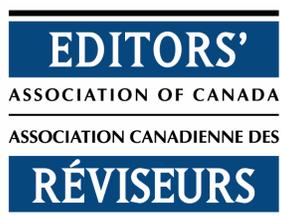


# **EDITORS' ASSOCIATION OF CANADA**

## **ANNUAL REPORT 2004-05**

<b>EXECUTIVE REPORTS</b>	<b>2</b>
<b>COMMITTEE REPORTS</b>	<b>11</b>
<b>VOLUNTEERS</b>	<b>16</b>
<b>FINANCIAL STATEMENTS</b>	<b>18</b>



# EXECUTIVE REPORTS

## President

*Faith Gildenhuis*

If the preceding year was the year of change, 2004–05 has been the year of evaluation. Much of the attention of the national executive council has focused on assessing how well the new EAC/ACR structures are working and what is lacking.

Communication with the membership has been an ongoing issue and *Active Voice/La Voix active* has been on the council agenda at each of its meetings. While acknowledging the quality of the newsletter, council members (and some association members) have been concerned that readership has dwindled since the newsletter has become electronically circulated through the website. Since distribution would be considerably easier if the document were not restricted to members only and because it is perceived as a useful public relations document, the membership will be asked to approve a motion reversing the policy of members-only distribution of AV at this June's annual general meeting (AGM).

Communication issues also led council to approve hiring an external company to provide an overhaul and update of the association website, including improvements to the online directory. These improvements are in large part possible now that the association membership database has been upgraded through partial funding by the Department of Canadian Heritage grant.

This grant also allowed the association to survey the membership. The final report on the survey is now available on the website and council has found it useful in understanding some membership issues. The Membership Committee is bringing forward recommendations for changes at this AGM.

Policy issues have dominated much of council's discussions. The association constitution refers to "Rules and Regulations," which have never formally been developed. A number of areas have been without policies or operating with outdated ones. Council has begun to rectify this situation by proposing a code of behaviour for members and adopting a privacy policy. Some changes in the wording of the

constitution are being proposed to align policy with longstanding practice. Council is proposing a policy for conferring life memberships in the association. The documents that describe the functioning of the new governing structure have been examined and modified in light of the experience of the last 24 months.

In the midst of all this, council has been monitoring certification on an ongoing basis and the development of *Les Normes*, the French equivalent of *Professional Editorial Standards*.

A number of matters need council attention, in addition to ongoing policy development. *Meeting Editorial Standards* must be revised to conform to the 15th edition of the *Chicago Manual of Style*. The regulations and procedures governing branch formation require discussion and development. Revenue generation continues to present a challenge to the association.

It has been an honour to serve as your president for the past two years. I look forward to working with the new president and council in the future.

## Vice-President

*Maureen Nicholson*

In the past year, I've provided support to the president as needed. I've completed and presented several reports and consultations, including feedback from committee chairs on the new association structure, an assessment of customized seminars and the further development of our publications. My ongoing responsibilities included serving as an executive reader for association documents, helping with the planning for the new EAC/ACR website and drafting policies on a variety of issues. Locally, I've participated in planning sessions for the 2006 national conference in Vancouver.

I expect the coming year will be lively and productive.

## EXECUTIVE REPORTS, CONTINUED

### Past President

*Jennifer Latham*

As past president, I am responsible for administering the Tom Fairley Award for Editorial Excellence. There are six submissions for the 2004 Tom Fairley Award and judges are hard at work evaluating the nominations. The winner will be announced, as usual, at the annual conference.

We have a full slate of candidates for executive positions and are still looking for people for various committee positions. Please contact the national office if you are interested in working on any of the association committees.

As I approach the end of my term as past president, I have been reflecting on my last five years as a member of the EAC/ACR national executive council. These have been challenging and rewarding years for me. When restructuring was undertaken a few years ago, the idea was to move from being a working board to a policy board. While we are still in transition, it has been interesting and satisfying to see ideas and plans transformed into policy and practice. Personally, I have noticed great and positive changes in how the council operates and thinks about association issues.

As well, I have learned a lot from editors around the country and from the wonderful staff in the national office. As I bid all farewell, I would like to thank my colleagues, and express my heartfelt wish for the association's continued success.

### Secretary

*Val Gee*

The 2004–05 year has seen another heavy load of association business undertaken by the national executive council, as well as by the committees and staff.

The secretary's duties include participating in meetings of the council and discussions with other officers and branch representatives, as well as being responsible for the minutes of council meetings and coordinating and recording motions dealt with on the council's email forum. The record of online motions is included in the secretary's quarterly report to the

executive council; all quarterly reports are appended to the minutes of each subsequent council meeting.

The secretary is also responsible for records of council meeting attendance; for ensuring that a quorum is present at council meetings; and for distribution of minutes of council meetings to council members and minutes of the AGM to the membership. The secretary has additional duties as stipulated in the position description, including notification to members about the annual general meeting and arranging to have proxy forms sent to voting members, as well as adjudicating the eligibility of members to vote at membership meetings such as the AGM and in referendums. Policy items will be presented to the membership for approval this year, and they generally deal with efforts to clarify policy and to update the constitution to reflect procedures as they have developed in practice. One such policy item up for discussion is to clarify that branch representatives to the national executive council are elected to the council by their respective branches. The secretary is also responsible for recording votes and minutes of the annual general meeting and for their distribution to the membership.

This is my second term as national secretary and I will be stepping down at the end of it. It's been a rewarding experience to serve with the capable and hard-working members of our national executive council. Also, I would like to extend my thanks to Lynne Massey and Matt Godden for their help and support.

EAC/ACR depends upon member participation to further our goals and to have our democratic say in the administration of the association. We all have a responsibility to contribute whatever time and effort we can as volunteers.

### Treasurer

*Gillian Watts*

My first year as treasurer has been made considerably easier by the day-to-day financial activities of office staff Lynne Massey and Matt Godden and our association's bookkeeper, Maureen Walker. Their work of monitoring and recording transactions has enabled me to focus on the broader outlook rather than on the details. My fellow council members have also

## **EXECUTIVE REPORTS, CONTINUED**

made the process manageable through their careful consideration of and wise counsel on fiscal matters.

In 2004 we were dealing with a deficit budget made necessary by the loss of an expected grant in late 2002 and the need to move ahead in implementing certification and upgrading the member database. The year-end results are a perfect example of “good news and bad news.”

