

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*

Photo: National Capital Commission



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When / Date :

May 18, 2011 /
Le 18 mai 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 :

**Literacy in our
community**

Cost / Prix :

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

Literacy in our community

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

Do a significant number of Canadians and residents of Ottawa have literacy challenges? How do we measure literacy in Canada? What are the statistics? If there is a problem, why is there a problem? And most important, what are we doing about it in Ottawa?

Join us on May 18 as Mary Wiggin, Executive Director of the Ottawa Community Coalition for Literacy (OCCL), tells us about literacy issues in our community.

Mary has been the Executive Director of the OCCL since 1988 and has worked in the field of adult literacy for over 25 years. She began her literacy work in Moncton, New Brunswick. When she moved to Ottawa in the early 1980s, she became the coordinator of People, Words & Change, a one-on-one literacy and essential skills program for adults in Ottawa. Later, she established literacy programs at the John Howard Society

of Ottawa and at the Neil Squire Society, the only national not-for-profit organization in Canada that empowers Canadians with physical disabilities through the use of computer-based assistive technologies, research and development, and employment programs. Mary was on the founding boards of both the Ontario Literacy Coalition and the OCCL.

The OCCL supports, promotes, and strengthens adult literacy services in Ottawa and is one of 16 regional literacy networks across Ontario. The non-profit, charitable organization was founded in 1984 to help literacy service providers build capacity to address emerging needs, provide service planning, manage projects, as well as to offer information, referral services, and professional development. OCCL is funded by the Ontario Ministry of Training, Colleges and Universities, and through memberships, donations, and fundraising.

Meet your 2011–2012 NCR branch executive!

Elections for the 2011–2012 EAC–NCR executive were held at the April 20 meeting. Five members of the current executive stood for re-election and were acclaimed. Seven declared candidates were also acclaimed—their biographies appear below. (Biographies for the returning candidates appeared in the April issue of Bulletin.)

Branch Chair: **Ipshi Kamal**—declared candidate, acclaimed.

Ipshi Kamal is a proposal writer and editor. She helps local and national not-for-profit organizations raise funds from foundations, governments, and corporations. Ipshi also edits complex technical proposals prepared by private-sector organizations seeking government contracts. She has worked with successful teams at Canadian Medical Foundation, Macdonald-Laurier Institute for Public Policy, SNC-Lavalin Defence Programs Inc., and the United Way of Ottawa.

In January 2011, Ipshi took the leap and started freelancing full-time as a proposal writer, copy-writer, and editor. She believes that volunteering is critical to having a fulfilling career and a successful business. She is a member of the Association of Fundraising Professionals (serving on the Communications Committee of the Ottawa Branch), the American Grant Writers Association, and EAC.

Treasurer: **Ursula Rudden**—declared candidate, acclaimed.

Ursula Rudden studied Journalism and English at Carleton University before switching to Accounting. Much of her earlier career involved working for Inuit organizations in a financial capacity. During that time, she travelled to every region of Northern Canada and witnessed the massive changes that have taken place, both politically and socially.

Over the last 10 years she has turned to program coordination and training. She is currently employed by the Catholic Immigration Centre of Ottawa. She has written human resources and finance policy manuals, and has done research and training in board development. Her interests include legal issues, ethics, and travel.

Membership Co-Chairs: **Lisa Goodlet** and **Tina Bartolini**—declared candidates, acclaimed.

Lisa Goodlet is relatively new to EAC, but not to editing. For the past six years, she has been a part-time freelance editor and proofreader, with projects ranging from political science magazines to academic engineering articles. She currently works for the Urban Environmental Programs group at Transport Canada editing how-to guides, case studies, and webinar transcripts. She holds a Master of Arts in Sustainable Development from Murdoch University (in Perth, Australia, where she lived for two years), and is completing the Certificate in Publishing at Ryerson University.

