

Bulletin

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

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Black-capped Chickadee
Photo: Nancy Hamilton

When / Date :

January 18, 2012 /
Le 18 janvier 2012

Where / Endroit :

Capital Hill Hotel
Hôtel Capital Hill

88 Albert Street
88, rue Albert

Laurier Room
Salle Laurier

Time / Heure :

Part 1: 6:30 p.m. / 18 h 30
Part 2: 7:45 p.m. / 19 h 45

Cost / Prix :

Members: Free
Non-members: \$10

Gratuit pour les membres;
10 \$ pour les non-membres

Are You Getting Value from Social Media?

**Woody Huizenga, Speaker Nights Co-Chair /
Coresponsable des soirées de conférenciers**

EAC–NCR's **January 18, 2012** meeting will unfold in two parts. If you don't tweet and you don't have a clear grasp of how Facebook, LinkedIn or YouTube work, you will be interested in the first part, to be held from 6:30 p.m. to 7:30 p.m. EAC–NCR member and web content professional Murray Rob Roy McGregor will present a nuts-and-bolts discussion and a demonstration of a range of social media tools.

At 7:45 p.m., digital public affairs strategist Mark Blevis will address a vital question: What do we as editors need to know about social media?

Mark will focus on the strategic value of social media for network- ing, research and marketing.

Both Murray's workshop and Mark's presentation will help participants find answers to some of the important *who-what-when-how-why* questions about social media, especially *why*.

At the February 15, 2012 EAC–NCR Speaker Night, David Berman, graphic designer, website guru, and information architect, will present an introduction to creating Web-based information that is accessible to persons with disabilities.

The Ontario Access for Ontarians with Disabilities Act contains Web-related regulations, including the World Wide Web Consortium Web Content Accessibility Guidelines. Implementation deadlines for compliance with the new standards are less than one year away.

November 2011 Wine and Cheese Event:

Word Nerds Strut Their Stuff

Carl Stieren, EAC–NCR Speaker Nights Co-Chair

Fifty-three editors, translators and writers raised their glasses in honour of the written word at the Capital Hill Hotel on November 16, 2011.

The occasion was the annual Wine and Cheese Event of the National Capital Region chapter of EAC. Members and friends played one-person Travel Scrabble and a version of Balderdash called Fictionary to test their skills.

Five members of EAC also showcased books that they had edited, translated, or proofread:

- Betty Anne Benes, translator: *The Economic Case for Universal Pharmacare*. Ottawa: Canadian Centre for Policy Alternatives, 2010.
- Betty Anne Benes, editor (copy editor, English; bilingual editor, matching French to English): *The Canadian Apprenticeship Journal—Journal canadien de l'apprentissage*, Ottawa: Canadian Apprenticeship Forum, 2010–11 (six issues).
- Suzanne Keptwo, editor: *Bridging Cultures: Indigenous and Scientific Ways of Knowing Nature*, by Glen Aikenhead and Herman Michell. Toronto: Pearson Education Canada, 2010.
- Suzanne Keptwo, editor: *Midnight Sweatlodge* (a novella), by Waubgeshig Issac Rice. Penticton Indian Reserve: Theytus Books, 2011.
- Sigrid Macdonald, editor: *The Love Life of Howard Handsome and Other Short Stories*, by Albert Zimble. Chicago: CreateSpace, 2011.
- Elizabeth Macfie, proofreader: *Ottawa Canada*, by William P. McElligott. Chelsea, QC: William P. McElligott Photography Ltd. www.wpmcelligott.com/cms/
- Elizabeth Macfie, proofreader: *41st Parliament: Current and Emerging Issues*. Ottawa: Library of Parliament, 2011.
- Gael Spivak, editor: Sample edit for stylistic editing in EAC's *Meeting Professional Editorial Standards*. Toronto: Captus Press Inc. and EAC, 2011.

The trio of Speaker Nights Co-Chairs kept busy all evening. Suzanne Keptwo was the emcee, Woody Huizenga ran the Travel Scrabble game, and Carl Stieren staffed the Balderdash table.

