

**Editors' Association of Canada/Association canadienne des réviseurs  
Report on National Executive Council Meeting  
June 8 and 9, 2008, Edmonton**

The national executive council met in Edmonton on Saturday, June 8 and Sunday, June 9.

**June 8**

On June 8, the old executive stepped down and the newly elected members took their place. New members' fresh viewpoints and formidable energy were welcomed. The council was particularly pleased to welcome a francophone perspective, which was brought to the executive by Gaëlle Chevalier, the new member-at-large. New branch reps Paul Payson (Prairie Provinces), Ken Weinberg (Toronto) and Julia Cochrane (QAC) were also welcomed. We said goodbye to Licia Paddison, Blossom Thom and Barb Adamski.

Before we let the old executive get away, we went over old action points and administrative matters. With old business taken care of, the new executive settled in to discuss items on the current agenda. Points of interest were as follows:

- A draft of the revised *Professional Editorial Standards* will be presented to the national executive in time for the council's September 2008 meeting.
- *Meeting Editorial Standards* is expected to go out of print by October 2008. The Publications Committee will explore alternative options for distribution.
- *Active Voice* editors will start a running feature on news from the association. Quarterly reports of national executive activities will be prepared for *Active Voice* by the council secretary and *AV* editor. These will appear in a News Briefs section beginning with the summer issue.
- The following committee chairs and representatives to external organizations were appointed:
  - Certification Steering Committee chair: Zofia Laubitz
  - Conference Committee chair: John Green
  - Forum Monitor: Joanne Haskins
  - Mediator: Jane Kidner
  - Professional Standards Committee chair: Frances Peck
  - Website Committee chair: Ken Weinberg
  - EAC's director and delegate to the Book and Periodical Council: Stephanie Fysh
  - EAC's delegate to the Cultural Human Resources Council: Karen Virag
  - EAC's delegate to the Freedom of Expression Committee: Marg Anne Morrison

**June 9**

*Finances*

The budget was reviewed. Clarifying the association's finances remains a high priority. Until timely financial reports can reliably be produced, it is very difficult for the executive to have an accurate picture of the association's finances. Highlights of the discussion were as follows:

- Hard copies of all financial documents to be discussed at national executive council meetings will be provided to council members.
- Work will be done to reorganize the association's bookkeeping categories for increased clarity.
- The 2008 Conference, while a huge success in terms of number of attendees, may not provide the income expected. The budget for the 2009 Conference may have to be adjusted as a result.
- Certification has always been considered self-sustaining, not a project that would provide the association with an income stream.

*Online Directory of Editors (ODE) and Database*

- Since the existing database cannot be retrofitted for our current needs, the council decided to completely redesign it. Currently, it contains all the information necessary for the association to maintain membership records as well as ODE entries, making it very unwieldy.
- An online tutorial will be designed for the new ODE.
- Plans were discussed for marketing the ODE to businesses.

*Membership*

- A marketing plan for the fall's planned membership drive was discussed.
- The Marketing and Public Relations Committee and Website Committee will work together to develop keywords and a plan for paid Google ads to draw more members into the association.
- National office will set up online membership registration. They will also set up email aliases and IV forums for all committees.

*Policy updates*

The council discussed two draft policies, one on advertising and sponsorship and the other on volunteer recognition. These are currently under revision. New drafts will be presented at the quarterly meeting in September. Ideas for new national awards will also be presented at that time.

*What's next: council priorities for the next quarter*

- Finances
- Fall membership drive; slogan is "2,008 in 2008"
- Organizational review
- Thirtieth-anniversary celebrations

Minutes of council meetings are posted in the Members Only area of the website once they are approved (at the subsequent council meeting) and finalized. The next council meeting will take place in Toronto on September 13 and 14. As usual, the meeting is open to any voting member in good standing who wishes to attend.