

# AnnualREPORT



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

Prepared by the National Executive Council  
**May 2011**

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# About the Association

## Our Statement of Purpose

Our organization undertakes to

- ensure effective communication at and among all levels: association members, branches, staff members and the national executive council;
- understand and meet the needs of a diverse range of editors, including those who work in-house and freelance, in various media, in various sectors, in either official language and at all levels of experience; and
- advocate on behalf of our members, the organization and the profession.

## Our Strategic Goals

- To foster professionalism in editing
- To increase awareness of the value of editing
- To provide professional services for our members throughout their careers

The Editors' Association of Canada/Association canadienne des réviseurs (EAC/ACR) is a group of professional editors who promote editing as key in producing effective communication. Most editors work with words (e.g., copy editing, rewriting, reorganizing, proofreading); however some also work with pictures and design, or work in production or management. Some of our members also work as indexers or translators.

Established in 1979, EAC has approximately 1,600 members from across the country, both salaried and freelance, who work for individuals and organizations that produce material for print or digital distribution. The clients and employers of EAC members include book publishers, government (federal, provincial and municipal), magazines and newspapers, educational institutions and other publicly funded organizations, private sector businesses and not-for-profit organizations.

EAC is incorporated federally as a not-for-profit bilingual organization and is governed at the national level by the national executive council. EAC has six branches: British Columbia, Prairie Provinces, Saskatchewan, Toronto, National Capital Region and Quebec/Atlantic Canada. Smaller groups called twigs have also begun to form within the organization in order to better serve members in regions outside the branch cities and groups of editors with specialized areas of interest or expertise.

## Our Objectives

EAC has the following objectives, as stated in its constitution:

- To represent editors working in Canada
- To promote and maintain high professional standards of editing
- To promote a high quality of publishing in Canada and to cooperate with other associations and organizations in areas of common concern
- To establish guidelines to assist members in securing equitable compensation and good working relations
- To share the experience of the membership by providing information, news and market data

To achieve these objectives, EAC promotes and maintains high standards of editing and publishing in Canada, establishes guidelines to help editors secure fair pay and good working conditions, helps both in-house and freelance editors to network and cooperates with other organizations in areas of common concern.

Our programs and services include professional development seminars and program meetings, an annual conference, scholarships and awards, newsletters, the Online Directory of Editors and a landmark certification program.

# National Executive Council

## Committees and National Office Staff

### National Executive Council, 2010–11

**President:** Michelle Boulton (Saskatchewan branch)  
**Past President:** Moira White (National Capital Region branch)  
**Vice-President:** Greg Ioannou (Toronto branch)  
**Secretary-Treasurer:** Sheila Mahoney (Toronto branch)  
**Branch Representative:** Holly Munn (British Columbia)  
**Branch Representative:** Ursula Acton (Saskatchewan)  
**Branch Representative:** Arden Ogg (Prairie Provinces)  
**Branch Representative:** Rachel Stuckey (Toronto)  
**Branch Representative:** Christine LeBlanc (National Capital Region)  
**Branch Representative:** Nancy Holland (Quebec-Atlantic Canada)  
**Francophone Affairs Director:** Carolyne Roy (Quebec-Atlantic Canada branch)  
**Members-at-Large:** Debra Roppolo (Toronto branch)  
 Jacqueline Dinsmore (Quebec-Atlantic Canada branch)

### Committee Chairs, 2010–11

#### Professional Development

**Certification:** Vacant  
**Professional Standards:** Jan Walter (Toronto branch)  
**Conference:** Theresa Best and Naomi Pauls (British Columbia branch)  
**Training and Development:** Vacant

#### Communications

**Marketing and Public Relations:** Anita Jenkins (Prairie Provinces branch)  
**Newsletter:** Alethea Spiridon (Toronto branch) and Gilles Vilasco (Quebec-Atlantic Canada)  
**Publications:** Melva McLean (British Columbia branch)  
**Website:** Ken Weinberg (Toronto branch)

#### Membership

**Francophone Affairs:** Anna Olivier (Quebec-Atlantic Canada branch)  
**Member Communications:** Faith Gildenhuis (British Columbia branch)

#### Administrative

**Contract Collective:** Alethea Spiridon (Toronto branch)  
**External Liaison:** Carolyn L Burke, Executive Director  
**Human Resources:** Michelle Boulton, President  
**Nominating:** Moira White, Past President

#### National Volunteer Positions

**Email Forum (List) Monitor:** Julia Cochrane (Quebec-Atlantic Canada branch)  
**Interactive Voice Forum Monitor:** Joanne Haskins (Toronto branch)  
**Mediator:** Michael Benedict (Toronto branch)

#### National Office Staff

**Executive Director:** Carolyn L Burke  
**Communications Manager:** Michelle Ou  
**Membership Coordinator:** Lianne Zwarenstein  
**Professional Development Coordinator:** Helena Aalto

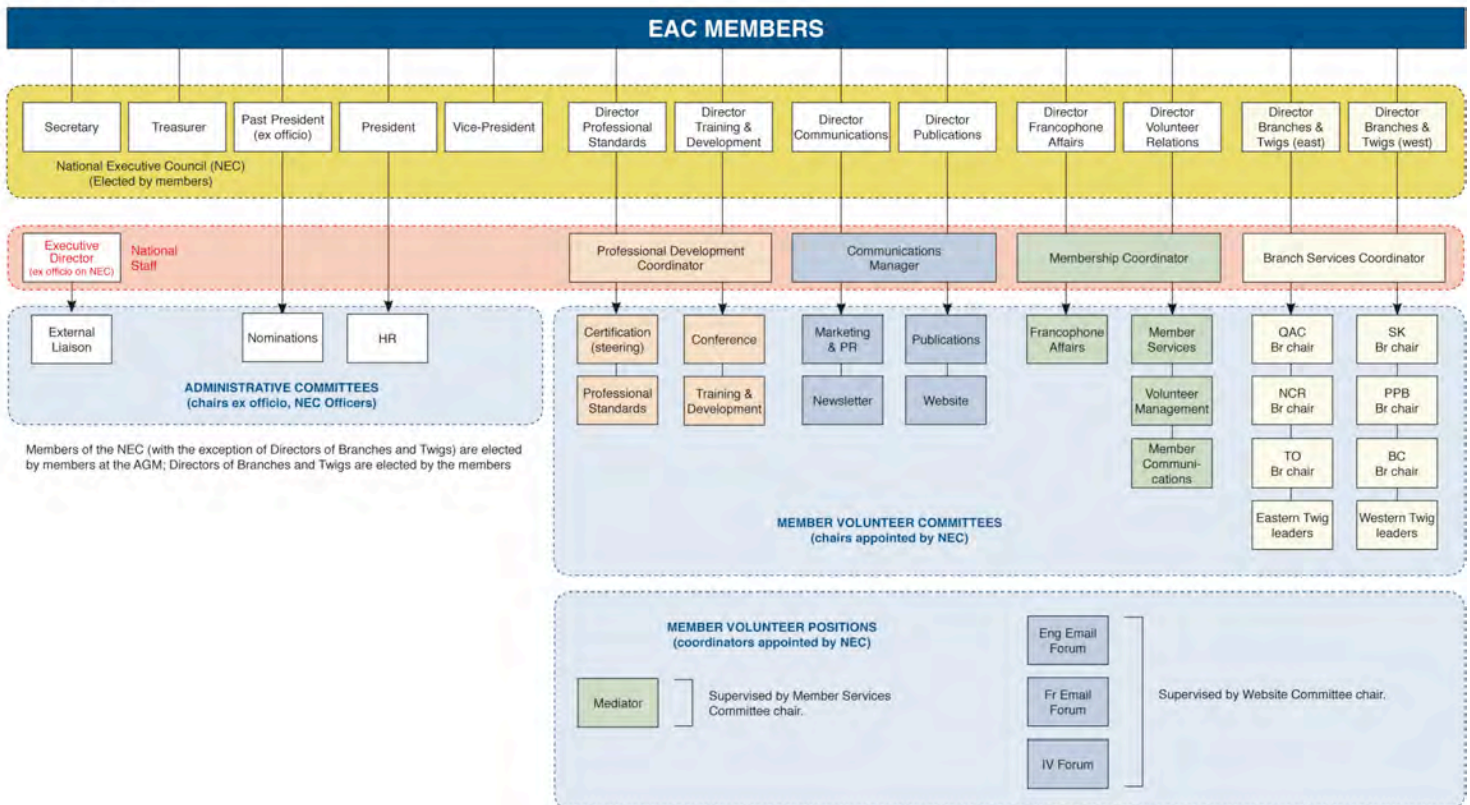
# Editing EAC

In the spring of 2011, EAC will adopt a revised structure for the association (see organizational chart, below). Consultation was conducted throughout the past year and, in a referendum in February, members supported the following changes:

- Creating a new, smaller category of branches, called “twigs”
- Replacing two members-at-large on the national executive council with six directors
- Replacing six branch representatives with two regional directors of branches and twigs
- Appointing all national committee chairs (rather than electing some) through the elected national executive council
- Shifting the date when national executive council members elected at the annual general meeting take office from May/June (following the AGM) to September

## EAC Organizational Chart

As at May 27, 2011



# REPORTS

## President



As I write this report, my second and final term as president of EAC is drawing to a close. The experience has been both fulfilling and exhausting. Reflecting on what we have accomplished and how the association has changed during my tenure, I think change itself has been our theme.

