late, which may not be ideal for those who like to actively participate in the forum in real time. Getting the digest version doesn't stop subscribers from responding, it just slows them down a bit.

If you're interested in gaining professional support (and possibly personal support), consider subscribing to one of the EAC email forums. Enter the *Members' Area* of the EAC website, then click on *Connect with Members* on the right-hand menu. Follow the instructions on the page titled *Email forum*.

## How to manage EAC forum emails using a Gmail address

by *Christa Bedwin*

Like many genius ideas, Gmail is a tool that takes something that previously may have been very complicated (for example, multiple email addresses, multiple email lists to read, hassles with software programs, using multiple computers) and makes it elegantly simple.

Many of the problems that people encounter when trying to manage the volume of emails on the EAC forums simply vanish when they choose to use Gmail instead of whatever email management software they were using previously. People are so accustomed to things being confuddled that they think "learning" Gmail will be difficult. But it's oh-so-much easier!

Make the leap by following these steps.

1. Go to [www.gmail.com](http://www.gmail.com) and follow the simple instructions under "Create an Account."

2. Go to the *Members' Area* of the [editors.ca](http://editors.ca) website and instruct the email forum to use your Gmail address.

3. Select an email from the EAC forum, and then under "More Actions" choose "Filter messages like these." Or, go to the top of the Gmail page where it says "Create a filter" and click on

that link. Then, enter [eac-acr-l@lists.editors.ca](mailto:eac-acr-l@lists.editors.ca) under "From." You can assign any name to your filter. Mine is creatively called "editors' list."

4. Now, all of your EAC forum e-mails will go into that folder. If you click the option "Skip the inbox" while you are creating the filter, they will not appear in your inbox. (If you do not click "Skip the inbox," your emails will get labelled and will also appear in your inbox.)

5. As a further boon, your emails will be sorted into threads. So if there are 20 posts on pasta that you are not interested in reading, you will need to click "Delete" only once, not 20 times.

6. The email folder will show the number of new threads. If you find it distracting to see that number change during the day, go back under your message filters link again and choose "Mark as read." Then, your forum emails will sit silently in your folder, waiting patiently and sorted handily into threads in chronological order, until you are ready to read them.

7. If you want all CHAT emails to go directly to the trash, go back to "Create a filter" and create one with "CHAT" in the subject line and [eac-acr-l@lists.editors.ca](mailto:eac-acr-l@lists.editors.ca) as the sender. Then, click the option to send them directly to the trash.

Gmail is wonderful and has many useful features beyond the one mentioned here. Try it!

## The Bulletin team

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Gael Spivak  
Abigail Whitney

## Contribute to the Bulletin

Did you have an interesting work experience? Do you have some strong opinions about editing? Have you discovered some helpful hints or professional advice that would help your fellow editors? Our readers would like to know.

Material for the next issue of the *Bulletin* must be submitted in a Word document by the deadline shown below. Submitted material is considered final upon submission; no proof will be returned to the author for approval. The editor may identify a need to clarify or to substantially edit material and, in such cases, may contact the author.

**Deadline for material for the March issue: February 26, 2011**  
**Deadline for material needing French translation: February 16, 2011**

Send your submissions to Linda Senzilet at [ncrbulletin@editors.ca](mailto:ncrbulletin@editors.ca).

## Contribuez au Bulletin

Avez-vous une expérience de travail intéressante ou une opinion particulière sur la révision? Voulez-vous partager des trucs pratiques ou des conseils professionnels avec vos collègues? Faites-le-nous savoir.

Les textes destinés au prochain *Bulletin* doivent être soumis dans un document Word non mis en forme au plus tard à la date indiquée ci-dessous. Les textes soumis seront considérés comme étant les versions finales; aucune épreuve ne sera retournée à l'auteur à des fins d'approbation. Si la réviseur a besoin de précisions ou si elle prévoit apporter d'importantes modifications, elle pourra consulter l'auteur.

**Prochaine date de tombée : le 26 février 2011**

Envoyez vos questions, commentaires et articles à  
Anne Boudreault à : [anne\\_boudreault24@hotmail.com](mailto:anne_boudreault24@hotmail.com).

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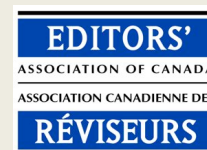
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