Outside of work and school, she is a Girl Guide leader, a foster parent for the Humane Society, a traveller, a scuba diver, a hockey player, and a quilter (though not necessarily a traditional one—her current project features 25 different Muppets and involves fun fur). As she didn't think she had enough on her plate, she is delighted to be joining the EAC–NCR executive.

Tina Bartolini is an Executive Assistant in the Rural and Cooperatives Secretariat at Agriculture and Agri-Food Canada. Previously, she spent six years at the Office of the Auditor General of Canada and three years at Health Canada. Her love of the written word is what brings her to EAC.

Program/Speaker Nights Co-Chairs: **Carl Stieren**, **Richard (Woody) Huizenga**, and **Suzanne Keptwo**—declared candidates, acclaimed.

Carl Stieren is a writer, editor, and photographer who has worked for businesses, governments, and NGOs. He served as editor, writer, and program manager for the Forum of Federations in Ottawa, and was associate editor of *Federations* magazine

for nine years. Previously, he wrote software manuals and online help as senior technical writer for the Ottawa software firms Simware and Omni-Mark. In Toronto, Carl worked for the Canadian Friends Service Committee, the United Nations Association in Canada, and the Ontario March of Dimes.

As a freelance writer, he wrote for *The Globe and Mail* as well as for magazines. Carl was a reporter and news editor for a Toronto weekly newspaper. He also created and managed websites for several NGOs.

Woody (still “Richard” to his mother) **Huizenga** has been writing and editing for more than three decades. After studying political science and public administration at Carleton University, Woody began his career as a legislative assistant and political organizer. For several years, he consulted to royal commissions and public inquiries, developing a particular focus on transportation, environment, and health.

Woody spent 15 years at The Conference Publishers, first as Managing Editor, then as Vice-President, Chief Operating Officer, and part owner. In 2009, he founded Perfico Communications, a sole proprietorship offering a range of writing and editing services to government, associations, and the private sector. Perfico’s client list includes the Federation of Canadian Municipalities, the Aerospace Industries Association of Canada, and the Office of the Secretary to the Governor General. Woody is also the newly minted Associate Vice-President of Communications for CRG Consulting, a 25-year-old firm that holds more than 70 standing offers with three levels of government as well as the private sector.

A member of the International Association of Business Communicators and EAC, Woody is pleased to give back to EAC.

Suzanne Keptwo is the proud mother of two lovely children and an aunt to many. She has recently transitioned from a teaching career to full-time freelance work as a writer, editor, facilitator, and consultant. Her area of expertise is bridging the gaps of understanding between Aboriginal and non-Aboriginal peoples. Most recently, she has worked as a writer/editor and theatre consultant to the Museum of Civilization, Salamander Theatre, and the National Arts Centre. She is also an editor/consultant to Caroline Pignat, one of the 2009 winners of the Governor General’s Literary Awards.

Suzanne also worked as a developmental editor for *Bridging Cultures: Indigenous and Scientific Ways of Knowing Nature* (Pearson Publishing). She has co-authored many texts and manuals related to Native studies and has conducted numerous workshops on Aboriginal cultural awareness training throughout the region.

Suzanne has written her first work of creative non-fiction, a memoir entitled *Flight from the Dream*, about Métis versus First Nations reserve-based cultures, and is anxious to write another non-fiction book about traditional Aboriginal spirituality.

Ms. Keptwo is at her best when on, in, or at the shores of the Kitchi Zibi (Ottawa River), in traditional Algonquin territory.

Bulletin Editor: **Linda Senzilet**—acclaimed for a second term.

Public Relations Chair: **Pat Patterson**—acclaimed for a second term.

Secretary: **Marion Kennedy**—acclaimed for a second term.

Seminars Co-Chairs: **Abigail Whitney** and **Mary MacDonald-LaPrade**—acclaimed for a second term.

Executive news!

The EAC–NCR executive is pleased to announce that a son was born to Past President Jane Hurge and her husband on April 21, 2011, weighing 7 pounds, 4.8 ounces. Mom and Dad are doing well and are very proud of their little guy!