When I joined the national executive council five years ago, we found ourselves plunging into financial problems and stumbling over a somewhat dysfunctional governance structure. But there is nothing a group of editors relishes more than the opportunity to take something problematic and rearrange the parts, clarify their purpose, and redefine their intentions. In the end, we hope to have created something that is clear, concise and meaningful.

I spent much of the past two years thinking about EAC's governance structure. To analyze the shortcomings of what we were dealing with, we sought out the counsel of those who had redefined our structure in the early 2000s. We talked to people who were a part of EAC governance before and after the last restructuring. And we went out to the branches to talk with members and branch executives about how EAC governance affected them. The result was a proposed structure that we hope will be collaborative, supportive and responsive to the needs of branches, committees and individual members. Members showed overwhelming approval and support for our proposed changes in the February referendum. Only time will tell how close we've come to hitting the mark.

Looking forward, I am reminded of all that remains to be done. Last year at this time, I expected to be revisiting EAC's flagging strategic plan in the year ahead. Alas, there are not enough hours in a day. However, with the governance restructuring well underway, we can now focus some of our energy on the bigger picture: What is EAC all about? Why are we here and what do we want the association to do? What does the association mean to members and how can we best serve their needs? These are among the questions we will be asking in the 2011–12 term as part of a mission/visioning

exercise that will lead into a rebranding of EAC and the development of a renewed strategic plan.

Already, the association has moved well beyond the boundaries of EAC's existing strategic plan. Our members and committees have been looking forward and working toward new ideas and innovative concepts. For example, the publications committee has been working at breakneck speed to turn out new and revised volumes of EAC's publications. They are researching ways to circulate our material as e-publications or online subscriptions. In fact we recently received a \$5,000 grant from the Access Copyright Foundation to help us figure out how to put the next version of *Editing Canadian English* online. There are even suggestions that EAC consider becoming its own publisher or an imprint to an existing publisher.

Some of our Francophone members have come together to form a language-based twig. When we began talking about twigs, we imagined geographical groupings, but these members saw an opportunity to bring together members who shared specific language and professional concerns. Another unique development is the initiation of talks with the University of Montreal to explore the joint development of a certification program for Francophone editors.

The certification committee is working steadily to complete the development of new tests and study guides to coincide with our revised *Professional Editorial Standards (2009)*. With the credential maintenance component of the program in place, the committee is casting its gaze toward computer-based testing. Although we are not there yet, we all recognize the need to move in that direction.

There is tremendous energy being produced by all of the things going on and all of the good ideas coming forward. As the organization continues to evolve, I look forward to being a part of continuing change.

Finally, I have to thank of the volunteers who gave generously of their time to realize all of the things reported in this document. I have always said, EAC is powered by its volunteers. In contributing our energy, we become a part of the growing momentum, and that is a powerful thing to be a part of.

# REPORTS

## Executive Director



In 2010–11 the national office staff continued to provide a range of administrative and support services for the association:

- Processing membership applications and renewals
- Administering the website
- Responding to enquiries
- Producing e-news updates and other communications documents
- Managing finances
- Supporting the national executive council and volunteers who serve on national committees

In my role as executive director, I supervise the staff and work closely with the national executive council, committees, branches and other organizations with areas of common concern.

### Communications Manager

All communications, marketing and public relations activities for both internal and external audiences are coordinated by our in-house communications manager, Michelle Ou. She is guided by the marketing and public relations committee and their advisory group, who provide direction and volunteer labour. Working with the marketing committee, Michelle prepares the annual marketing plan and calendar and manages special projects such as enhancements to the Online Directory of Editors and the new certified editor roster. Coordinating communications activities in this way has allowed us to effectively promote our products and services and member-only discounts to a wider audience.

### Membership Coordinator

Our membership coordinator, Lianne Zwarenstein, efficiently manages the huge number of transactions required to stay on top of membership data and bookkeeping. This was no easy task as the national office rolled out increased membership fees and the new HST taxes over the past year. We also updated the membership database to handle a few other changes, such as twig membership, joint conference registrations and better recording tools for demographic data. Lianne is now working with me to develop the job description and task assignments for a soon-to-be-hired branch services coordinator.

### Professional Development Coordinator

Helena Aalto, our professional development coordinator, primarily supports our conference and certification program. This year, she directed the certification testing, which grossed almost \$40,000 in revenues, and brisk sales of the study guides and the new volumes of Meeting Professional Editorial Standards. Helena also coordinated the 2011 conference in Vancouver, which at the time of writing was exceeding the expected number of registrations.

I worked on several special initiatives this year. The Computer Testing Taskforce will soon be ready to deliver digital testing recommendations to the national executive council. Credential maintenance is also well on its way to adoption, thanks to the hard work of last year's sub-committee and this year's task force. And we move ever closer to launching an EAC imprint of publications.

Perhaps the most challenging project I've worked on is Editing EAC, a project designed to develop a better structure for the association — one that improves transparency and use of volunteer time and helps us to more effectively meet our strategic goals.

The clear majority in the February referendum is testimony to the careful consideration and hard work that happened during the year leading up to it.

I'd like to thank EAC members for the opportunity to work with them over the past year. I also thank the terrific office staff for their dedication and good humour. I'm looking forward to a leaner and more efficient administration of all EAC activities in the years to come.

~ Carolyn L Burke

# COMMITTEE REPORTS

## A note about the organization of this report

This annual report is organized into three sections that reflect the new structure of EAC:

- member services
- professional development
- communications

Clearly, there is a lot of overlap in the larger portfolios. For example, the professional standards committee works closely with publications, certification, marketing and public relations, the website and the newsletter. And all activities of the association could be defined as member services.



## Member Services

### Services for All Members

In 2010–11, the Editors' Association of Canada (EAC) continued to serve its members in numerous ways. In addition to major initiatives such as certification, the national conference and the national newsletter (*Active Voice/Voix active*), ongoing services included:

- The Online Directory of Editors (ODE) and national job board
- Members-only email forums (one English and one French) and online forum (Interactive Voice)
- Mediation assistance for grievances or contract disputes
- A standard freelance editorial agreement (in the process of being updated)
- editors.ca email addresses
- A variety of insurance plans and assistance with retirement and investment planning

The email forum guidelines were updated in 2010–11 and a document on using new filtering controls for the English forum is in progress. Volunteer monitors

ensured compliance with the approved guidelines for the email forum and Interactive Voice.

An online survey of members produced some interesting and useful statistics. Results will be posted on the members' area of the website.

A contract collective was established and later disbanded within the past year. The collective submitted seven proposals for government contracts on behalf of EAC members and won six of them. However, some EAC members were concerned that by using the association's name and resources to operate the collective, EAC was, in effect, using its brand to compete with its own members for government contracts. While the collective was a popular service, the intention was never to engage in unfair practices or to use association resources to compete against EAC members. At their March 2011 meeting, the national executive council voted to disband the collective. Existing contracts will continue to be administered by the national office. The collective's members have been discussing re-forming the group outside of EAC.



## Services for Francophone Members

At last year's annual general meeting, EAC members recognized the bilingual nature of the association by

- approving the addition of a Francophone affairs director to the national executive council, and
- voting to appoint two co-editors representing Canada's official national languages (English and French) for the national newsletter. (See section on the newsletter.)

The number of Francophone members is small (approximately 10% of total membership), and these members are scattered primarily across Quebec, Ontario and Atlantic Canada. Consequently, the search for volunteers — which is never easy — is a particular challenge for Francophone projects. Nevertheless, a number of initiatives were undertaken in 2010–11.

Discussions were initiated between EAC and the Faculté de l'éducation permanente de l'université de Montréal, which offers a Certificat de rédaction (certificate in writing). Our Francophone affairs director is exploring the possibility of jointly developing a French editing certification program. For now, we've established an agreement to share information regarding activities, workshops, and seminars between the two groups. The ultimate goal is to develop this partnership over time and to form similar relationships with other educational institutions.

In November, an instant survey was conducted to ask EAC members whether they considered themselves Francophone, Anglophone or bilingual. An impressive number, 796 members (nearly half the association) responded. The results:

- 585 (73.5%) identified as Anglophone
- 66 (8.3%) identified as Francophone
- 145 (18.2%) considered themselves bilingual (English and French)

She also participated in a panel discussion at the University of Montreal about the valorization of communication-related positions among employers and clients in the communications field. Afterwards, she co-wrote a summary about the discussion for the Quebec/Atlantic Canada branch newsletter, *Ampersand/La Perluète*.

Making students, and future editors, aware of EAC is one of her priorities. Francophone affairs director has developed a dynamic presentation that can be given to bilingual students at the collegiate level to entice them toward communications work. The presentation explains the kinds of work students might be doing if they pursue a career in editing and encourages them to become members of EAC.

Throughout the year, Francophone members have been contributing articles to branch/twig newsletters and the national newsletter that report on services and outreach activities for Francophone members, and these initiatives have been included in the national e-news updates.

## Professional Development

### Professional Standards

*Professional Editorial Standards* (2009) came into effect on January 1, 2010. The professional standards committee worked with the publications committee to publish a printed version of the standards that should soon be ready for distribution.

The two committees also worked collaboratively to review and revise several other EAC publications affected by changes introduced by *Professional Editorial Standards* (2009):

- Standard Freelance Editorial Agreement (a template for freelance contracts) and Definitions of Editorial Skills
- *Meeting Professional Editorial Standards: Structural Editing*
- *Meeting Professional Editorial Standards: Stylistic Editing*

The committee's next priority is to review and recommend changes to EAC's "Guidelines for Editing Theses."

