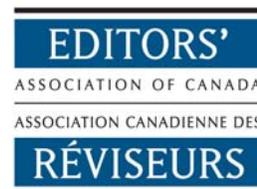


Editors' Association of Canada /  
Association canadienne des réviseurs

# Annual report 2012–13



Prepared by the  
National Executive Council  
May 2013



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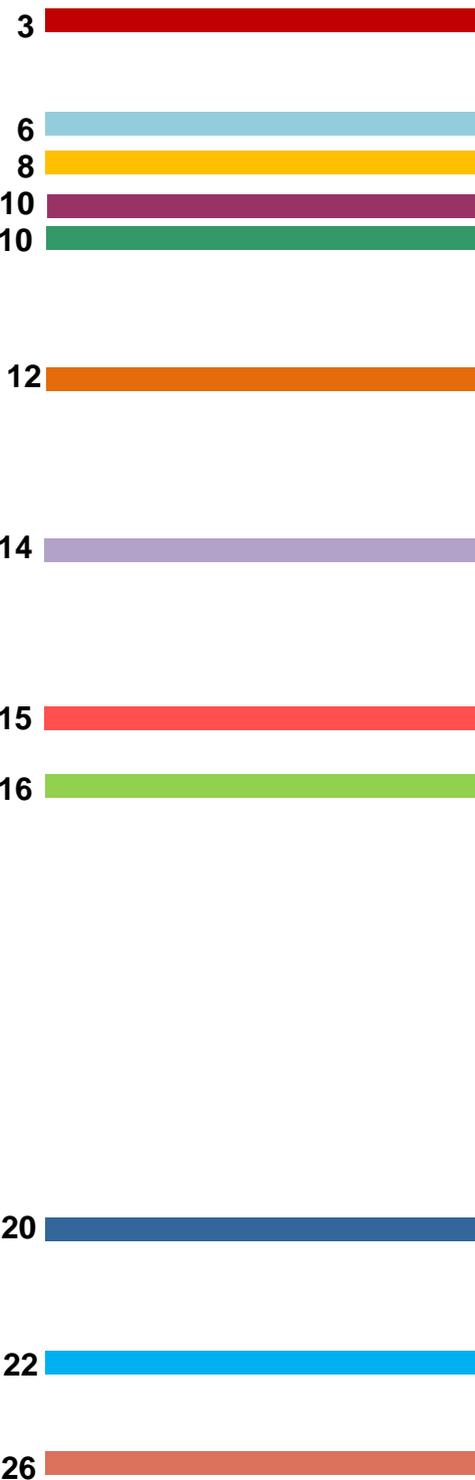
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## About the Association

**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 work with pictures and design, in production or management, and as indexers and translators.

Established in 1979, EAC has approximately 1,500 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's 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

### Governance and Planning

The Editors' Association of Canada 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. Five smaller groups called twigs have also been formed within the organization (four in Ontario and one in Nova Scotia), and more are likely to be established in the future.

### Mission and Objectives

Powered by our community of volunteers, our mission is to develop and promote professional editorial standards, increase awareness of the value of editing, and provide products and services to editors throughout their careers.

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
- Advocate on behalf of members, the organization and the profession

## EAC's constitution identifies the following objectives

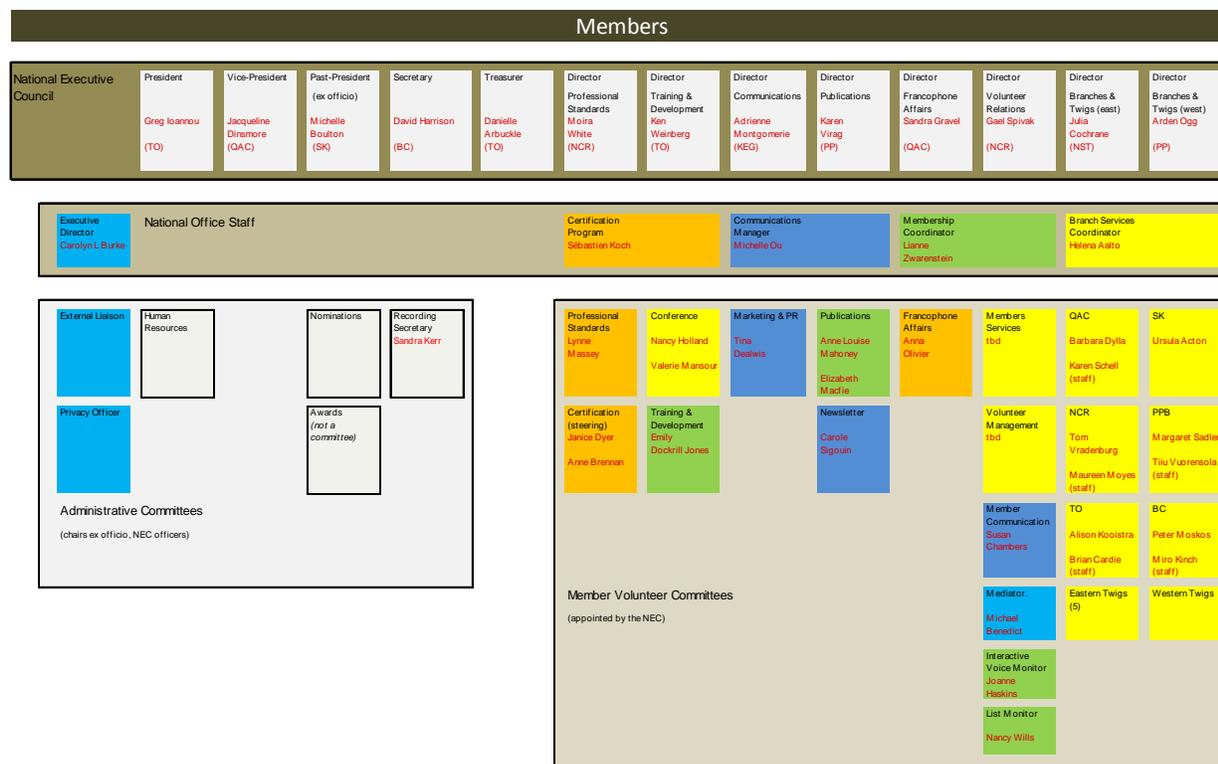
- To represent editors working in Canada
- To promote and maintain high professional standards of editing
- To promote a high quality of publishing in Canada and to cooperate with other associations and organizations in areas of common concern
- To establish guidelines to assist members in securing equitable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

## Governance Task Force

A governance task force chaired by Maureen Nicholson (BC branch) was appointed in the fall of 2012. Its mandate was to propose required and optional revisions to the association's bylaws and policies that would meet EAC's future needs and comply with the requirements of the *Canada Not-for-profit Corporations Act*. EAC must fully comply with the new act on schedule so as to receive a letter of continuance in 2014. If an organization fails to refile, it faces a risk of being dissolved.

## Strategic Plan

EAC members ratified a strategic plan for 2012–13 to 2016–17 at the 2012 AGM. The national executive council uses this plan, which identifies goals for each national committee, to develop an annual operational plan.



## National Executive Council, Committees and National Office Staff

### National Executive Council

**President:** Greg Ioannou (Toronto branch)  
**Past President:** Michelle Boulton (Saskatchewan branch)  
**Vice-President:** Jacqueline Dinsmore (Quebec/Atlantic Canada branch)  
**Secretary:** David Harrison (British Columbia branch)  
**Treasurer:** Danielle Arbuckle (Toronto branch)  
**Regional Director of Branches and Twigs (West):** Arden Ogg (Prairie Provinces branch)  
**Regional Director of Branches and Twigs (East):** Julia Cochrane (Nova Scotia twig)  
**Director of Communications:** Adrienne Montgomerie (Kingston twig)  
**Director of Francophone Affairs:** Sandra Gravel (Quebec/Atlantic Canada branch)  
**Director of Professional Standards:** Moira White (National Capital Region branch)  
**Director of Publications:** Karen Virag (Prairie Provinces branch)  
**Director of Training and Development:** Ken Weinberg (Toronto branch)  
**Director of Volunteer Relations:** Gael Spivak (National Capital Region branch)  
**Executive Director:** Carolyn L Burke

### Committee Chairs

#### Membership

**Member Services:** Vacant  
**Member Communication:** Susan Chambers (British Columbia branch)  
**Volunteer Management:** Lisa Goodlet (National Capital Region branch)  
**Francophone Affairs:** Anna Olivier (Quebec/Atlantic Canada branch)

#### Professional Development

**Professional Standards:** Lynne Massey (Toronto branch)

**Certification:** Janice Dyer (Hamilton-Halton twig) and Anne Brennan (British Columbia branch)  
**Training and Development:** Emily Dockrill Jones (Kitchener-Waterloo-Guelph twig)  
**Conference:** Nancy Holland (Nova Scotia twig) and Valerie Mansour (Nova Scotia twig)

#### Communications

**Marketing and Public Relations:** Tina Dealwis (Toronto branch)  
**Newsletter:** Editor-in-chief, Carole Sigouin (National Capital Region branch); English print editor, Pamela Capraru (Toronto branch); English online editor, Patricia Matos (British Columbia branch); French editor, Carolyne Roy (Quebec/Atlantic Canada branch)  
**Publications:** Elizabeth Macfie (National Capital Region branch) and Anne Louise Mahoney (National Capital Region branch)

#### Administrative

**External Liaison:** Carolyn L Burke, Executive Director  
**Human Resources:** Greg Ioannou (Toronto branch), President  
**Nominating:** Michelle Boulton (Saskatchewan branch), Past President

#### National Volunteer Positions

**Forum Monitor:** Joanne Haskins (Toronto branch)  
**List Monitor:** Nancy Wills (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 and Branch Services Coordinator:** Helena Aalto  
**Certification Administrator:** Sébastien Koch

## President's Message



In last year's report, I spoke about a number of issues. Here's what's happened in the past year on each of those.