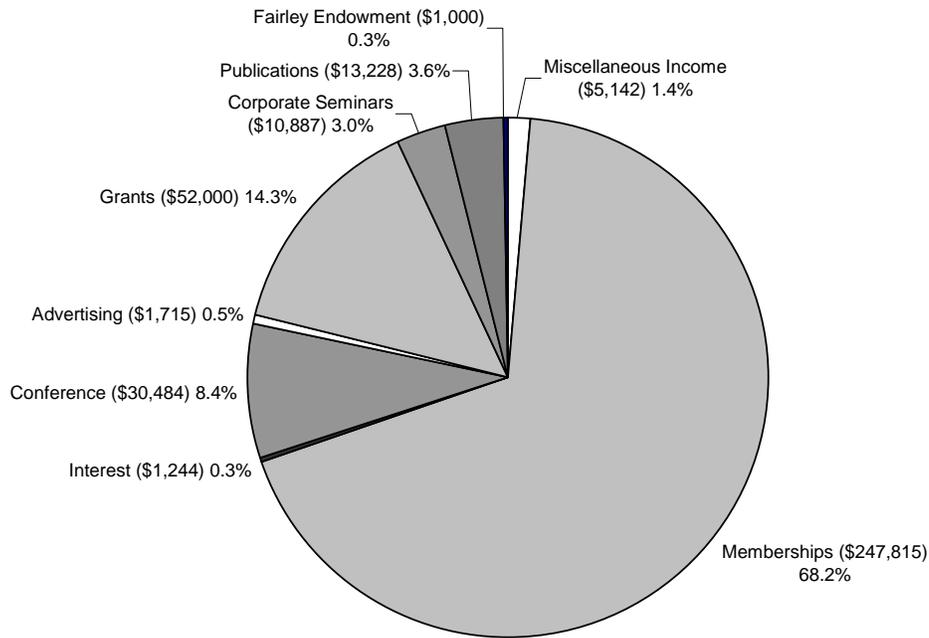
On the principle of reporting the so-called bad news first, our reserves have been reduced by about half. In addition, revenues for 2004 reached only 81% of projections for several reasons: lower-than-expected annual conference attendance and sponsorships; a slight dip in membership numbers; and a decision to defer charges for listing in the Online Directory of Editors until later in 2005, when website improvements will be complete. On the plus side of revenues, a generous gift from the NCR branch in support of certification helped relieve some of the financial pressures.

The good news is that we were able to hold expenditures down to 82% of projections, resulting in a deficit that was almost \$1,000 less than the expected \$25,833. These figures reflect lower expenditures for costs related to publications, as well as council's and staff's economy-minded approach to travel expenses. Another positive note is that the budget for 2005 projects a small surplus (\$949), a considerable improvement over last year's deficit, and a necessary response to the depletion of our reserves.

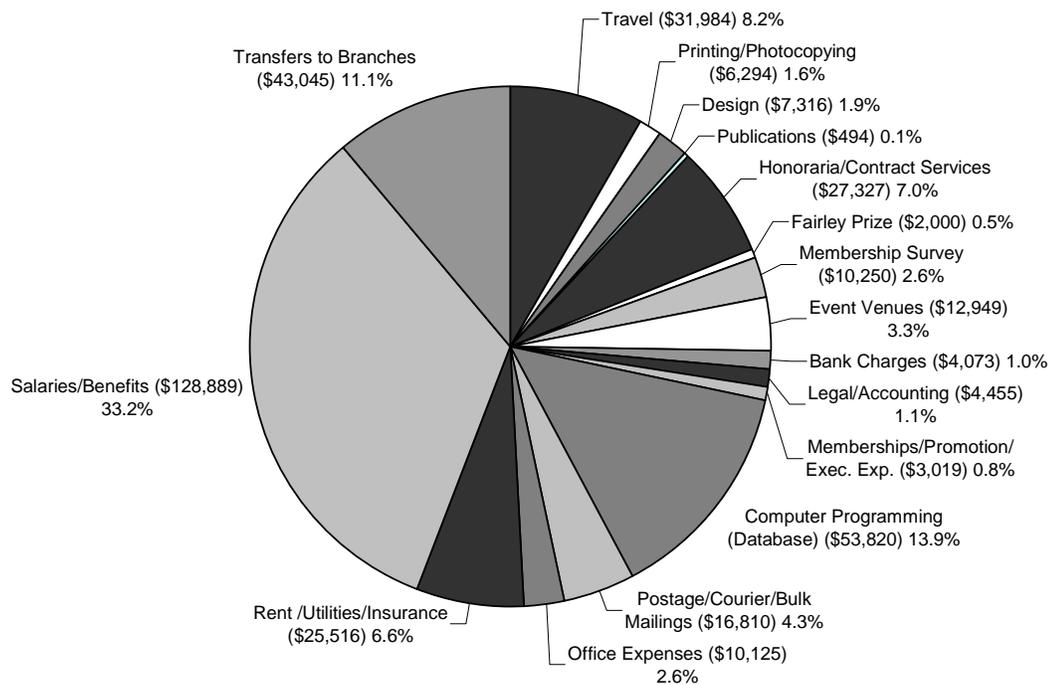
The pie charts on the next page provide a general visual guide to both revenues and expenditures for 2004. Related categories have been grouped together for greater clarity.

**EXECUTIVE REPORTS, CONTINUED**

**2004 Revenue**



**2004 Expenditures**



## EXECUTIVE REPORTS, CONTINUED

### British Columbia Branch Representative

*Lynn Smith*

My two years as chair of the BC branch have proven to be most enjoyable and rewarding. I've gained experience, confidence and many good friends right across the country. I am especially fortunate to have worked with the bright and enthusiastic volunteers who carry on the business of the branch, season after season.

Although I'm passing the torch as far as the chair position goes, I'm pleased to say I'll be continuing in my role as conference coordinator for the 2006 national conference. I look forward to working with our marvellous conference team to put together an exciting program for all of you in 2006.

These were some of the highlights for the branch in 2004–05.

- **Conference**

The most exciting buzz around the BC branch this year is our plan to host the 2006 national conference, *Cultivating Diversity*. We welcome you all to come celebrate the diversity of editing while enjoying the diversity of Vancouver.

Our enthusiastic conference committee is set up and organized into teams. We're close to confirming dates and a venue, and are working hard on booking a keynote speaker who we hope will appeal to members from across the country. We'll keep you posted.

