

# 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*

## In this issue / Dans ce numéro

September 2011 Speaker Night	1
Message from the Chair	2
Review: May 2011 Speaker Night	3
2011 Annual Conference Report	4
EAC–NCR Seminar Lineup	6
Member News	7
2012 Conference Corner	8



### When / Date :

September 21, 2011 /  
Le 21 septembre 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 Free;  
Non-members \$10 /

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

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

*Woody Huizenga, Speaker Night Co-Chair / Coresponsable de la soirée-causerie*

An expert panel on finding opportunities with the Government of Canada—the biggest source of work for members of our branch—will open the 2011–2012 Speaker Night series on September 21, 2011.

Panelists will include three EAC members—an in-house editor, an outside contractor, and the co-owner of a staffing agency dealing mostly with federal government placements:

- **Gael Spivak**, an editor at the Canadian Food Inspection Agency;

- **Marion Soublière**, a writer and editor and the author of *Getting Work with the Federal Government: A guide to figuring out the procurement puzzle*; and

- **Pierrette Brousseau**, a freelance editor with 25 years of experience in the staffing industry.

They will offer insights and advice, and answer questions on such issues as finding clients and opportunities, the advantages of various contracting vehicles, and pricing one's services.

The session will have a strong how-to focus. Participants will leave with a clear sense of how to locate federal government clients, what prospective clients need, and how to make it easy for clients to buy editing services.

Since federal government procurement policy is a constantly shifting target, the panelists will advise participants on how to deal with that world as it is today and as it might become.

*Please note: The October 19 Speaker Night will focus on selling editing services to clients outside government. Details will follow in an email.*

## Message from the Chair

*Ipshi Kamal, EAC–NCR Chair*

What? Is it the end of summer already? That means the leaves will be turning soon and a few weeks later we'll be knee-deep in snow.

But wait—let's not despair! The EAC–NCR year is about to begin! Hurrah!

We're looking forward to an exceptionally exciting year in 2011–2012. We have our usual events to look forward to—inspiring Speaker Nights, enlightening seminars, delightful pub nights, and enchanting inter-association events.

We're also gearing up to host our fellow editors from across the country at EAC's annual conference in June 2012.

There's a full calendar of events to look forward to, and we will have lots of opportunities to learn, network, and have fun together.

I'm proud to be part of an energetic executive team this year. They are pumped and ready to take on the tremendous amount of work that will be required behind the scenes to make it all happen. I don't know about you, but I can't wait for it all to begin!

So, have your margaritas now while you can, and raise a glass to another successful year for the EAC–NCR branch.

Let's have a ball!

*Ipshi*

## Wanted: Chair of Member Services Committee

EAC (national) is looking for a qualified person to chair the member services committee. Committee chairs lead committees in setting goals and objectives, and in developing a plan to meet those objectives.

The mandate of the member services committee is:

- to monitor, review, and make recommendations about EAC's services and benefits in light of the association's aim to attract, serve, and retain a diverse range of members (including editors who work in-house and freelance, in various media, in various sectors, in either official language, and at all levels of experience);
- to focus primarily on ensuring existing members are satisfied with the services and benefits offered by the association;
- to work closely with branch membership chairs to develop and maintain a national approach to member recruitment and retention; and
- to work with the Volunteer Management Committee to develop and propose methods of acknowledging the contributions of members and enhancing the experience of EAC volunteers.

If you are interested in being part of this committee (either as its chair or as a member), please contact Gael Spivak at [volunteerrelations@editors.ca](mailto:volunteerrelations@editors.ca).

## **Review: EAC–NCR May 2011 Speaker Night:**

### **Guest Speaker Makes the Connection between Literacy and Editing**

*Woody Huizenga, EAC–NCR Speaker Night Co-Chair*

“I had my first library card by the time I was three years old,” said former EAC–NCR Chair Christine LeBlanc. She said that her conviction that “reading is key” made her introduction of Mary Wiggin, of the Ottawa Community Coalition for Literacy, particularly meaningful.

Mary found it intimidating to speak to a group of editors, who are by their training sensitive to errors. In her experience, audiences “are merciless about people who work in literacy.” Literacy, Mary observed, is a relative term. Where and when you live changes everything. In a small agrarian community in Uganda, those who read at a fourth-grade level might be the go-to people for information from the government. They would play a very important role in the community. In Ottawa, however, people with a Grade 4 education would have little stature and few opportunities.