Review: EAC–NCR April 2011 Speaker Night

By Chris Cavan, EAC–NCR Programs Chair

Lynn Wilson, Moira White, and Bev Ensom formed a powerhouse panel at April's EAC–NCR Speaker Night. Each panellist shared her own personal and "big picture" insights during a fascinating presentation. Experienced editors and writers, as well as those launching their editing careers, picked up many useful tips and tricks of the trade.

Lynn Wilson, the in-house editor for the Canada Science and Technology Museums Corporation for over 20 years, focused on in-house editing and highlighted the qualities and skills required for this type of work. "If you are service oriented, client centred, and a team player, in-house editing may be right for you," Lynn said. She outlined the courses and programs she took and the career path she forged to become a full-time, in-house editor.

"Successful in-house editors are organized, self-motivated, methodical, tenacious, and have a preference for finessing over writing," Lynn commented. "You strive to maintain the best standards of writing in your workplace, but you have to practise humility and good listening skills. You must avoid the extremes of arrogance on the one hand, and submissiveness on the other; you can't force your edits on others, but neither should you be apologetic for the changes you see as necessary in a text. You'll find that following best practices in a pragmatic and consistent way will build your credibility in an organization. If you keep the big picture in mind, you can cut your losses and avoid alienating others."

Lynn gave a clear overview of the pros and cons of in-house work. Tangible benefits include steady work, income and benefits, regular hours, as well as administrative, technical, and union support. These have to be weighed against less tangible factors such as working in isolation, having no say over who your clients are, and feeling like a small cog buried in the big wheel of a corporate structure. Lynn left us with a list of key questions and important factors to consider before seeking employment as an in-house editor.

Moira White then shifted the focus to freelance editing. She edits, writes, and teaches for government and corporate clients. She owns Ubiquitext Communications and is past president of EAC. Moira gave us a tour of the route she followed to become a freelance editor, and used the analogy of construct-

ing a house to give us advice on how to build a career in freelance editing.

"Your education, skills, and training are the foundation of your business. You must invest in good tools like a good printer and the latest software on a current, reliable computer. You must know how to use the 'track changes' features of the latest version of Microsoft Word. You should be comfortable networking with people who can connect you to others who need the services of a competent editor," Moira stressed.



From left to right: Lynn Wilson, Moira White, Bev Ensom
(Photo: Linda Senzilet)

"You must always be prepared to advocate for the 'value added' service of editing. As an effective advocate for all readers, you promote professional editing services and educate people about the value of hiring an experienced editor," Moira added.

Moira gave us an important rule of thumb for the different types of editing we're called on to do: "An experienced editor will do a proofreading job twice as fast as a copyediting job and a copyediting job twice as fast as a structural editing job!"

"You have to constantly revise your business plan and eliminate what's not working for you—including problem clients who take up major chunks of your time. You should also regularly update the electronic

(continued from page 4)

and interpersonal services of your freelance editing business in order to maintain high standards of effectiveness,” Moira advised. “Lifelong learning and quality control are essential in freelance editing,” Moira emphasized. “My future contracts depend on each job being my best work—I’m only as good as my last job. Your freelance business depends on what your most recent clients say about your editing and writing work.”

Beverly Ensom, a certified copy editor, edits debates (Hansard) and committee reports at the House of Commons. During recesses, prorogations, and elections, she does freelance editing.

Bev gave us a “live” demonstration on how to get the most out of our EAC memberships. She provided bilingual explanations as she navigated to some of the many resources available on both the English and French EAC websites. She brought to our attention the national (*Active Voice*) and branch (*Bulletin*) newsletters, the Standard Freelance Editorial Agreement, and other helpful documents available under the “Hire an editor” menu.

