

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: M. Senzilet

When / Date :

November 16, 2011 /
Le 16 novembre 2011

Where / Endroit :

Capital Hill Hotel
Hôtel Capital Hill

88 Albert Street
88, rue Albert

Mackenzie/Abbot Room
Salle Mackenzie/Abbot

Time / Heure :

7:30 p.m. / 19 h 30

Cost / Prix :

Members: \$10
Non-members: \$10

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

Annual EAC–NCR Wine and Cheese Social

*Carl Stieren, Speaker Nights Co-Chair /
Coresponsable des soirées de conférenciers*

Come, relax, and network with your fellow language enthusiasts at the annual EAC–NCR wine and cheese social. Again this year, we'll include a chance for members to strut their stuff in an Editors' Showcase. Bring along a sample or two to display or an editing experience to share. (If you are interested, please let us know in advance: ncrspeaker-nights@editors.ca).

Kick off the festive season with a glass of wine and some yummy nibbles—and make some new contacts while you're there! Bring along a business card to join in on some fun!

There is a \$10 fee for this event (members and non-members). Please RSVP to ncr@editors.ca by Thursday, November 10.

Venez rencontrer des confrères et consœurs à l'occasion de la dégustation annuelle de vins et fromages de l'ACR–RCN. Entamez les fêtes du bon pied en trinquant avec d'autres réviseurs dynamiques et en établissant de nouvelles relations professionnelles. Profitez-en pour présenter vos réalisations. Exposez un échantillon de votre travail ou parlez d'une expérience en révision. Intéressé? Écrivez nous à ncrspeaker-nights@editors.ca pour prendre les dispositions nécessaires.

Apportez vos cartes professionnelles afin de mieux vous faire connaître. Il y aura des surprises! Des frais de 10 \$ sont exigés pour cet événement, pour les membres et les non-membres. Veuillez envoyer votre RSVP avant jeudi le 10 novembre à rcn@reviseurs.ca.

Review: EAC–NCR September 2011 Speaker Night:

Contracting with the Federal Government: What now? What next?

Carl Stieren, Speaker Nights Co-Chair

At the September kick off of the EAC–NCR Speaker Nights fall season, editors learned valuable tips on how to secure work with the federal government.

Providing the maps to the federal government's maze were Marion Soublière, a writer, editor, and author; Pierrette Brousseau, a freelance editor with 26 years of experience in the temporary staffing industry; and Gael Spivak, an editor at the Canadian Food Inspection Agency.

Marion was optimistic about the opportunities for work with the federal government, even in an age of cutbacks.

"It's a good news story, because there's lots of work to be had," she said. Marion told the group that even sole proprietors can contract directly to the government. "You can also subcontract your services through your small business," she said.

She explained that the government's new buying practices, implemented in 2005, have increased the volume of business the government does with small- and medium-sized enterprises.

"It is a \$20 billion a year market," she added. "Public Works and Government Services Canada does 85 per cent of the buying for more than 100 departments and agencies. Departments and agencies buy most of their services directly, while Crown corporations buy all of their services, as well as their goods, directly."

Another reason to be optimistic is that, increasingly, baby boomers are retiring from the public service, taking their experience and skills with them—thereby leaving a skills gap.

However, many owners of small businesses—including editing businesses—don't know how to find the opportunities to sell their services to the government, according to the Canadian Federation of Independent Businesses. Marion outlined

a strategy for getting work in communications with the federal government.

First, learn the lingo. You should know the meaning of such terms as *standing offer*, *supply arrangement* and *Request for Proposal*. To do so, you can either attend a free seminar given by the federal government's Office of Small and Medium Enterprises, or read Marion's book, *Getting Work with the Federal Government: A guide to figuring out the procurement puzzle*.

Second, check out these resources for information on the federal buying process and contract opportunities:

- The government procurement website buyandsell.gc.ca; and
- MERX (www.merx.com), the Government of Canada's open bidding system for government contracts worth more than \$25,000.

Third, decide on your personal contracting strategy:

- Short-term (working for someone else—through a staffing agency or acting as a subcontractor for a communications firm or a colleague);
- Medium-term (getting on departmental source lists for contracts under \$25,000, or registering yourself in government-wide databases such as Professional Services Online); or
- Long-term (bidding on a standing offer or supply arrangement through MERX).

Fourth, figure out your rates. How much should an editor or writer charge? Marion suggested \$50 per hour as an acceptable minimum for suppliers who contract directly to the federal government. Maximum daily rates listed on

(Continued from page 2)

Professional Services Online are as high as \$120 per hour, depending on experience.

Several audience members challenged these rates, saying that the cutbacks in government spending were forcing a race to the bottom, with such high rates becoming rare in practice. Marion noted that there is a considerable difference in rates for professionals who have a contract directly with the government and those who contract through staffing agencies (see Pierrette’s explanation below).