“Thirty years ago,” Mary said, “you could have gone places with a Grade 8 education.” Advancing technology has raised the bar, and literacy has come to mean much more than the ability to decode letters. In 2011, any relevant definition of literacy must include numeracy, computer skills, and oral expression.

Literacy levels are traditionally measured by the highest level of education achieved. Anyone with less than a Grade 9 education is considered to be functionally illiterate. But years of schooling don’t tell the whole story: many people with little education are enthusiastic readers, and many of the nine million Canadians (three million of them in Ontario) who lack the necessary employment skills for the information economy have completed high school. More than 2,500 adults participate in literacy and basic education programs in Ottawa, Canada’s most literate city.

“We’re a rich country with mandatory education,” Mary lamented. “How is this happening?”

A lack of support for students with learning or developmental disabilities is part of the problem. Often highly intelligent, these people may have difficulty learning in a standard classroom and can fall behind without the right accommodations.

The changing economy has resulted in fewer opportunities for unskilled labourers. As lucrative production-line jobs move offshore or are replaced by technology, auto workers and other blue-collar workers are finding either that the work for which their literacy skills were adequate is no longer performed in Canada, or that available jobs pay only a fraction of the salary to which they are accustomed. This, Mary said, can be “a very bitter pill to swallow.” Others are not equipped for intellectually challenging work.

The solutions to these problems are less likely to be found at the national or provincial level than in our communities, schools, and libraries. But many poor people see libraries as belonging to the middle class, Mary said. The poor may not feel connected to our schools and colleges, or they may believe that their voices are not being heard. The people most likely to be marginalized by weak literacy skills don’t feel connected to the institutions that offer the help they need.

One participant suggested that literacy was “not an editing issue.” But the key to good writing is to address a range of audiences without speaking down to any. Clear writing, Mary reminded us, is not something special we need to do for the benefit of people who don’t read well. The message that we editors must take from Mary is that our target audiences will almost always include people with varying levels of literacy.

Our mission as editors is to deliver content that uses style and vocabulary as complex as the message requires, and as simple as necessary to reach every reader.

## Editing (and Conferencing) in the Age of e-Everything

*Gael Spivak, Director of Volunteer Relations, National Executive Council*

At last year's national EAC conference in Montreal, I was a bit nervous about meeting in person the editors I'd met online before the conference (either through the EAC listserv or Facebook). This year, I was really excited about meeting new folks, since last year's experience was so positive. And I was looking forward to seeing "old" friends ("old" being over a year—time moves differently in cyberspace!).

I started by meeting Cheryl Stephens whom I've known for about a year via the listserv for the Plain Language Association InterNational (PLAIN). Cheryl is one of the founders of PLAIN and she happens to live in Vancouver. We had a splendid chat over lunch about everything from plain language and government to travel and clothes. It was great to meet an icon in the field and to discover what a delightful person she is.

I went to the Thursday evening Pay-As-You-Go dinner (the pre-conference dinner for people who arrive early). We had a nice time, and it gave me a chance to talk to editors in an informal setting. We did talk about editing, but I also recall talk of squirrels, spouses, and hiking.

On Friday, I started my pre-conference day by attending a session called *Bidding on Government Contracts*, presented by incoming EAC President Greg Ioannou, EAC Executive Director Carolyn Burke, and Peter Moskos, formerly based in Ottawa where he wrote and managed hundreds of proposals for federal clients. As an editor who works in the federal government, I was present as a resource to answer questions, such as the expectations I have for contractors, the style guides we use, the policies that apply to editing (for example, the *Communications Policy of the Government of Canada*), and plain language editing. Every time I hear someone speak about getting contract work with the government, I am amazed at how many resources the government makes available to help people who are persistent about getting work, and at how persistent contractors must be. Many good ideas were exchanged during this workshop.

I ate lunch with two editors I had met through Facebook. Because we've known each other (online) for a while, we naturally just slipped into conversation with no hesitation or shyness at all. Later, I went to an afternoon tea party at Murchie's Tea and Coffee where we tasted Editors' Blend Tea, which Murchie's had specially prepared for the EAC conference. It was an excellent tea and we spent a fun couple of hours.