**1. The challenging environment of technological and social change.** Many of the functions editors used to perform are being overtaken by technological and social changes. The biggest change has been the rise of social media. In the past year we've responded to those shifts in various ways, including the launch of a successful blog and the development of new policies on how we should use social media. It's still a work in progress, but EAC's social media presence is growing, and we're becoming more effective.

**2. Membership decline.** The decline in the number of members unexpectedly continued last year, from 1,492 to 1,479. This trend finally reversed in 2013; membership at the end of March 2013 was 1,501.

**3. Finances.** The considerable improvement in EAC's finances in 2011–12 became even stronger in 2012–13, and the association continued to rebuild its severely depleted reserves.

**4. Restructuring.** The restructuring that happened in 2011 worked well enough in its first full year, although inevitably there are

some things we didn't think through completely. (See "governance" below.)

**5. Strategic planning.** The new strategic plan was adopted at the June 2012 annual general meeting, and so far it is working smoothly. With the strategic plan in place, the executive developed an operational plan to cover the next three years. The operational plan seems not to have been ambitious enough, because we have already accomplished many of the items on it. We've made "reviewing the operational plan" part of the national executive's annual cycle—it will be rethought early in each calendar year.

**6. Volunteers.** Last year, I wrote, "A major focus of the strategic plan is rethinking how we channel that volunteer energy, how we recognize it, how we reward it." We've done some thinking about this and discussed it a lot, but there is still an awful lot to do.

**7. Governance.** As I reported last year, new federal government legislation is forcing us to rethink our constitution and membership categories. As a by-product of that, we're also having to rework some of our policy documents. It isn't the "minor tweaking" I thought it would be. Over the next year, you'll see reports from our governance task force on the kinds of changes we need to implement. Some of them are compulsory, but for some of them we have various options to consider. We'll give the membership the time and information

needed to make informed decisions on each issue.

More interesting to me are some of the side issues that have come up as we discuss the governance changes. Can we write our policies in a way that they don't get out of date so quickly and can be applied more easily? Are our membership categories discouraging some of the people we want to bring into the association from joining?

So we've done most of what was needed to get us from an executive that does much of the work of the association itself to one that is a "thinking board" that sets broad directions and considers what we can do for members and how best to do it without actually just doing it.

There is one piece missing—we haven't thought through some of the infrastructure that's needed to complete the transition: boring stuff like how the executive meetings run, how committees and staff and directors report to the executive (and vice versa) and so on. We're slowly getting there.

As I end my two-year term as president, I've been focused on another issue: the greying of the association. EAC was formed in the late 1970s by an energetic, imaginative group of (mostly) 20-somethings. To a considerable extent, it is still being run by that same generation, except that now they're 50- and 60-somethings.

It's time to start thinking of a hand-off from that generation to its younger colleagues. We've put too much weight on experience, and too little on imagination and a lust for change.

Reread my report and think of how *boring* it is. It's all infrastructure stuff; too little that will make any difference to the members' day-to-day lives. I'm feeling like we've built a well-run, effective association, and it's time to hand it off to people who can see new things to do with what we've built.

- **Greg Ioannou**

## Executive Director's Report



### 2012–13 was a year of quiet growth and improvement.

In January we began using our first annual operational plan to prioritize the

committees' projects. The operational plan is supported by a matching 2013 budget, and we have already started to establish the priorities and budget for 2013–14.

Best of all, after years of rebuilding our reserve fund, we have started investing in GICs for long-term financial stability while providing for capital funding of innovative projects. For example

- An online subscription version of *Editing Canadian English*
- Giving the EAC website a new look
- Launching a portal for member volunteering

I'd particularly like to thank the Access Copyright Foundation for its past and present support of our research and event promotion activities. Their vote of approval for our more innovative projects is appreciated.

As in other years, national office staff continued to provide a range of administrative services.

- Processing membership applications and renewals
- Managing and updating our websites and online services
- Offering technical support for email, log-in, payment and email list access
- Producing e-news updates and other outstanding communications vehicles

- Managing finances, both nationally and for our growing number of twigs
- Supporting committee and task force volunteers, twigs and the national executive council

Working with member volunteers and external suppliers, staff supported the terrific 2012 Ottawa EAC national conference and helped the Nova Scotia twig to plan the first-ever conference to be held in Halifax. We worked closely with all national committees to deliver books and help create new ones, to coordinate web improvements, to seek out or negotiate new member services like airfare discounts and better insurance plans, to launch communications improvements using better online tools, and to offer more and better communications in French.

Five special initiatives this year

1. Developing a brand new volunteer directory
2. Launching credential maintenance for all certified editors
3. Acquiring a grant for extended promotion of the 2013 national conference in Halifax
4. Working on governance planning: turning the legally required task of rewriting our constitution into an opportunity for organizational improvement
5. Creating a new position in the national office

One of my responsibilities is chairing EAC's external liaison committee. The landscape of arts and culture in Canada is changing rapidly. This change is due in part to changes in federal funding opportunities. Another factor is the 21st century's digital revolution.

Connections between EAC and other similar

service organizations are stronger than ever, perhaps because of these changes. We're part of a new group of arts services organizations that is exploring the possibility of a better joint future. We have partnered with many sister and umbrella organizations locally and nationally to deliver professional development across skills areas, and we continue to explore how to bring the best practices of all these groups into use.

The highest priorities in the national office this coming year will include effective support of volunteers, consulting with

outside experts on governance and a strong focus on improvements to our visual and written identity.

I am proud to be a part of one of Canada's largest and most effective arts membership associations. I extend sincere thanks to all EAC members for the opportunity to work with them over the past year. Thank you as well to the national office staff for their dedication and continued enthusiasm.

I invite all members to become even more involved in their association by volunteering.

- **Carolyn L Burke**

### **Communications**

Michelle Ou coordinated communications and marketing for internal and external audiences, as well as web-related projects. She produced the e-news update newsletter, coordinated communications for all committees and the national executive council and supported partnership co-branding. She worked with the marketing committee to prepare an annual plan and communications calendar. Michelle also managed special projects such as developing new posters and magnets.

### **Professional Development and Twig Services**

In September 2012 Helena Aalto took on responsibility for twig administration along with supporting member services and volunteer management. Helena continued to support the annual national conference, working with both the 2013 Halifax and 2014 Toronto conference committees.

### **Membership**

Lianne Zwarenstein handled EAC's membership and bookkeeping. She processed thousands of transactions and answered hundreds of phone calls in English and French. Lianne also supported the publications and training/development committees and managed book distribution.

### **Certification**

Sébastien Koch, appointed certification administrator in September 2012, looked after all aspects of EAC certification. He helped the francophone affairs teams to research and develop their ideas about how to set up French-language certification and other French services. Sébastien also supported the awards and scholarship programs.

# Committee Reports

## A Note About the Organization of This Report

The committee reports are organized into three sections that reflect the structure of the Editors' Association of Canada.

- Member services
- Professional development
- Communications

Clearly, there is a lot of overlap among these functions. 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

**In 2012–13**, the Editors' Association of Canada continued to serve its members in numerous ways. In addition to major initiatives such as certification, the national conference and publications, ongoing services included

- The Online Directory of Editors (ODE) and National Job Board
- Members-only email forums, or listservs, (one English and one French) and an online forum (Interactive Voice)
- Mediation assistance for grievances or contract disputes
- A standard freelance editorial agreement
- The editors.ca and reviseurs.ca email addresses
- A variety of insurance plans and assistance with retirement and investment planning
- Discounts on purchases from selected vendors

For many members, the **email list** is an excellent way to develop and maintain professional contacts and friendships. It is also an invaluable professional resource, as subscribers regularly post information links to websites related to editing. Subscribers can receive emails as they are posted or in digest version, getting a long message with a table of contents at regular intervals, and they can filter out emails tagged as chat, humour and member news.

EAC's **online forum**, Interactive Voice, had few postings this year.

In 2012–13 more than 450 members subscribed to the English email list and more than 100 to the French one. Posts to the email list included water-cooler chat and professional discussions on a variety of editing topics. The list monitor,

Nancy Wills, ensured compliance with the guidelines and worked with members to revise guidelines for email filtering (use of tags) on the English email list.

The **mediator** continued to be available to advise EAC members or their clients about disputes involving editing work, and to intervene if necessary. In 2012–13, there were some disputes about whether work was done properly, but most involved money owed—clients who refused to pay for work that they acknowledged was done. The mediator was successful in securing at least partial payment in a couple situations.

An **awards task force** was established this year. Its assignment is to review EAC’s awards programs and make recommendations to the national executive council.

The **member services committee** was inactive in 2012–13, but EAC still launched one new member discount (Cult Pens). Two existing member discount programs (Staples Advantage and Grand and Toy) continued to be offered.

## Affaires Francophones

The number of francophone members is approximately 10% of total membership, and these members are spread primarily across Quebec, Ontario and Atlantic Canada. Consequently, the search for volunteers is a particular challenge for francophone projects.

After a working group laid the groundwork for a French-language certification program, a committee (called Agrément) was established to consider how francophone editors would like to have their editing skills tested. The committee is using the association’s English-language certification program as a starting point.

## Volunteer Management

In 2012–13 the volunteer management committee laid a solid foundation for implementing the following two long-term activities designed to make volunteering for EAC easier and more enjoyable.