## Certification

In 2010 EAC began offering certification tests based on *Professional Editorial Standards* (2009). During the 2010 administration, 61 candidates wrote 91 tests in 8 cities across Canada. As a result, EAC recognized 4 new Certified Professional Editors, 23 new Certified Copy Editors and 16 new Certified Proofreaders.

Already gearing up for next year, the certification steering committee has been busy developing a new stylistic editing test to be administered in November 2011 and publishing the *Stylistic Editing Study Guide* to help editors prepare for the exam.

The committee has also started developing the *Structural Editing Study Guide* with a goal of administering a structural editing test in November 2012.

Future plans include the development of a study guide on the Fundamentals of Editing section of the 2009 standards. The committee has also launched a task force to explore options for using electronic testing instead of hard-copy testing.

In the meantime, certified editors are now easier to find thanks to the roster of certified editors (which includes both EAC members and non-members) on the EAC website, with links to member listings in the Online Directory of Editors (ODE).

### Certification for Francophone editors

A partnership with the Certificat de rédaction program, Continuing Education, University of Montreal, is being discussed with a view to developing a French certification program (see Francophone Affairs section).

### A note on volunteering

The national office staff managed a number of member services. However, as president Michelle Boulton says, the association runs on the backs of its volunteers. In recognition of this fact, the President's Awards for Volunteer Service, established in 2010, will be given to several worthy recipients at the national conference again this year. A list of 2011 recipients is included in the Volunteers and Donors section of this report.

Dozens of people devoted countless hours to serve on national committees and the national executive council. As well, hundreds of others took on specific tasks. (See the list of names in the Volunteers section at the end of this report.)

Volunteering for EAC is considered a privilege. Members who get involved develop new skills or enhance existing skills in areas such as project management, leadership, effective communication and, of course, writing and editing. For many, the real reward is meeting colleagues and making connections that result in lifelong friendships and even new paid work opportunities.

**The publications committee's work** this year focused primarily on resources related to certification and professional standards. Consequently, there has been a tremendous amount of collaboration among the committees producing tests, standards and study guides.

## Conference

EAC's 2011 conference, "Editing in the Age of e-Everything," May 27–29 in Vancouver, was in the planning stages at the time of writing. For this year's conference, EAC has two partners: the Indexing Society of Canada (ISC) and the Professional Editors Association of Vancouver Island (PEAVI). The Indexing Society will offer an additional stream of indexing-themed sessions and PEAVI is sponsoring an additional keynote speaker. Members of the Northwest Independent Editors Guild (NIEG) in the northwestern United States have also been invited to attend the conference at EAC member rates.

Conference organizers have secured several sponsors and a number of in-kind donations from book publishers and retailers to support this year's event. The speaker lineup features local experts as well as EAC members. The Tom Fairley Award for Editorial Excellence, the Claudette Upton Scholarship and the President's Awards for Volunteer Service, including the Lee d'Anjou Volunteer of the Year Award, will be presented at the conference banquet.

In keeping with the theme, an EAC conference presence on Facebook, LinkedIn and Twitter now complements other communications activities.

# Communications

## Marketing and Public Relations

EAC's communications plan, which includes an external marketing plan and an internal communications plan, was first developed in 2009 and then updated in 2010. The plan has been an invaluable guide for activities to be carried out, goals to be achieved and timelines to be met. However, in hindsight, the plan may have been overly ambitious given the financial and human resources available. Consequently, several of the projects announced in the 2009–2010 annual report — such as publishing an updated career information booklet, *So You Want to Be an Editor* — remained unfinished.

Even working with limited resources, the committee did make some real progress on a number of projects in 2010–11:

- Drafted a membership brochure called “15 Reasons to Join EAC” and a case statement to use in soliciting in-kind donations, sponsorships and partnerships
- Drafted descriptions of President's Award winners and had them posted on the EAC website

- Developed a speakers list that was posted on the Media page of the EAC website
- Gathered photographs of real members to be featured on the website instead of stock images (in progress)
- Upgraded the Online Directory of Editors (ODE) to accommodate a search for certified editors or speakers, and to recognize winners and finalists of EAC awards
- Created and maintained EAC Facebook and Twitter pages (e.g., our Facebook page was used to respond to *Globe and Mail* pieces on freelance editors, among other things)

Some of the ongoing marketing and public relations activities this year includes the following:

- Drafting and distributing media releases
- Collecting Member News items to be posted on the website and announced in e-news updates
- Supporting the initiatives of other committees (e.g., writing copy for certification brochures and conference publicity materials)

## Publications

The publications committee is working with the marketing and public relations committee to find ways to use social media to promote EAC publications.

In 2010, EAC began rolling out the new four-volume *Meeting Professional Editorial Standards* series. The *Proofreading* and *Copy Editing* volumes were available in 2010, and the *Stylistic Editing* and *Structural Editing* volumes will be available in May 2011.

The publications committee has a number of other exciting projects already under consideration. For example, a sub-committee will be discussing the feasibility of revising *Editing Canadian English* (ECE). EAC applied for and received a grant from the Access Copyright Foundation to research the viability of publishing the 3rd edition of *Editing Canadian English* online as an electronic reference book. Taking this step would make *ECE* more accessible to and useable by Canadian writers and editors.

In addition, the committee plans to publish EAC's revised “Guidelines for Editing Theses,” either as a stand-alone document or as one chapter of *ECE*, and publish the revised *So You Want to Be an Editor* career information booklet.

Given the success of EAC's recent publishing projects, the publications chair and executive director have been exploring the idea of an EAC publications imprint and have received positive feedback from the national executive council.

In all of these endeavours, the committee struggles with the following challenges:

- Ensuring that EAC products are market-driven — determining which areas need coverage in the marketplace and then matching those needs with the talent EAC has at its disposal
- Finding a way to manage all publishing products under one umbrella to ensure quality control and consistency
- Developing closer relationships with the committees producing standards, study guides and tests

## Newsletter

Publishing a national newsletter regularly with a team of busy volunteers is difficult at the best of times, but 2010–11 brought a few more challenges than usual. Even so, EAC published three interesting and engaging issues of *Active Voice/Voix active*.

A motion was passed at the 2010 annual general meeting to appoint two co-editors, representing Canada's national official languages (English and French), for the newsletter. This decision was sudden and resulted in unexpected difficulties. For example, neither of the two co-editors was fully bilingual, so communication was difficult. Also, the working styles and priorities of the two were not always complementary. To help the new editorial team bridge the gap in working styles and language, a production manager was brought in to act as a mediator. However, an easy alliance was not developed.

To make matters worse, the newsletter was without a designer for three months, which greatly delayed the production of the winter issue. As a result, the Winter 2010 and Spring 2011 issues were distributed simultaneously.

And finally, the newsletter's online presence also fell victim to language barriers and scheduling snafus. The production team is exploring some exciting new options for the online publication, so hopefully members will soon have a much more immediate and interactive forum in which to read about EAC and related industries.

### VACANT positions

Unfortunately, the training and development committee chair, membership committee chair and website committee co-chair positions remained vacant all year. These were all identified as key areas for development within EAC, but much work could not proceed while these key positions remained without volunteers.

## Website

EAC continues to rely heavily on electronic communication. In the last year the association's Internet use has evolved beyond email and static web pages to include Twitter, Facebook, LinkedIn and other social media services. The website ([www.editors.ca](http://www.editors.ca)) is still an important information repository, but one of its biggest challenges is keeping its content fresh and current.

A year ago, we finished converting the backend technology of the website. It was migrated from a proprietary content management system (CMS) to one we own, and from an inaccessible host to our very own server. From this server, we now manage all mailing lists, email addresses, the website and Interactive Voice. We can add our own new services as needed, and the website is now capable of fully bilingual support. This freedom allowed us to expand the Online Directory of Editors (ODE) to include badges for EAC award winners, certified editors and speakers, and to add the new Certified Editors roster.

The national executive council launched several website-related task forces this year to research computer-based testing for certification, to rejuvenate the site's information architecture (volunteers still needed), and to explore ePublishing with a focus on *Editing Canadian English* and social media. In the fall, with the information architecture project underway, we are looking at how to best brand EAC online.

Members have expressed their strong desire to see the website evolve and to continue to offer new services. The association would like visitors to the website to find an increasingly valuable tool for writing and publishing professionals. Progress has been impeded by the lack of a website committee co-chair and committee volunteers, but website development remains a high priority for the association.

# Administrative Committees

## External Liaison

EAC has relationships with a variety of groups and organizations. These connections raise the association's profile and develop networks.

EAC has official representation on the Book and Periodical Council (and its Freedom of Expression Committee) and the Cultural Human Resources Council (CHRC). This year, EAC gained an "enhanced membership" in the CHRC, which allows EAC members access to CHRC's courses and resources, either free or at a discount. As part of this agreement, EAC's executive director sits on the Alliance of Sector Council's Standards, Certification and Accreditation Working Group on behalf of CHRC.

EAC signed an agreement with the Translation Bureau of Public Works and Government Services Committee (PWGSC) to provide material for the Language Portal of Canada. The Language Portal ([www.noslangues-ourlangues.gc.ca](http://www.noslangues-ourlangues.gc.ca)) is a website created by the Translation Bureau to showcase Canadian expertise in language areas. Visitors to the website can access free language tools, articles and tips. This partnership will help showcase EAC's programs and services, which not only meet the needs of members but also assist and support the many clients who use the services of editors.