(See photos of the evening on page 3; photos: Gael Spivak and Christine LeBlanc)

(Continued from page 2)



October 2011 Speaker Night:

Worlds Apart

Richard (Woody) Huizengan, EAC–NCR Speaker Nights Co-Chair

The October meeting of EAC–NCR heard about two very different employment situations for editors who work outside government.

Carolyn Brown, past president of the Canadian chapter of the American Medical Writers Association, specializes in scientific and medical writing and editing. She said the key to creating your own niche is to know your subject, know your industry and be open to opportunities.

In a city where many editors work on government reports that may rarely be opened, there are exciting opportunities for niche editors. A colleague once proudly told Carolyn, “I work on cancer research.”

If Carolyn’s niche market is more rewarding, it is also very demanding. It requires specialist knowledge and an entrepreneurial streak. But specializing “sets you apart” and reduces competition.

Carolyn said she finds her work varied, interesting and meaningful, and she finds clients in every sector.

Editors seeking work should make telephone or email contact before visiting prospective clients, and should never send a resumé to human resources. “Send it,” Carolyn advised, “to someone with the power to hire you.”

Leo Paoletti, manager of user education at software provider Kinaxis, described a very different situation in the highly commoditized market for software documentation.

“My team,” he said, “is a cost centre.” Leo leads a team of documentation specialists in a sector that puts a premium on producing large volumes of content for various media, often without the benefit of an editor’s eye. Leo said “our team would be much better with an editor, but I’d hire another writer first.” Many other software companies also no longer employ editors.

Working without editors requires higher expectations of writers, well-crafted internal style guides, and well-designed templates. Users don’t read technical manuals from cover to cover—they have problems to solve and questions to answer. The test is a simple one: the solutions must work, and the answers must be technically correct. There is little time for the writers to resolve style issues. “We’re cranking it out,” Leo said, “and moving on to the next project.”

Another development affecting the documentation industry is overseas outsourcing. The use of automated editing and proof-reading tools seems also to be increasing. And a seven-minute video can often replace a chapter. “People want video,” Leo said. “I want video.”

Which sectors are home to the most lucrative employers and clients? Leo picked government for the overall employee pay-and-benefits package. Carolyn said that government and industry offer the best earning opportunities for freelancers. NGOs, she added, may not have a great deal of money, but they do use contractors.

Upgrade Your Editing Skills with EAC–NCR Professional Development Seminars

Mary MacDonald-LaPrade and Abigail Whitney, Seminars Co-Chairs

A September 21, 2012 article in the *Globe and Mail* (“Experience Seen as Key to Security”) stated: “Developing a better relationship with the boss and working longer hours may help, but many workers are counting on experience and upgrading their education to keep their jobs secure in a challenging job market, according to a recent poll.”

Professional development seminars offered by EAC–NCR are a great value: they offer superb instructors and relevant content at affordable prices. They also provide excellent networking opportunities. The group work and onsite refreshment breaks and lunches give participants a chance to connect with the instructors and other participants, who come from a range of workplaces. And seminar attendance always looks good on your resumé!

But don’t take our word for it. Here’s what seminar participants have said this year:

“Great introduction to copy editing and the EAC. I look forward to attending seminars in the future.”

“Very well-organized and presented. Entertaining while covering a great deal of material. Lively, thorough, engaging. Much appreciated!”

“Excellent course! I will recommend it to my colleagues.”

Now take a look at what’s coming up, and register soon!

Writing and Editing for the Web

Friday, January 20, 2012, 9 a.m.–4 p.m.
Instructor: Emily Dockrill Jones

The Internet could well be considered the largest publishing house on earth, and online communication is fast becoming a key component of many jobs

across a variety of industries. Unfortunately, the rules of Web writing are different than those of print writing, so even experienced writers and editors can find themselves at a loss when faced with Web copy, to say nothing of those who were not professional communicators in the first place. This seminar will address the differences between print copy and Web copy, and provide tips and techniques for writing and editing content appropriate for a number of online delivery platforms, including corporate or organizational websites, blogs, social media tools, and e-commerce sites.