Developing the vision and scope for an EAC volunteer directory, which will make it easier to place potential volunteers with the people who need their help

Creating a volunteer handbook, a tool that will allow all new volunteers and committee chairs to understand their roles and responsibilities

- The committee also updated bios of the President’s Award winners for the EAC website and encouraged committee, branch and twig chairs to recognize their outstanding volunteers.
- Ideas for future projects include exploring options for a formal volunteer recognition program and adding a dedicated volunteer page to the EAC website.

## Member Communication

The member communication committee is preparing reports on the results of a membership survey conducted in 2012. These results provide some useful insights into

- how freelance editors set fees and the range of fees they charge for different types of projects and sectors
- survey respondents’ satisfaction with EAC’s programs and products
- the communications vehicles EAC members use most—and least—often

In addition, the committee worked with

- the EAC national conference organizers to identify effective ways of getting input from members

- EAC-BC’s professional development committee to design an evaluation survey for an event designed for senior editors called PubPro 2013 Unconference

Along with the increased ease of designing and administering online surveys comes the risk of survey fatigue. EAC has therefore reduced the number of surveys from seven in 2011 to six in 2012 and, so far, just one in 2013.

Another task for the future is tracking and responding to member communications through the email forums and various social media such as Twitter, Facebook and LinkedIn. To do this, EAC will need to attract and train volunteers who are skilled in the use of social media.

## A Note on Volunteering

The long list of names included in the Volunteers section of this report illustrates how heavily the Editors’ Association of Canada relies on the active involvement of its members. This year, like every other year, 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.

The announcement of the President’s Awards for Volunteer Service is an important event for EAC each year. See the list of 2013 recipients at the end of this report.

EAC’s 2012–13 to 2016–17 Strategic Plan states:

“It has often been said that EAC is powered by its volunteers. It is time for the organization to recognize the value of that energy. We want to encourage members to actively participate in the organization so that it becomes truly theirs and they get the most out of their membership.

“Volunteering is often seen as a form of charity, of giving selflessly. Instead, we want to make volunteering for EAC one of the most valuable benefits of membership. Rather than looking at volunteering as something we do for others, we want to ensure our members benefit from their experiences. For example, being an active participant in this organization can be a great way to get work experience, meet people who can teach you new skills and possibly help you to find work, gain leadership skills, make new friends, and have fun! And, of course, we want our volunteers to feel appreciated.”

## Professional Development

### Professional Standards

The professional standards committee is responsible for ensuring that EAC’s

*Professional Editorial Standards (PES)* and *Principes directeurs en révision professionnelle* remain current and appropriate. Since the PES was last updated in 2009, one priority in 2012–

13 has been to review and update the standards. The committee has collected current standards documents from other organizations (including editing associations in other countries) and will next invite members to provide feedback on how the EAC standards are currently being used.

## Certification

This year EAC was proud to recognize eight new Certified Proofreaders, twelve new Certified Structural Editors and four new Certified Professional Editors.

During the November 2012 administration 53 candidates wrote one or two tests in six cities across Canada. A total of 41 members and 12 non-members were registered to write the tests.

Employers and others in publishing are become aware of EAC Certification, and in some cases are asking to hire credentialed editors. The certification program made money in 2012—years earlier than was originally anticipated.

Other activities of the committee included

- Recruiting members to the committee to represent editors across the country
- Establishing a sub-committee to monitor and manage credential maintenance
- Supporting the francophone committee as it moves toward development of standards for certifying francophone editors

Long-range plans include

- Conducting additional research to explore computer testing
- Creating a relational database of short questions (true or false, short answer, matching, fill in the blank and multiple choice) to facilitate the yearly test creation process

- Examining the feasibility of testing for proficiency as well as for excellence
- Establishing an effective marketing strategy for certification

## Conference

The 2013 conference “Between the Lines/Entre les lignes,” being held in Halifax June 7–9, is in the planning stages as this report is submitted. This is the first time the national conference has been held east of Quebec.

The current conference committee benefited from documentation provided by the organizers of the 2012 conference and support from the national office.

The program features a rich mixture of local and imported talent. Robert MacNeil and Donna Morrissey are the keynote speakers, and the list of conference sessions includes many political, social media and cultural topics.

The conference mascot, Big Blue, got conversation going early on, and the continued use of social media is actively promoting the conference to a broad audience. “Wordy” organizations around Atlantic Canada have been invited. Their presence will benefit the conference and its attendees, and will also help to raise the profile of EAC.

As in other years, 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.

## Training and Development

The training and development committee was inactive in 2012–13. A committee chair has been appointed for the coming year and work is again proceeding.

One goal is to have more Canadian educational institutions adopt *Editing Canadian English* as their definitive reference book. Other proposed activities include increasing participation in the LinkedIn group, “Teachers Who Edit and Editors Who Teach (TWEEWT) by recruiting a moderator and working with EAC’s webinar task force.

## Communications

### Marketing and Public Relations

The past year was largely devoted to finishing marketing projects begun the year before. However, the association has set new goals as well, with a view to taking EAC’s marketing and PR program to the next level. The following projects were completed in 2012–13.

- Launching The Editors’ Weekly, a well-received blog about editing
- Opening online sales of Eight-Step Editing/EAC Grammar Tips posters and EAC magnets
- Writing media releases and providing copywriting and marketing support to the conference and certification steering committees
- Developing a Hire an Editor poster (to be used for sponsorships and as part of EAC’s marketing materials)
- Creating official social media guidelines
- Starting to use a template-based email marketing service (MailChimp) for national email broadcasts

Other ongoing marketing and public relations activities include

- Recruiting a consultant to roll out a national Hire an Editor campaign
- Promoting EAC publications to post-secondary institutions for use in their editing courses

- Supporting the EAC blog and exploring how best to use social media tools such as Facebook, Twitter and LinkedIn and other emerging resources to reach new audiences

### Publications

The publications committee continued its work on revising *Editing Canadian English* (2nd ed.). Clevers Media submitted its recommendations on how to create an electronic version of the book. An advisory committee of 10 senior editors assessed the complete package of recommendations made by 14 senior editors in 2011–13 and proposed editorial direction and content for the new online edition.

The committee is still fine-tuning its application of that advice to an online database/web subscription format. Six researchers are testing existing online databases that provide editorial guidance in order to recommend ways to design our product and to see what niche(s) we can best exploit. Challenges include finding a name for the new product that echoes the previous name and is specific enough to demonstrate its niche, but that attracts other buyers in addition to Canadian editors.

The remaining copies of *Editing Canadian English* (2nd ed.), which EAC owns, are bringing in considerably more money than the association earned through royalties.

*Meeting Professional Editorial Standards* was adopted as a textbook by several post-secondary publishing programs, including Mount Royal College in Calgary and Ryerson University in Toronto. One of the committee's challenges is to promote sales of the remaining copies.

## Newsletter

This past year has been difficult for our national periodical, *Active Voice/Voix active*, which is now called a magazine rather than a newsletter. Only one issue was produced (in final proofing at the time of this writing). The team has committed to publishing two issues per year in future.

An editor-in-chief was appointed and a designer hired. The national executive council approved a small honorarium for the designer.

The French team is developing a style guide for *Voix active*, as the two official languages do not

adopt the same guidelines in terms of punctuation, spacing, website addresses and so on.

The online edition of the newsletter was not published in 2012–13 because of a lack of volunteers.

## Website

The Editors' Association of Canada continues to rely heavily on electronic communication, including its website, email and social media. The website ([www.editors.ca](http://www.editors.ca)) is a critical public face and a central point of interaction for the majority of EAC members and all of the public.

Now that the basic structure of the website has been retooled, EAC expects to focus on its visual aspects in 2012-14.

# Administrative Committees

## External Liaison

The Editors' Association of Canada has relationships with a variety of groups and organizations, and it continues to explore the possibility of other relationships that would benefit EAC members. 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).

CHRC lost its federal funding in 2013 but is planning to carry on as a self-funded entity with a smaller board and more strategic activities. CHRC is now the only pan-Canadian arts organization. (The Canadian Conference of the Arts is in stasis.) Some support has been received from Canadian Heritage; in addition, CHRC has invested self-generated revenue wisely over the years and has accrued substantial funds.

EAC has an agreement with the Translation Bureau of Public Works and Government Services Canada to provide material for the Language Portal of Canada. This partnership helps to showcase EAC's programs and services. EAC is a member of the Ontario Nonprofit Network, the newly formed Arts Services Organization Learning Network and is affiliated with Access Copyright.

EAC has informal relationships and exchanges of information with other like-minded groups at the local and national level. These include editors' groups such as the Manitoba Editors' Association, the Calgary Association of Freelance Editors and the Professional Editors Association of Vancouver Island, and publishing/communications groups such as the Indexing Society of Canada, the International Association of Business Communicators, the Society for Technical Communication and the Professional Writers Association of Canada.

## Local Groups

**Branches and twigs** across the country were represented by two regional directors, one for western Canada and another for eastern Canada. The single most important responsibility of the regional directors is to encourage communication between and among the branches and twigs. Although there are significant regional differences, local groups also face many of the same organizational and programming challenges. There are also opportunities for individual branches and twigs to gain strength and support by working together. Three major activities this year were:

1. Choosing future conference locations
2. A financial standardization task force made up of branch treasurers and/or branch administrators—budgeting
3. A webinar (Internet seminars) task force made up of program chairs

Executive members of the branches and twigs have exclusive access to a private blog where they can share issues and concerns. This resource has not been used extensively to date, but that may change over time.

A successful meeting of branch chairs and twig leaders was held before the Ottawa national EAC conference in 2012, and a similar meeting is being planned in conjunction with the Halifax conference in June 2013. These meetings facilitate discussion about the formation of

twigs, encourage branch-to-branch communication and allow people to share strategies for branch success. New topics to be discussed this year include succession planning and changes to the Corporations Act that may affect EAC governance.