EAC is also a member of the Ontario Non-profit Network, the Canadian Conference of the Arts, and Access Copyright. In 2010–11 EAC

applied for and received a small matching grant from Access Copyright to cover half the costs of French-English and translation interpretation at the Montreal conference. This year, Access Copyright launched the Access Copyright Foundation, which, through the Saskatchewan Arts Council, manages three new grant programs for research, events and professional development. EAC was successful in obtaining ACF grant this year (see Publications) and this agency offers the potential for future funding opportunities, both for the association and for individual EAC members.

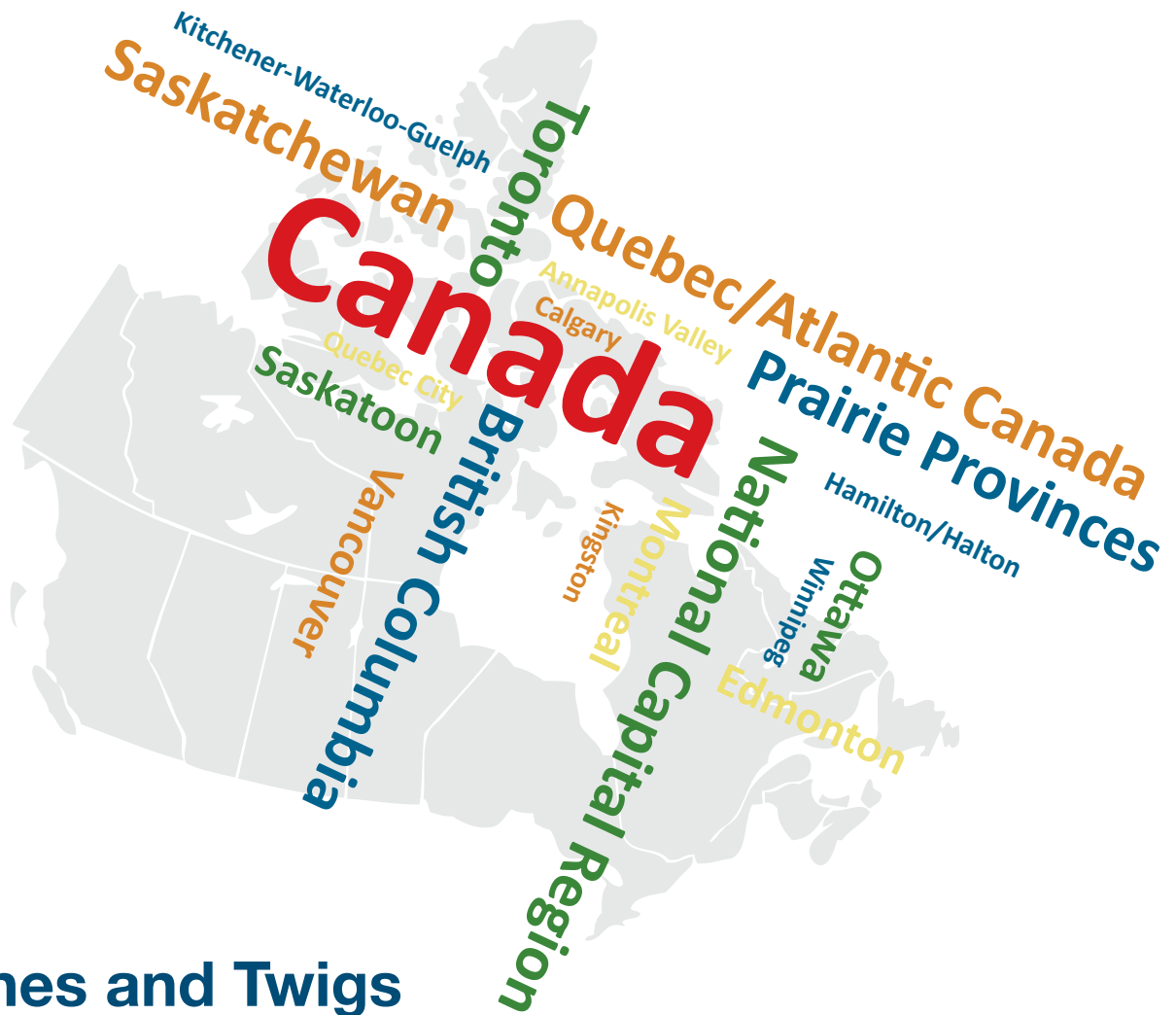
In addition, our branches have various types of connections with other communications groups in their own regions.

## Nominations

The structural changes approved in the February 2011 referendum will take effect at this year's annual general meeting (AGM). This has complicated the nominations process somewhat as the association tries to define the new or revised areas of responsibility for EAC volunteers and staff. Also changed this year, all committee chair and national volunteer positions will be appointed by the NEC instead of some being elected at the AGM. At the time of writing, nominations were ongoing as we look for the best fit for the national executive council and committee positions.

**EAC Membership by Year, 2007–11**





## Branches and Twigs

Branches across the country continued to offer services such as workshops and seminars, newsletters, job hotlines, and regular member meetings and social events. Many branches also organized outreach activities such as setting up a booth at Word on the Street or a career fair, having members speak at local educational institutions and elsewhere, and sponsoring local literary and communications-related events.

Many branches worked cooperatively with similar groups and associations to organize professional development and other activities:

- The Quebec/Atlantic Canada branch partnered with the Professional Writers Association of Canada (PWAC), Atlantic Region, and the Canadian Freelance Union to offer a workshop at Mount Allison University.
- The National Capital Region branch continued to build on its

relationships with organizations such as PWAC by sponsoring and participating in inter-association events.

- The Saskatchewan branch organized a spring “mixer” and invited members from other local communications-related organizations.

An ongoing challenge for most branches is the geography of Canada — it is difficult to serve members who do not live in large urban areas, or who live in urban areas without a branch presence. Several branches, particularly National Capital Region (NCR) and Quebec/Atlantic Canada (QAC), also find it difficult to serve both Anglophone and Francophone members. For example, QAC decided not to join the Montreal Board of Trade through the Mediaville collective because the Mediaville interface that members would have had to use is unilin-

gual (English) and because there was no benefit to members outside of Montreal.

The formation of twigs (smaller groups, often in outlying regions or serving special interest groups) is a step toward addressing this issue. This year EAC continued efforts to foster new twigs. A group of editors has been meeting in the Kitchener-Waterloo-Guelph area for a number of years, but they are now evolving into a formal EAC twig. The Kingston twig, formed in 2009–10, is thriving, and two new twigs emerged this year: one in Hamilton/Halton and a Francophone twig in NCR. Discussion of a twig in the Annapolis Valley is ongoing.

A meeting of branch chairs and representatives prior to the Vancouver conference is being organized. The goal is to discuss the role of branches and twigs within the new EAC structure, to discuss the role of regional directors of branches and twigs, to encourage branch-to-branch

communication and to share strategies for branch success.

The scope of this report does not allow for detailed descriptions of the many interesting and worthwhile workshops, seminars, meetings and social events that branches and twigs have organized — all through the efforts of volunteers. Following are just a few highlights from the past year. Although many branch activities are similar, there are also regional differences.

## Quebec/Atlantic Canada (QAC)

In a branch that struggles to meet the needs of members in five provinces and in two languages, QAC was very pleased to provide Anglophone, Francophone and bilingual programs and services this year. The branch publishes a bilingual newsletter, *Ampersand & la Perluète*, and hosts social and networking events. Successful seminar topics this year included the use of Antidote software (an important tool for Francophone editors and translators), Frances Peck's "Secrets of Syntax" and a seminar held in Atlantic Canada on writing and editing for the Web.

Despite their successes this year, the QAC executive warmly welcomes the changes approved in the Editing EAC referendum. They see tremendous potential for the creation of twigs in areas outside of Montreal. These smaller groups will be able to access funds that were previously sent to the branch, enabling them to do such things as bring in speakers, cover meeting expenses and hold social events. As more people begin to see concrete benefits right in their own communities, it is expected that membership in the region will grow.

## Toronto

The Toronto branch scheduled nine monthly program meetings on a diverse array of subjects from graphic novels to taxes and investments and from *Chicago 16* to an evening with Doug Gibson, the publisher of Macmillan of Canada. As a special thanks to speakers, the branch made donations to charity — the Learning Disabilities Association of Toronto District in 2010 and Sister Writes, a creative writing program for homeless and low-income women, in 2011. Most Toronto programs are available to all EAC members as podcasts on the EAC website.

Toronto also has a new seminar program called the EAC Coffee Shop, a senior editors roundtable.

Another networking opportunity, namely a special interest group for Francophone/bilingual Toronto members, was also launched this year.

Other notable branch developments this year:

- A new mentorship program established after a successful pilot program last year
- A redesign of the branch newsletter, *Edition*
- Closure of the branch office and the administrator, formerly an employee, becoming a freelance contractor

## National Capital Region (NCR)

NCR's eight monthly program meetings in 2010–11 continued to draw strong crowds and covered topics ranging from social media and marketing to working for the federal government and starting out as an editor. Twelve professional development seminars in English were rounded out by separate French sessions organized by the Francophone twig. Next year the branch plans to explore ways to expand services to remote members who are not able to attend monthly meetings. They ended the season with a volunteer appreciation brunch, where they both acknowledged and thanked veteran members and welcomed new members.

NCR is looking forward to hosting the 2012 EAC conference in Ottawa.