Discussion will focus on:

- print vs. Web copy: the differences in how and why we read;
- text vs. hypertext: site architecture and linking;
- Web words: search engine optimization (SEO) and language level;
- Web design: scanability, graphic design, and interactivity;
- Web 2.0: user experience and community building;
- social media: the art of inbound marketing; and
- copyright in cyberspace: duplicate content, plagiarism, and other legal issues, plus technical tidbits: content management systems, basic HTML.

Not just for writers and editors, **Writing and Editing for the Web** provides insights and direction for marketers, executives, bloggers, and anyone who uses or hopes to use the Internet to convey a message. In-depth discussion, hands-on exercises, and extensive handouts ensure that participants leave with a keen understanding of the online market and the techniques for communicating effectively via the Web.

Emily Dockrill Jones has worked in Web publishing for the last six years. She currently writes and edits for a number of websites on a contract or freelance basis; as well, she present and consults on Web communication techniques. Though she now spends the majority of her day on the computer, she is still a bookworm at heart and takes every opportunity she can to indulge in the look, feel, and even smell of an actual, physical book.

Eight-Step Editing

Wednesday, February 8, 2012, 9 a.m.–4 p.m.
Instructor: Moira Rayner White

Editors love this seminar. **Eight-Step Editing** breaks down the editing process into a series of tasks that will improve the readability of the final product. *If you're an editor*, whatever your experience level (from novice to expert), 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.

Moira Rayner White entered the work world as a social worker and later moved into social policy. In both professions, she found that her organizational skills, attention to detail, and love of words were pointing her in a new direction—the world of editing. Currently a freelance editor, writer, and trainer with both public and private sector clients, she has a decade of experience editing print and electronic publications. Moira is a past president of EAC.

Practical Proofreading

Wednesday, February 22, 2012, 9 a.m.–4 p.m.
Instructor: Elizabeth Macfie

You can't afford embarrassing errors in your documents, and you know that a computer spell check isn't sufficient. What's more, production time is short. But you can develop strong proofreading skills to help you through any publication project. This seminar demonstrates tactics for efficiently and effectively catching and eliminat-

ing errors (both textual and visual) on screen, on paper, or in web documents—with or without a previous version for comparison.

Learn to estimate how much time is needed for proofreading, to concentrate as you work, and to keep track of versions of a document. Discover where errors are likely to lurk. Find out the top 10 things to check before going to print.

Elizabeth will also discuss how to handle bilingual documents and how to mark up PDFs on-screen. In this learn-by-doing seminar, you'll get hands-on experience proofreading a variety of materials, including complex designs and non-text material such as tables and figures.

Elizabeth Macfie has been a freelance proofreader and editor since 1997. After working as a coordinator of provincial park visitor services and then as a manager of adult education, she has chosen a career clarifying written communication. Her clients include federal government departments and agencies, book publishers, research organizations, communication companies, and a university publications service.

Elizabeth is an EAC-certified proofreader and copy editor, a regular speaker at EAC conferences, a past chair of EAC's National Capital Region branch, and past president of the Indexing Society of Canada.

Getting Work with the Federal Government

Saturday, April 14, 2012, 9 a.m.–4 p.m.
Instructor: Marion Soublière

The Government of Canada spends about \$20 billion yearly on goods and services, including professional services such as editing. Can solopreneurs get in on this lucrative market? Absolutely! In fact, the federal government is actively courting small- and medium-sized businesses as part of a large-scale effort to cut costs and be more efficient.

This workshop is your road map to federal government work. You'll learn how to:

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- register with the Supplier Registration Information service database at buyandsell.gc.ca and get your Procurement Business Number—essential for payments to be processed;
- enroll in free seminars offered by the new Office of Small and Medium Enterprises;
- adopt a multi-pronged sales approach to boost your chances of landing contracts: short-term (subcontracting/temp agencies), medium-term (source lists and government-wide procurement vehicles), long-term (standing offers and supply arrangements);
- capitalize on the online tendering system MERX (www.merx.com) and learn to prepare winning proposals; and
- continue marketing yourself even after winning a standing offer.