- **Branch executive**

About half of the branch executive members are stepping down (some to apply their volunteer time to the conference). We're fortunate to have had several wonderful new volunteers step up to run for executive positions. I'm confident we'll have another full and active executive in place after our May elections.

- **EAC-BC in the Community**

- Thanks to our PR team and other volunteers, we've had a strong presence in the community this past year, including *Word on the Street*; the BC Book and Magazine Week Promenade; and the Victoria Literary Info-Fair. We've also had a lovely new banner

made up to bring even more attention to ourselves when we're out in the world.

- We were proud to co-sponsor the non-fiction award for the BC Book Prizes for the first time this year.
- We expanded our scholarship program, dividing our \$1,000 scholarship fund among four British Columbia post-secondary writing and editing programs. We are proud to offer these scholarships to recognize the commitment and achievements of students entering the field of professional writing and editing.
- Our Professional Development and Outreach chairs are in the planning stages of an exciting project to offer PD workshops in the interior of British Columbia. We plan to work with a member in Kamloops over the summer, with the goal of hosting an early fall workshop.

### Prairie Provinces Branch Representative

*Brendan Wild*

The Prairie Provinces branch (PPB) saw a year in which core areas of the branch were strengthened and, paradoxically, groundwork was laid for possible restructuring and division. Though we experienced some shuffling of our executive committee this year, existing board members remained steadfast, we welcomed additional talents, and we lost only one secretary but soon gained a second. The branch expects to welcome a new secretary at the AGM on May 7. The PPB continued to build on the previous year's strategic planning process and refined its volunteer coordination process.

Efforts of the branch executive this year have focused on revitalizing and fortifying its existing branch structures. Our Prairie Provinces chair initiated a board development workshop in January, facilitated by Alberta Community Affairs, which explored roles and responsibilities of executive members and looked at various board configurations. Among other efforts, the PPB has begun identifying and collecting existing PPB policies so that we better understand the work of previous branch executives and can avoid reinventing the proverbial wheel. Encouraging regional representatives and volunteers to take on programming responsibilities is also an executive priority. The decision was made to begin work towards developing

## EXECUTIVE REPORTS, CONTINUED

bylaws, policies and procedures, as well as board orientation materials and methods.

A proposal from Saskatoon that it become either a chapter of the PPB or a separate branch led the PPB to follow the board development workshop with a restructuring workshop, also facilitated by Alberta Community Affairs, in early April. This workshop was attended by the board, representatives from all prairie regions and EAC/ACR executive director Lynne Massey, whose knowledge of EAC/ACR history, policies and objectives was a tremendous help. Our objectives were to explore the needs and interests of the branch's "twigs"—particularly the Saskatoon group, which has grown considerably in size and self-directed programming in the last couple of years. While co-ordination and cooperation among twigs is important, workshop participants acknowledged the need for a degree of autonomy and independence for twigs. Because of the disparate numbers and collective interests of localized memberships, participants agreed that different solutions for different twigs are required. All participants agreed that developing structures that sustain members and the branch's executive by decentralizing responsibilities is a necessary and productive evolution. Representatives of each region are currently drafting a restructuring proposal based on the ideas, ideals and recommendations generated at the workshop; the board's aim is to present to members at the PPB AGM a set of recommendations for restructuring the PPB into two (and possibly more) branches, and to ensure that cooperation among all branches within Alberta, Saskatchewan and Manitoba will support and sustain branch activities across the three provinces.

Because the organization runs on and is successful as a result of the efforts of its volunteers, the membership/volunteer chair (formed last year) is in the process of updating a database of current and potential volunteers, one that identifies volunteers' interests, their expertise and their availability. The branch has made a concerted effort to involve volunteers regularly in its endeavours. The updating of our corporate database by our communications co-chairs aims to identify an inventory of potential clients in business communities, their knowledge of the benefits of editing and their willingness to learn more about PPB events, services and offerings.

Thanks to the committed efforts of the PPB program chair and regional representatives in Calgary, Saska-

toon and Winnipeg, programming in all centres was active and consistently attended. In Edmonton, programming focused on certification, finding clients for freelancers and issues associated with liability insurance requirements for editors who seek provincial government contracts; certification study groups were also established. In Calgary, an information session about certification was paired with a tour of a local printer to increase knowledge of the publishing industry and its processes. Active program coordinators in Saskatoon organized a panel on editing weekly newspapers and offered a session that addressed copyright issues. Winnipeg leadership has met with members of the Manitoba Editors' Association (MEA), a group that is quite interested in EAC/ACR's certification plans and has voiced interest in co-sponsoring programming with Winnipeg PPB representatives; the MEA has also raised the possibility of joining EAC/ACR.

### Toronto Branch Representative

*Greg Ioannou*

Last year, the Toronto branch functioned without a treasurer for most of the year and discovered late in the piece that it was losing money like a drunken fool in a casino. This year, with Mary Anne Carswell watching the bank balance closely, we're back on course financially.

The PD committee, co-chaired by Alan Yoshioka and Martin Townsend, ran two wildly successful seminar series, which were much of the reason for the branch's financial turnaround.

Membership chair Chrissy DeSiato's proposed mentorship program had a trial run in the summer. It quickly stalled once the applications came in: many, many would-be mentees and a whole swarm of putative protégés, but very few wannabe mentors.

Program Chair Susan Skivington presented a widely diverse pair of well-attended programs—then resigned for personal reasons. The position sat vacant for a couple of months (with the whole executive pitching in to organize meeting programs), until Craig Saunders volunteered to take over.

The Toronto branch represented EAC/ACR at Word on the Street, with dozens of volunteers at our booth.

## EXECUTIVE REPORTS, CONTINUED

An active committee chaired by Ken Weinberg once again produced our lively monthly branch newsletter, *Edition*.

Just as last year, the position of PR chair sat vacant for much of the year.

The branch's greatest achievement of the year (to date) came from the members, not the executive: in April, the Toronto branch adopted guidelines for the editing of theses. We'll be circulating these to the other branches for their consideration.

### National Capital Region Branch Representative

*Ann Fothergill-Brown*

As the program year winds down, the NCR/RCN branch of EAC/ACR thanks all of its many volunteers—as well as its paid staff—for bringing the branch successfully through.