A final follow-through is necessary, however—Marion urged suppliers to market themselves even after having been awarded a standing offer. Another tip: the Government of Canada’s third fiscal quarter (October to December) is a big spending quarter, so now is an excellent time for people to market themselves to federal buyers.

The second speaker, Pierrette Brousseau of Hunt Personnel, explained the process of working through a staffing agency that places editors with federal agencies and departments.

“Most staffing agencies are part of a regional master standing offer with the federal government, and they have rates for over 100 categories of work,” she said. “The Professional Services/Communications stream includes general communications, marketing communications, editors, writers, and technical writers.”

“The federal government uses staffing agencies when it needs someone for special projects, or for short-term or last-minute work,” Pierrette said. “Someone might be needed right now or next Monday.”

Pierrette said that the work available through staffing agencies is not as highly paid as work obtained directly through a standing offer. “Government procurement staff are mandated to call upon the lowest-priced agencies on the list of suppliers to fill a position,” she explained. “This so-called “right of first refusal” policy has put a lot of downward pressure on the hourly rates we can pay our contractors.”

Bilingualism is an extra qualification often demanded by staffing agencies. “About 75 per cent of the jobs we fill are bilingual,” she said. “You have to be able to at least participate in meetings, take notes, and communicate in both official languages.”

One key document that communications specialists often forget to consult before they apply for a job or

contract is the *Communications Policy of the Government of Canada*. “It’s available online at the Treasury Board website,” Pierrette added.

Gael Spivak answered questions from the perspective of a public servant who, as part of her job, manages small contracts and oversees the work of contract editors. She also talked about the need to be aware of ethical policies that apply to contractors (such as not offering to pay for an employee’s lunch or coffee). She also referred to the plain language requirement in the government’s communications policy, and told those people who possess that skill to highlight it on their resumé.

Members left the presentation with their notebooks and netbooks full of helpful information.

Meet our 2012 Conference Mascots!



Photo: Gael Spivak

Conference 2012 mascots Squirrel and Fox warm up by The Eternal Flame on Parliament Hill. (For more conference news, see page 6.)

Take an EAC-NCR Professional Development Seminar and Grow Your Skills!

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

EAC–NCR professional development seminars provide a superb opportunity for writers and editors in Eastern Ontario and Western Quebec to develop industry-specific skills, learn from highly qualified instructors, and network with other writers and editors. Seminars are competitively priced and conveniently located in a downtown hotel. Fees include a catered lunch, so participants can enjoy lunch while talking with other seminar attendees and the instructor.

On **Monday, November 28**, we'll offer a seminar taught by **Jennifer Latham**. In ***From Concept to Completion: Managing the Publication Process***, Jennifer will teach participants how to manage the publication process, a skill—perhaps new to some—that will help you move into the field of editorial consulting. The workshop covers how to hire writers, editors, translators and designers; how to create an estimate and a budget; how to ensure a quality publication; and how to work with printers and webmasters.

Looking forward to 2012, we are excited to offer a brand new workshop. ***Writing and Editing for the Web*** will be taught by **Emily Dockrill Jones** on **Friday, January 20**. Emily will help you develop a better understanding of the online market and how to write and edit content in this genre. Not just for writers and editors, this workshop provides information for anyone who uses the Internet to convey a message.

In February, **Moira White** returns again with a long-standing favourite: ***Eight-Step Editing***. The skills taught in this workshop will enable you to break the editorial process down into tasks that will help improve the readability of the final product. Editors will benefit from the step-by-step approach to editing, and writers will learn how to make their prose cleaner, clearer, and more powerful. This seminar will be offered on **Wednesday, February 8, 2012**.

Practical Proofreading, to be taught by **Elizabeth Macfie** on **Wednesday, February 22**, will provide you with another opportunity to expand your skill set or refine already-mastered skills. Elizabeth will walk you through ways to efficiently and effectively catch errors in documents, whether on screen, on paper, or in Web format. She will also help you understand how to budget enough time for proofreading, to concentrate as you work, and to keep track of document versions. This is a hands-on workshop with plenty of time for practice during the day.

You can register for any of the seminars right now by visiting the EAC–NCR website at <http://www.editors.ca/branches/ncr/seminars#Seminars>. You'll also see the full descriptions of the seminars. Check out the returning favourites and the new topics.

Fees (include HST and a catered lunch)

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

(See 2011–2012 EAC–NCR seminars “at a glance” on page 5.)

2011–2012 EAC–NCR seminars “at a glance”

Topic	Instructor	Date
From Concept to Completion	Jennifer Latham	Nov. 28, 2011
Writing and Editing for the Web	Emily Dockrill Jones	Jan. 20, 2012
Eight-Step Editing	Moira Rayner White	Feb. 8, 2012
Practical Proofreading	Elizabeth Macfie	Feb. 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 branch's newsletter the best it can be!