Bev highlighted the benefits of using the “Professional Editorial Standards” document in the “Resources” area under “EAC publications.” This resource details the valuable and varied types of work done by editors. The “Standards” can be used to educate people in organizations—and new editors—about what is meant by each type of editing. For example, copy editors will find a list of the tasks they should be able to do, and organizations will find exactly what services they can expect from a proof-reader.

Bev indicated that maintaining a presence in the Online Directory of Editors (ODE) is well worth the \$75.00 (plus HST) per year—landing even one contract from advertising oneself in this directory more than covers the annual fee.

Lynn, Moira, and Bev all stressed the importance of maintaining one’s high standards and credibility. They strongly recommended becoming active in EAC by getting involved in one’s local branch, by registering for professional development seminars, and by attending the annual conference.

The panellists provided thoughtful answers to questions posed after their presentations.

The impressive range of the speakers’ collective editing expertise and experience was most appreciated by participants, who enjoyed the speakers’ enthusiasm, their clear and helpful presentations, and the wealth of information they shared in such an

open and friendly way.

Several people commented that they will join EAC because of EAC–NCR’s informative Speaker Nights and seminars. This positive feedback was most appreciated by everyone on the executive.

The *Bulletin* next year

This issue of *Bulletin* is the last for the 2010–2011 season. Next year, five issues will be produced: September–October, November–December, January–February, March–April, and May–June. You will receive monthly emails announcing the programs for Speaker Nights (usually held on the third Wednesday of each month).

As *Bulletin* editor, I am always looking for interesting content. With an EAC–NCR membership of over 265 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 ncrbulletin@editors.ca if you would like to contribute an article next year. I am available to help you.

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

Have a safe and happy summer!

Linda Senzilet

Professional development seminars— great value this year, more to come next year!

Mary MacDonald-LaPrade, Professional Development Co-Chair

Each year, EAC–NCR offers a range of professional development seminars on topics related to editing and writing. This year, almost 200 people attended 12 seminars offered on subjects ranging from “Starting a Freelance Editing Career” to “Substantive Editing.”

All seminars went off without a hitch. Our thanks go to the professional and highly qualified presenters, to Dennis York and Laura Duke (the organized Professional Development Committee Co-Chairs of last year), to Maureen Moyes and Mary Lalonde (the hard-working EAC–NCR branch staff), and to the enthusiastic attendees.

Registration for the majority of seminars was strong with the exception of those offered in April and early May. The reasons for this are not clear. Could it be because the economy is still in recovery and people have less money for professional development? Could it be because the federal government’s fiscal year ends on March 31, making it difficult for civil servants to get permission to attend courses in April and May? If you have any thoughts on this, please email Abigail Whitney or me, Mary MacDonald-LaPrade, at ncrdevelopment@editors.ca.

Having taken over as Professional Development Co-Chairs last June, Abigail and I are now in the thick of organizing seminars for 2011–2012. While we will again offer the most popular seminars, we are also looking at some new topics. We can’t announce them yet, but we will post the entire list on the EAC–NCR website later this summer.

If you have an idea for a seminar topic, or if you are interested in developing and presenting a seminar, please contact Abigail and me at the email address listed above. We can’t promise to act on every idea, but we can promise to carefully consider each one.

Recap: Here’s what we offered in 2010–2011

Punctuation and Mechanics

The Secrets of Syntax

Starting a Freelance Editing Career

Estimating—The Key to Making Money

Practical Proofreading

Introduction to Copy Editing

**Copy editing II: Judgment Calls and
Added Value**

Eight-Step Editing

Substantive Editing

Plain Language: Building Results

English Grammar

Clear and Concise: Guidelines for Style

**Welcome to our new EAC–NCR member!
Bienvenue à une nouvelle membre de l'ACR-RCN!**

Marie-Claire Jak

The *Bulletin* team

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Suzanne Keptwo
Mary MacDonald-LaPrade
Maureen Moyes
Ursula Rudden

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 September–October 2011 issue: August 31, 2011

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 31 août 2011

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