## Saskatchewan

After a year of scaled-back activities in 2009–10, this small branch (with just over 20 members) tentatively began exploring future plans for the group. Several very successful meetings were held to discuss ways to move forward. Everyone agreed that the group provided valuable services and it was important to maintain some presence. The branch is discussing the possibility of becoming a twig.

Their always-popular workshops continued last year. In the fall, they hosted Frances Peck for back-to-back workshops, "Advanced Grammar" and "Plain Language," and this spring, Ruth Wilson came to teach them about "The Proofreading Process." Ruth's workshop sold out far in advance and when a second session was added it sold out rapidly as well.

In the absence of monthly meetings, the branch launched a weekly email missive to keep in touch with members. Called "Branching Out," the message covers a single topic in a short email.

## Prairie Provinces (PPB)

Like many branches, PPB has struggled to find capable and energetic volunteers to fill their executive positions. They also struggle with the conundrum of providing services to members across two provinces (Alberta and Manitoba), further complicated by the existence of another branch (Saskatchewan) in the middle. The association's restructuring initiative, specifically the introduction of twigs, seeks at its heart to provide support for remote members in ways PPB has long embraced.

For many years, EAC has had pockets of members in both Winnipeg and Calgary. However, these cities are also home to energetic local editing groups (Manitoba Editors Association and Calgary Association of Freelance Editors). The formation of twigs in these communities may prove to be more challenging than in areas that are currently under-served.

In an effort to encourage twig development in Calgary, PPB dispatched Arden Ogg, PPB's branch representative on the national executive council, from Winnipeg to spend two days in Calgary last June to speak with local EAC members about their hopes and expectations. The national executive council also scheduled their November meeting in Calgary to support these efforts. In Winnipeg, PPB

provided financial support for a full-day self-publishing workshop.

In spite of this year's challenges, PPB is looking forward with optimism to 2011–12 and are welcoming some new volunteers with open arms.

## British Columbia

The primary activity for the BC branch in 2010–11 was preparing to host the 2011 EAC national conference in Vancouver. Despite the tremendous effort this hosting responsibility has put on the branch, they did manage to publish a monthly newsletter, *West Coast Editor*, host monthly program meetings all year and hold a number of professional development workshops.

The branch also participated in public events to raise the profile of editing and EAC:

- Word on the Street
- Surrey International Writers Conference
- Vancouver International Writers and Readers Festival

To promote the branch's meetings and seminars, they advertised them in local newspapers. They are also researching the possibility of publicizing EAC activities at university and college career fairs.

## EAC Membership by Branch, Voting Status and Language, 2010–11

	BC	PP	SK	TO	NCR	QAC	Total	Voting*	Fran-cophone
<b>Apr 2010</b>	302	167	31	617	284	246	1,647	818	155
<b>May 2010</b>	310	171	28	626	289	249	1,673	850	161
<b>Jun 2010</b>	312	168	28	618	295	249	1,670	829	161
<b>Jul 2010</b>	303	172	27	603	292	246	1,643	832	164
<b>Aug 2010</b>	299	177	26	596	287	243	1,628	826	148
<b>Sep 2010</b>	295	178	28	610	285	241	1,638	825	157
<b>Oct 2010</b>	296	182	28	600	286	238	1,627	817	154
<b>Nov 2010</b>	289	183	26	587	284	237	1,606	807	158
<b>Dec 2010</b>	286	185	24	592	283	239	1,609	801	157
<b>Jan 2011</b>	290	184	24	608	283	242	1,631	810	150
<b>Feb 2011</b>	280	178	26	596	274	244	1,598	800	148
<b>Mar 2011</b>	294	178	31	594	270	253	1,620	790	149

\* Voting includes emeritus and honorary lifetime members



## Awards

The Tom Fairley Award for Editorial Excellence and the Claudette Upton Scholarship are presented at the annual conference banquet. This year, both awards garnered considerable interest.

### Tom Fairley Award for Editorial Excellence

Established in 1983, the Tom Fairley Award recognizes the editor's often invisible contribution to written communication. The cash prize of \$2,000 is awarded for an editor's outstanding contribution to a work published in Canada in English or French during the previous calendar year. Any type of written project — book, magazine, government or corporate report, software documentation, etc. — is eligible, as is any type of editorial work.

The shortlist for this year's award were announced earlier this month:

- **Lucy Kenward** of Vancouver, BC, for *Vij's at Home: Relax Honey* by Meeru Dhalwala (Douglas & McIntyre)
- **Arlene Prunkl** of Kelowna, BC, for *Brain School: Stories of Children with Learning Disabilities* by Howard Eaton (Glia Press)
- **Christine Wiesenthal** of Edmonton, AB, for *The Collected Works of Pat Lowther* by Pat Lowther (posthumous) (NeWest Press.)

The finalists have been invited to EAC's awards banquet, to be held during EAC's 2011 conference in Vancouver from May 27 to 29.

Judges for the 2010 Tom Fairley Award are experienced and respected Canadian editors. Carmelita McGrath is an award-winning author, poet and editor living in St. John's, NL. Frances Peck, a Vancouver, BC-based editor and teacher, is a partner in West Coast Editorial Associates. She has been involved with EAC's *Professional Editorial Standards* and its professional certification program for many years. Mary Lou Roy is an Edmonton, AB-based editor who works for the University of Alberta Press. She was winner of the 2009 Tom Fairley Award.

Founding donors to the Tom Fairley Award for Editorial Excellence are HarperCollins, Random House of Canada, Breakwater Books, Orca Book Publishers, UBC Press, Madison, C.D. Howe Institute, New Society Publishers and University of Calgary Press. We would also like to thank the 2010–11 Tom Fairley Award supporters/donors:

- Jennifer Bauldic, Jetstream Administration
- Ruth Chernia
- Rebecca Conrad
- Ross Cowan, RAC marketing inc/Podium Memories
- Linda Jenkins, Red Pen Services
- Tiffany Regaudie

### Claudette Upton Scholarship

The Claudette Upton Scholarship is an annual national award that recognizes a promising student editor from among our membership. It was awarded for the first time in 2010. The winner is encouraged to use the \$1,000 scholarship to help support their continuing professional development in editing. Sincere thanks to Yvonne Van Ruskenveld for coordinating the scholarship this year.

The 2010 recipient of the Claudette Upton Scholarship is **Kathryn White of Toronto**. The award will be presented at the association's annual conference, to be held in Vancouver from May 27 to 29.

White is an editor of remarkable skill and range who uses her craft to help the marginalized and vulnerable to find and use their voice. Her strong sense of social justice was a key criterion in selecting the winner. The award was established in memory of Claudette Reed Upton-Keeley, a gifted editor who was actively involved in social justice and environmental causes throughout her life.

The selection committee for the Claudette Upton Scholarship was composed of several well-respected Canadian editors: Yvonne Van Ruskenveld (chair), Jennifer Glossop, Georgina Montgomery, and Louise Osborne.

Thanks to 2010–11 Claudette Upton Scholarship supporters / donors:

- Laura Botsford
- Judith Brand
- Ruth Chernia
- Peter Colenbrander
- Heather Ebbs, Editor's Ink
- Frances Emery
- Jane Fairbanks
- Jennifer Glossop
- Joan Irving
- Linda Jenkins, Red Pen Services
- Sheila Keenan
- Tilman Lewis
- Janice Love
- Frances Peck
- Jessica Rached, tranSCRIBE
- Susan Reaney
- Mary Rykov, Music Therapy Services
- Brian Scrivener, Scrivener Communications
- Jane Sellwood, Scribendi.com
- Rhonda Skinner
- Michael Splar
- Judith van Berkom
- Shelly Windover, Blonde Dog Media

## Volunteer Awards

The EAC President's Award for Volunteer Service recognizes outstanding service to the organization, at the branch or national level, by member volunteers. Candidates for the award may have served EAC by conscientiously performing volunteer activities over an extended period of time, taking initiative to identify and solve a critical problem or meet a specific need within the organization, organizing or directing an activity that has a tremendous impact on the association, or inspiring others to participate more fully within the association.

### President's Award for Volunteer Service

2010 recipients of the President's Award for Volunteer Service are:

- Theresa Agnew
- Susan Bond Hurka
- Donna Dawson
- Marlene Dong
- Adrienne Montgomerie
- Frances Peck
- Nathalie Vallière
- Ruth Wilson
- Holly Yoos

### Lee d'Anjou Volunteer of the Year Award

From among the nominations received for the President's Awards, one volunteer is selected to receive the Lee d'Anjou Volunteer of the Year Award. We were very proud to announce at the awards banquet during EAC's 2011 conference in Vancouver that **Adrienne Montgomery** was this year's recipient.

Adrienne was selected because she demonstrated inspiring energy and enthusiasm on behalf of the entire organization, but particularly within her fledgling twig. As the driving force behind the creation of the Kingston twig, Adrienne's willingness to put in hours and hours of volunteer work has transformed the lives of editors in and around Kingston. Her efforts did not go without notice.

As a direct result of Adrienne's volunteer work, EAC members in Kingston and nearby areas now have opportunities for professional development, face-to-face connections with other editors, and many of the other benefits of membership that are often out of reach for people who do not live in branch cities.

It is worth noting that, while Adrienne was working toward bringing the twig into existence, she simultaneously reestablished her freelance editing business in a new city and studied—successfully—for certification as a copy editor.

Congratulations, Adrienne, and thank you for your outstanding contributions to our organization. Our community is built on the commitment of volunteers like you!

