

february 2011

WEST COAST EDITOR

NEWSLETTER OF THE BC BRANCH OF THE EDITORS' ASSOCIATION OF CANADA

etcetera
etcetera
etcetera
etcetera
etcetera
etcetera
etcetera

plus

EAC-BC is a proud supporter of the serial comma

WEST COAST EDITOR

February 2011

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“etcetera plus” returns

“February is merely as long as is needed to pass the time
until March.”†

It's baaaaack! Another issue of “etcetera plus,” which those of you with fiendishly high-performing memories will remember refers to any issue of *WCE* that focuses on editing-related news and information and has an expanded “etcetera” section. This issue, with its focus on news about Conference 2011 (“Help wanted,” page 4, “Conference chat,” pages 8–9) and upcoming EAC-BC monthly meetings and seminars (“etcetera plus,” pages 10–12), seemed to warrant the title.

This issue also features “The bookshelf,” a new column designed to serve as a platform for the book-related opinions, passions, and peeves of guest columnists. If you would like to be featured in a future column, please contact Cheryl at westcoasteditor@editors.ca.

One final note. We must give credit to the owners of a Drive-by Editing sign that was featured in last month's issue. In the year since the photograph was first taken, they have replaced the sign with a new one!



Photos by Cheryl Hannah

West coast editor

† Source: Dr. J.R. Stockton, as quoted at www.egreenway.com/months/winter.htm, accessed February 1, 2011

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Contributors

Christine Dudgeon (“The bookshelf,” pages 6–7) is an indexer and proofreader. In her spare time she explores the Powell River region by hiking the trails and indulging in her new obsession: geocaching (a kind of treasure hunt with a GPS device).

Jessica Klassen (“What are you worth? How to price your editing services” event review, page 11) is a New Westminster–based editor with an appetite for editing fiction. She can simultaneously power through a manuscript while snuggling her cat, and she enjoys eavesdropping on SkyTrain conversations.

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poetic fibs

a contest†

ONLY 30
DAYS LEFT!

Deadline: March 16, 2011. Send a maximum of 3 original fibs to westcoasteditor@editors.ca. Three winners will be chosen: the “geekiest fib,” the “fib with the best consonance,” and the “fib with the best alliteration.” Winners can choose between a *West Coast Editor*, *I love serial commas*, or *Serial commas are silly* limited edition coffee mug.

What’s a fib? A fib, according to Ben Macintyre in *The Last Word*, “is a six-line, twenty-syllable poem in which the number of syllables in each line is the sum of the syllables in the two preceding lines.”

Here’s a fib. One / month / only / left to go. / Must. Write. Poetry. / And win one of those coffee mugs!

† See the January 2011 issue of *West Coast Editor* for complete contest details.

HELP WANTED

CONFERENCE 2011 SPONSORSHIP COORDINATOR

Do you like asking people for money? We are looking for an EAC-BC member with relationship-building skills and experience securing sponsorship and partnership support from organizations for special events to join our team.

As sponsorship coordinator, you will liaise with our current sponsors and partners, solicit new sponsors and partners, and manage these relationships through the pre-conference months and conference period.

The conference committee will provide you with a standard EAC sponsorship package to work with. The conference committee will also provide you with communications and administrative support.

**Interested? Contact
co-chair Theresa Best
(theresabest@gmail.com)
or Naomi Pauls
(npauls@editors.ca).**

TELL US ABOUT YOUR VANCOUVER

*Conference 2011
Editing in the Age of e-Everything
May 27–29, 2011 at SFU Vancouver*

Creating a Vancouver experience

The Vancouver 2011 Conference Committee is hard at work planning the May 2011 national conference. Our goal? To draw as many members to the conference as possible with interesting and informative sessions, opportunities for networking, and an assortment of fun things to see, taste, and experience.

While Vancouver is well known for its shopping, dining, museums, arts, and recreation, we want to make this year's conference experience unique by showcasing recommendations from BC editors.

Do you have a favourite local Vancouver restaurant or café? Do you have a favourite local Vancouver deli? Or do you know of any hidden shopping gems or want to share your list of top places to go and things to do? **Send your recommendations to Vancouver experience coordinator Juliann Krushen at jkrushen@telus.net** and help us make the 2011 national conference a success!

MEMBER SERVICES COMMITTEE

Do you enjoy meeting and greeting people? The Member Services Committee would love to have you join the team! Committee members welcome people at EAC-BC monthly meetings, answer telephone and email queries, assist the Public

Relations Committee at Word on the Street and at other public events, and work with the Professional Development Committee on seminars held outside the Lower Mainland. Are you interested? **Contact Marlene MacIsaac at bcmemberservices@editors.ca.**

“They’ve a temper—some of them—particularly verbs, they’re the proudest—adjectives you can do anything with, but not verbs—however *I* can manage the whole lot of them!”[†]

Mixed-up words

Admit it. You maintain a list of words that befuddle you no matter how many times you look them up in the dictionary. So do we. So do the editors of *The Chicago Manual of Style*. And now, with the publication of their new book, *100 Words Almost Everyone Mixes up or Mangles*, so do the editors of the *American Heritage Dictionary (AHD)*.

Below are three pairings from *100 Words*. We were quite taken with the explanation and examples given in the “wrangle / wangle” entry:

Pour / pore (AHD editors: “When you read something closely, you pore over it. You only pour over something if you are dumping a liquid on it. It may seem to some that they are pouring their attention or vision over something they are reading, and this metaphor encourages the confusion.”)