Executive director Maureen Moyes continues to be the rock on which the entire executive can depend to manage all telephone inquiries to the branch, not to mention all the venue and catering logistics for two busy seminar seasons and a full slate of executive and general meetings. With the growth in the francophone component of the branch, Maureen is now being ably assisted by Francine Hébert, who both handles inquiries from French speakers and manages the printing and distribution of seminar collateral.

The election for the 2005–06 branch executive was held in mid-April, and change was the keynote of that event.

The chair-elect is Moira White. Moira has been working with the seminars committee for several years, serving as co-chair of that committee in 2004–05. Now she will assume the mantle not only of chair, but also of branch representative—positions that have in recent years been split between two volunteers. Helen School, who has served ably in the post of chair for the past two years, will move to the past chair position. Beth Macfie, who has been a huge contributor to the branch as seminars chair and then chair and past chair of the executive, is moving on to new fields of endeavour: she is currently hard at work organizing the 2005 conference of the Indexing and Abstracting Society of Canada.

Regrettably, a household move outside the immediate Ottawa area forced me to relinquish my position as branch treasurer in November 2004. Alison Arnot, who had been recruited to take over the treasury post for the balance of 2004–05, ran to continue in that position for the new program year, and was acclaimed. I've remained as delegate to the national executive council for the remainder of the program year, but will hand over responsibility for those duties to Moira at the national meeting in June 2005.

Secretary Linda Jenkins is leaving the branch executive this year (after doing a wonderful job in keeping the minutes and prodding us about our “action” list). With no replacement for Linda in sight, I dealt with my volunteer “withdrawal” by offering at the eleventh hour to pick up the secretarial duties for 2005–06.

Monique LeBlanc and Louise St-André are ceding the responsibilities of the francophone affairs chairship to Sophie Paluck-Bastien, although they both promise to provide behind-the-scenes support to Sophie in her new duties. Beatrice Baker will return as seminars chair, backed by her terrifically devoted committee. Irving Silver has relinquished his position as books chair, and a new candidate has not yet been recruited. Natasha Gauthier made a last-minute decision to stay on as program co-chair, but now will be teamed with enthusiastic newcomer Karen Moore because Murray McGregor is stepping down. Michelle Bosomworth is moving to a co-chair position with Sally Noonan to work on public relations. Penny Staats takes over from Michelle as membership chair, and Mary Hunter will continue to edit the *Bulletin*.

All of those volunteers—and the various helpers on branch committees and events—will be fêted at our annual volunteer luncheon in June. The venue has yet to be chosen, but the event is always a pleasant couple of hours in which the hard-working people who keep NCR/RCN activities moving get to kick back and be waited on for a change.

The year 2004–05 has brought some memorable highlights, including some very dynamic program speakers. Some of the most notable included Katherine Barber of *Oxford Canadian Dictionary* fame, and Helen Maskery, founder and owner of Maskery Human Interaction Engineering, who spoke on human design factors for Web pages.

## EXECUTIVE REPORTS, CONTINUED

The branch's ambitious schedule of 27 seminars, one-third of them in French, suffered much disruption owing to instructor illness. A number of seminars had to be cancelled altogether; others were moved to new dates; and a very few were cancelled for lack of sufficient registration. Nevertheless, this was also a year of firsts: the first full-year seminars brochure, the first time the branch has accepted credit cards for payment of seminar fees and the first time that a seminar season has been advertised in paid media (supplements or magazine inserts to daily newspapers). Attendance at the seminars that did run continued strong, and instructors received near-uniform high praise for the quality of their presentations. As always, our seminars committee, with the support of Maureen and Francine, deserves commendation for their hard work in bringing this long series of events to a successful conclusion.

In March, our francophone affairs committee again rented a booth at the annual Salon du livre book fair in Gatineau. The branch's profile at this year's event was perhaps a little lower than last year, mainly because the neighbouring booth—a children's literature participant—was so boisterous that RCN's quieter presence was overwhelmed. Still, many visitors were welcomed, a small editing contest was run, and multiple contacts were made between ACR–RCN and the book community. The francophone affairs committee is thinking of actively looking for a high-profile but somewhat more sedate partner with which to share a booth next year.

### Quebec and Atlantic Canada Branch Representative

*Suzanne Aubin*

This was my first year as chair and representative for the Quebec-Atlantic Canada branch and it has been a great experience. The members of our board have been hard at work from the very start. Thus, we have offered our members and interested visitors a wide variety of activities.

It had been a while since our branch had seen such a busy calendar! The programs were well attended, all in all, as were our two parties (one in the summer, one after the holidays).

Both our social events and professional development coordinators, Pamela Yarrow and Diane Ferland, did

splendid work. We were able to coordinate a few events with other organizations—great opportunities to make ourselves known to the world, as an association and as a profession.

Communication with members was made easier, this year, thanks to our chief editor of *Ampersand*, Judy Yelon. The publication has moved to a PDF format made available from the website. Unfortunately, no one has yet come forward to help put *La Perluète*, our French newsletter, back into production.

We held our annual booth at the Salon du livre de Montréal. Sadly, we were not able to have volunteers at every hour. We hope to have a better representation next year.

I participated in a discussion panel organized by the students of the writing and journalism departments of Université de Montréal last fall. The topic was “Are professional associations helpful to beginners?” I had a talk with the head of the writing department, Lise Malo, who suggested that both our organizations should join forces to promote the editing profession. I hope we have the resources to help make this happen next year.

I wish to thank the members of our branch executive and the generous staff at the national office, as well as the other members of the national executive, for having made this year a wonderful learning experience.

### Member-at-Large

*Susan Davis*

Over the past year I have provided support to five active national committees: List Moderator, Marketing and PR, Newsletter, Publications and Website. I have participated in a number of ad hoc committees that have explored internal and external communications for EAC/ACR, including the redesigning of the website and development of various publications; helped draft a member code of conduct; worked on a draft referendum policy; created a chart aligning committee goals with EAC/ACR goals; and set up a timetable for the creation of a volunteer manual. At the branch level, I am a member of the professional development committee and have hosted three seminars.

## EXECUTIVE REPORTS, CONTINUED

### Member-at-Large

*Tom Vradenberg*

As one of the two members-at-large, I was responsible for the past year for six committees: Certification, Member Communication, Membership Review, Professional Development, Professional Standards and Tom Fairley Award Policy.

Some of these committees—Certification, Membership Review and Professional Development—have been particularly active. The first two committees have major projects coming down the home stretch; Professional Development, which manages the speakers and themes for the annual national conference, is busy every year.

