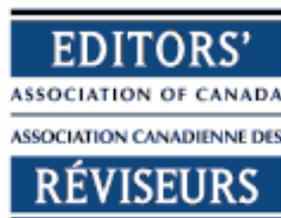


EDITORS' ASSOCIATION OF CANADA

ANNUAL REPORT 2005–06

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EXECUTIVE REPORTS

President

Maureen Nicholson

Thank you for a lively and productive year in 2005–06. We've accomplished a lot together.

The strong commitment of members and staff is evident in many of this year's highlights. For the first time in almost a decade, we welcomed a new branch, those intrepid 18 members from Saskatoon. On February 14, we began the rollout of the new association website, which includes features to enhance member communication and consultation as well as brighten up our online image. Our national newsletter, *Active Voice/La Voix active*, resumed publication and is now accessible to the public. (Write for it! You'll be read.) This year's conference, Cultivating Diversity, took a new approach to program development and web-savvy promotion, with super results. The certification program in English-language editing is no longer on the horizon; it's in clear sight with a launch this fall. You'll find details of these and other initiatives in the reports that follow from the members of the national executive council and committee chairs.

Some of our accomplishments this year are lower profile but no less important for the long-term operations of our maturing organization. This year, the national executive council has truly functioned as a policy-making body. To prove that point, just look at the Read Up section in the members' area of the association website. What will you find? We now have national policies on topics ranging from confidentiality and conflict of interest to nominations for nationally elected positions.

Remember our last national annual general meeting? We passed Rules and Regulations No. 1: Code of Conduct, our first rule in 27 years. This year – depending on the results of the membership vote at the annual general meeting – we may ratify two additional rules, one dealing with branches of the association and the other with membership categories. These potential additions to our growing body of policy deal with issues at the heart of the association. I know that I speak for all members of the national executive council when I say that we're delighted with the

process of their development thus far, a process marked by civility, cooperation and intelligence.

Another document in the works is our six-year strategic and tactical plan. We have one. Over the past year, the national executive council has been drafting, clarifying and revising this plan. In the coming year, we intend to make available a version of the plan for member consultation.

Inevitably, some important concerns remain unresolved. On my own shortlist are volunteer management, marketing, standards and francophone affairs. We have yet to address many issues related to volunteering for the association, from recruitment and training to rewards and evaluation, but we've certainly made progress. This year, we prepared a reference manual for committee chairs and members, developed the Get Involved section of the website for volunteer recruitment, formalized our nominations practices in a policy for nationally elected positions, chose volunteerism as the town hall topic for this year's conference and allocated funds for a fall 2006 training session for committee chairs. We need to do more, including convincing members of the association that, in taking on a senior volunteer responsibility, they won't be run ragged with no reward. On the marketing front, we've planned and developed key messages plus launched our new-look website, but more needs to be done to bring great marketing ideas into the light of day. Standards are still a significant worry: we were not successful in recruiting a chair for this committee, with the result that no progress was made in updating *Professional Editorial Standards*. Some important subcommittees of the standards portfolio also need nurturing. Nor did we recruit a francophone affairs chair. Let's try to do better in the coming year.

Some people take from the associations they belong to. Others give. When you look at the list of national volunteers on page 19 of this annual report, you'll see that the Editors' Association of Canada / Association canadienne des réviseurs has many members who see the organization as a good place to invest their volunteer time. It's your efforts that make the difference between an association that falters and an association that thrives. Thanks again.

EXECUTIVE REPORTS, CONTINUED

Vice-President

Susan Davis

Assisting with the creation of the new website, a volunteer manual and association policies have been the main focus of my volunteer time with the association over the past year. In addition to being a member of the website committee, I have also participated in the human resources committee and acted as an executive reader. In June 2005 I facilitated a town hall meeting at the annual conference that focused on internal communication within the association. At the branch level, I am a member of the National Capital Region Professional Development Committee.

I have enjoyed the opportunity to contribute to the ongoing development of our association.

Past President

Faith Goldenblyns

The past president's ongoing responsibility is to advise the president, but I have had other jobs as well.

I am responsible for administering the Tom Fairley Award for Editorial Excellence. There are 10 submissions for the 2005 Tom Fairley Award and judges are hard at work evaluating the nominations. The winner will be announced, as usual, at the annual conference.

I am also responsible for organizing nominations for national committee chairs. Working with representatives from each branch we try to identify candidates for the jobs. We will also welcome nominations at the national annual general meeting.

A great deal of the council's attention has been devoted to ensuring that the text for the website and for the certification study guide is accurate and we all have contributed our editorial skills to the job.

As in the past years, it has been a pleasure to work with such an active and collaborative council.

Secretary

Greg Ioannou

The 2005–06 year has seen a heavy load undertaken by the national executive, as well as by staff and

committee volunteers. The secretary's part in this work includes participating at board meetings and in discussions with other officers, as well as being responsible for the minutes of board meetings and recording motions dealt with by way of the executive's email forum. At the request of the chair, the secretary organizes discussions on the email forum. The record of online motions is included in my quarterly report to the executive council, which is appended to the minutes of each board meeting.

Now that the staff shares minute-taking duty, the secretary is able to participate more actively in board meetings and to be involved more fully in the affairs of the organization than has been possible in the past. My thanks to Lynne Massey, who is amazing, and Michelle Ou, who is also probably amazing – we haven't really put her through the wringer (yet).

Treasurer

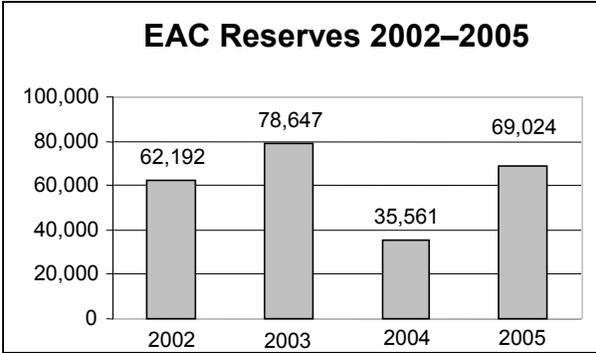
Gillian Watts

My duties as treasurer were eased by the day-to-day financial management of office staff Lynne Massey and Matt Godden and our association's bookkeeper, Maureen Walker. Their monitoring and recording of transactions enabled me to focus on the broader outlook rather than on the details. My fellow council members also helped with their careful consideration of and wise counsel on fiscal matters.