### Overview

A new Peterborough twig was established in 2012–13, and there was some discussion about forming a twig in the Okanagan area of BC.

All branches and twigs offered services such as workshops and seminars, newsletters, job hotlines, and regular member meetings and social events. Many branches and twigs also organized outreach activities such as setting up a booth at The 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. The formation of twigs has helped greatly to serve members who do not live in large urban areas, or who live in urban areas without a branch presence.

Recruiting and retaining volunteers is a continuing challenge for all or most of the branches and twigs, as it is for the national executive council and national committees. Several branches, particularly National Capital Region and Quebec/Atlantic Canada, also find it

difficult to serve both anglophone and francophone members.

The scope of this report does not allow for detailed descriptions of the many workshops, seminars, meetings and social events—all made possible through the efforts of volunteers. Following are just a few highlights.

## Branches

### Quebec /Atlantic Canada

QAC hosted a networking event with 25 people attending, held regular monthly meetings with an average turnout of 16 people and produced three bilingual issues of *Ampersand/La Perluète*. The branch updated and improved its website pages and established a social media strategy.

Two full-day and two half-day English-language seminars were held in Montreal, and—a successful first! —a full-day English-language seminar was held in Quebec City hosted jointly with ATAMESL (L'Association des travailleurs autonomes et micro-entreprises en services linguistiques). One sold-out, full-day French-language seminar was held.

QAC sponsored ads to support the Montreal Review of Books and the Blue Metropolis Montreal International Literary Festival; it is also a Silver sponsor for and participant in the inaugural Congrès des langagiers organized by ATAMESL.

A new inter-association roundtable involving QAC and seven other language-related groups met for the first time in January 2013. The goal is to discuss mutual challenges and explore opportunities to coordinate activities to benefit all of their members.

### Toronto

The Toronto branch scheduled nine program meetings and made them available to all EAC

members as written reports and podcasts on the EAC website. Program presenters were recognized through a donation on their behalf to the Toronto Public Library Foundation in 2012 and Literature for Life in 2013.

Other activities included:

- Field trips to the Toronto Archives and the BookPOD
- Publishing the *Edition* newsletter quarterly
- Six classroom visits to two publishing programs and a presentation to the provincial cabinet communications team on the benefits of EAC membership
- Mentorship: matching new and transitioning editors with well-established counterparts
- Convening informal networking events for francophone editors
- Introducing a number of new seminars on topics like scientific editing, using social media and querying authors
- Collaborating with the Professional Writers' Association of Canada (PWAC) to co-deliver a sold-out seminar on freelancing

A new initiative, the my rEwArds Card, recognizes each volunteer task a member performs on behalf of the branch with one or more stamps. Once the card has eight stamps, the member may choose a reward—either a half-price one-year EAC membership, one free seminar or print and digital copies of one Certification Study Guide.

### National Capital Region

NCR hosted a successful in national conference in 2012.

A recent round of public service job cuts affected plans to expand the seminars schedule to 18 from 12: three seminars were cancelled because of low enrolments, and only one was sold out. As a result, plans are to offer a more modest slate next year and to market EAC seminars in a way that sets them apart from competitors in the training market.

Attendance at the eight monthly meetings was solid and enthusiastic, and the annual wine and cheese event in November 2012 was popular and fun. The branch closed out the year with an Editors' Challenge, a live editing competition.

## Saskatchewan

The Saskatchewan branch was able to keep membership numbers fairly constant. The branch held monthly programs on a variety of topics, hosted a monthly gathering at a local pub downtown after work and offered four successful workshops.

## Prairie Provinces

The branch collaborated with two other word-related organizations to present the Words in 3 Dimensions conference at the end of May 2013. A month before the date of this writing-editing-publishing event, registration was nearing capacity.

Even though recruiting volunteers continues to be a perennial hurdle, the branch kept most positions filled as its new board structure entered its second year. The executive has learned that anyone can pick up the phone or write an email to a colleague to ask for help. Amazingly, recipients of these requests often say, "Yes. Thank you for asking."

The program team offered seven networking and professional development events in 2012–13. The board, recognizing its own responsibilities for programming, has dedicated its May meeting to program planning for the past two years. The branch's paid administrator is an invaluable asset for program activities, as well as in administrative areas.

A new strategic plan, developed at a retreat in fall 2012, will be launched at the 2013 AGM.

## British Columbia

The BC branch organized monthly programs that drew the largest attendance ever, with a newly implemented dinner gathering beforehand, as well as two wine and cheese networking sessions and a Christmas party. A series of professional development sessions was held, one in Victoria and one in Kelowna as well as several in Vancouver. A special "unconference" called PubPro 2013 was the branch's first activity directed at senior in-house editors.

Other activities were:

- Moving the newsletter to the internet as *West Coast Editor Online* ([westcoasteditor.com](http://westcoasteditor.com))
- Establishing an investment to hold emergency funds in reserve, and approving and monitoring monthly a branch operating budget
- Awarding three scholarships of \$250 to students in editing-related programs at local post-secondary institutions
- Involving local members in the national executive council's priority-setting exercise

## Twigs Nova Scotia

The Nova Scotia twig, established in April 2012, hosted a series of gatherings to promote the group and recruit new members, and organized two professional development workshops. Twig members also attended The Word on the Street festival in the fall.

A big thrust this year has been the 2013 national conference in Halifax. Twig members spent a significant amount of time recruiting volunteers and striking a conference committee, securing a venue, developing a schedule with a strong local and cultural emphasis, and promoting the conference broadly.

## Kingston

The Kingston twig, formed in 2009, continued to meet ten times a year. This year's agenda included eight meetings, ranging in content from informal discussions about professional development and the details of style guides to more formal talks by twig members and guest speakers about their specialties, and two social events. This year, the twig held its first seminar, Eight-Step Editing, with 16 attendees from diverse backgrounds (editors and students, staff and instructors from Queen's University and St. Lawrence College). About six people have been meeting as a study group that focuses on various topics.

## Hamilton-Halton

In its second year in existence, the Hamilton-Halton twig provided a full season of programming: four membership meetings with speakers, one open meeting for members and guests, two socials, several noon-hour coffee klatches throughout the Hamilton-Halton

geographic area, one professional development seminar and an AGM. In addition, the twig made a presentation to McMaster University students on editing as a career and on the benefits of EAC membership.

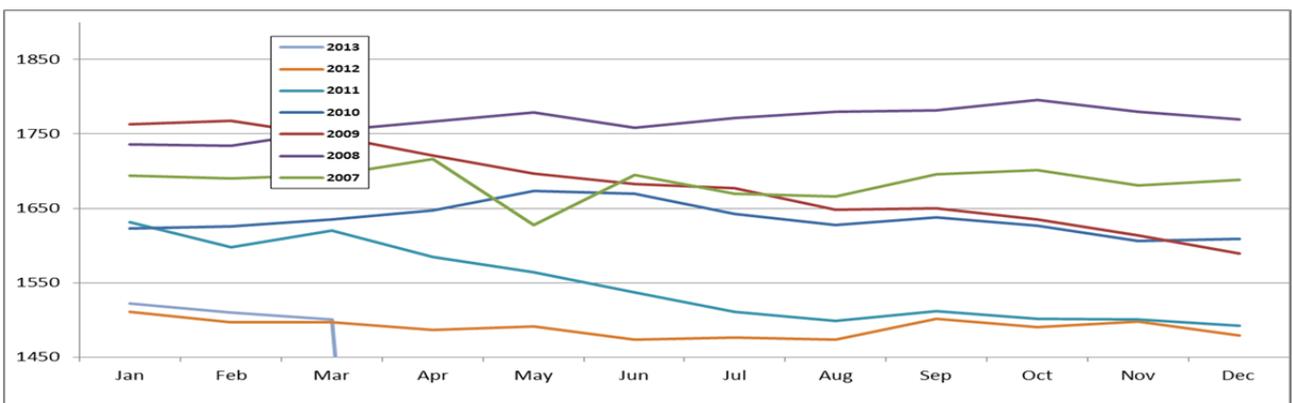
## Kitchener-Waterloo-Guelph

The KWG twig, established in 2011, had more than 30 members by the end of the year. The twig held four successful seminars—two in Kitchener-Waterloo and two in Guelph. An average of six people (20% of the membership!) attended meetings. Efforts are being made to connect with like-minded local groups, including the Professional Writers Association of Canada and the International Association of Business Communicators.

## Peterborough

The very recently launched Peterborough twig, formed in January 2013, has met twice, and had their first seminar in April.

## EAC Membership by Year, 2007–13



## 2013 Awards

The following awards are presented each year at the annual Editors' Association of Canada conference banquet: 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. This year the presentations will be made in Halifax on Saturday, June 8.

### 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. Two finalists also receive a cash award of \$500. Any type of written project—book, magazine, government or corporate report, software documentation, etc.—is eligible, as is any type of editorial work.

Judges for the 2012 Tom Fairley Award are experienced and respected Canadian editors: Margaret Shaw, Benoit Arsenault, and Marc Côté.

The winner of this year's Tom Fairley Award will be announced at the 2013 Awards Banquet in Halifax on June 8, 2013.

We would like to thank the 2012 Tom Fairley Award supporters/donors.

- Iva Cheung
- Frances Emery
- Nancy Flight
- Louise Gauthier
- Mary Metcalfe
- Cate Pedersen
- Joel Semchuk
- Brooke Smith
- Carl Stieren
- Jan Walter
- Ken Weinberg

### Claudette Upton Scholarship

An annual national scholarship was established in 2010 to honour the late Claudette Reed Upton-Keeley, a gifted editor and honorary lifetime member of EAC. The award recognizes a promising student editor from among our membership. The winner is encouraged to use the \$1,000 scholarship to help support their continuing professional development in editing.