Certification has spent much of this year on the content for the study guides, as well as some aspects of the certification program itself. Despite its heavy agenda, the Certification Committee has always managed itself exceptionally well, and only occasionally asks for advice or direction from the national executive council. I have devoted more time to overseeing the membership review process: that committee is also nearing its goal of a new membership and fee structure for the organization. As for conference programming, the Professional Development Committee chair reluctantly stepped down in the fall for personal reasons and a Toronto-based group stepped up late in 2004 to handle much of the work of choosing topics and finding speakers. An experienced conference co-ordinator was hired to handle the logistical side.

I'd like to return for another year at this post. It has taken me much of this year to feel comfortable in the

job, and there are projects and issues that I'd like to see through, principally certification and membership review.

### Executive Director

*Lynne Massey*

The EAC/ACR national office has a staff of three: Matt Godden, office manager and certification coordinator; Anna Bowness, administrative coordinator; and me. We collectively provide a range of administrative and support services for the association, including processing membership applications and renewals, administering the association websites, responding to enquiries from members and from the general public, producing e-news updates and other communications, managing the day-to-day finances of the association, undertaking research in support of specific national projects, and lending practical support to national committees and the national executive council.

In 2004–05, our non-routine work has included conducting background research on a variety of policy proposals, working closely with the Website Committee and the external developer on the overhaul of the EAC/ACR websites, helping out with conference planning and preparations, and continuing to work closely with the Certification Committee.

We're looking forward to the launch of the new website and to further exploring ways to ensure timely communication with members.

## COMMITTEE REPORTS

### Certification Steering Committee

*Frances Peck, Chair*

The Certification Steering Committee (CSC) focused on three areas this year: (1) preparing the certification study guide (formerly “exemplar book”), (2) marketing certification and (3) pricing and other financial matters.

- **Study Guide**

Midway through 2004, coordination of the study guide moved from Toronto to Ottawa, where many of the people involved live. Work progressed through 2004; however, the project stalled in December and has progressed little since then. The slowdown was due to delays with volunteers, complexities in coordinating the project, and questions within the CSC about some parts of the guide. Early in 2005 project management moved to the EAC/ACR national office.

At the time of this writing, two of the four volumes are nearly ready for layout. The third volume needs some revision but is almost ready. The fourth volume is still missing some sections. The current plan is to publish the guide by the end of 2005, after marketing to members and external audiences in the fall.

- **Marketing**

The CSC's marketing subcommittee continued to promote certification to EAC/ACR members and to institutions and instructors that teach editing. The subcommittee also extended its reach to employers of editors, especially in publishing and government, and to related book publishing and communications associations. Certification was profiled in several articles, including in *Quill and Quire* and *The Globe and Mail*.

- **Pricing/Financial Matters**

In June 2004 the CSC struck a subcommittee to develop pricing structures for the study guide and the certification tests. Study guide prices (excluding tax and shipping and handling) have been finalized. Volume 1 (Introduction to Certification and Elementary Knowledge of the Publishing Process) will be \$19. Volumes 2, 3 and 4 (Struc-

tural and Stylistic Editing, Copy Editing and Proofreading) will be \$35 each. The whole set will cost \$90. EAC/ACR members will be offered a pre-publication discount of 10%.

On the fundraising front, the Book Publishing Industry Development Program (BPIDP) turned down EAC/ACR's 2004 application for funding for the study guide. The denial was surprising given BPIDP's past support for certification projects. National office staff asked for an explanation but got little feedback.

### External Liaison Committee

*Lynne Massey, Chair*

Over the past year, the External Liaison Committee's activities have centred on the participation of individual committee members in three groups: the Book and Periodical Council (BPC—Stephanie Fysh and Lynne Massey), the BPC's Freedom of Expression Committee (Marg Anne Morrison) and the Cultural Human Resources Council (Karen Virag).

Our participation in the meetings and other activities of these groups is a means both of raising the association's profile and of developing contacts in other organizations.

### List Monitor

*Alan Yoshioka*

At the 2004 AGM, the membership officially approved the List Guidelines and List Monitor Mandate governing the operation of the English-language email discussion list, EAC-ACR-L. These documents are available in the members-only corner of the EAC/ACR website; I have also posted copies to the list. I recommend that an amending formula for these documents be put in place.

I have offered some input to the national executive council on the possibility of introducing a Web-based discussion forum.

As in previous years, the list has generally run without incident most of the time. In connection with the US

## COMMITTEE REPORTS, CONTINUED

election in November, political discussion on the list became more heated, to the point where it interfered with the balance of the list, and on November 10, I imposed a seven-day moratorium on all political chat and humour. Though this decision provoked scattered objections, many subscribers supported it, and it succeeded in lowering the temperature. In separate incidents, two subscribers were temporarily suspended because of serious breaches of etiquette. Several reminders have been needed to enforce a rule, newly formalized in June 2004, to the effect that subscribers must respect copyright when posting material taken from other sources. From time to time, jokes and other graphic material have raised questions about whether current policy simply requiring a warning at the beginning of such posts is sufficient to maintain the professionalism of the list. Some confusion evidently still remains over the division of labour between the List Monitor (decorum) and the national office (technical questions).

I thank Doug Linzey and Laurie Rendon for filling in for me during brief absences.

### **Marketing and Public Relations Committee**

*Suzanne Morphet, Chair*

The Marketing and Public Relations Committee was re-established in October 2004 after being inactive for about a year. It now has seven members, including the chair, who are all new. One member also co-chairs a marketing committee at the branch level.

Our first task is developing an overall marketing and PR plan for the association. However, we also have other objectives, as time allows. These are:

- working with the Certification Committee on promoting certification and the study guides;
- working with the conference team to promote the annual conference;
- promoting the annual Tom Fairley Award for Editorial Excellence; and
- working with branch contacts to understand their situations and seek opportunities to collaborate.

We spent the first couple of months reading background material and getting familiar with the organization's structure, goals and recent history.

Since some of us are fairly new to the organization, there was a learning curve to go through before actually getting down to work.

In the last few months we have begun researching the various markets that we want to reach and determining objectives and strategies for each. We're communicating by email since we are spread across the country. To date, we've reviewed our goals and strategies for the publishing sector, academia, media and professional associations. We're ready to look at government.