In 2005 we projected a small surplus (\$950) and ended up with a considerably larger one: \$7,400. At the end of the year revenues were 78% and expenses were 75% of budget targets. Reduced conference revenue and the deferment of certification were largely responsible for these discrepancies. For 2006, council has established a more-or-less break-even budget (not including capital expenditures).

Major projects – principally, certification and the website upgrade – had led to depletion of our reserves in 2004. In 2005 they began to rebuild, and we expect them to reach a more comfortable level during 2006. The following chart summarizes activity in this area.

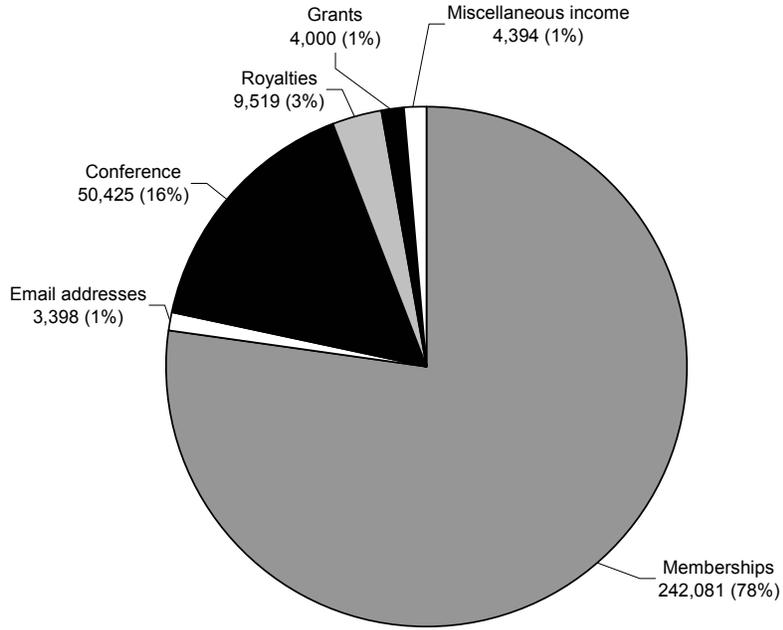
EXECUTIVE REPORTS, CONTINUED



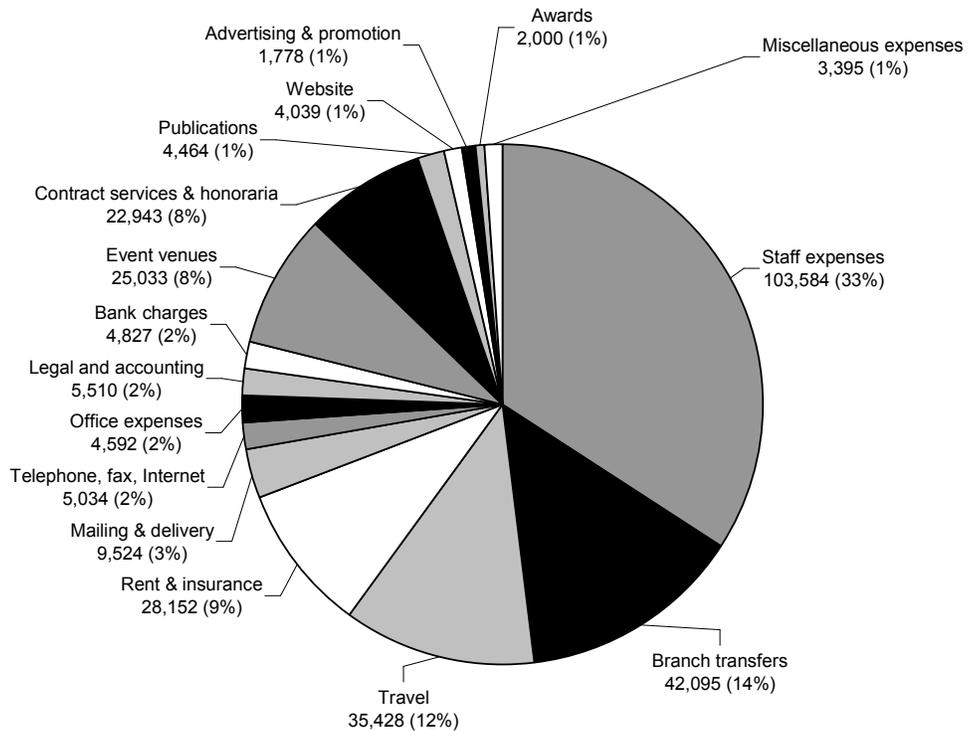
The pie charts that accompany this report provide a general visual guide to both revenues and expenditures for 2005. Related categories have been grouped together for greater clarity.