I even bought a set of dishes at Murchie's. How could I not have—they were on sale for less than half price and they are in one of my favourite colours! My friend Sandra helped to convince me that they really were a great deal. (Note that she didn't even ask how I was going to get them all home! However, I did manage to pack them all into my carry-on backpack and my purse.)

On Friday night, we all attended the much-touted, red-carpet-themed Conference 2011 welcome reception. My friends and I made a splash, all decked out (well, except for one—Greg Ioannou). You can see the [official photos](#) online. (Check out Toronto member Sandra Otto's [fascinator](#), which I thought was one of the highlights of the event, and Quebec–Atlantic Canada member Julia Cochrane's [fabulous dress](#).)

A friend took a great photo of just our feet and posted it on Facebook. Lots of our editor friends across the country weighed in that night and the next day, on Facebook, to guess which foot belonged to whom.

On Saturday morning we had lots of choices, with five streams of concurrent sessions. What was nice was the amount of information available for in-house editors—it can be hard to meet that need since the demand for information for freelance editors is so much greater.

At the Saturday afternoon annual general meeting (AGM), a few interesting issues came from the floor, including the introduction of a fee to

maintain certification, discussions about the conflict-of-interest code, and the federal government contract collective that had been dissolved before the conference.

And then the elections were held. This was the first year I voted, so I took it all very seriously. I was acclaimed as the Director of Volunteer Relations on the National Executive Council. That's going to mean a busy year for me (in addition to co-chairing the 2012 Ottawa conference with Christine LeBlanc).



From left to right: Christine Leblanc (NCR branch), Debra Roppolo (Toronto branch), Gael Spivak (NCR branch), and Sandra Otto (Toronto branch), all dressed to the nines. Photo: Greg Ioannou

After the AGM, I attended the banquet, where people were dressed to the nines. During the awards ceremony, Lee d'Anjou handed out, for the first time, the award named in her honour. Although the Lee d'Anjou Volunteer of the Year Award was created before last year's conference, Lee didn't know about it then, as it was a surprise. It was delightful to see the award presented to Adrienne Montgomery (another Facebook friend!), who has done so much work to get the Kingston twig going.

Sunday brought a new round of sessions, including a very interesting one on editing scientific illustrations. I actually hosted that session (the first time I have done that). I took care of the speaker's technical needs, distributed her handouts, introduced and thanked her, and collected the evaluation forms. It was fun, and I know it helped out the conference organizers.

I also attended a discussion group for in-house editors and a useful session on creating a corporate writing guide. The day wrapped up in the late afternoon with the conference handover—Christine and I took over the reins for next year.

What was so interesting about this conference (besides the sessions, of course) was how social media improved the experience for me and for many others. In nearly every session, I met someone I know from the EAC listserv or Facebook. Whenever I checked my email, I had dozens of Facebook messages from people who weren't at the conference, commenting on our posts and wanting to know more. I know of at least one person at the conference who used Twitter to get an idea of what happened at the sessions she couldn't attend.

As well, many of the sessions were tweeted—some of the tweets were repetitious and others not very interesting, but overall it was a good idea. It was also nice to end my conference time by reading the tweets from the National Executive Council meeting the day after the conference. Given the conference theme, *Editing in the Age of e-Everything*, this was all fitting.

And like last year, after the conference I started getting friend requests on Facebook from editors whom I met there or who heard me speaking in a session. So, more friends for next year!

## Discover the Value of EAC–NCR Professional Development Seminars

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

We dare you to shop and compare. If you're looking for great value for your professional development dollars, look no farther. The 2011–2012 EAC–NCR slate of seminars offers some of the best deals in professional development for editors in Eastern Ontario and Western Quebec. Our seminar topics are relevant and our instructors are highly qualified.

Editors taking the EAC certification test for copy editing this fall (to be held on November 19—see page 9) will be particularly interested in the two seminars on copy editing.

**Introduction to Copy Editing** with **Moira Rayner White** will be held on **Friday, September 30**. Novice and experienced editors alike will learn techniques for improving text and resolving difficulties typically found in everyday writing.