Throughout our work, we've noticed that certification is going to be an important part of all our marketing activities. As one of our members said, "Certification will provide much leverage for increasing our status among all of our markets." We haven't shared our work yet with the Certification Committee, but this is something we will want to do as soon as we have a draft plan. We hope to have this ready before summer.

### **Mediator**

*Brenda Christians*

No disputes were taken to the Mediator in 2004–05.

### **Member Communication Committee**

*Doug Linzey, Chair*

The Member Communication Committee (MCC) was established by a vote of the EAC/ACR membership in 2002. Its mandate is to act as liaison between the national executive council and the membership and to gather opinions on the future direction of the association. The committee responds to requests for information.

In the current year, we were left in peace until mid-March, when the national executive council expressed a wish to learn more about editors who don't join the association. Consequently, we are having a look at what information various branches collect when registering seminar participants, many of whom are non-members. We will be making a progress report in early June.

I appreciate the efforts of my fellow committee member Dennis York and our executive council contact Tom Vradenburg in taking the initiative on

## COMMITTEE REPORTS, CONTINUED

this issue while I (the nominal chair) have been getting some personal affairs sorted out. Thanks also to Lynne Massey for always being there when we need help or advice.

### Membership Committee and Membership Review Committee

*Tom Vradenberg Acting Chair*

The Membership Committee was inactive in 2004–2005, but the ad hoc Membership Review Committee continued its work researching and developing new policy on the issues of membership and fee categories and corporate membership.

Roughly speaking, the committee spent the first half of the year gathering information and the latter half developing what will become a new membership policy. The chief sources of information were the membership survey conducted early in 2004, a compilation of discussion on membership issues on the EAC/ACR email forum and research on the membership policies of other similar organizations.

Developing a new membership and fee structure for the association was not straightforward. The committee looked seriously at a couple of very different models: one would have been a radical departure from what's now in place; the other involves subtler changes to the current model. In fact, some members won't be affected by the changing membership structure at all.

**The future:** The committee hopes to present a proposal for a new membership and fee structure to the 2005 annual general meeting. A couple of details will have to be left to next year, such as which post-secondary programs should be considered eligible so that their students can be offered the student membership fee. Corporate membership, a separate weighty issue, will be left to next year.

With these issues outstanding, the committee will ask the membership for another year's mandate.

Many thanks to committee members Christa Bedwin, Carolyn Brown, Heather Ebbs, Greg Ioannou and Margaret Whitla for valuable insights, great tact and steady perseverance. Lynne Massey has been an anchor for the committee, and often a source of wise counsel. The work the committee has done and will

do on this difficult dossier will prove to be of great value in the long term.

### Newsletter Committee

*Peter Rocca and Leslie Vermeer, Co-Chairs*

The May 2005 issue marks the end of our run as co-editors of *Active Voice/La Voix active*. In the past year, Leslie Vermeer and I have had the pleasure of watching this publication unfold and expand to reflect more comprehensively the many facets of editing in our country and beyond.

Our features have taken us from Vancouver to Montreal to Shanghai and back; covered body and soul by examining the editing of medical materials and poetic works; and discussed media as diverse as school textbooks, newsletters and graffiti. Meanwhile, our columnists have continued to act as the pillars of our particular online community: Ron ("Always-ahead-of-deadline") Jette on business, Dyanne Rivers on grammar, Brenda Christians on editing tips, Lynne Massey and Faith Guildenhuys on EAC/ACR news. We've also seen a marked increase in readership support through unsolicited reviews, requests and emails.

As we exit the stage, we'd like to toss some bouquets to those who have kept this production running all year long. Bruce Keith has transformed our pages each succeeding issue with his splashes of colour, hyperlinks and legible layouts. Sophie Lees, Sib Clark, Stephanie Sparks and Jenna O'Flaherty have added their vibrant quills and eagle-eyes to the writing and copyediting, and Chris Noone has consistently exercised his amazing editorial superpowers: lightning-fast turnaround time, prolific content generation and x-ray proofreading.

Before the final curtain, we'll be passing on an updated style guide, contributor contact list and feature suggestions to the next troupe of performers.

It's been a great run, and it would not have been possible without the invaluable feedback, advice and support of Susan Davis, Virginia Durksen, Anita Jenkins and Jennifer Latham.

Thank you to all who have contributed to, volunteered for, edited and read *Active Voice/La Voix active*

## COMMITTEE REPORTS, CONTINUED

this year. We literally could not have done it without you.

### **PICA Committee**

*Greg Ioannou, Chair*

The PICA (Publishing in Crisis Again) Committee was largely inactive in 2004–05.

### **Professional Development Committee**

The chair of this committee stepped down in fall 2004 for personal reasons. A Toronto-based group was formed to handle programming for the 2005 annual conference.

### **Professional Standards Committee**

*Cy Strom, Chair*

Most of the work done this past year by the Standards Committee was accomplished by the Subcommittee on French Editorial Standards under Louis Majeau, and most of the coordination with this subcommittee was done by Lynne Massey. The Subcommittee for Revising *Meeting Editorial Standards (MES)* continued its work; it will need to complete the revision over the next few months so that *MES* remains in stock. A third subcommittee charged with drafting a booklet to update EAC/ACR's *Professional Editorial Standards* to address Web editing contexts is still in formation.

Among the people who saw to it that the committee's work went forward this year were Lynne Massey, Lee d'Anjou, Louis Majeau and the members of his committee, and Shaun Oakey, Barbara Czarnecki and Kathy Vanderlinden of the *MES* subcommittee, assisted by Nancy Duez.

### **Subcommittee on French Editorial Standards**

*Louis Majeau, Chair*

November 12, 2004 was a major landmark as the date when a working draft of the French standards document was distributed to EAC/ACR members for assessment and feedback. Before it reached this crucial step, the subcommittee held eight work sessions between May 2004 and the end of Septem-

ber. At the beginning of the consultation period, I made two presentations of the draft, one in Ottawa on November 17 and one in Montreal on November 30, to help EAC/ACR members understand how it all came about.

Consultation of members continued to mid-January 2005. Some 15 of them sent comments. At the same time, in order to expand the process, the subcommittee sought the opinion of three outside experts, non-members of the association, but well-respected with extensive experience in professional editing. Overall, the comments were most positive and constructive.