EXECUTIVE REPORTS, CONTINUED

EAC Revenue 2005

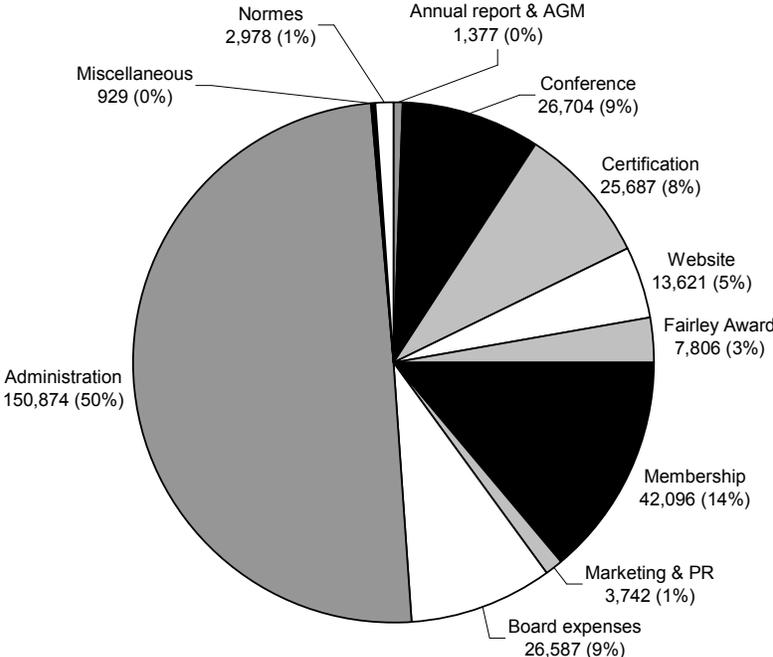


EAC Expenditures 2005



EXECUTIVE REPORTS, CONTINUED

EAC Expenditures 2005 by Project



EXECUTIVE REPORTS, CONTINUED

British Columbia Branch Representative

Daphne Sams

This year the BC branch separated the roles of branch chair and branch representative. Due in part to conference work and in part to various work and family emergencies, our executive was stretched very thin at times. Our chair, Kelly Parry, and branch coordinator, Jean Lawrence, picked up the pieces when executive positions became vacant or members had to take time out. To them we owe a huge debt of thanks, especially considering how active both have been on the conference committee. Their astounding energy and commitment have pulled us through a number of challenges.

Past-chair Lynn Smith suggested a reshuffling of positions and early elections (April) to allow us to begin immediately to work on solutions and to plan for next year. I will carry on as branch representative and am now chair, while Kelly is treasurer. All positions have been filled with a good mix of returning and new volunteers. We're looking forward to a summer retreat for long-range planning, and to an exciting year ahead.

Challenges and solutions:

- We lost first one, then another co-editor of our newsletter, *West Coast Editor* early last fall. Gerda Weber-Revel, recruited to replace the first loss, was new in the position and alone. She now has a co-editor, Hugh MacDonald, along with a team of proofreaders and other volunteers. WCE looks terrific. The content-rich May issue is in publication as I write this report, and there will be a special edition for the conference.
- In October our treasurer had to go out of the country for work. We delayed our budget meeting awaiting his return, but the work extended and we never did vote on a budget. Kelly has been working with the outgoing treasurer to get the books in order and took over as treasurer at our April election.
- We missed *Word on the Street* this year due to summertime turnover on our PR team. Kelly has produced and distributed an executive calendar to keep us all on track, so this won't happen again.

Accomplishments:

- Our PD team, Wendy Harris and Dania Sheldon, produced two successful workshops in the fall and again in the spring, and have a full day of five pre-conference workshops organized.
- Programs chair Ashley Mikulik educated, informed and amused us with a wide-ranging variety of speakers and presentations at our monthly meetings.
- Outreach chair Graham Hayman has been researching ways of offering workshops to outlying areas, and has bought a digital recorder to offer our presentations electronically.
- Four scholarships to post-secondary writing and editing programs were presented and gratefully received. We also repeated our co-sponsorship of the non-fiction award for the BC Book Prizes.
- We were represented at the BC Book and Magazine Week Promenade and at the Victoria Literary Info-Fair.

Despite recent challenges, our branch remains strong and active. Our meetings are well attended, as are our workshops and socials. We are excited to have the conference here this year, and to welcome members from across the country to Vancouver.

Prairie Provinces Branch Representative

Brendan Wild

June 2006 marks the tenth anniversary of the Prairie Provinces' integration into EAC. Our celebration of this event – a party and panel discussion that bids welcome to Rosemary Tanner, who was instrumental in initiating this partnership – coincides with the branch's AGM. June is also the one-year anniversary of Saskatoon's proposal to assume branch status, a move ratified by association members in September 2005.

I suggest these events deserve celebratory appreciation of the PPB's history, endurance and adaptation. They also necessitate some creative contemplation of how best to cultivate and strengthen the bonds of a geographically dispersed membership. The majority of PPB members live in Edmonton and Calgary, but our members live as far north as Ft. McMurray, as far west as Kimberley, BC, and as far east as Winnipeg,

EXECUTIVE REPORTS, CONTINUED

Manitoba. I'm not boasting. But this fact prompts the question of how the PPB executive can best serve such a vastly dispersed membership. It is also crucial to ask how we might empower members at a distance to seek the services and education most important to them.

In my report to EAC last year, I wrote – in light of Saskatoon's imminent autonomy and partnership – of the need many in the prairies recognized: establishment of a Prairie Provinces Coalition that would coordinate "horizontal" communication and professional development efforts among Prairie-based branches and cities to draw educational resources to the region. To the best of my knowledge, this has not occurred in a meaningful way. Instead, there has been a sort of drawing inward, and cities that harbour sizable memberships have on occasion had to poke and coax volunteers to represent the association at publishing and writing functions. In short, each city and region has sought to generate its own momentum. In Edmonton and Calgary, this has generated a number of seminars and member meetings focused on subjects at the heart of this year's certification efforts: Proofreading and Elementary Knowledge of the Publishing Process (the latter by way of production-editing seminars and fieldtrips to local printers). Study groups continue in both cities.

I also wrote, last year, of the need to consider how EAC might effectively woo the Manitoba Editors' Association (MEA) into joining ranks with EAC. Despite meetings with members from Edmonton and Winnipeg, and offers from EAC executive officers to be available for meetings (and, it's true, a wee bit of association crosspollination), it appears that resistance on the MEA's part was not, in fact, futile. Nevertheless, discussions continue about launching co-sponsored PD and education seminars. And with two certification exams going forward this year, MEA–EAC converts may yet be forthcoming.

Successful volunteer-driven organizations spark the individual and collective will of members. The PPB's challenge – this year and this decade – is also its potential reward: persuading members to identify their needs and wants as editors in the association and encouraging them to articulate what they need from branch and the national infrastructures to support their efforts to achieve those goals. Ideally, the association's collaboration at these three levels will refine and promote local branch strengths and

will invigorate, reciprocally, the national organization.

Saskatoon Branch Representative

Wilf Popoff

This was the year the Saskatoon group left the Prairie Provinces branch and officially became a branch in its own right. It had been a part of PPB for several years and retains a connection with a shared newsletter.

Nurtured by the PPB, the Saskatoon group has operated independently in many ways since organizing in the fall of 2001. We have now offered several successful workshops and have a healthy bank account.