Marion Soublière has worked in communications, journalism, and public relations for 29 years. After launching M.E.S. Editing and Writing Services in 2004, Marion finally learned how to navigate the world of federal government procurement and has since held standing offers with Industry Canada, the Treasury Board of Canada Secretariat, the Privy Council Office, and the Library of Parliament.

Her book, *Getting Work with the Federal Government: A guide to figuring out the procurement puzzle* (Bloomington, IN: iUniverse, 2010) is available from Chapters.ca, www.kobobooks.com and Amazon.com.

For more tips, follow Marion on Twitter at twitter.com/msoubliere or visit www.meseditingandwriting.com.

Electronic Editing

Monday, April 23, 2012, 9 a.m.–4 p.m.
Instructor: Graham Young

Are you taking advantage of all the editing horsepower that Microsoft Word offers? If not, this one-day workshop will teach you a variety of electronic editing skills that can save you valuable time and simplify your work.

Topics include:

- capitalizing on track-changes and compare-documents tools;
- tracking and merging changes by several reviewers;
- managing queries or comments embedded in texts;
- finding and replacing text effectively;
- developing a systematic approach to electronic editing;
- creating macros to simplify repetitive tasks;
- understanding and setting macro security levels;
- sharing macros safely; applying styles for fast and reliable formatting; and
- using spelling and grammar tools effectively.

Please note: You will need a version of Word 2010 (or similar) and a laptop. Be prepared to do plenty of hands-on electronic editing exercises.

Graham Young has delivered more than 300 business and government writing courses since May 2000. Graham consistently receives highly favourable evaluations from those who attend his writing workshops.

Graham has run a full-time freelance writing business since 1999. He helps public- and private-sector clients meet their communications objectives, whether to create awareness, educate audiences, sell products or services, or encourage action. His clients have included Bell Canada, Cisco, the University of Ottawa, Natural Resources Canada, Environment Canada, and Industry Canada. Graham has a Master of Business Administration from the University of Ottawa.

Registration

Register for seminars by visiting the EAC–NCR website at <http://www.editors.ca/branches/ncr/seminars>.

Also, check out our two May seminars to be given by **Frances Peck (Punctuation and Mechanics, and The Secrets of Syntax)**.

Fees

Full-day seminars (fees include HST and a catered lunch)

Members: \$215
Non-members: \$290

2012 EAC–NCR seminars “at a glance”

Topic	Instructor	Date
Writing and Editing for the Web	Emily Dockrill Jones	January 20, 2012
Eight-Step Editing	Moira Rayner White	February 8, 2012
Practical Proofreading	Elizabeth Macfie	February 22, 2012
Getting Work with the Federal Government	Marion Soublière	April 14, 2012
Electronic Editing	Graham Young	April 23, 2012
Punctuation and Mechanics	Frances Peck	May 7, 2012
The Secrets of Syntax	Frances Peck	May 8, 2012

Call for Contributions

As *Bulletin* editor, I am always looking for interesting content. With an EAC–NCR membership of over 250 people, I know there are many of you who have interesting points of view and valuable tips to share with your fellow editors. Please contact me at if you would like to contribute an article. Don’t be shy—I am available to help you.

Let’s all work together to make our newsletter the best it can be!

Linda

ncrbulletin@editors.ca

A Winter Wonderland



Photo: Marilyn Schwartz



2012 Conference Corner

Busy Beavers Making Sure Conference Plan Falls into Place

Christine LeBlanc and Gael Spivak, Conference 2012 Co-Chairs

Keynote speakers? Check. Workshops? Well in hand. Clever logo? You bet.

Far from hibernating during the long Canadian winter, the sub-species *Conferenceum planningus teamii* is furiously toiling away in its natural indoor habitat these days, its collective paws glued to computers and wireless devices (and the occasional telephone) as it continues to organize the spring's big event: the EAC National Conference 2012, to be held in Ottawa from June 1 to 3.

The Landscape of Canadian Language: Word Nerds Gone Wild (*Le paysage langagier du Canada : les mordus des mots se défoulent*) is the theme of Conference 2012, and opening keynote speaker Charlotte Gray, the award-winning author of such books as *Gold Diggers*, *Striking It Rich in the Klondike*, *Sisters in the Wilderness*, *The Lives of Susanna Moodie and Catharine Parr Traill*, is the perfect candidate to regale an audience with stories of the Canadian landscape and the language that binds us all.