On April 17, the subcommittee started a methodical review and assessment of the comments received and began considering possible changes in the draft to address them. With a view to accelerating the progress of its work, the subcommittee will have spent five full days on this task by the end of May. Encouraged by the feedback it received and by the perspective of finally seeing the tangible results of its efforts, the subcommittee is committed to completing the final version as soon as possible. In the meantime, it is thankful to those members who took the time to send in comments, as well as to the national office for its logistical and technical support.

### **Publications Committee**

*Mel-Lynda Andersen, Chair*

During the past year the Publications Committee has made some progress in developing a national style guide for the association. A draft was submitted to the national office and a request has since come forward to further refine this working document.

In addition to copy-editing the annual report, the Publications Committee has also assisted in developing guidelines regarding the use of the EAC/ACR logo.

### **Tom Fairley Award Policy Committee**

*Nancy Flight, Chair*

This past year the committee considered criteria for judging submissions for the Tom Fairley Award and then submitted its recommendations to the national executive council. The council has posed several

## **COMMITTEE REPORTS, CONTINUED**

additional questions for the committee to answer, and we will do this as soon as possible.

### **Website Committee**

*Lammie Messervey, Chair*

This year has brought exciting progress concerning the EAC/ACR website. The executive council voted to allocate funding for a new and improved website, and a subcommittee was struck to review vendors for

a new site. One vendor was chosen and development of the new site has begun.

The committee also reviewed possible new site hosts, with a view to improving service and reducing costs.

The participation of Ruthanne Urquhart, Susan Davis and Lynne Massey has been very helpful to the work of the committee.

## VOLUNTEERS

Warm thanks to the many members who contributed their time and energy to EAC/ACR national initiatives in 2004–05. If we have accidentally omitted anyone, please advise the national office.

### National Executive Council

Faith Gildenhuis  
Suzanne Aubin  
Susan Davis  
Ann Fothergill-Brown  
Val Gee  
Greg Ioannou  
Jennifer Latham  
Maureen Nicholson  
Lynn Smith  
Tom Vradenburg  
Gillian Watts  
Brendan Wild

### Certification

Frances Peck  
Lee d'Anjou  
Beatrice Baker  
Dennis Bockus  
Heather Ebbs  
Kathy Garnsworthy  
Mary Hunter  
Linda Jenkins  
Karin Lynch  
Beth Macfie  
Peter Moskos  
Jonathan Paterson  
Moiray Rayner White  
Veronica Schami  
Karen Staudinger  
Rosemary Tanner  
Ruth Wilson

### Conference

Conference 2005 volunteers will be acknowledged separately.

### External Liaison

Stephanie Fysh  
Faith Gildenhuis  
Greg Ioannou

Jennifer Latham  
Marg Anne Morrison  
Maureen Nicholson  
Karen Virag

### List (English Email Forum)

Alan Yoshioka  
Doug Linzey  
Laurie Rendon

### Marketing and PR—Committee

Suzanne Morphet  
Christine Beevis  
Morgan Holmes  
Cathy Mealing  
Anna Wong  
Krista Zundel

### Marketing and PR—Book Expo 2004

Stephanie Fysh  
Eugenia Canas  
Ruth Chernia  
Elizabeth Cockle  
Audrey Dorsch  
Elaine Freedman  
Val Gee  
Jennifer Glossop  
Tony Iacoveno  
Greg Ioannou  
Eliza Marciniak  
Elaine Melnick  
Dennis Mills  
Mary Newberry  
Erika O'Hara  
Gene Shannon  
Agnes Vanya  
Gillian Watts  
Sarah Wight  
Jennie Worden

### Mediation

Brenda Christians

### Member Communication

Doug Linzey  
Stephanie Fysh  
Dennis York

### Membership Review

Tom Vradenburg  
Christa Bedwin  
Carolyn Brown  
Heather Ebbs  
Greg Ioannou  
Margaret Whitla

### Newsletter

Peter Rocca  
Leslie Vermeer  
Suzanne Aubin  
Carolyn Bishop  
Louise Blais  
Brenda Christians  
Sib Clark  
Virginia Durksen  
Elaine Freedman  
Kathy Garnsworthy  
Faith Gildenhuis  
Lee Hunter  
Joan Irving  
Ron Jette  
Wayne Jones  
Bruce Keith  
Sophie Lees  
Elaine Melnick  
Antonia Morton  
Chris Noone  
Jenna O'Flaherty  
Laura Okerlund  
Audrey Owen  
Dyanne Rivers  
Rosemary Shipton  
Stephanie Sparks

## **VOLUNTEERS, CONTINUED**

Coba Veldkamp  
Karen Virag

### **Professional Standards**

Cy Strom  
Lee d'Anjou  
Marie Cimon  
Barbara Czarnecki  
Roseline Desforges  
Nancy Duez  
Sylvie Lahaie  
Louis Majeau  
Shaun Oakey  
Jonathan Paterson  
Kathy Vanderlinden

### **Publications**

Mel-Lynda Andersen

### **Tom Fairley Award Policy**

Nancy Flight  
Rick Archbold  
Heather Ebbs  
Georgina Montgomery  
Jan Walter

### **Website**

Lannie Messervey  
Susan Davis  
Ruthanne Urquhart

### **Other Much-Appreciated Contributions**

Madeline Koch  
Leigh Patterson  
Jennie Worden

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**EDITORS' ASSOCIATION OF  
CANADA/ASSOCIATION  
CANADIENNE DES RÉVISEURS**

**FINANCIAL STATEMENTS**

**DECEMBER 31, 2004**

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**AUDITORS' REPORT**

To the Board of Directors of Editors' Association of Canada/Association Canadienne des Réviseurs,

We have audited the statement of financial position of Editors' Association of Canada/Association Canadienne des Réviseurs as at December 31, 2004 and the statements of operations and net assets and cash flows for the year then ended. These financial statements are the responsibility of the association's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the association as at December 31, 2004 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