Saskatoon has 18 members, but on the basis of attendance at our monthly program meetings and workshops there is potential for that number to continue to increase.

As a result of the efforts of our PR, PD and membership chairs, several people are currently considering joining our branch. We are also working steadily to increase the profile of editors and EAC here in Saskatchewan.

To this end, we are working to build relationships with other professional organizations with a shared interest in writing and editing such as IABC, CPRS, SPG (Saskatchewan Publishers Group), SWG (Saskatchewan Writers Guild) and the Saskatoon Writers' Coop. We occasionally distribute information about events or seminars presented by these organizations to our members and encourage these organizations to do the same for us.

In addition to our bi-annual workshops and our monthly program meetings, held from September to June, Saskatoon maintains a local job hotline for EAC members and shares job postings with PPB.

While there is still much to do, and our steady development has not been without growing pains, we are encouraged by our small branch's success. Buoyed by the enthusiasm of new members, we are looking forward to the future.

EXECUTIVE REPORTS, CONTINUED

Toronto Branch Representative

Jennie Worden

This year featured an almost complete lack of executive resignations or unpleasant financial discoveries. The branch welcomed Brian Cardie to the position of branch administrator, having sadly accepted Carol Hurst's resignation from the position. Under Mary Anne Carswell's careful stewardship, our finances have remained steady, and our reserves continue to grow.

Professional development chairs Martin Townsend and Alan Yoshioka presented two more record-breaking seminar seasons, featuring very well received seminars presented by instructors from across Canada. Incoming PD chair John Green will also benefit from their efforts to update the PD manual.

Under the editorial direction of Ken Weinberg, *Edition*, the branch newsletter, has come out eight times. Ken's patience and organizational skills have been well used in furnishing a newsletter full of articles, networking information and news, and his techno-savvy has helped create a more web-friendly newsletter with nifty tracking tools. Ken is also responsible for the branch's first podcast.

The Professional Development Committee and newly energized Public Relations Committee, under the committed stewardship of Monica Plant, joined forces to survey members regarding directions for branch professional development and best ways to promote the branch. The survey was wildly successful, and we look forward to using the information it has generated to guide our efforts.

A regular outreach effort is the Toronto branch's presence at Word on the Street. Membership chair Karen Black performed a feat of organization in updating our booth and staffing it with friendly volunteers.

Program chair Craig Saunders presented members and guests with a series of monthly programs calculated to appeal to freelancers, in-house editors, new and experienced members.

Vice-chair Gillian Faulkner has been stalwart and kept things happening at the book table, with the volunteer database and at meetings, and I don't know how the branch would have managed without her.

Two other people without whom the branch would not have managed are past chairs Elizabeth d'Anjou and Andy Carroll, who have provided years of sage advice and guidance. As the new executive takes over, we hope their sagacities find themselves gifted with more thyme.

National Capital Region Branch Representative

Moira White

This year, my first as chair of NCR branch, would not have been nearly as pleasant without the support of so many wonderful volunteers. Their many hands and wise counsel have combined to make the tasks at hand enjoyable.

Treasurer Alison Arnot has done wonderful work helping to develop and refine our first budget and keep us on track this year. When long-time EAC-NCR volunteer Ann Fothergill-Brown resigned for personal reasons partway through the year, new member Donna Williams stepped forward to fill the void. First Ann and then Donna have done a fantastic job keeping our records. Mary Hunter, editor of the *Bulletin*, has the nicest way of reminding us to send in our submissions – yesterday! Membership chair Penny Staats enthusiastically greeted members and tried various new ways to bring members together, and Michelle Bosomworth, public relations chair, has started us thinking about ways to publicize the branch and next year's conference. Sophie Paluck-Bastien has admirably guided the Franco-phone Affairs Committee and coordinated EAC's participation in Salon de Livre. We are especially pleased this year to have taken over responsibility for maintaining the content on our website, thanks to Murray McGregor.

Once again the Professional Development Committee has emerged as the backbone – the financial foundation and the best publicity vehicle – of EAC-NCR. We had a very successful year with 16 seminars, five of which were in French. Our heartfelt thanks to Beatrice Baker and Michelle Noël, PD co-chairs. Beatrice is leaving the NCR executive after serving for numerous years: hers will be hard shoes to fill.

Overall, the number of people attending our monthly program meetings – both English and French – has

EXECUTIVE REPORTS, CONTINUED

declined over the past few years. The executive has decided to change the format and frequency of the French program meetings next year. The most successful events this year were the annual wine and cheese reception held in November and the April English program meeting featuring a panel presentation on fees. Thanks to English program co-chairs Karen Moore and Natasha Gauthier.

Our volunteer appreciation brunch is scheduled for early June. As in past years, all those who volunteered at the branch level are invited.

EAC-NCR's decision to host the national conference in 2007 is translating into extra work for the Conference Committee. The Vancouver Conference Committee for 2006 set the bar high, so we are working to secure the dates, venue and theme.

A huge vote of thanks goes to our past chair Helen Norman for so guiding me through this year with patience and generosity, and to executive director Maureen Moyes and assistant Francine Hébert for all they do so well.

Représentante, Section Québec et Région de l'Atlantique

Suzanne Aubin

Les années, comme les jours, se suivent et ne se ressemblent pas.

Notre section aura eu deux présidentes au cours de la dernière année. Pour des raisons de nature personnelle, j'ai dû remettre ma démission au cours de l'été. Mme Nadia Ghalem a alors répondu à l'appel afin de présider le conseil d'administration de notre section. En janvier dernier, elle se retirait à son tour. J'ai accepté de combler le poste en attendant les prochaines élections prévues en mai.

Notre calendrier d'activités de perfectionnement professionnel a été bien garni pour une deuxième année consécutive. Le nombre d'ateliers a doublé, offrant quatre de langue française et quatre de langue anglaise. Mme Diane Ferland a établi des partenariats avec d'autres organisations dans des domaines d'intérêts communs, ce qui s'est traduit par une publicité accrue de nos activités.

Mme Anik Charbonneau s'est jointe à nous à titre de rédactrice en chef de notre publication régionale, *La Perluète/Ampersand*.