**Elizabeth Macfie** will join **Moira** to present the follow-up seminar, **Copy Editing II: Judgment Calls**. They will instruct participants on how to make decisions on handling a document, the value added that can be brought to a job, and a variety of advanced editing techniques. This seminar will be offered on **Tuesday, November 1**.

Sandwiched between the two copy editing seminars are two outstanding half-day seminars. On **Saturday, October 29**, **Christine LeBlanc** begins the day with **Starting a Freelance Career**, in which she will outline the basic steps to becoming a freelance editor.

That afternoon, **Jennifer Latham** takes participants through the ins and outs of **Estimating**. Jennifer's seminar, designed for both in-house and freelance editors, focuses on how to develop a realistic work plan and prepare fair, accurate estimates.

Rounding out the fall seminars, **Jennifer Latham** returns on **Monday, November 28** with **From Concept to Completion: Managing the Publication Process**. Attendees will learn the essential details of managing the publication process, from refining the concept to working with printers and webmasters. Developing this type of editorial consulting expertise can increase your income and add a whole new dimension to your work.

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>. Check out the returning favourites and the new topics. You'll also see full descriptions of all seminars.

In the November–December issue of *Bulletin*, we'll give you more details on seminars coming up later in the year. In the meantime, the entire slate is shown on page 7.

### Fees

#### Full-day seminars

(includes HST and a catered lunch)

Members: \$215

Non-members: \$290

#### Half-day seminars (October 29)

(includes HST)

Members: \$115

Non-members: \$135

*(continued on page 7)*

(Continued from page 6)

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

<b>Topic</b>	<b>Instructor</b>	<b>Date</b>
Introduction to Copy Editing	Moira Rayner White	Sept. 30, 2011
Starting a Freelance Career	Christine LeBlanc	Oct. 29, 2011 (morning)
Estimating	Jennifer Latham	Oct. 29, 2011 (afternoon)
Copy Editing II: Judgment Calls and Added Value	Elizabeth Macfie and Moira Rayner White	Nov. 1, 2011
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 member, Carole Hubbard.

Welcome, Carole!

Wendy Carroll has recently received the designation of Certified Professional Editor from the Editors' Association of Canada. Congratulations, Wendy!



## 2012 Conference Corner

### The Landscape of Canadian Language: Word Nerds Gone Wild

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

The EAC national conference is coming to town and EAC–NCR is playing host. People from coast-to-coast-to-coast with a passion for words will gather in our city for three days of professional development, networking and fun.

The official theme is **The Landscape of Canadian Language: Word Nerds Gone Wild**. We'll explore and examine what goes into our editing profession in this really big country of ours. Wherever we reside, we all have one thing in common—we love words. So join us *Roughing It In The Bush*. Let's welcome others who hear *The Call of the Wild*. Together, we will go *Where The Wild Things Are*. After all, Ottawa is the home of the federal government—and it's a jungle out there.

Want to join our tribe? We're looking for conference volunteers (please see below for details).

*Christine LeBlanc* and *Gael Spivak*, Conference Co-Chairs < [conference@editors.ca](mailto:conference@editors.ca) >



#### Webmaster

- set up the conference website and keep it up-to-date
- have access to a PC that runs Internet Explorer
- have website management experience and experience using web-based content management systems
- have basic knowledge of HTML
- have access to graphic editing software to resize photos, logos, etc. (preferred)

#### EAC Member Speaker Coordinator

In October, EAC (national) will send a Call for Conference Proposals to all members. All responses will be forwarded to the speaker coordinator, who will

- organize and compile proposals into spreadsheet to facilitate evaluating, selecting, and tracking speakers (conference committee and advisory committee selects speakers);
- inform speakers (via email) whether or not they've been selected; and
- for accepted speakers, send standard info request (bio, photo, technical requirements, handouts).

#### Vendor Fair Coordinator

- source vendors who offer items such as souvenirs, painting, pottery, jewelry, baked goods, fabric art, chocolate and candy, jams and preserves, tea, stationary and office items, home items, fashion accessories, books, CDs, software, and technology
- maintain good records of contacted and participating vendors
- arrange to collect money from vendors (on site) during/after Exclamation Mart
- schedule volunteers to staff EAC booth(s) and coordinate staffing with on-site volunteer coordinator

#### Volunteer Coordinator

- recruit and coordinate volunteers for Conference Buddies, photographer, and others as needed
- compile contact lists of volunteers, prepare schedules, and coordinate their requirements
- communicate with volunteers via email and phone
- train volunteers

## 2011 EAC Certification Examinations

Whether you are an editor or you employ editors, take advantage of the Editors' Association of Canada's (EAC's) certification program. Certification gives editors official recognition of excellent editing knowledge and skill—and a marketing advantage. It also ensures that employers can recruit staff and freelancers who meet industry standards.

