

# 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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Photo: National Capital Commission

### ADD TO YOUR SKILL SET: PLAIN LANGUAGE FOR EDITORS

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

**When / Date :**

March 16, 2011 /  
Le 16 mars 2011

**Where / Endroit :**

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

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

**Program / Programme :**

**Add To Your Skill Set:  
Plain Language For  
Editors**

**Cost / Prix :**

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

As a stylistic editor, taking a close look at the length and cadence of sentences and the tone conveyed by the author's vocabulary are high on your agenda. As a copy editor, you know that sometimes the nuance a writer wishes to convey exists only in a five-syllable word. Whether you are doing copy or stylistic editing, you are editing to meet the needs of an intended or specific audience, as defined by your client or organization.

What is the plain language approach to text and how does it jibe with the skill set you need to succeed as an editor? Why should you care about plain language when you only edit sophisticated texts aimed at literate readers? What can you offer clients whose documents or websites are aimed at low-literacy adults in Canada?

Learn what you need to know about how the plain language world intersects with editing. Be prepared

to get answers to tough questions, including the most common one: isn't it about dumbing down the text? Find out why the answer is a resounding "No!" and how you can build a new and valuable skill set into your work as a professional editor.

Based in Ottawa, **Debra Isabel Huron** is a self-employed writer, editor and trainer. For three years, she managed the Plain Language Service at the Canadian Public Health Association. She has worked at daily and weekly newspapers, for an MP on Parliament Hill, at a national literacy organization, for the Ottawa Board of Education and overseas in Africa. Her experience with training includes design and delivery of plain writing workshops for diverse clients in the health, government and voluntary sectors. Debra is a member of the Editors' Association of Canada and the international organization, PLAIN. She holds a B. A. in Journalism from Ryerson University.

## Call for Nominations: Branch Executive 2011–2012

Nominations are now being sought for the following EAC–NCR Branch executive positions for the 2011–2012 term:

- Branch Chair (must be a voting member)
- Treasurer (must be a voting member)
- Secretary
- Programs Chair
- Professional Development Chair
- Membership Chair
- Public Relations Chair
- *Bulletin* Editor

The new executive will be elected at the monthly program meeting on April 20, 2011. Executive members will begin preparing for the 2011–2012 season in early June, and their terms will run until June 2012.

Although there are incumbents in a few positions (vacancies will be confirmed next month), **all** positions are up for election.

If you would like more information, or you would like to either join the executive or nominate someone else for a position, please contact Christine LeBlanc, current Branch Chair, at [ncrchair@editors.ca](mailto:ncrchair@editors.ca) as soon as possible. Nominations received by March 30 will be published in the April *Bulletin*, along with a short bio of each nominee.

If you would like to get involved, but are not interested in holding an executive position, consider joining a committee.

A summary of the executive job descriptions is provided below:

### **Branch Chair (must be a voting member)**

- manages branch executive meetings
- speaks on behalf of the branch
- helps manage branch volunteers
- acts as liaison between the branch and the executive director

### **Treasurer (must be a voting member)**

- acts as liaison between the executive director, the executive and the membership

- reviews financial statements
- reports to the executive and to the membership

### **Secretary**

- takes minutes of executive meetings
- summarizes the actions
- distributes the actions and the minutes to the executive members
- coordinates email voting

### **Programs Chair**

- recommends program topics for monthly meetings
- finds and books speakers
- hosts programs
- introduces speakers
- writes a summary of the program evening for the EAC–NCR *Bulletin*

### **Professional Development Chair**

- in concert with the Executive Director, recommends seminar topics
- finds and books seminar leaders
- collates evaluation forms completed by seminar participants

### **Membership Chair**

- manages reception table and welcomes attendees to program meetings
- oversees branch orientation segment of each program meeting
- recommends and manages activities to help members network with one another
- leads recruitment activities for new members
- reviews and approves voting membership applications from EAC–NCR members

### **Public Relations Chair**

- recommends and manages strategies to publicize EAC–NCR
- develops and implements PR marketing campaigns
- researches media for cost-effective advertising for programs, membership and seminars
- liaises with related communication organizations and associations to exchange information about meetings and seminars

### **Bulletin Editor**

- calls for submissions for the EAC–NCR *Bulletin* (approximately eight issues per year)
- edits all submissions
- desktop publishes the newsletter
- works with volunteer French editor and proofreader

## **EAC–NCR Program Meeting, February 16, 2011**

*By Christine LeBlanc, EAC–NCR Chair and National Representative*

### **Become Your Own Marketing Department**

Michelle J. Iseman, a self-employed Re-positioning Strategist, spoke to a full house at February's EAC–NCR meeting. Current and potential job seekers, career changers and entrepreneurs gathered to hear tips on making themselves stand out in a crowd.

Whatever situation you're in, you need a plan, said Michelle. Like writing a story or baking a cake, you need to think ahead to make sure the end result is what you want.

Knowing the difference between a curriculum vitae (CV) and a resumé is a good place to start. A CV focuses on you, the job seeker, and includes everything you've done. A resumé is more effective because it is focused on how you can meet the needs of a potential employer. Your resumé should show what's in it for the person reading it, so make sure you demonstrate your skills as a solution provider.