M. Brian Parsons, notre trésorier, a procédé à la conversion de nos données financières en format électronique.

Je tiens à remercier tous les membres du conseil d'administration de notre section pour leur appui et leur collaboration : Karen Schell (adjoïnte administrative), Brian Parsons (trésorier), Diane Ferland (coordinatrice des activités de perfectionnement professionnel) et Katherine Sibun (secrétaire).

Je vous souhaite à tous et à toutes un été des plus agréables!

Quebec and Atlantic Canada Branch Representative

Suzanne Aubin

Life changes from one day to the next, and likewise from one year to the next.

Our branch has had two chairs over the course of the past year. I stepped down from the position last summer for personal reasons. Nadia Ghalem responded to the call to lead our branch executive and then, in January, she in turn stepped down. I agreed to resume the post until the next branch elections in May 2006.

For the second year in a row, we offered a solid schedule of professional development activities. The number of seminars doubled to include four in French and four in English. Diane Ferland established partnerships with other organizations that share our interests, which resulted in increased publicity for our activities.

Anik Charbonneau joined us as editor of our branch newsletter, *La Perluète/Ampersand*.

Brian Parsons, our treasurer, undertook the task of converting all our financial data to electronic format.

I'd like to thank all the members of our branch executive for their support and cooperation: Karen Schell (branch administrator), Brian Parsons (treas-

EXECUTIVE REPORTS, CONTINUED

urer), Diane Ferland (professional development coordinator) and Katherine Sibun (secretary).

I wish you all a wonderful summer!

Member-at-Large

Peter Moskos

As member-at-large, I support six committees. I have been significantly involved with three of them this year: mediator, list monitor and newsletter.

With her legal background and mediation training, Jane Kidner has brought a new level of professionalism to the EAC mediator position. Jane's handling of difficult issues will serve as a standard and pattern by which future mediators will work. I look forward to working with Jane on enhancing EAC's mediation service by developing a mediator's training program and producing a set of mediator's guidelines. To promote the mediator's services, a group of past mediators – Joan Irving, Janice Barr and I – will present a session on mediation at this year's conference in Vancouver.

List moderator Ken Weinberg has ably managed EAC's popular English email forum. Ken believes that the list has a bright future, even though members now have a web-based discussion area on the association's new website. Ken writes: "As expected, loyalty to the email forum remains steadfast, and will likely remain so for the foreseeable future."

Wilf Popoff and Michelle Boulton have *Active Voice* well in hand. I was pleased to help them develop a survey to find out what members are looking for in their newsletter.

The job that most absorbed my time and attention was leading a team (consisting of vice-president Susan Davis, member-at-large Tom Vradenburg and me) that prepared an EAC committee manual, a guidebook for new committee members, committee chairs and members of the national executive council. The idea behind the manual is to help train these volunteers for their new jobs and thereby have them running up-to-speed in very quick time. The manual will be available to all EAC members via the members' area of the website.

This year's national executive council has focused on developing much-needed association policies. The discussions both around the table and online have been vigorous and complex. As a member of the national executive, I have found it both challenging and fascinating to work on them. The resulting policies will significantly improve the workings of our association and the quality of the services it provides members.

Member-at-Large

Tom Vradenburg

As one of the two members-at-large, I represented five committees on the national executive council: certification, membership review, conference, member communications and standards.

Some of these committees – certification, membership review and conference – have been particularly active. The first two committees have major projects coming down the home stretch; the Conference Committee, which manages the speakers and themes for the national event, is busy every year.

Certification has spent much of this year preparing the first two volumes of the study guide, on Elementary Knowledge of the Publishing Process and Proofreading, for publication this summer. It is administering a final round of pilot tests for those two exams: the first sittings of Elementary Knowledge of the Publishing Process and Proofreading will be held this fall. The committee, chaired by Ruth Wilson, has also started its communications campaign to get the word out to members that the study guide and the exams will soon be ready.

I've spent much of my volunteer time overseeing the membership review process: that committee is also nearing its goal of a new membership and fee structure for the organization. A proposal for a new set of membership categories is out for member consultation as I write; revisions may be made as a result of the process, and a policy may be offered for a vote at the annual general meeting in June.

I will take absolutely no credit for the exceptional work done by this year's Conference Committee, chaired at first by Lynn Smith and later by Jean Lawrence. By booking the venue and the keynote speaker a year in advance, and handing out promo-

EXECUTIVE REPORTS, CONTINUED

tional postcards at the preceding conference, the committee got off to a strong start and has never looked back. Vancouver has set the bar higher for future EAC conferences.

EAC's first try at French-language professional editorial standards is being prepared for member ratification by the *Sous-comité des normes françaises de l'ACR*, a special subcommittee of the Professional Standards Committee chaired by Louis Majeau. On the English side, *Meeting Editorial Standards*, whose first edition was written by the Professional Standards Committee, is up for revision, or at least revisiting.

The Member Communication Committee, chaired by Doug Linzey, had a busy second half of the year, compiling comments on the proposed new thesis-editing guidelines, a proposed branch policy and the membership review proposal.

Many thanks to Ruth Wilson, Lynn Smith, Jean Lawrence, Louis Majeau, Doug Linzey and their respective committees.

I'd like to return for another year at this post. There are still projects and issues that I wish to see through, principally certification, membership review and the question of corporate membership or affiliation.

Executive Director

Lynne Massey

National office staff provide a range of administrative and support services for the association, including

processing membership applications and renewals, administering the association website, 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 2005-06, our non-routine work has included working closely with the Website Committee and the external developer on the overhaul of the EAC websites, helping out with conference planning and preparations, continuing to work closely with the Certification Committee, and helping with the development of policy and governance documents.

I was pleased to welcome our new communications coordinator, Michelle Ou, who joined the national office staff in December 2005 and has quickly proved her worth. Michelle replaces Matt Godden, who stepped down in September to pursue other opportunities.

Administrative coordinator Anna Bowness currently works part-time, assisted on an interim basis by Carol Hurst. I will be recruiting full-time administrative support in 2006.