The 2012 recipient of the Claudette Upton Scholarship is Catharine Chen, who holds an MFA in creative writing from the University of British Columbia. Since moving to Toronto in 2010, she has worked as an editorial intern at Harper Collins Canada as well as doing freelance editing.

Sincere thanks to the selection committee composed of three well- respected Canadian editors who are longtime, active members of EAC: Zofia Laubitz, Montreal; Emily Dockrill Jones, Toronto; and Michelle Boulton, Saskatoon..

Thanks to this year's Claudette Upton Scholarship supporters / donors:

- Betty Anne Benes
- Michelle Black
- Anissa Bouyahi
- Ruth Chernia
- Peter Colenbrander
- Lenore (Lee) d'Anjou
- Nancy Flight
- Rosemary Gretton
- Irene Grubb
- Eliot James
- Sylvie Lahaie
- Cheryl MacRae
- Monique Paultre-Cavé
- Susan Reaney
- Davin Robertson
- Peggy Robinson
- Mary Scott
- West Coast Associates
- Carolyn Wilker

## Volunteer Awards

### President's Award for Volunteer Service

The 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.

2013 recipients of the President's Award for Volunteer Service are Iva Cheung, Anne Curry, Dave Ealey, Nancy Holland, Heather Guylar, Valerie Mansour, Jennifer McMorran, Brooke Smith, and Moira White.

### 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. This year, Moira White was selected as the award's recipient.

# Volunteers and Donors

## 2012–13 Volunteers

In addition to the national executive council, listed at the beginning of this report, many members volunteered their time and talents to help further the goals of the Editors' Association of Canada's national and branch and twig initiatives.

*Apologies to anyone whose name has been inadvertently omitted from this list.*

### National Volunteers

#### Annual General Meeting

Anita Jenkins  
Sandra Kerr  
Namita Kumar  
Rob Tilley  
Eva van Emden

#### Awards

##### Upton Scholarship Selection Committee

Michelle Boulton (organizer)  
Emily Dockrill Jones  
Zofia Laubitz

##### Tom Fairley Award Judges

Michelle Boulton (organizer)  
Benoit Arsenaault  
Marc Côté  
Margaret Shaw

#### Committees

##### Blog (Editors' Weekly)

Susan Bond (managing editor)  
Franklin Carter  
Iva Cheung  
Virginia Durksen  
Nancy Flight  
Dominique Fortier  
Debra Huron  
Anita Jenkins  
Kristina Lundberg  
Victoria Neufeldt  
Frances Peck  
Wilf Popoff  
Rosemary Shipton  
Karen Virag

#### Certification

Susan Bond  
Anne Brennan (co-chair)  
Tammy Burns  
Lesley Cameron  
Pamela Capraru  
Wendy Carroll  
Iva Cheung  
Viktoria Cseh  
Donna Dawson  
Tina Dealwis  
Joan Dixon  
Sylviane Duval  
Janice Dyer (co-chair)  
Heather Ebbs  
Laura Edlund  
Kerry Fast  
Erika Filson  
Jennifer Glossop  
Eniko Gondocz  
Christine Hastie  
Carol Herter  
Sherry Hinman  
Lara Kordic  
Vanessa Lameche  
Tilman Lewis  
Catherine London  
Stephanie Macaulay  
Lynn Mackay  
Sue MacLeod  
Sheila Mahoney  
Alison Matthews  
Jeanne McKane  
Liz McKeen  
Susan McNish  
Catherine McPhalen  
Ann-Marie Metten  
Victoria Neufeldt  
Lana Okerlund  
Leigh Patterson

Paul Payson  
Susan Reaney  
Betty Robinson  
Marnie Schaetti  
Lynn Schellenberg  
Karen Sherlock  
Brooke Smith  
Julie Stauffer  
Carolyn Stewart  
Leslie Vermeer  
Moir White  
Ruth Wilson  
Grace Yaginuma

#### Conference

Christine Beevis Trickett  
Michelle Boulton  
Anne Curry  
Jacqueline Doucette  
Cari Ferguson  
Sandra Gravel  
Jocelain Hitchcox  
Nancy Holland (co-chair)  
Brian Hoyle  
Anita Jenkins  
Doug Linzey  
Elizabeth MacDonald  
Patricia MacDonald  
Sue MacLeod  
Valerie Mansour (co-chair)  
donalee Moulton  
Suzanne Purkis  
Carolyne Roy  
Nathalie Vallière  
Moir White  
Claire Wilkshire

### **External Liaison**

Stephanie Fysh  
Marg Anne Morrison  
Karen Virag

### **Marketing and Public Relations**

Susan Bond  
Pamela Capraru  
Franklin Carter  
Emily Chau  
Iva Cheung  
Jean Compton  
Tina Dealwis (chair)  
Virginia Durksen  
Abby Egerter  
Kerry Fast  
Michel Fiallo-Perez  
Nancy Flight  
Dominique Fortier  
Leslie Frappier  
Louise Frazer  
Sandra Gravel  
Sarah Hipworth  
Debra Huron  
Anita Jenkins  
Anne Koenig  
Namita Kumar  
Annie Leung  
Kristina Lundberg  
Alison Matthews  
Susan McNish  
Adrienne Montgomerie  
Victoria Neufeldt  
Kerri Niblett  
Arden Ogg  
Frances Peck  
Wilf Popoff  
David Rayko  
Rosemary Shipton  
Lori Straus  
Rob Tilley  
Christina Vasilevski  
Karen Virag  
Kim Wiegand  
Sheryl Wine  
Andrew Wright

### **Member Communication**

Susan Chambers  
Ruth Chernia

Annie Leung  
Mary McNeill  
Gael Spivak

### **Member Services**

Jo-Ann Cleaver  
Jennifer Rae-Brown  
Nancy Wills

### **Publications**

Moira Calder  
Jacqueline Dinsmore  
Barbara Dylla  
Freya Godard  
Carol Harrison  
Lynn Horton  
Dawn Hunter  
Kristina Lundberg  
Elizabeth Macfie (co-chair)  
Anne Louise Mahoney (co-chair)  
Lynne Massey  
Antonia Morton  
Anna Olivier  
Carolyn Pisani  
Gael Spivak  
Wendy Thomas  
Karen Virag  
Moira White  
Lynn Wilson

### **Volunteer Management**

Amanda Andrews  
Lauren Burger  
Christine Campana  
Lisa Goodlet  
Julie Wallace

### **Task Forces**

#### **Financial Standardization**

Danielle Arbuckle  
Arden Ogg  
Wilf Popoff  
Eve Rickert  
Ursula Rudden  
Rachel Stuckey  
Ken Weinberg

#### **Governance**

Michelle Boulton

Jacqueline Doucette  
Greg Ioannou  
Maureen Nicholson  
Ursula Rudden  
Gael Spivak  
Moira White  
Ruth Wilson

### **Webinars**

Barbara Dylla  
Arden Ogg

### **Local Volunteers**

#### **QAC Branch**

Vanessa Bonneau  
Imogen Brian  
Jacqueline Dinsmore  
Barbara Dylla (chair)  
Sheila Eskenazi  
Diane Ferland  
Mélanie Grondin  
Nancy Holland  
David Johansen  
Namita Kumar  
Valérie Maranda  
Jennifer McMorrان  
Giovanna Patruno  
Sven Pinczewski  
Josephine Sciortino  
Nathalie Vallière  
Stephanie Watt  
Claire Wilkshire  
Judy Yelon  
Carole Zabbal

#### **NCR Branch**

Lisa Goodlet  
Ipshi Kamal (chair)  
Marion Kennedy  
Pat Patterson  
Ursula Rudden  
Linda Senzilet  
Carl Stieren

#### **Toronto Branch**

Nancy Ackerman  
Armig Adourian  
Victoria Barclay  
Arija Berzitis  
Natalie Boon

Valerie Borden  
Sarena Brown  
Gillian Buckley  
Tammy Burns  
Pamela Capraru  
Tara Carey  
Franklin Carter  
Dimitra Chronopoulos  
Yvonne Chyphar  
Andrea Civichino  
Joe Cotterchio-Milligan  
Donna Dawson  
Emily Dockrill Jones  
Janice Dyer  
Laura Edlund  
Abby Egerter  
Kerry Fast  
Michel Fiallo-Perez  
Nancy Foran  
Jennifer Foster  
Leslie Frappier  
Eliza Daniela Ghinea  
Laura Godfrey  
Heather Guylar  
James Harbeck  
Carol Harrison  
Jocelain Hitchcox  
Boyd Holmes  
Randee Holmes  
Greg Ioannou  
Maria Jelinek  
Lisa Jemison  
Sandra Kerr  
Farla Klaiman  
Alison Kooistra (chair)  
Louise Laberge-Coleman  
Jaclyn Law  
Anne Leask  
Sandra Livingston  
Paul Love  
Janet MacMillan  
Nathan Medcalf  
Marg Anne Morrison  
Nicole North  
Jennifer Nussey  
Joanna Odrowaz-Pieniazek  
Nicole Osbourne James  
Nadiya Osmani  
Berna Ozunal  
Danielle Pacey  
Laura Peetoom