# Volunteers and Donors

## 2010–11 Volunteers

Thanks to the many members who volunteered their time to help further the goals of EAC's national initiatives. *Apologies to anyone whose name has been inadvertently omitted from this list.*

### National Executive Council

Michelle Boulton, president  
Ursula Acton  
Jacqueline Dinsmore  
Nancy Holland  
Greg Ioannou  
Christine LeBlanc  
Sheila Mahoney  
Holly Munn  
Arden Ogg  
Debra Roppolo  
Carolyne Roy  
Rachel Stuckey  
Moirá White

### Active Voice (Newsletter)

Alethea Spiridon and Gilles Vilasco, co-editors  
Catherine Baudin  
Christian Bergeron  
Brigitte Blanchard  
Roberto Blizzard  
Anne Boudreault  
Philippe-André Brière  
Micheline Brodeur  
Pierrette Brousseau  
Brooke Burns  
Claire Canuel  
Ruth Chernia  
Jessie Cox  
Beverley Daurio  
Marlene Dong  
Janice Dyer  
Barbara Dylla  
Heather Ebbs  
Nancy Foran  
James Harbeck  
Lysane Jacques  
Irene Kavanagh  
Suzanne Kemenang  
Ginette Lachance  
André LaRose  
Christian L'Écuyer  
Cat London  
Anne Louise Mahoney  
Lorraine Meltzer  
Adrienne Montgomerie  
Maureen Nicholson  
Arden Ogg  
Anna Olivier  
Jonathan Paterson  
Anne Perdue  
Helen Polychronakos  
Anja Pujic

Arlene Prunkl  
Tamra Ross  
Carolyne Roy  
Louise Saint-André  
Kate Scallion  
Randall Sharp  
Carole Sigouin  
Gael Spivak  
Donald Stanton  
Nathan Stark  
Rob Tilley  
Maryse Tremblay  
Eva van Emden  
Christina Vasilevski  
Karen Virag

### Awards

Moirá White, chair  
Jennifer Glossop  
Georgina Montgomery  
Louise Osborne  
Frances Peck  
Mary Lou Roy  
Yvonne Van Ruskenveld

### Certification

Andrea Battiston  
Laurel Boone  
Anne Brennan  
N.J. Brown  
Lori Burwash  
Pam Capraru  
Ruth Chernia  
Monifa Colthurst  
Donna Dawson  
Jacqueline Dinsmore  
Joan Dixon  
Janice Dyer  
Britt Embry  
Beverly Ensom  
Diane Ferland  
Ann Firth  
Cheri Frazer  
Jennifer Glossop  
Sara Goodchild  
Carol Herter  
Mary Hunter  
Linda Jenkins  
Zofia Laubitz  
Kryisia P. Lear  
Nathalie Legros  
Käthe Lemon  
Tilman Lewis  
Ellen Lupu  
Sheila Mahoney

Lynne Melcombe  
Ann-Marie Metten  
Judy Millar  
Victoria Neufeldt  
Leigh Patterson  
Jodi Reid  
Melody Rogan  
Carolyne Roy  
Lynn Schellenberg  
Rhonda Skinner  
Brooke Smith  
Ruth Bradley-St-Cyr  
Barbara Tomlin  
Patricia Thomas  
Merrie-Ellen Wilcox  
Ruth Wilson  
Shelly Windover  
Scott Withers

### Computer Testing Task Force

Anne Brennan  
David Johansen  
Sandy Gough  
Juliann Krushen

### Conference 2011, Vancouver

Theresa Best and Naomi Pauls, co-chairs  
Libbi Alcock  
Michael Briggs  
Micheline Brodeur  
Jacqueline Dinsmore  
Marlene Dong  
Jay Draper  
Wael Elazab  
Eva van Emden  
Leslie de Freitas  
Jennifer Getsinger  
Brian Griffith  
Cheryl Hannah  
Boyd Holmes  
Jessica Klassen  
Juliann Krushen  
Tracey Leacock  
Christine LeBlanc  
Sharon McInnis  
Chantal Moore  
Holly Munn  
Margot Senchyna  
Marie Simon  
Carol Tulpar  
Holly Yoos  
Viola Zimunya

### 2011 Conference Advisory Committee

Barbara K. Adamski  
Michelle Boulton  
Lesley Cameron  
Nancy Flight  
John Green  
Greg Ioannou  
Kryisia P. Lear  
Peter Moskos  
Anna Olivier  
Ruth Pincoe  
Rosemary Shipton  
Moirá White

### 2010 Conference Onsite Volunteers, Montreal

Siham Barakat  
Beverley Brownrigg  
Alison Burch  
Julia Cochrane  
Laura Doliner  
Janice Dyer  
Ann Firth  
Nancy Foran  
Monique Gillet  
Wendy Gokhool  
Joan Irving  
Louise Laberge-Coleman  
James Harbeck  
Zofia Laubitz  
Marie-Ève Mador  
Shanti Maharaj  
Louis Majeau  
Adrienne Montgomerie  
Danielle Jazzar Noujeim  
Jonathan Paterson  
Carolyne Roy  
Marie Simon  
Marie St-Gelais

### Francophone Affairs

Anna Olivier, chair  
Marie-Ève Mador  
Carolyne Roy  
Nathalie Vallière

### Interactive Voice

Joanne Haskins

### Email Forum

Julia Cochrane, chair  
Daphne Davey  
Mark Lindenberg

**Marketing & Public Relations**

Anita Jenkins, chair  
 Theresa Agnew  
 Denise Barnard  
 Carolyn Bishop  
 Tammy Burns  
 Tina Dealwis  
 Heather Ebbs  
 Amanda Grondahl  
 Diane Harms  
 Jessica Klassen  
 Namita Kumar  
 Deborah Lawson  
 Kristina Lundberg  
 Sheila Mahoney  
 Penny McKinlay  
 Lynne Melcombe  
 Ramona Brown Monsour  
 Maureen Nicholson  
 Taunja Palmer-Stone  
 Frances Peck  
 Jennie Ramstad  
 Nancy Reznitzky  
 Milagros Santiago  
 Rosemary Shipton  
 Alethea Spiridon  
 Gael Spivak  
 Rob Tilley  
 Eva van Emden  
 Amy Ward

Marguerite Watson  
 Anna Williams

**Mediation**

Michael Benedict

**Member Communications**

Faith Gildenhuis

**Nominating Committee**

Moira White, chair  
 Michelle Boulton  
 Nancy Holland  
 Christine Leblanc  
 Arden Ogg  
 Paul Payson  
 Alan Yoshioka

**Publications & Professional Standards**

Melva McLean and Jan Walter, chair  
 Barbara K. Adamski  
 Theresa Agnew  
 Lenore (Lee) d'Anjou  
 Danielle Arbuckle  
 Karin Banerd  
 Suzanne Bastedo  
 Andrea Battiston  
 Christa Bedwin  
 Dina Bennett  
 Anne Brennan  
 Carolyn Brown

Laura Buckley  
 Kevin Burns  
 Laura Byrne Paquet  
 Iva Cheung  
 Paula Cruise  
 Donna Dawson  
 Christine Dudgeon  
 Janice Dyer  
 Heather Ebbs  
 John Eerkes-Medrano  
 Cindy Elphick  
 Beverly Ensom  
 Ann Firth  
 Nancy Flight  
 Nancy Foran  
 Viola Funk  
 Freya Godard  
 Jennifer Govier  
 Timothy Green  
 Amanda Growe  
 Greg Ioannou  
 Juliet Kershaw  
 Barbara Kmiec  
 Lisa Kucman  
 Krysia P. Lear  
 Tilman Lewis  
 Kristina Lundberg  
 Mary Rose MacLachlan  
 Audrey McClellan  
 Linda McGuire  
 Jeanne McKane

Tanis McLeod  
 Lynne Melcombe  
 Adrienne Montgomerie  
 Peter Moskos  
 Maureen Nicholson  
 Frances Peck  
 Angela Pietrobon  
 Carolyn Pisani  
 Jennifer Rae-Brown  
 Mila Santiago  
 Lynn Schellenberg  
 Gillian Scobie  
 Lauri Seidlitz  
 Margaret Shaw  
 Dania Sheldon  
 Gael Spivak  
 Cy Strom  
 Blossom Thom  
 Barbara Tomlin  
 Eva van Emden  
 Karen Virag  
 Jillian Von Sprecken  
 Jan Walter  
 Moira White  
 Sarah Wight  
 Merrie-Ellen Wilcox  
 Ruth Wilson  
 Emily Youers

**Website**

Ken Weinberg  
 Frederick Rocque

## 2010–11 Donors

- Kate Adair
- Thelma Barer-Stein, Culture Concepts Books
- Nancy Barker
- Sandra Bit
- Laurel Boone
- Anissa Bouyahi
- Imogen Brian
- Glenn Bullard, Pushkin Associates
- Emily Clarke
- Lisa Collins
- Sarah Currie
- Guy De Marigny, Stratcom
- Gisele Forsey
- Michele Glazebrook
- Sara Goodchild
- Madeline Koch, Wordcraft Services
- Leanne Kruger, Coyote Rock Editing Services
- Hugh Macdonald
- Sheila Mahoney, Mahoney Associates
- Margaret McClintock
- Ann-Marie Metten
- Brian Mota
- Moushumi Nandy
- Naomi Pauls, Paper Trail Publishing
- Margaret Shaw
- Karen Virag
- Claire Wilkshire
- Mary Wilson
- Viola Zimunya

# Financial Statement

## Treasurer's Report



Following several financially challenging years, 2010 ended with a small profit. EAC's renewed financial health is the result of careful cash flow management by the executive director and a motion passed at the 2009 AGM to increase membership fees. So far, cash flow in 2011 is continuing to meet monthly requirements.