COMMITTEE REPORTS

Certification Steering Committee

Ruth Wilson, Chair

The Certification Steering Committee (CSC) continued with its work this year to meet the commitment to launch certification in 2006 and to publish the study guide. After carefully weighing feedback from Assessment Strategies Inc. (who had been involved with the project in the early years), the committee decided to implement some recommended changes and adjustments to strengthen the marking system of the tests. These changes required an adjustment to the schedule and a delay in the launch of the study guide, but allowed for a staged rollout of the four tests to allow the suggested refinements to be carried through to the entire program.

Immediate areas of focus for the committee are (1) launching two volumes of the study guide, (2) administering the first tests, (3) marketing certification and (4) setting tests for future administrations.

Study guide

Two of the four volumes (Elementary Knowledge of the Publishing Process and Proofreading) are very close to completion and will be on display and available for ordering at the 2006 annual conference in Vancouver. The third volume (Copy Editing) is being revised to reflect the changes to the program and will be available in 2007. The fourth volume (Structural and Stylistic Editing) will follow.

Administration of first tests

The first two tests (Elementary Knowledge of the Publishing Process and Proofreading) will be administered in branch cities where demand warrants on Saturday, November 18, 2006.

Marketing

The Certification Marketing Subcommittee continued to market certification to EAC members and external audiences through broadcast emails, articles in *Active Voice* and presentations at EAC branches. External audiences include branches of the International Association for Business Communicators, Society for Technical Communication and the Canadian Public Relations Society; book publishers and their associa-

tions; government communications staff; and instructors of editing classes.

To publicize the study guide launch, we are planning a broadcast email and a media release to book-trade and mainstream national media. Certification committee members will also attend the national conference in June and be available to answer questions about the program.

Test setting

A test-setting session for the first administration of the tests was held in Stouffville, Ontario in September 2005. Volunteer members devoted several days to creating the initial tests. The test on Elementary Knowledge of the Publishing Process was created by volunteers off-site. At the time of writing, these tests are being finalized and piloted in preparation for the first administration.

Another test-setting session is planned for June 2006 on Bowen Island, BC, immediately following the annual conference. This session will begin to prepare tests for the second and subsequent administration of tests.

Conference Committee

Jean Lawrence, Chair

Planning for the 2006 EAC national conference began in January 2005 with a meeting of a small advisory group in Vancouver. A theme, a location, a call for volunteers and a plan quickly emerged, and we were underway!

We organized ourselves into four teams: venue and hospitality, programming, publicity and sponsorship. We secured Wayson Choy as our keynote speaker and designed a postcard for distribution at the 2005 conference to tell everyone about it. Having got the ball rolling, our first chair, Lynn Smith, stepped down, leaving us in excellent shape to carry on. Thanks, Lynn!

In the fall, Lesley Cameron and her programs team, with Maureen Nicholson's assistance, solicited ideas from a group of players drawn from the BC publishing world. We found their outsider perspective

COMMITTEE REPORTS, CONTINUED

offered fresh ways of looking at what we do. Ideas were incorporated into a call for proposals sent to the members in November. The programs team, including a panel of senior editors who are also association members, assessed the proposals and developed a program consistent with the theme, Cultivating Diversity. Special attention was paid to meeting the needs of in-house, managerial and expert-level editors, as well as freelancers and slightly-to-moderately experienced editors.

For the first time, the Senior Editors' Roundtable, a seminar open only to editors with at least ten years' experience, will give participants the opportunity to exchange ideas and debate and defend their work on a text distributed in advance. Another session includes a new twist on an old theme, addressing the concerns of not only the freelancer working at home, but also the lone communications person in a larger organization. Others showcase an innovative philanthropic program, provide tips on offloading work, consider the evolving relationship between print and graphic materials, and celebrate the difficulty of nailing jelly – or English – to the wall. Presenters will look at the special challenges editors face in editing under pressure, defining the level of edit and editing for translation. But wait – there's more: The programs team has included something for everyone. Other sessions will look at mentorship, mediation, modern copyright problems and the use of interns. The closing plenary on Sunday afternoon will explore the thornier side of our work with a provocative panel discussion of Ethics for Editors.

To complement this exciting program, our venue and hospitality committee has arranged tantalizing meals and refreshments to please all palates. The banquet will be held this year in the historic Vancouver Rowing Club, known as the Jewel of Stanley Park. The Harbour Room's expansive balcony overlooks Coal Harbour, with a stunning view of the park and inlet. The conference site, SFU Vancouver at Harbour Centre, is very comfortable and provides a spectacular view of the waterfront and mountains. The sponsorship committee has been successful in securing outside financial support, as well as fabulous door prizes and treats. We are also proud of the publicity and web team, who have kept members and non-members apprised of developments since the fall, fulfilling the promise of our motto, "Watch Us Grow."

We have learned a lot that we hope to pass on to future conference organizers, especially about the value of getting an early start. Despite our 18-month lead, we found that some aspects of planning have a tumbling effect; one delay begets another, throwing schedules off and frustrating the efforts of others down the line. However, the team model worked very well for us. Teams were unfailingly considerate and supportive of one another. Communication was easy and frequent, via group email among the team leads and the executive director. Minutes of conference committee and team meetings were posted to a private blog.

My sincere thanks to Lynne Massey and the staff at the national office, to Maureen Nicholson and to the many volunteers listed elsewhere in this report, many of whom also held demanding positions on the BC branch executive over the past year.

External Liaison Committee

Lynne Massey, Chair

External Liaison Committee members participate in three external 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.

In addition, over the past year I provided input on behalf of the association to

- two provincial Status of the Artist consultation exercises (Ontario and Saskatchewan),
- a panel on cultural training needs and resources, conducted by the Cultural Careers Council of Ontario, and
- an advisory group reviewing the editing certificate program at George Brown College in Toronto.

List Monitor

Ken Weinberg

Under my watch this year, very few incidents required intervention. The typical situation involved someone taking offence to a remark, or receiving a private

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message reacting to a posting. A reminder of the rules – sometimes privately, sometimes publicly – has proven to be the best course of action.

During the federal election this year, no members tested the limits of the *Elections Act* by posting results before the polls closed.

When appropriate, reminders went out about the copyright rules, both about the use of copyright materials and about copyright of list messages. I've noticed many messages since demonstrating understanding and compliance.