Transferable skills should be highlighted too. They're the ones you've used in every job. For instance, editors clarify ideas and ensure the intended meaning, so editors are good communicators who help employers reach their audience.

Do your homework and learn the tools out there, such as Facebook and LinkedIn. Create an online presence and be careful about what you say—you may need to vent about a bad boss but once it's out there you can't take it back. Remember you are building your own brand. Try Googling yourself to see what is out there already. If you don't come up, you don't exist online and that's something to work on.

Finally, continue networking. Michelle found herself speaking to a room full of editors because of her networking contacts. Who knows who **you'll** meet next time!

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**Registration is now open for Conference 2011 in Vancouver!**

<http://www.editors.ca/conference/conference2011/registration>

EDITING  
IN THE AGE OF  
e-EVERYTHING



LA RÉVISION  
À L'ÈRE DU  
TOUT-ÉLECTRONIQU



Indexing Society of Canada  
Société canadienne d'indexation

|PEAVI|  
PROFESSIONAL EDITORS ASSOCIATION  
OF VANCOUVER ISLAND

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

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

The National Capital Region Branch of the Editors' Association of Canada (EAC–NCR) is wrapping up its seminar year, with five more courses being offered until May 10, 2011. If you have been sitting on the fence about whether or not to take a course, now is the time to get off and register. The seminars are taught by phenomenal teachers who give industry-specific advice to help further your career. Whether you are a new writer or editor, or one that has been in the field for many years, there is something here for you.

### Spring 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

#### Eight-Step Editing, Tuesday, 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 Editing 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 in editing print and electronic publications. She is a past president of EAC and a past chair of EAC's National Capital Region Branch.

#### Substantive Editing, Monday, 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

show you a specific approach to substantive editing. It will also cover 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. 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.

**Jennifer Latham** is a past president of the Editors' Association of Canada. She worked for many years as a full-time, freelance editor offering editing, writing and project management. She is currently Director of Editorial Services for the Auditor General of Canada.

*(continued on page 4)*

### Plain Language: Building Results, Thursday, May 5

The goal of this workshop is to help participants understand how to write and edit so that the language serves the readers' needs rather than the writer's. Hallmarks of plain language include good organization, lack of wordiness and little or no jargon. This workshop will help you understand how to say what you mean efficiently. Group and individual exercises will give you a chance to apply what you have learned to real-life passages. Whether you are a seasoned editor looking to affirm your approach or a newcomer eager to jumpstart your career, this seminar promises to help you get results.

**Graham Young** is an independent writer, trainer, and communications consultant with 26 years' experience in marketing. Always highly rated, his lively and informative workshops teach participants how to communicate effectively on the job.

### Frances Peck to wrap up the year

To wrap up our seminar offerings for the 2010–2011 year, **Frances Peck** returns to us with two workshops guaranteed to give your career a boost. Frances is an editor, writer and instructor with over 20 years' experience. She prepared the Canadian edition of *The St. Martin's Workbook*, a university-level grammar exercise book, and was co-author of the popular HyperGrammar website. She recently completed *Peck's English Pointers*, an e-book for the Translation Bureau, and is a regular columnist for journal *Language Update*. Frances lives in Vancouver and is a partner with West Coast Editorial Associates.

### English Grammar, Monday, May 9

*English Grammar* will cover many common questions that writers and editors have about the English language. Beginning with a review of grammar terminology, the session will go on to cover tricky cases of agreement, pronoun case (including everyone's favourite *who* and *whom*) and modifier form and placement. The seminar will look at some of the common grammatical problems found in writing, including comma splices and dangling modifiers, and will include self-tests, exercises and discussions of your individual questions.

### Clear and Concise: Guidelines for Style, Tuesday, May 10

*Clear and Concise: Guidelines for Style* presents a variety of stylistic techniques to help language do its job. Frances will help participants look at how to create flow, eliminate sloppy shifts and inconsistencies, link ideas using parallelism and subordination, tighten sentence structure and trim wordiness. Through discussion, examples, and exercises, she will help participants examine surefire methods for polishing any type of document.

### The details

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

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

**Bienvenue aux nouveaux membres!**

Denise Rideout

Leigh Stanton

## Prochaine activité en français

### La norme nationale du Canada sur les services de traduction : quelle sera son incidence sur l'industrie?

*En raison du faible taux de participation et vu l'importance du sujet pour les réviseurs et traducteurs pigistes, l'activité du 21 février dernier a été remise au MERCREDI 30 MARS 2011. Cette rencontre vous permettra d'obtenir des renseignements de première main sur la nouvelle norme et de poser des questions sur la façon dont elle pourrait influencer votre travail, notamment si vous offrez vos services à des organismes qui songent à l'adopter, comme les administrations publiques. C'est un rendez-vous important pour les pigistes et tout les professionnels de la langue.*

### INFORMATIONS

Le mercredi 30 mars prochain, à 19 h 30, monsieur Donald Barabé, vice-président des Services professionnels du Bureau de la traduction du gouvernement fédéral, prononcera une causerie sur le thème « La norme nationale du Canada sur les services de traduction : quelle sera son incidence sur l'industrie? ».