After the membership fee increase (effective July 1, 2010) and the changes to HST, which increased the taxes EAC is required by the Canada Revenue Agency to collect on membership fees, the national executive council voted in November 2010 to maintain the current fee for 2011. However, the council recommended that, beginning in 2012, the membership fee be raised by the equivalent of the current cost of living increase each January 1 so that fees can continue to cover the cost of delivering member benefits and services. Further, by increasing the member fee by a small amount each year, the council hopes to avoid another significant increase in the future.

With an injection of \$12,000 in 2010, EAC's reserve fund, which was almost completely expended during our recent financial crisis, has been rebuilt to \$55,000 and is well on the way to a goal of \$250,000 (roughly six months' operating expenses). For 2011, the goal is to double this annual rate of savings to \$24,000. As this fund builds, it will be important to invest these assets wisely. The incoming treasurer will play an important role in devising this investment plan.

This good news is not reason to diverge from the conservative financial path EAC chose when the financial crunch hit. We need to continue to watch expenses and increase revenues. The principles of effective financial management have not changed, and maintaining this path should put the association in a position to successfully manage the next slump in the economy.

Following are some of the financial highlights from 2010–11:

- The certification program broke even, buoyed by sales of the new study guides.
- EAC publications also broke even, with expenses related to revising and publishing

*Meeting Professional Editorial Standards* offset by sales of all EAC publications.

- EAC recently received a \$5,000 grant to research e-publishing *Editing Canadian English*.
- The 2010 conference netted a healthy profit and the 2011 conference is on track to do the same.
- Sales of editors.ca email addresses, Online Directory of Editors listings and job board ads, while lower in 2010, are growing impressively so far in 2011. We expect to exceed forecasted revenues for these products.
- The marketing and public relations committee has consistently come in below budgeted expenses and is looking at producing some revenue-generating products.
- The largest expense category is delivering member services and benefits, which are administered by national office staff. These expenses include salaries and operating costs for the national office, as well as specialist and regular supplier contracts. In the 2011 budget, we've budgeted for additional office and staff expenses related to branch and twig support.

The national office has been staying on top of branch transfer payments for the past few years, but we do still have some outstanding payments owing to the branches from 2008:

• British Columbia	\$5,053.63
• National Capital Region	\$7,260.82
• Quebec/Atlantic Canada	\$4,694.53
• Toronto	\$1,188.16

In 2010, the Saskatchewan branch forgave their outstanding balance of \$2,908.27 and the Toronto branch forgave \$7,014.00 of their outstanding balance. This spring, Prairie Provinces branch forgave their outstanding balance of \$3,385.41.

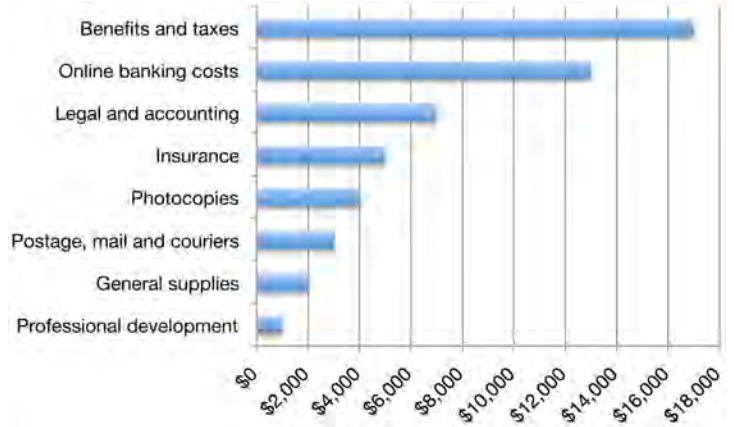
The national executive council passed a motion to change the funding formula to a straight 10% of membership fees to simplify branch transfer payments, and to change to monthly distribution based on actual membership numbers instead of estimates (which will improve cash flow).

~ Sheila Mahoney

Total Office Expenses, 2010



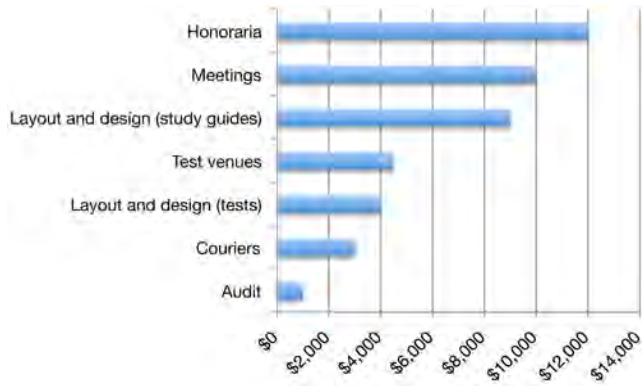
“Other” Office Expenses, 2010



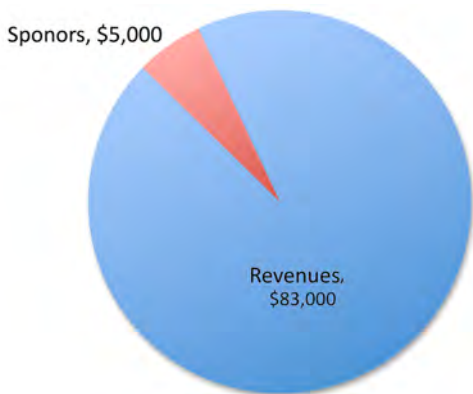
Certification Revenue, 2010



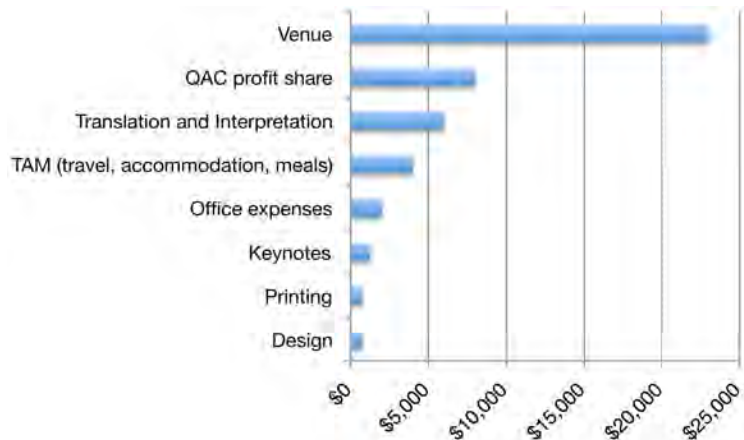
Certification Expenses, 2010



Conference Revenue, 2010



Conference Expenses, 2010



**National Executive Council Expenses, 2010**

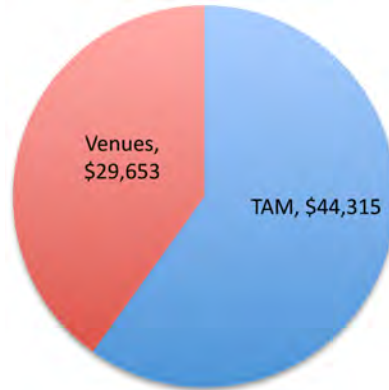
NEC meetings (travel, accommodation, meals)	\$41,603
Other Expenses (contract services; teleconferences; general office supplies; postage, mail and couriers; bank charges and interest)	\$1,485



- Bank charges and interest \$42
- Postage, mail and couriers \$78
- General office supplies \$115
- Teleconferences \$567
- Contract services \$683

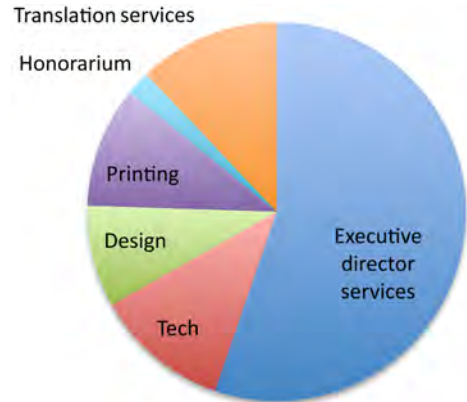
**Travel and Event Costs**

TAM (travel, accommodation, meals) for 4 NEC and 3 CSC meetings	\$44,315
Venues (2010 conference venue and catering, certification venues for test setting and tests)	\$29,653



**Contract Services (sum of supplier contracts):**

Executive director Services	\$66,000
Translation Services	\$14,425
Tech (software licenses, web server support and maintenance, web design, new online service costs)	\$13,756
Printing (Active Voice, study guides, Meeting Professional Editorial Standards, etc.)	\$12,363
Design (Active Voice, study guides, Meeting Professional Editorial Standards, etc.)	\$10,368
Honorarium (study guides)	\$2,450



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

**FINANCIAL STATEMENTS**

**DECEMBER 31, 2010**

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## INDEPENDENT AUDITOR'S REPORT

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

### Report on the Financial Statements

We have audited the accompanying financial statements of Editors' Association of Canada/Association Canadienne des Réviseurs, which comprise the statement of financial position as at December 31, 2010 and the statements of operations and changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

#### *Management's Responsibility for the Financial Statements*

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted accounting standards and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

#### *Auditor's Responsibility*

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 comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

#### *Opinion*

In our opinion, the financial statements present fairly, in all material respects, the financial position of Editors' Association of Canada/Association Canadienne des Réviseurs as at December 31, 2010, and its financial performance and its cash flows for the year then ended in accordance with Canadian generally accepted accounting standards.