Members seem to be using the tags appropriately on new threads. Some threads became CHAT-like a few postings before the subject line morphed. No complaints were received.

This year saw the introduction of the association's website, and the web-based discussion area included in it. As expected, loyalty to the email forum remains steadfast, and will likely remain so for the foreseeable future.

Marketing and Public Relations Committee

Suzanne Morphet, Chair

The Marketing and Public Relations Committee had a relatively productive year, even though we lost over half our members and are now down to three. Our main thrust was completing a marketing plan that targeted our main audiences and proposed ways of reaching them, for the purpose of finding new members or promoting EAC and its members to them.

Once we had a draft final plan, we were directed by the national executive to concentrate on fulfilling specific association goals; that is, promoting certification and finding/retaining members. We were also asked to use the tools EAC already has (certification, conferences, online directory, newsletter and seminars) rather than create new ones. Finally, we were asked to focus on three of our five target markets: professional associations, government and publishers/industry.

Given the loss of most of our members, we have not been able to make any headway in most of these areas. However, two members in Toronto, Morgan

Holmes and Monica Plant, have produced key messages and supporting information that will be very useful in promoting the organization and selling membership to would-be members. Morgan and Monica are also helping with this year's Book Expo booth to make the most of our presence there.

I will be stepping down as chair in June as I feel that this committee would benefit from having at least the occasional conference call and with my hearing impairment, that is not something I can participate in. I would like to thank members of the committee for their support and hard work. Thanks also to Lynne Massey for her guidance and patience in getting the committee rolling again after a one-year hiatus.

Mediator

Jane Kidner

During this past year as mediator I have been asked to deal with three specific disputes. All came from members of EAC who wanted advice and assistance in dealing with issues arising out of client-related editing and proofreading work they had performed. The first involved extensive telephone conversations with both the EAC member and the client, and resulted in my advice that the matter be resolved with a confidentiality agreement signed by both parties. Three copies of the agreement were executed, and one sent to each of the parties. One copy remains in my files. The other two disputes did not require an actual mediation and were resolved following the initial phone conversation with the EAC member. In each of these two cases I helped the member to isolate the real issue in dispute and provided advice regarding possible solutions. In both cases I advised against proceeding with mediation since all work had been performed, full payment was received and the relationship with the client had been terminated. In both cases the issue was more one of concern over reputation and dissatisfaction with comments made about their work. In one case I provided advice on ways to repair the relationship and in the second case I advised against any further contact with the client, who had moved to China. All EAC members seemed very pleased with my assistance. One sent me a thank-you note and a personal cheque for \$60. I promptly returned the cheque and thanked her for her kindness and explained that my work was as a volunteer. I am very pleased to continue serving as the EAC mediator for the 2006–07 year.

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Member Communication Committee

Doug Linzey, Chair

The Member Communication Committee (MCC) was established by a vote of the EAC 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.

Last year, we reported that we were querying branches to find out if they collected from seminar attendees the kind of information that would help determine why non-members have not joined the association. It turned out that none of the registration forms used gather that kind of information.

In the current year, the council asked us to survey the membership for opinions on, and input to, a draft policy for editing graduate theses. We designed and conducted a survey via email and reported the results to the national executive in early March 2006. Following that we were asked to do a similar survey on a draft policy for branches of the association and on the Membership Review Committee's draft proposals for membership categories. Again, we conducted an email survey and reported the results to the national executive in April 2006. For both surveys, response was limited but enthusiastic and well informed.

I appreciate the efforts of my fellow committee member Dennis York and the guidance of our member-at-large, Tom Vradenburg. Thanks also to Lynne Massey and Michelle Ou for their national-office support.

Membership Committee and Membership Review Committee

Tom Vradenburg, Acting Chair

The Membership Committee was inactive in 2005–06, but the Membership Review Committee continued its work researching and developing new policies on the issues of membership and fee categories and corporate membership or affiliation.

Roughly speaking, the committee spent the first half of the year developing what may become a new membership policy, and the latter half of the year consulting with the national executive and the membership on the contents of the package.

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, which the national executive council may present to the annual general meeting for approval, is made up of many subtler changes to the current model.

The future: The national executive council may present a policy for a new membership structure to the 2006 annual general meeting. At that time, the Membership Review Committee may be folded. Issues such as corporate membership or affiliation, a separate, weighty issue, will be picked up next year by the standing Membership Committee.

Many thanks to committee members Christa Bedwin, 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 on this difficult dossier will prove to be of great value in the long term.

Newsletter Committee

Wilf Popoff and Michelle Boulton, Co-Chairs

This year has been challenging for *Active Voice*. Peter Roccia and Leslie Vermeer stepped down as editors last June. Unfortunately, we did not replace them until January 2006. In the months that lapsed, all of the contributors, for one reason or another, decided not to continue with the newsletter.

So, a whole new staff of volunteers is developing and the focus of the newsletter is also changing. With the launch of EAC's new website, *Active Voice* went public for the first time. Now that it will be available to the general public, several new factors come into consideration.

As always, *Active Voice* will be a forum for discussion about our organization, its members and the craft of editing. In addition, it has become a means of marketing ourselves to potential members, clients and industry colleagues.

We published our first issue in February 2006. The following issue was more challenging, but was re-

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leased in early May. We hope that the publication will soon fall into a regular schedule every second month.

With a whole new slate of columnists and an expanded focus, we felt the newsletter was ready for a new look. To reflect the professional nature of our organization, the new *Active Voice* is crisp, clean, colourful and engaging.

Keep watching for new developments.

Sous-comité des normes françaises

Louis Majeau, Responsable

Le 10 mai 2006, la permanence nationale de l'ACR a fait parvenir à tous les membres francophones votants la version définitive du document intitulé *Principes directeurs en révision professionnelle* (anciennement appelé *Normes de qualité en révision professionnelle*), pour qu'ils se prononcent sur son adoption. Il s'agit de l'aboutissement d'une très longue démarche que le groupe de travail actuel, constitué de Marie Cimon, Roseline Desforges, Sylvie Lahaie, Jonathan Paterson et moi-même, a amorcée en juin 2002. C'est avec une très grande satisfaction et le sentiment d'avoir réalisé un document qui favorisera la reconnaissance et l'essor de la révision professionnelle dans le milieu francophone, que les membres du sous-comité ont mis fin à leurs travaux de rédaction.