*Cowperthwaite Mehta*

Chartered Accountants

March 24, 2005  
Toronto, Ontario



**EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES RÉVISEURS**

**STATEMENT OF OPERATIONS AND NET ASSETS**

**FOR THE YEAR ENDED DECEMBER 31, 2004**

	<b>2004</b>	<b>2003</b>
<b>REVENUE</b>		
Membership fees	\$ 247,815	\$ 230,813
Government funding (note 5)	40,000	4,997
Annual General Meeting and conference	32,199	71,018
Publication sales	13,228	15,501
National Capital Region gift	12,000	
Seminars	10,887	23,430
Other	5,141	5,222
Interest	1,244	1,571
Fairley prize (note 4)	1,000	1,000
Directory listings and advertising	<u>          </u>	<u>27,560</u>
	<u>363,514</u>	<u>381,112</u>
<b>EXPENSES</b>		
Administration	128,889	121,303
Database development	53,820	
Travel and event venue costs	44,933	54,837
Regional branches (note 6)	43,045	39,468
Honoraria and contract services	27,327	39,020
Rent and utilities	25,516	25,306
Mailings	16,810	17,853
Membership survey	10,250	
Stationery and supplies	10,125	21,219
Design	7,316	4,454
Printing	6,295	25,757
Legal and accounting	4,455	5,165
Bank and credit card charges	4,073	5,189
Memberships and promotion	3,019	1,731
Fairley prize (note 4)	2,000	2,000
Publications	494	1,548
Bad debts	<u>          </u>	<u>100</u>
	<u>388,367</u>	<u>364,950</u>
<b>EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES FOR THE YEAR</b>	<b>(24,853)</b>	<b>16,162</b>
Net assets, beginning of year	<u>55,556</u>	<u>39,394</u>
<b>NET ASSETS, END OF YEAR</b>	<b><u>\$ 30,703</u></b>	<b><u>\$ 55,556</u></b>

see accompanying notes

**EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES  
RÉVISEURS**

**STATEMENT OF CASH FLOWS**

**FOR THE YEAR ENDED DECEMBER 31, 2004**

	<b>2004</b>	<b>2003</b>
<b>CASH INFLOW (OUTFLOWS)</b>		
<b>OPERATING ACTIVITIES</b>		
Excess (deficiency) of revenue over expenses	\$ (24,853)	\$ 16,162
Net change in non-cash working capital items (below)	<u>(18,233)</u>	<u>293</u>
<b>NET CASH ACTIVITY FOR THE YEAR</b>	(43,086)	16,455
<b>CASH AND SHORT-TERM DEPOSITS, BEGINNING OF YEAR</b>	<u>78,647</u>	<u>62,192</u>
<b>CASH AND SHORT-TERM DEPOSITS, END OF YEAR</b>	<u>\$ 35,561</u>	<u>\$ 78,647</u>
Net change in non-cash working capital items:		
Accounts receivable	\$ 2,383	\$ (3,995)
Deferred revenue	(1,000)	(1,000)
Prepaid expenses	1,112	(309)
Accounts payable	<u>(20,728)</u>	<u>5,597</u>
	<u>\$ (18,233)</u>	<u>\$ 293</u>

see accompanying notes

# EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES RÉVISEURS

## NOTES TO THE FINANCIAL STATEMENTS

DECEMBER 31, 2004

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### 1. THE ORGANIZATION

The Editors' Association of Canada/Association Canadienne des Réviseurs (the "organization") is incorporated as a not-for-profit organization without share capital under the Canada Corporations Act. On May 20, 1994 the organization formally changed its corporate name from Freelance Editors' Association of Canada/Association des pigistes de l'édition to Editors' Association of Canada/Association canadienne des rédacteurs-réviseurs.

Founded in 1979, the organization represents editors in Canada who work in many forms of print as well as in other media. One of the organization's main objectives is to promote communication and cooperation between editors and their clients.

These statements reflect the operations of the organization's National Office.

### 2. SIGNIFICANT ACCOUNTING POLICIES

The organization follows accounting principles generally accepted in Canada in preparing its financial statements. The significant accounting policies used are as follows:

#### **Revenue recognition**

The organization follows the deferral method of accounting for revenue. Restricted revenue, such as grants received for special projects and some donations, are recognized as revenue in the year in which the related expenses are incurred. Unrestricted revenue such as membership fees, directory listings, directory advertising and publication sales are recognized when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. Interest income is recognized as revenue when earned.

#### **Donated materials and services**

The value of donated materials and services received is not recorded in the accounts.

#### **Capital expenditures**

The cost of any furniture and equipment purchased is charged to operations in the year of purchase.

#### **Use of estimates**

The preparation of these financial statements requires management to make estimates and assumptions that affect the reported amount of assets, liabilities, revenues and expenses. These estimates are reviewed periodically and as adjustments become necessary they are reported in the period in which they become known.

# EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES RÉVISEURS

## NOTES TO THE FINANCIAL STATEMENTS

DECEMBER 31, 2004

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### 3. FINANCIAL INSTRUMENTS

The organization's financial instruments consist of cash and short-term deposits, accounts receivable, accounts payable and accrued liabilities. The fair value of these financial instruments approximates their carrying value due to the relatively short periods to maturity of these items or because they are receivable or payable on demand.

### 4. DEFERRED REVENUE

Deferred revenue is composed of the following:

	<u>2004</u>	<u>2003</u>
Fairley prize	\$ 6,500	\$ 7,500

The organization received contributions of \$9,500 during 2002 from various sources to be used to recognize excellence in editing. The Board of Directors decided to endow the award whereby \$1,000 of the contributions would be awarded annually with a matching of \$1,000 by the organization.

### 5. GOVERNMENT FUNDING

Government funding recognized in the year was as follows:

	<u>2004</u>	<u>2003</u>
Canadian Heritage	\$ 40,000	\$ 4,997

### 6. REGIONAL BRANCHES

The organization has five branches representing different areas of the country. The branches maintain separate records and are partially supported with funds from the National Office. These funds are disbursed in accordance with a formula based on the membership of each branch.

During the year the organization disbursed the following amounts to the branches:

	<u>2004</u>	<u>2003</u>
Quebec/Atlantic Canada	\$ 6,479	\$ 5,840
National Capital Region	8,633	8,274
Toronto	14,222	13,563
Prairie Provinces	6,414	5,386
Western Canada/British Columbia	<u>7,297</u>	<u>6,405</u>
	\$ 43,045	\$ 39,468

**EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES  
RÉVISEURS**

**NOTES TO THE FINANCIAL STATEMENTS**

**DECEMBER 31, 2004**

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**7. LEASE COMMITMENTS**

The organization leases office space at 27 Carlton Street in Toronto and has the following minimum lease commitments. The operating cost portion of the lease is based on 2002 property and utility rates and is subject to market fluctuations.

2005	\$ <u>9,819</u>
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**8. INCOME TAXES**

The organization is exempt from income tax in Canada as a not-for-profit entity under Section 149(1)(l) of the Income Tax Act (Canada).