Plusieurs experts affirment que la mondialisation a cédé le pas à la mondialité, tout comme nous sommes passés de la modernisation à la modernité lors de la Seconde Guerre mondiale. Or, la mondialité est caractérisée par une interdépendance croissante des pays — la crise financière de 2008 et ses effets planétaires suffisent à nous en convaincre —, interdépendance qui entraîne une hausse marquée de la demande de traduction. Devant cette hausse, de plus en plus de pays se sont dotés de normes en traduction ou sont en voie de le faire — par exemple, les États-

Unis, la Chine, l'Union européenne. Pour ne pas être en reste, le Canada a adopté sa propre norme. La causerie du 21 février fera le point sur la norme canadienne et sur ce qui se dessine à l'échelle internationale.

Ce sera l'occasion idéale d'obtenir des renseignements de bonne source au sujet de cette norme d'importance, et de poser des questions sur l'incidence qu'elle pourrait avoir sur les travailleurs en entreprise, les entrepreneurs du domaine langagier et les travailleurs autonomes.

Monsieur Donald Barabé est membre de l'OTTIAQ depuis plus de 30 ans. Il a amorcé sa carrière comme traducteur au Bureau de la traduction en 1978. Il a dirigé plusieurs services de traduction, notamment celui du ministère des Affaires étrangères et du Commerce international. Aujourd'hui, à titre de vice-président des Services professionnels, il est responsable des services de traduction offerts à l'ensemble des ministères et organismes de l'administration fédérale. Il représente également le Bureau auprès de la communauté langagière nationale et internationale. À ce titre, il a siégé au comité chargé de la norme canadienne sur les services de traduction.

Cette invitation ne s'adresse pas exclusivement aux membres francophones de l'ACR. Les anglophones appelés à réviser des traductions auraient intérêt à y assister. Gratuite pour les membres, cette activité est en outre accessible aux personnes qui ne font pas partie de l'Association, moyennant 10 \$ de droit d'entrée (5 \$ pour les étudiants). À vous d'en faire part aux personnes que le sujet de cette causerie a des chances d'intéresser. La rencontre durera une heure environ.

### **Endroit**

Université du Québec en Outaouais  
Pavillon Alexandre-Taché  
283, boulevard Alexandre-Taché  
Gatineau (Québec)  
Salle : E-0209

### **Indications pour se rendre à l'UQO**

<http://www4.uqo.ca/reseignements-generaux/camp-arteres.asp>

### **Plan des pavillons de l'Université**

[http://www4.uqo.ca/reseignements-generaux/documents/plan\\_uqo.pdf](http://www4.uqo.ca/reseignements-generaux/documents/plan_uqo.pdf)

### **Stationnement**

Gratuit dans les rues avoisinantes; payant sur les terrains de l'Université.

### **Accès par autobus**

Consulter l'horaire ou le Plani-Bus sur le site de la Société de transport de l'Outaouais, au [http://www.sto.ca/index\\_f.asp](http://www.sto.ca/index_f.asp) ou encore le planificateur de trajets sur le site d'OC Transpo, au <http://www.octranspo1.com/acceuil> [sic].

### **Inscription**

Pour permettre aux organisateurs d'avoir une idée du nombre de participants, vous êtes priés de vous inscrire le plus rapidement possible, soit directement par courriel, soit par téléphone au numéro de la section locale de l'ACR (613-820-5731).

### **Annulation**

Si, après avoir confirmé votre présence, vous deviez annuler, veuillez le faire soit par courriel à [rcn@reviseurs.ca](mailto:rcn@reviseurs.ca) ou par téléphone au 613-820-5731.

### **Paiement**

À la porte, en argent comptant seulement, pour les personnes qui ne sont pas membres de l'ACR.

## **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**.

## The *Bulletin* team

**Editor / Rédactrice :** Linda Sensilet

**French Editor / Révisseur francophone :** Anne Boudreault

**Proofreader / Correctrice d'épreuves (anglais) :** Mary Hunter

**Contributors / Collaborateurs :**

Anne Boudreault  
Chris Cavan  
Christine LeBlanc  
Mary MacDonald-LaPrade  
Maureen Moyes  
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 April issue: March 30, 2011**  
**Deadline for material needing French translation: March 20, 2011**

Send your submissions to Linda Sensilet 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 30 mars 2011**

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

## EAC–NCR executive / Conseil de direction de l'ACR–RCN

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**Responsable de la programmation**  
Chris Cavan : [ncrprograms@editors.ca](mailto:ncrprograms@editors.ca)

**Professional Development Committee Co-Chairs /**  
**Coresponsables des ateliers**  
Abigail Whitney and / et Mary MacDonald-Laprade :  
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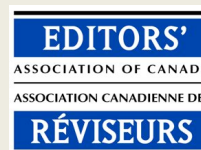
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Le *Bulletin* est publié par l'ACR–RCN. Les opinions exprimées dans les articles signés ne reflètent pas nécessairement celles de l'ACR–RCN ni celles de l'ensemble de l'ACR / EAC.