Avery Peters  
Leanne Rancourt  
David Rayko  
Sasha Regehr  
Vanessa Ricci-Thode  
Betty Robinson  
Heather Roper  
Mary Rykov  
Milagros Santiago  
Adele Simmons  
Brooke Smith  
Leslie Smith  
Maya Sokolovski  
Sheila Sproule  
Danielle St. Pierre  
Monika Strak  
Sheelah Stratton  
Rachel Stuckey  
Cathy Tell  
Rob Tilley  
Ana Trask  
Christina Vasilevski  
Julie Wallace  
Sharilynn Wardrop  
Ken Weinberg  
Kathryn White  
Sarah Wight  
Rob Williams  
Andrew Wright  
Alan Yoshioka

#### **Saskatchewan Branch**

Ursula Acton (chair)  
Neil Bailey  
Susan Bond  
Michelle Boulton  
Genevieve Clark  
Linda Dietz  
Katherine Duncombe  
Penny McKinlay  
Perry Millar  
Victoria Neufeldt  
Wilf Popoff  
Nora Russell

#### **Prairie Provinces Branch**

Theresa Agnew  
Lorelei Betke  
Sandra Bit  
Eva Blaskovic  
Astrid Blodgett

Lori-Ann Claerhout  
Aaron Dalton  
Susan Delaney  
Virginia Durksen  
Cynthia Dusseault  
Dave Ealey  
Ellen Groskorth  
Anita Jenkins  
Brenda Jorgensen  
Deborah Lawson  
Leigh Patterson  
Paul Payson  
Eva Radford  
Jessica Roberts-Farina  
Peter Roccia  
Margaret Sadler (chair)  
Erinne Sevigny  
Sharon Skage  
Rhonda Skinner  
Rachel Small  
Karen Virag  
Aaron Wannamaker  
Anna Williams

#### **BC Branch**

Stefania Alexandru  
Micheline Brodeur  
Iva Cheung  
Eliot Dix James  
Christine Dudgeon  
Eva van Emden  
Michael Ferreira  
Joan Fleischer  
Cheryl Hannah  
Shelagh Jamieson  
Talia LeDuc  
Jessica Lowdon  
Hugh Macdonald  
Peter Moskos (chair)  
Deirdre Noble  
Frances Peck  
Claire Preston  
Eve Rickert  
Tina Robinson  
Evelyn Schofield  
Corinne Smith  
Leslie Ste. Marie  
Nancy Tinari  
Carol Zhong

### **Nova Scotia Twig**

Christine Beevis  
Julia Cochrane  
Nancy Holland  
Tiffany MacDonald

### **Kingston Twig**

Carla Douglas  
Kathleen Fletcher  
Sonia Gluppe  
Cat London  
Adrienne Montgomerie  
Susie Rance  
Christine Stetsky  
Rita Vanden Heuvel

### **Hamilton-Halton Twig**

Trudi Down  
Sarah Hipworth  
Nathan Medcalf  
Kirsten Sloots  
Cathy Tell

### **Kitchener-Waterloo-Guelph**

Intisar Awisse  
Emily Dockrill Jones  
Anne Godlewski  
John Green  
Cat Haggert  
Krysia P. Lear  
Vanessa Ricci-Thode  
Karen Rilstone  
Carolyn Wilker

### **Peterborough**

Jane Davidson  
Kathryn White  
Charise Arscott

## **2012–13 supporters**

- Access Copyright Foundation
- Douglas College
- FéCANE
- Heritage Canada
- Investors Group
- Shambhala Sun Foundation
- Waterloo Insurance

## **2012–13 donors**

- Ruth Baldwin
- Nancy Barker
- Gaëtan Boily
- Anne Brennan
- Sue Brown
- Manon Bujold
- Glenn Bullard
- Rachel Caballero
- Aleta Cooper
- Paula Cox
- Marica Cullingham
- Darlene Denesyk
- Pasquale Domodossola
- Carla Douglas
- Stephen Doyle
- George Eckhert
- Kitty Elton
- Christine Forde
- Maria Ganger
- Amy Grumberg
- Bryna Hallam
- MacKenzie Hamon
- Joey Hughes
- Rosemary Keevil
- Juliann Krushen
- Claudette L'Écuyer
- Tilman Lewis
- Sylvia McConnell
- Donna Miller
- Sonya Poller
- Mary Schendlinger
- Margaret Shaw
- Suzanne Simpson Millar
- Fran Slingerland
- Vince Teetaert
- Mary Varcoe
- Karen Virag
- Jan Walter
- Dave Watt

## **2012–13 individual supporters**

- Tina Bartolini
- Kathleen Bolton
- Tess Bridgewater
- Cari Ferguson
- Jennifer Getsinger
- Sarah Goodchild
- Kate Icely
- Corina Koch MacLeod
- Moira Langton
- Sherry Lawler
- Melva McLean
- Mandi Monk
- Peg Munro
- Christina Palka
- Sharon Scarere
- Michelle Schriver
- Margot Senchyna
- Pat Thomas
- Marian Vysey
- Nina Ya-Haqqi

# Financial Statement



## Treasurer's Report

As my second term comes to an end, it seems a good time to reflect on a successful financial year. Now that I have a more solid understanding of my role, and with the

executive director's continued guidance, we have been able to fund new and innovative projects, invest our reserve fund to help it grow and allocate financial resources to projects that meet our 2013 and 2014 strategic priorities. These projects include building an online volunteer directory and online subscription service for the next edition of *Editing Canadian English* (ECE), and launching a Canada-wide Hire an Editor campaign. We hope these projects benefit EAC members professionally and in their work as volunteers.

Once again, EAC has had a successful year, and maintaining a small surplus now comes to be expected. This is as it should be, but it is not something that could have been said a few short years ago. At the same time, we have also been reminded of the risks of losing sight of our financial goals. In an effort to meet many of EAC's strategic priorities, the national executive council was unable to find room in the 2012 budget to contribute to the reserve fund, which ideally will be strong enough to cover six months' operating expenses in case of a financial crisis. To increase our rate of return on the reserve fund while preserving capital, we established an investment plan that mainly consists of \$45,000 invested in laddered GICs with another \$30,000 planned for investment in three installments in 2013. We also have just over \$60,000 in our reserve bank account, for a total of about \$105,000.

To ensure EAC's continued financial health, a second cost-of-living increase for membership fees came into effect March 1, 2013. Membership fees increased by 1%. Fees for ODE listings and other services remained unchanged. This approach to fee increases should allow EAC to continue to cover the cost of delivering member benefits and services, with the ultimate goal of maintaining the association's financial health over the long term.

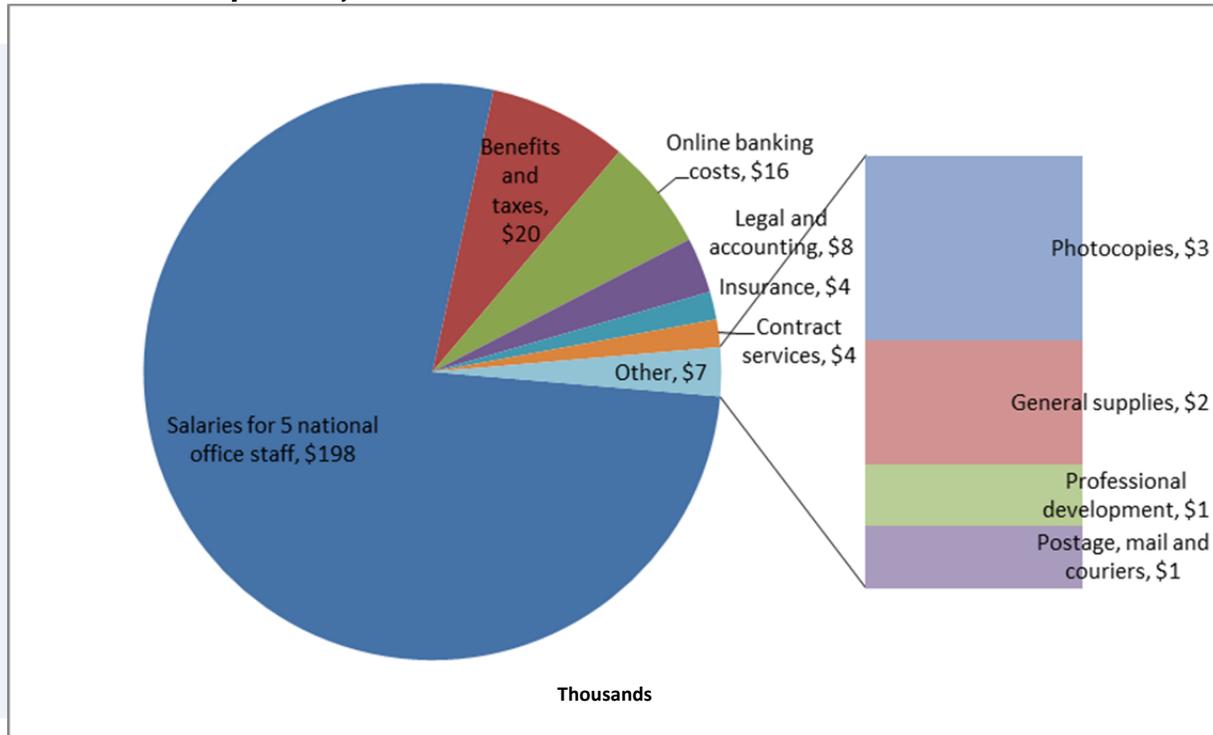
### Financial highlights from 2012–13

- Revenue from membership fees increased, while Online Directory of Editors and editors.ca sales remained fairly steady
- The 2012 conference earned a strong profit, and the 2013 conference is on track to do the same
- The certification program saw a profit, as the committee significantly cut its expenses and study guide sales remained strong
- Overall revenues have increased with sales of ECE, even though we're charging barely half the cover price. Part of this revenue, however, is a one-time payment for royalties from Access Copyright
- The national executive council agreed to cut one face-to-face meeting in 2013, thereby reducing its budget for the coming year by about 25%

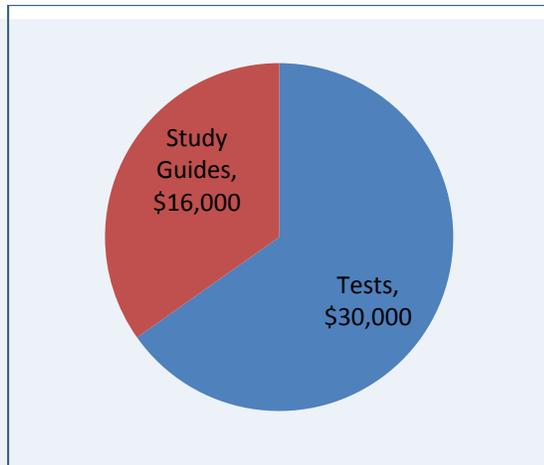
In 2010, the national executive council passed a motion to change the funding formula for branches. In 2011, this formula was extended to twigs and continued in 2012. In addition, all loans outstanding to branches were repaid.