This will kick off the conference's exploration of the Canadian editing profession, and how it varies from coast to coast to coast. The planning team aims to offer about 35 sessions throughout Saturday, June 2 and Sunday, June 3. Most speakers have now been booked. Workshops fall into five general streams: editing, language, career building, tools and tips, and legal issues. Several pre-conference workshops will also take place on Friday, June 1. After the weekend's voyage of discovery for word nerds at heart, the conference will conclude with the reflections of a man who truly knows how to bring Canadians together—former speaker of the House of Commons, Peter Milliken.

Our closing keynote speaker, a lawyer and former Member of Parliament for Kingston and the Islands, is Canada's longest-serving Speaker of the House—from 2001 to 2011.

Conference registration opens Thursday, February 23, 2012 at www.editors.ca (www.reviseurs.ca).

- The early bird fee—until Wednesday, April 11, 2012—is \$350 for EAC members (\$290 for student members).
- After April 11, the fee is \$430 for EAC members (\$370 for student members).
- For non-members, the fee is \$600 (\$550 for students).
- One-day registration is also available at \$255 for EAC members and \$360 for non-EAC members.
- A ticket to the Saturday evening banquet is \$75.
- For those who require an extra ticket for Friday night's reception, the cost is \$25.

Watch for more conference news on Twitter, LinkedIn, Facebook, the EAC email forum (listserv), the EAC website, branch newsletters and EAC e-news updates.

On Twitter, ongoing conference news will be tweeted on EAC's national account, @eac_acr. Use the hashtag #eac2012 to see what everyone is saying, and please remember to include this hashtag in your tweets as well.

The conference planning team still requires some key volunteers. Please email us if you're interested in any of the positions listed below. As well, if you know of any companies, organizations, or government departments that might be interested in sponsoring Conference 2012, please let us know.

Christine LeBlanc and Gael Spivak
Conference Co-Chairs
conference@editors.ca

Speaker coordinator for EAC member speakers
(supports the main speaker coordinator who is primarily responsible for non-member speakers):

- Organizes and compiles conference proposals from EAC members. The conference committee chooses the speakers. The speaker coordinator informs applicants via email whether they've been selected, and obtains required information from confirmed speakers (e.g., bio, photo, technical requirements, handouts).

Volunteer Coordinator:

- Recruits and coordinates volunteers to work at the conference (e.g., to introduce presenters, staff registration desk, etc.). Compiles volunteer contact info, prepares schedules, coordinates requirements, and communicates with volunteers regularly. Organizes onsite training for volunteers at the conference.

Onsite Volunteers (multiple):

- Stuff and distribute conference bags, staff the registration desk (record attendees, prepare name badges). For the annual general meeting, handle registration and distribution of materials. For the Vendor Fair, assist vendors as needed and staff EAC table(s).

Photographer (1 or 2)

- Shoots events such as keynote speaker, posed and candid shots of attendees and speakers at sessions, and more. Gets permission to photograph people, noting correct spelling of names, and emails photos to EAC Communications Director.



National Conference mascots, Fox and Squirrel, across from the Museum of Civilization. (Photo: Gael Spivak)

The landscape of Canadian language:
word nerds gone wild

EAC NATIONAL CONFERENCE
JUNE 1-3, 2012 | OTTAWA



Le paysage langagier du Canada :
les mordus des mots se défoulent

CONGRÈS NATIONAL DE L'ACR
DU 1^{ER} AU 3 JUIN 2012 | OTTAWA

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Carl Stieren
Abigail Whitney

Contribute to *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 *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–April 2012 issue: February 22, 2012. Please send your submissions to Linda Senzilet at 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 réviseuse a besoin de précisions ou si elle prévoit apporter d'importantes modifications, elle pourra consulter l'auteur.

Prochaine date de tombée : le 22 février 2012

Envoyez vos articles à Linda Senzilet au ncrbulletin@editors.ca.

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