Cowperthwaite Mehta

Chartered Accountants  
Licensed Public Accountants

March 6, 2011  
Toronto, Ontario

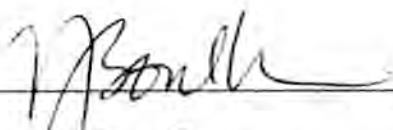
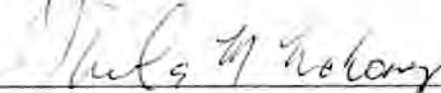
**EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES  
RÉVISEURS**

**STATEMENT OF FINANCIAL POSITION**

**AS AT DECEMBER 31, 2010**

	<b>2010</b>	<b>2009</b>
<b>ASSETS</b>		
Current assets		
Cash	\$ 67,827	\$ 33,714
Accounts receivable	7,821	8,437
Prepaid expenses	<u>3,976</u>	<u>3,945</u>
	<u>\$ 79,624</u>	<u>\$ 46,096</u>
<b>LIABILITIES AND NET ASSETS</b>		
Current liabilities		
Accounts payable	\$ 73,846	\$ 80,669
Government payables	9,336	3,086
Fairley Award (note 4)	3,330	3,562
Claudette Upton Scholarship (note 5)	<u>2,078</u>	<u>1,536</u>
	<u>88,590</u>	<u>88,853</u>
Net assets		
Unrestricted	<u>(8,966)</u>	<u>(42,757)</u>
	<u>\$ 79,624</u>	<u>\$ 46,096</u>

Approved by:

 President  
 Treasurer

see accompanying notes

# EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES RÉVISEURS

## STATEMENT OF OPERATIONS AND NET ASSETS

FOR THE YEAR ENDED DECEMBER 31, 2010

	2010	2009
<b>REVENUE</b>		
Membership fees	\$ 326,047	\$ 267,295
Annual General Meeting and conference	85,130	106,255
Directory listings	40,812	37,174
Certification	45,352	39,829
Publication sales	12,951	13,609
Advertising	14,593	13,435
Other	3,668	1,775
Ministry of Canadian Heritage and Official Languages	2,836	
Fairley prize (note 4)	1,000	1,680
Claudette Upton Scholarship (note 5)	1,000	
Interest		215
	<u>533,389</u>	<u>481,267</u>
<b>EXPENSES</b>		
Contract services	119,362	90,564
Staffing	116,886	120,837
Travel and event costs	81,392	114,261
Regional branches (note 6)	59,724	50,509
Certification	43,539	39,104
Rent and utilities	28,499	27,539
Office and general	19,072	21,054
Bank and credit card charges	14,131	9,961
Legal, accounting and audit	7,219	7,901
Communications	7,074	12,990
Fairley prize (note 4)	2,000	2,000
Claudette Upton Scholarship (note 5)	1,000	
Bad debts (recovered)	(300)	1,008
	<u>499,598</u>	<u>497,728</u>
<b>EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES FOR THE YEAR</b>	33,791	(16,461)
Net assets, beginning of year	<u>(42,757)</u>	<u>(26,296)</u>
<b>NET ASSETS, END OF YEAR</b>	<u>\$ (8,966)</u>	<u>\$ (42,757)</u>

see accompanying notes

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

**STATEMENT OF CASH FLOWS**

**FOR THE YEAR ENDED DECEMBER 31, 2010**

	<b>2010</b>	<b>2009</b>
<b>CASH INFLOW (OUTFLOWS)</b>		
<b>OPERATING ACTIVITIES</b>		
Excess (deficiency) of revenue over expenses	\$ 33,791	\$ (16,461)
Net change in non-cash working capital items (below)	<u>322</u>	<u>15,777</u>
Cash provided from (used for) operations	<u>34,113</u>	<u>(684)</u>
<b>FINANCING ACTIVITIES</b>		
Repayment of branch loans	<u>                    </u>	<u>(7,000)</u>
Cash used for financing activities	<u>                    </u>	<u>(7,000)</u>
<b>NET CASH ACTIVITY FOR THE YEAR</b>	34,113	(7,684)
<b>CASH, BEGINNING OF YEAR</b>	<u>33,714</u>	<u>41,398</u>
<b>CASH, END OF YEAR</b>	<u>\$ 67,827</u>	<u>\$ 33,714</u>
Net change in non-cash working capital items:		
Accounts receivable	\$ 616	\$ 690
Award and scholarship funds	310	2,598
Prepaid expenses	(31)	1,450
Accounts payable	(6,823)	14,441
Government payables	<u>6,250</u>	<u>(3,402)</u>
	<u>\$ 322</u>	<u>\$ 15,777</u>

see accompanying notes

# EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES RÉVISEURS

## NOTES TO THE FINANCIAL STATEMENTS

DECEMBER 31, 2010

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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 réviseurs.

Founded in 1979, the organization represents editors in Canada who work in many forms of print as well as in other media. The Organization promotes professional editing as key in producing effective communication. Their 1,600 members work with individuals in the corporate, technical, government, not-for-profit and publishing sectors. They sponsor professional development seminars, promote and maintain high standards of editing and publishing in Canada, establish guidelines to help editors secure fair pay and good working conditions, help both in-house and freelance editors to network, and cooperate with other publishing associations in areas of common concern.

The organization is governed at the national level by an executive council. There are six independent regional branches across the country, providing a range of local programming and services to both members and non-members. These statements reflect the operations of the organization's National Office.

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).

### 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.

#### **Expense allocation**

The organization allocates a portion of contract services costs to the certification program based on the estimated time spent on that program.

#### **Contributed services and materials**

Volunteers contribute many hours per year to assist the Organization in carrying out its objectives. These efforts represent a major contribution outside the scope of these financial statements

The value of any donated materials is not recorded in the accounts.

# EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES RÉVISEURS

## NOTES TO THE FINANCIAL STATEMENTS

DECEMBER 31, 2010

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### 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 in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amount of assets and liabilities at the date of the financial statements and the reported revenues and expenses during the reporting period. By their nature, these estimates are subject to measurement uncertainty and the effect on the financial statements of changes in such estimates in future periods could be significant.

## 3. FINANCIAL INSTRUMENTS

### Fair value

The Association's financial instruments consist of cash, accounts receivable, and accounts payable and accrued liabilities and government liabilities. It is management's opinion that these financial instruments are not exposed to significant interest, currency or credit risks arising from these financial instruments. The fair value of these financial instruments approximates their carrying values due to the relatively short periods to maturity of these items or because they are receivable or payable upon demand.

## 4. FAIRLEY AWARD

The Tom Fairley Award for Editorial Excellence was established in 1983 and is presented annually by the organization. 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 such that \$1,000 of the contributions would be awarded annually and the organization would contribute a matching \$1,000 for a total annual prize of \$2,000. Beginning in 2009, the organization began to request donations to be used to continue this tradition.

The continuity of the award fund is as follows:

	<u>2010</u>	<u>2009</u>
Balance, beginning of year	\$ 3,562	\$ 2,500
Contributions received in year	768	2,062
Annual award	<u>(1,000)</u>	<u>(1,000)</u>
Balance, end of year	<u>\$ 3,330</u>	<u>\$ 3,562</u>

# EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES RÉVISEURS

## NOTES TO THE FINANCIAL STATEMENTS

DECEMBER 31, 2010

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### 5. CLAUDETTE UPTON SCHOLARSHIP

Established in 2009, the award is named after the organization's honorary life member Claudette Reed Upton-Keeley, a gifted editor who loved the English language and was actively involved in social justice and environmental causes throughout her life.

This is a \$1,000 scholarship to help support continuing professional development in editing and is to be funded by specific contributions from members. The winner is encouraged to use the prize to attend the organization's national conference, purchase the organization's publications or attend their workshops.

The first scholarship was awarded at the organization's 2010 national conference.

	<u>2010</u>	<u>2009</u>
Balance, beginning of year	\$ 1,536	
Contributions received in year	1,542	\$ 1,536
Scholarship	<u>(1,000)</u>	<u>          </u>
Balance, end of year	<u>\$ 2,078</u>	<u>\$ 1,536</u>

### 6. REGIONAL BRANCHES

There are six regional 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 allocated the following amounts to the branches:

	<u>2010</u>	<u>2009</u>
Quebec/Atlantic Canada	\$ 9,689	\$ 8,199
National Capital Region	10,763	8,836
Toronto	16,969	15,214
Prairie Provinces	8,328	6,862
Saskatoon	3,342	3,315
British Columbia	<u>10,633</u>	<u>8,900</u>
	<u>\$ 59,724</u>	<u>\$ 51,326</u>

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

**NOTES TO THE FINANCIAL STATEMENTS**

**DECEMBER 31, 2010**

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**7. LEASE COMMITMENTS**

The organization leases office space at 27 Carlton Street in Toronto, Ontario, a photocopier and a postage meter and has the following minimum lease commitments. The operating cost portion of the office space lease is based on the 2010 rates and is subject to market fluctuations.

2011	\$ 26,214
2012	26,888
2013	8,739
2014	<u>2,670</u>
	<u>\$ 67,181</u>