- **Danielle Arbuckle**

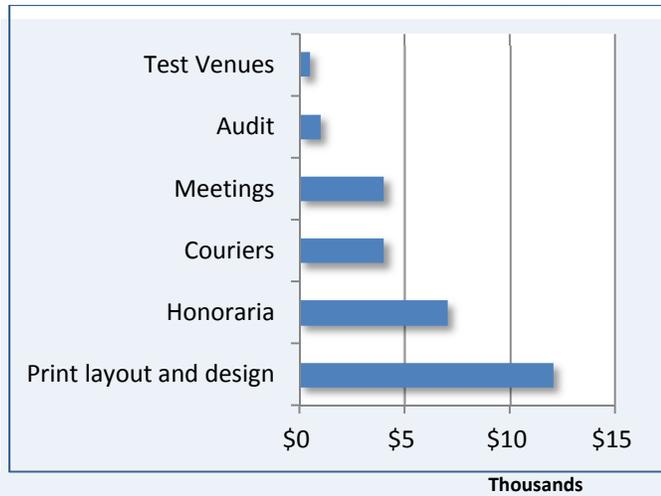
**Total Office Expenses, 2012**



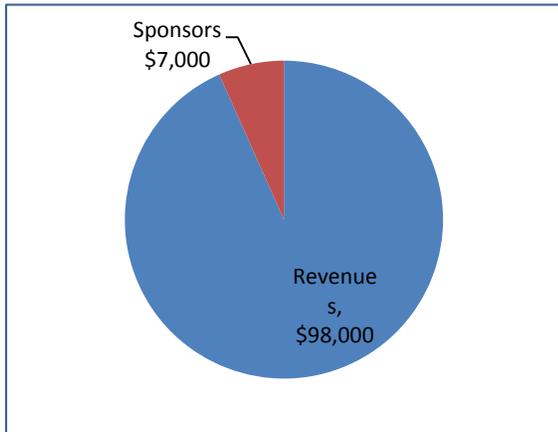
**Certification Revenue, 2012**



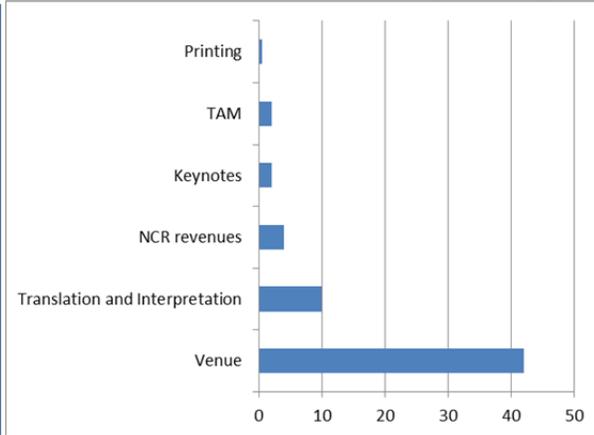
**Certification Expenses, 2012**



### Conference Revenue, 2012

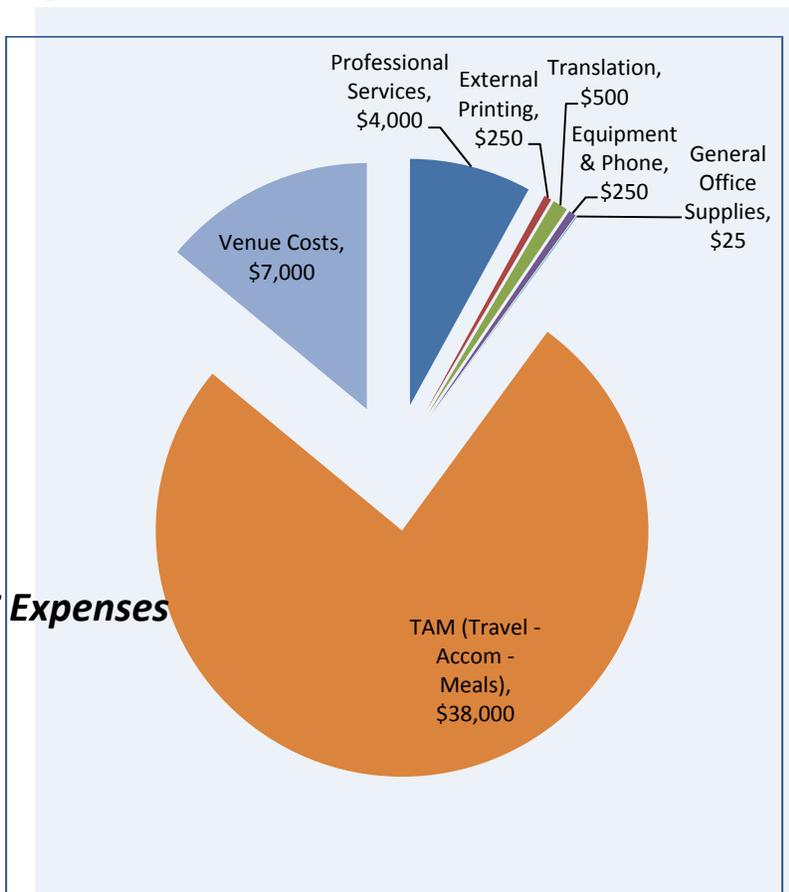


### Conference Expenses, 2012



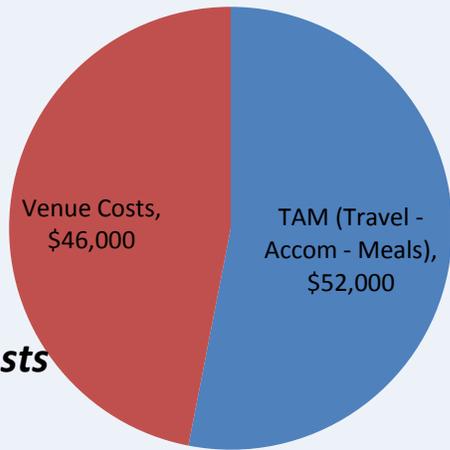
Thousands

### Expense Breakouts

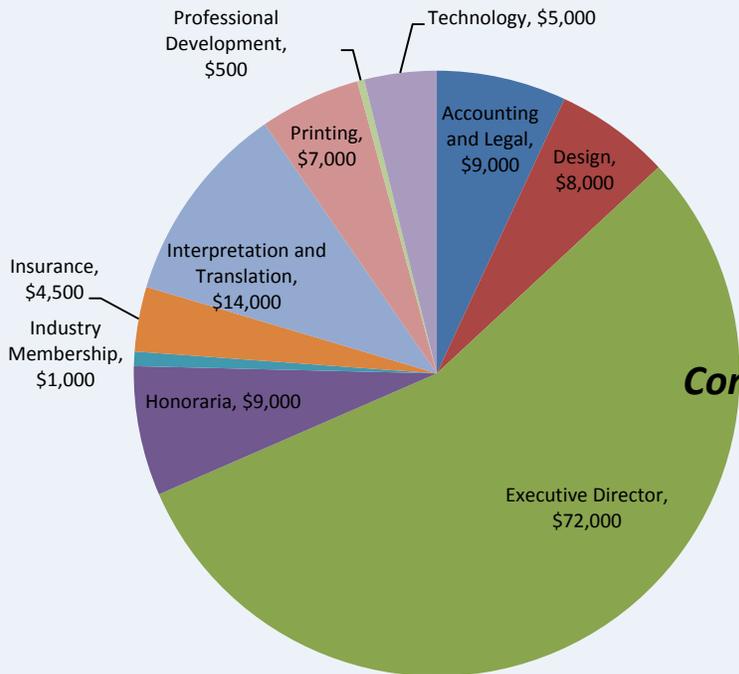


**NEC Expenses**

**Event and Travel Costs**



**Contract Services**



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

**FINANCIAL STATEMENTS**

**DECEMBER 31, 2012 AND DECEMBER 31, 2011**

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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, 2012 and December 31, 2011, and the statements of operations and net assets and cash flows for the years 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 accounting standards for not-for-profit organizations 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 audits. We conducted our audits in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audits 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 in our audits 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, 2012 and December 31, 2011, and its financial performance and its cash flows for the years then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Cowperthwaite Mehta