La dernière année a été consacrée principalement à la préparation de la version définitive en tenant compte des commentaires que lui ont fait parvenir d'une part les membres francophones de l'Association et d'autre part, trois expertes indépendantes et reconnues, c'est-à-dire Noëlle Guilloton (Office québécois de la langue française), Thérèse Le Chevalier (Médias Transcontinental) et Christiane Melançon (Université du Québec en Outaouais). Le sous-comité a examiné de façon méthodique tous les commentaires reçus. Cet exercice très gratifiant a permis au sous-comité de valider l'essentiel des travaux qu'il avait déjà accomplis et d'apporter toute modification qui lui paraissait opportune.

Arrivé au terme de ce projet aussi palpitant qu'exigeant, le sous-comité est persuadé que le document est voué à un avenir prometteur, et surtout, qu'il pourra devenir un précieux outil tant pour les membres francophones de l'ACR et les praticiennes et les praticiens du milieu francophone que pour ceux et celles qui feront appel à leurs ser-

vices. Le sous-comité tient à remercier de nouveau tous les membres qui ont participé à la consultation, notamment Gilles Vilasco pour ses commentaires détaillés, ainsi que les membres du conseil national et le personnel de la permanence nationale qui ont maintenu leur confiance et assuré un soutien logistique au cours des travaux.

Subcommittee on French Editorial Standards

Louis Majeau, Chair

On May 10, 2006, EAC's national office forwarded the final version of *Principes directeurs en révision professionnelle* (formerly called *Normes de qualité en révision professionnelle*) to all French-speaking voting members for them to vote on its adoption. This came at the end of a very long process in which the current working group, composed of Marie Cimon, Roseline Desforges, Sylvie Lahaie, Jonathan Paterson and myself, had been involved since June 2002. It is with great satisfaction and a sure sense that the resulting document will further the advancement and flourishing of professional editing in the francophone market, that the subcommittee has completed its task.

The last year has been spent mainly on preparing the final version, taking into account the comments received from francophone members as well as from three well-known independent experts, namely Noëlle Guilloton (Office québécois de la langue française), Thérèse Le Chevalier (Médias Transcontinental) and Christiane Melançon (Université du Québec en Outaouais). The subcommittee methodically reviewed all the comments received. This review was most gratifying as it validated the overall results of the subcommittee's work and provided an opportunity to make the changes that the subcommittee deemed appropriate.

As this demanding but exciting project comes to an end, the subcommittee is convinced that the document has a promising future and, most of all, that it should become an invaluable tool for all EAC French-speaking members and editors in the francophone market, as well as for all those in the market who will require their services. The subcommittee is most grateful to all members who participated in the consultation, including Gilles Vilasco for his detailed comments, as well as to the members of the national executive council and the staff at the national office,

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for maintaining their trust and providing logistical support throughout.

Website Committee

Lannie Messervey, Chair

Website activities over the past year focused on the development and launch of the newly redeveloped

website. The English side of the site was launched February and work on the French side is nearing completion.

The site will continue to evolve over the year to come, with further development of its content and functions.

VOLUNTEERS

Warm thanks to the many members who contributed their time and energy to EAC national initiatives in 2005–06. If we have accidentally omitted anyone, please advise the national office.

National Executive Council

Suzanne Aubin
Susan Davis
Faith Gildenhuis
Greg Ioannou
Peter Moskos
Maureen Nicholson
Wilf Popoff
Daphne Sams
Tom Vradenburg
Gillian Watts
Moirá White
Brendan Wild
Jennie Worden

Certification

Patricia Buchanan
Heather Ebbs
Kathy Garnsworthy
Zofia Laubitz
Perry Millar
Georgina Montgomery
Karen Staudinger
Rosemary Tanner
Avivah Wargon
Ruth Wilson

Conference

Barbara K. Adamski
Rhylin Bailie
Beatrice Baker
Christa Bedwin
Dana Bidnall
Michelle Boulton
Lesley Cameron
Marie-Josée Cloutier
Jane Fairbanks
Nancy Flight
Rosemary Gretton
Wendy Harris
Anita Jenkins
Margaret Jetelina

Theresa Laviolette
Jean Lawrence
Hugh Macdonald
Mary Rose MacLachlan
Ann-Marie Metten
Derek K. Miller
Suzanne Morphet
Peter Moskos
Jane Mundy
Maureen Nicholson
Kelly Parry
Elizabeth Rains
Karen Reppin
Daphne Sams
Veronica Schami
Dania Sheldon
Rosemary Shipton
Lynn Smith
Barbara Tomlin
Claudette Upton
Karen Virag
Gerda Wever-Rabehl
Shelly Windover

External Liaison

Stephanie Fysh
Marg Anne Morrison
Karen Virag

List (English Email Forum)

Ken Weinberg

Marketing and PR Committee

Christine Beevis
Morgan Holmes
Cathy Mealing
Monica Plant
Anna Wong
Krista Zundel

Book Expo 2005

Elizabeth Cockle
Elaine Freedman
Stephanie Fysh
Elaine Melnick
Gene Shannon
Rosemary Shipton
Rhonda Lee Stevenson
Gillian Watts
Jennie Worden

Mediation

Jane Kidner

Member Communication

Doug Linzey
Dennis York

Membership Review

Christa Bedwin
Heather Ebbs
Greg Ioannou
Tom Vradenburg
Margaret Whitla

Newsletter

Michelle Boulton
Kathy Garnsworthy
Faith Gildenhuis
James Harbeck
Perry Millar
Maureen Nicholson
Wilf Popoff
Rosemary Tanner
Karen Virag

continued

VOLUNTEERS, CONTINUED

Subcommittee on French Editorial Standards

Marie Cimon
Roseline Desforges
Sylvie Lahaie
Louis Majeau
Jonathan Paterson
Gilles Vilasco

Tom Fairley Award

Madeline Koch

Website

Susan Davis
Faith Gildenhuis
Greg Ioannou
Lannie Messervey
Suzanne Morphet
Maureen Nicholson