EAC's certification program is for editors who work in English. Successful candidates can become Certified Professional Editors or earn certification in proofreading, copy editing, stylistic editing and/or structural editing.

The program is open to EAC members and non-members. EAC members benefit from discounted pricing on each certification test—plus extra savings if they register for both tests.

**Test Date: Saturday, November 19, 2011**

- Copy Editing (10 a.m.–1 p.m.)
- Stylistic Editing (2:30 p.m.–5:30 p.m.)

The Proofreading test and the Structural Editing test will be offered in November 2012.

For more information and to register online, visit <http://www.editors.ca/certification/index.html>

## Thanks to our 2010–2011 EAC–NCR volunteers!

Betty Anne Benes, Anne Boudreault, Sheila Bourque, Chris Cavan, Mary Hunter, Jane Hurge, Debra Huron, Marion Kennedy, Mary MacDonald-LaPrade, André LaRose, Christine LeBlanc, Elizabeth Macfie, Pat Patterson, Linda Senzilet, Stephanie Small, Marion Soublière, Gael Spivak, Judith van Berkom, and Abigail Whitney



*Some of the EAC–NCR volunteers and incoming executive members enjoyed a beautiful lunch at the Courtyard Restaurant on June 18, 2011. (Photo: Courtyard Restaurant staff)*

## The *Bulletin* team

*Editor / Rédactrice* : Linda Senzilet

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

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

*Contributors / Collaborateurs* :

Woody Huizenga  
Ipshi Kamal  
Suzanne Keptwo  
Christine LeBlanc  
Mary MacDonald-LaPrade  
Maureen Moyes  
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 November–December issue: October 19, 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 réviseuse a besoin de précisions ou si elle prévoit apporter d'importantes modifications, elle pourra consulter l'auteur.

**Prochaine date de tombée : le 19 octobre 2011**

Envoyez vos articles à Linda Senzilet au [ncrbulletin@editors.ca](mailto:ncrbulletin@editors.ca).

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

*Chair / Présidente*

Ipshi Kamal : [ncrchair@editors.ca](mailto:ncrchair@editors.ca)

*Past Chair / Présidente sortante*

Christine LeBlanc : [ncrpastchair@editors.ca](mailto:ncrpastchair@editors.ca)

*Secretary / Secrétaire*

Marion Kennedy : [ncrsecretary@editors.ca](mailto:ncrsecretary@editors.ca)

*Speaker Night Co-Chairs / Coresponsables de la soirée-causerie*

Woody Huizenga, Suzanne Keptwo, and / et Carl Stieren : [ncrprograms@editors.ca](mailto:ncrprograms@editors.ca)

*Seminars Co-Chairs / Coresponsables des ateliers*

Mary MacDonald-LaPrade and / et Abigail Whitney : [ncrdevelopment@editors.ca](mailto:ncrdevelopment@editors.ca)

*Public Relations Chair /*

*Responsable des relations publiques*

Pat Patterson : [ncrpr@editors.ca](mailto:ncrpr@editors.ca)

*Membership Chair / Coresponsables des adhésions*

Tina Bartolini and / et Lisa Goodlet : [ncrmembership@editors.ca](mailto:ncrmembership@editors.ca)

*Bulletin Editor / Rédactrice du Bulletin*

Linda Senzilet : [ncrbulletin@editors.ca](mailto:ncrbulletin@editors.ca)

*Executive Director / Directrice administrative*

Maureen Moyes : [ncr@editors.ca](mailto:ncr@editors.ca)



Follow us on Twitter @EditorsNCR /  
Suivez nous sur Twitter @EditorsNCR

*Bulletin* is published by the EAC–NCR branch. Opinions expressed in bylined articles do not necessarily reflect those of either the EAC–NCR or the EAC/ACR as a whole.



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.