Linda

Member News

EAC–NCR announces its newest members:

Valerie Allen—Alison Chase—Barbara Collishaw—Renée Dykeman—
Cynthia Germain—Suzanne Purkis—Lisa Scoon

A warm welcome to all!



2012 Conference Corner

As winter sets in, planning for workshops heats up

Christine LeBlanc and Gael Spivak, Conference 2012 Co-Chairs



Save the date to go wild: June 1–3, 2012

*There are strange things done in the midnight sun
By the men who toil for gold;
The Arctic trails have their secret tales
That would make your blood run cold . . .*

- Excerpted from the poem, *The Cremation of Sam McGee*, by Robert Service

Mon pays, ce n'est pas un pays, c'est l'hiver . . .

- Excerpted from the song, *Mon Pays*, by Gilles Vigneault

There is beauty in Canada's cold winters, and various masters of language have long paid tribute to this season. Whether or not you harbour an equal passion for snow and ice, we are all unified in our love of words and their ability to conjure up such powerful, shiver-inducing images. That's why you'll want to be among brethren at the EAC National Conference 2012 in Ottawa, June 1–3, where the conference theme will be **The Landscape of Canadian Language: Word Nerds Gone Wild (Le paysage langagier du Canada : les mordus des mots se défoulent)**. Just as *les coureurs des bois* plunged deep into the Canadian wilderness centuries ago to bolster their trade, we'll be delving deep into the heart of the editing profession to see what makes it tick from coast-to-coast-to-coast.

Conference planning is already well underway, including planning for conference workshops— thanks in part to EAC members across Canada. In late September and early October, the conference planning team asked EAC members to suggest possible workshops, and the response was terrific. Great ideas poured in through Twitter (@eac_acr), the EAC discussion group on LinkedIn,* Facebook's EAC presence,** the EAC email forum (a.k.a. listserv), and email (conference@editors.ca). And the ideas were as diverse as this vast country we live in: editing videos, games, and e-books, working profitably in an editors' collective, learning how the brain helps us as readers, writers, and editors, and mastering social media.

Some unique suggestions nicely complemented session ideas that the conference planning team had already been considering. Now the planning team is working to finalize the conference lineup from this rich mix of ideas, and to book the speakers.

* http://www.linkedin.com/groups?gid=1858228&trk=hb_side_g

** <http://www.facebook.com/#!/pages/Editors-Association-of-Canada-Association-canadienne-des-r%C3%A9viseurs/271502192279>

For more conference news, look to the EAC email forum, Twitter, LinkedIn, Facebook, www.editors.ca (www.reviseurs.ca), branch newsletters, EAC's national *Active Voice* newsletter and 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, though, including a speaker coordinator for EAC member speakers. The team also needs three more translators to help make Conference 2012 as bilingual and as reflective of our membership as possible. (Please see below for job descriptions.)

Christine LeBlanc and Gael Spivak

Conference Co-Chairs
conference@editors.ca



SPEAKER COORDINATOR FOR EAC-MEMBER SPEAKERS: JOB DESCRIPTION

The EAC-member speaker coordinator works with the non-member speaker coordinator to line up great EAC-member speakers:

- receives responses to Call for Conference Proposals sent out to all EAC members in October by EAC national office;
- organizes and compiles proposals into a spreadsheet, in order to help with the evaluation, selection and tracking of speakers. The conference committee and advisory committee will select the speakers. More details will be added as they become available (e.g., room number, host name, audio-visual needs, handout deadline);
- advises speakers via email whether or not they've been selected;
- requests standard information from confirmed speakers (e.g., bio, photo, technical requirements, handouts);
- edits and/or rewrites session summaries and bios provided by speakers, to be used in the conference program and on the EAC website;
- handles all communication with speakers (e.g., changes to session dates or times, follow-up on missing elements, requirements for presentation materials or equipment);
- recruits session hosts to introduce member speakers (hosts can be from EAC's national executive council, the advisory committee, EAC–NCR executive, key EAC members, etc.);
- creates labels for host envelopes (name of speaker and host, session title, room number); and
- schedules conference sessions, taking into account streams, date/time requests from speakers, length of sessions, etc.

TRANSLATORS (3 are needed): JOB DESCRIPTION

Help reflect EAC's francophone voice by volunteering to be a translator.

- translates conference communications for the EAC website, email broadcasts, e-news updates, social media campaigns, etc.; and
- translates conference program text.

The *Bulletin* team

Editor / Rédactrice : Linda Senzilet

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French proofreader / Correctrice d'épreuves (français) : Mary Lalonde

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Christine LeBlanc
Mary MacDonald-LaPrade
Maureen Moyes
Marion Soublière
Gael Spivak
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 January–February 2012 issue: December 7, 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 7 décembre 2011

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

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