Chartered Accountants  
Licensed Public Accountants

March 11, 2013  
Toronto, Ontario

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

**STATEMENT OF FINANCIAL POSITION**

**AS AT DECEMBER 31, 2012 AND DECEMBER 31, 2011**

	<u>2012</u>	<u>2011</u>
<b>ASSETS</b>		
Current assets		
Cash	\$ 128,503	\$ 89,235
Accounts receivable	25,310	16,636
Inventory	1,851	3,036
Prepaid expenses	<u>3,976</u>	<u>3,976</u>
	<u>\$ 159,640</u>	<u>\$ 112,883</u>
 <b>LIABILITIES AND NET ASSETS</b>		
Current liabilities		
Accounts payable	\$ 37,019	\$ 56,647
Government remittances payable	10,681	8,500
Deferred revenue (note 4)	3,350	2,500
Fairley Award (note 5)	3,151	2,976
Claudette Upton Scholarship (note 6)	<u>1,631</u>	<u>2,013</u>
	<u>55,832</u>	<u>72,636</u>
Net assets		
Unrestricted	<u>103,808</u>	<u>40,247</u>
	<u>\$ 159,640</u>	<u>\$ 112,883</u>

Approved by:

  
\_\_\_\_\_, President

  
\_\_\_\_\_, Treasurer

see accompanying notes

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

**STATEMENT OF OPERATIONS AND NET ASSETS**

**FOR THE YEARS ENDED DECEMBER 31, 2012 AND DECEMBER 31, 2011**

	<b>2012</b>	<b>2011</b>
<b>REVENUE</b>		
Membership fees	\$ 346,522	\$ 340,978
Annual General Meeting and conference	100,508	104,366
Certification	46,991	44,917
Directory listings	40,978	38,860
Publication sales	30,861	18,147
Advertising	17,245	16,233
Grants (note 7)	7,500	2,500
Donations	2,649	4,544
Other	2,289	8,609
Fairley prize (note 5)	1,000	1,000
Claudette Upton Scholarship (note 6)	1,000	1,000
Interest	<u>214</u>	<u>175</u>
	<u>597,757</u>	<u>581,329</u>
<b>EXPENSES</b>		
Staffing	148,956	128,967
Contract services	143,873	139,579
Travel and event costs	92,979	104,897
Regional branches and twigs (note 8)	34,914	35,052
Rent and utilities	26,713	28,655
Certification	24,325	33,653
Office and general	19,771	22,546
Bank and credit card charges	18,919	17,198
Communications	10,238	8,877
Accounting and audit	8,264	9,482
Fairley prize (note 5)	3,000	2,000
Cost of publication sales	1,244	
Claudette Upton Scholarship (note 6)	1,000	1,000
Bad debts		<u>210</u>
	<u>534,196</u>	<u>532,116</u>
<b>EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR</b>	<b>63,561</b>	<b>49,213</b>
Net assets, beginning of year	<u>40,247</u>	<u>(8,966)</u>
<b>NET ASSETS, END OF YEAR</b>	<b>\$ <u>103,808</u></b>	<b>\$ <u>40,247</u></b>

see accompanying notes

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

**STATEMENT OF CASH FLOWS**

**FOR THE YEARS ENDED DECEMBER 31, 2012 AND DECEMBER 31, 2011**

	<b>2012</b>	<b>2011</b>
<b>CASH INFLOW (OUTFLOWS)</b>		
<b>OPERATING ACTIVITIES</b>		
Excess of revenue over expenses	\$ 63,561	\$ 49,213
Net change in non-cash working capital items (below)	<u>(24,293)</u>	<u>(27,805)</u>
Cash provided from operations	<u>39,268</u>	<u>21,408</u>
<b>NET CASH ACTIVITY FOR THE YEAR</b>	<b>39,268</b>	<b>21,408</b>
<b>CASH, BEGINNING OF YEAR</b>	<u>89,235</u>	<u>67,827</u>
<b>CASH, END OF YEAR</b>	<u>\$ 128,503</u>	<u>\$ 89,235</u>
Net change in non-cash working capital items:		
Accounts receivable	\$ (8,674)	\$ (8,815)
Award and scholarship funds	(207)	(419)
Accounts payable	(19,628)	(17,199)
Government remittances payable	2,181	(836)
Inventory	1,185	(3,036)
Deferred revenue	<u>850</u>	<u>2,500</u>
	<u>\$ (24,293)</u>	<u>\$ (27,805)</u>

see accompanying notes

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

## **NOTES TO THE FINANCIAL STATEMENTS**

**DECEMBER 31, 2012 AND DECEMBER 31, 2011**

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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 1,500 members work with individuals in the corporate, technical, government, not-for-profit and publishing sectors. The organization sponsors 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).

### **1. SIGNIFICANT ACCOUNTING POLICIES**

In preparing its financial statements, the organization follows Canadian accounting standards for not-for-profit organizations, which is one of the financial reporting frameworks included under Canadian generally accepted accounting principles. 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.

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

## **NOTES TO THE FINANCIAL STATEMENTS**

**DECEMBER 31, 2012 AND DECEMBER 31, 2011**

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### **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.

### **Inventory**

Inventory of publications for resale is carried at the lower of cost or net realizable value.

### **Capital expenditures**

Capital assets are recorded at cost. Amortization is provided annually at rates calculated to write off the assets over their estimated useful lives.

### **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.

## **2. ADOPTION OF ACCOUNTING STANDARDS FOR NOT-FOR-PROFIT ORGANIZATIONS**

Effective January 1, 2012, the organization elected to adopt the Canadian accounting standards for not-for-profit organizations. These are the first financial statements prepared in accordance with this new framework which have been applied retrospectively.

Management reviewed the exemptions provided on transition to the Canadian accounting standards for not-for-profit organizations and has elected to designate all investments to be subsequently measured at fair value, which is consistent with the accounting policy in place at the time of the transition. The adoption of Canadian accounting standards for not-for-profit organizations had no impact on the previously reported assets, liabilities and net assets of the organization, and accordingly, there has been no restatement of previously reported amounts as at the date of the transition, being January 1, 2011. The presentation and disclosures in the financial statements reflect the requirements under the new accounting framework.

# EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES RÉVISEURS

## NOTES TO THE FINANCIAL STATEMENTS

DECEMBER 31, 2012 AND DECEMBER 31, 2011

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### 3. FINANCIAL INSTRUMENTS AND RISKS

The Association's financial instruments consist of cash, accounts receivable, and accounts payable and accrued liabilities.

Canadian generally accepted accounting principles require that the organization disclose information about the fair value of its financial assets and liabilities. The carrying amounts for accounts receivable, accounts payable and accrued liabilities on the balance sheet approximate fair value because of the limited term of these instruments.

#### Liquidity risk

Liquidity risk is the risk that an entity will encounter difficulty in meeting obligations associated with financial liabilities. The organization is exposed to this risk mainly in respect of its accounts payable. The organization expects to meet obligations as they come due primarily from cash flow from operations.

#### Credit risk

Credit risk is the risk that one party to a financial instrument will cause a financial loss for the other party by failing to discharge an obligation. The organization's main credit risk relates to its accounts receivable. The organization provides credit to its members and customers in the normal course of its operations. The organization's losses due to credit historically have been minimal.

Periodically, the organization assesses the collectibility of its accounts receivable and provides an allowance for doubtful accounts as appropriate. At December 31, 2012, the allowance for doubtful accounts was nil (nil in 2011).

### 4. DEFERRED REVENUE

Deferred revenue is composed the following

	<u>2012</u>	<u>2011</u>
Certification revenue for the following year's exams	\$ 3,350	
Access Copyright grant	<u>          </u>	\$ <u>2,500</u>
	<u>\$ 3,350</u>	<u>\$ 2,500</u>

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

**NOTES TO THE FINANCIAL STATEMENTS**

**DECEMBER 31, 2012 AND DECEMBER 31, 2011**

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**5. 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>2012</u>	<u>2011</u>
Balance, beginning of year	\$ 2,976	\$ 3,330
Contributions received in year	1,175	646
Annual award	<u>(1,000)</u>	<u>(1,000)</u>
Balance, end of year	<u>\$ 3,151</u>	<u>\$ 2,976</u>

**6. 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 continuity of the scholarship fund is as follows:

	<u>2012</u>	<u>2011</u>
Balance, beginning of year	\$ 2,013	\$ 2,078
Contributions received in year	618	935
Scholarship award	<u>(1,000)</u>	<u>(1,000)</u>
Balance, end of year	<u>\$ 1,631</u>	<u>\$ 2,013</u>

# EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES RÉVISEURS

## NOTES TO THE FINANCIAL STATEMENTS

DECEMBER 31, 2012 AND DECEMBER 31, 2011

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### 7. GRANTS

The organization recognized grant revenue in the year as follows:

	<u>2012</u>	<u>2011</u>
Canadian Heritage	\$ 5,000	
Access Copyright Foundation	<u>2,500</u>	\$ <u>2,500</u>
	<u>\$ 7,500</u>	<u>\$ 2,500</u>

### 8. REGIONAL BRANCHES AND TWIGS

There are six regional branches representing different areas of the country. In addition, there are several twigs which provide similar services to those of branches, such as opportunities for socializing, networking, and professional development, but are located away from the branch cities. The branches and twigs 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 and twig.

During the year the organization allocated the following amounts to the branches and twigs:

	<u>2012</u>	<u>2011</u>
Toronto	\$ 12,231	\$ 12,062
British Columbia	6,201	6,450
Quebec/Atlantic Canada	5,571	5,450
National Capital Region	4,813	5,375
Prairie Provinces	3,230	3,302
Twigs	1,959	1,550
Saskatoon	<u>910</u>	<u>863</u>
	<u>\$ 34,915</u>	<u>\$ 35,052</u>

### 9. 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.

2013	\$ 9,511
2014	3,217
2015	<u>3,217</u>
	<u>\$ 15,945</u>

The operating cost portion of the office space lease commitment is based on the 2012 rates and is subject to market fluctuations.