Throe / throw (AHD editors:

“The noun *throe* is an odd-looking word that is sometimes confused with the more familiar noun and verb *throw*. The confusion may arise because *throe* refers to a spasm accompanied by pain, so it suggests violent movement and evokes an image of throwing one’s body around, thrashing in pain. *Throe* often appears in the phrase *in the throes of* (a woman in the throes of labor). It is also used figuratively to refer to an ordeal or difficulty: *in the throes of breaking up with her boyfriend*.”)

Wrangle / wangle (AHD editors: “When you *wangle* something, you get it by contrivance of almost any kind: *The fan wangled his way into the club by tipping the doorman*. Usually *wrangle* means ‘to argue,’ as in *The two comedians wrangled over who should perform first*. But it has developed the meaning of ‘to obtain by persuasion or verbal arguing.’ So if you wrangle a ticket to the premiere, you get it by arguing. If you wangle the ticket, your methods could be many and various.”)

Source: “Words almost everyone mixes up or mangles,” Huffingtonpost.com, September 15, 2010, www.huffingtonpost.com/2010/09/14/mangled-words-american-heritage_n_715170.html#s139327, accessed September 15, 2010

[†] Source: Humpty Dumpty, in an exchange with Alice, as quoted in *What’s the Good Word?* William Safire, 1982

The Bookshelf

Editor Christine Dudgeon talks books.



Photo by Bruce Jacobson

Christine Dudgeon and her two dogs, Shigayla and Tufpen. Shigayla is taking advantage of a rare opportunity to lie on the couch.

FAVOURITE BOOKSTORE: THE USED BOOKSTORE ON MAIN STREET IN PENTICTON. It's called The Book Shop. It has an amazing variety of books, all categorized in various nooks and crannies. Anytime I get to Penticton, it's my first stop. I can spend all day there browsing. I heard about it from an American when I was in Greece in 1985.

A FAVOURITE SEASONAL READ: SEED CATALOGUES. I spend January perusing the lush vegetables and colourful flowers. Just when

winter is starting to feel like it's going to continue forever, seed catalogues arrive to instill a feeling of optimism and anticipation of spring, inciting generally silly purchases such as another variety of tomato that's supposed to grow early and prolifically. The West Coast Seeds catalogue is particularly good as it has information on planting and growing various types of vegetables and a very useful planting chart. All the information is also on their website: www.westcoastseeds.com.

BOOK MEMORY FROM SCHOOL: MY GRADE 7 TEACHER MR. MCGREGOR WOULD READ TO US FOR AN HOUR EVERY FRIDAY AFTERNOON. He would turn down the lights, and we would all put our heads on our desks and relax. It was kind of weird to be read to in grade 7 but no one was going to complain. He read some books that I still re-read now: *The Chrysalids* by John Wyndham, *A Wrinkle in Time* by Madeleine L'Engle, and *The Hobbit* by J.R.R. Tolkien. It was 10 years before I heard that *The Hobbit* had a "sequel." I rushed out to buy it right away and was not disappointed.

BOOK I READ THAT I LATER REGRETTED: A FINE BALANCE BY ROHINTON MISTRY. It is a very well-written book: Mistry's storytelling is colourful and the characters are memorable. However, toward the end of the book, when everything started to go wrong—and there was nothing the characters could do to prevent it—I found myself getting depressed about the unavoidable fate of mankind, and my depression must have lasted a week. I don't think I should read any more of Mistry's books.

Christine's
five fave
books

SNOW CRASH, NEAL STEPHENSON. It amazes me that this book was written in the early '90s. So much is current (the Metaverse, the viruses, the corporations) ... and then there's the technology (the cybernetic dogs and the ancient Sumerian neuro-linguistic programming) and the politics (the Mafia delivers pizzas and the CIA merges with the Library of Congress to form a public company). A frantic, crazy read.

EXCELLENT WOMEN, BARBARA PYM. This book is about the life of a post-war, proper, church-going spinster: Miss Lathbury. When asked whether she might like to help a male character proofread his book, Miss Lathbury thinks, "And before long I should be certain to find myself at his sink peeling potatoes ... Was any man worth this burden? Probably not, but one shouldered it bravely."

LORD OF THE RINGS, J.R.R. TOLKIEN. Hobbits. Elves. Dwarves. Orcs. Goblins. Has anyone *not* read this book or watched the movies?

THE TAO OF POOH, BENJAMIN HOFF. A bear. His forest friends. Wisdom passed down through the ages. Simplicity.

TO SAY NOTHING OF THE DOG, CONNIE WILLIS. A comedy of manners involving time travel, a rescued cat changing the course of history, and a time-lagged (similar to jet-lagged) historian struggling to remember his mission.

What I am currently reading:

I'm reading *Mistress of the Art of Death* by Ariana Franklin. I recommend it as a light murder mystery. It's about a 12th-century Italian female forensic anthropologist named Adelia. A serial killer is on the loose in Cambridge, and Adelia is called in to help uncover his identity. The idea seems a bit far-fetched, but there's (a somewhat accurate) history guiding the plot: Henry II and Thomas à Becket's assassination, the plight of the Jews, the power of the Church, and the position of women.

[CONFERENCE 2011]

EDITING
IN THE AGE OF
e-EVERYTHING



LA RÉVISION
À L'ÈRE DU
TOUT-ÉLECTRONIQUE

CONFERENCE CHAT

EAC's national conference will be held in Vancouver this year, a fact we hope will inspire many BC editors to attend. While we will be bringing you more detailed information about the conference in the March 2011 issue of West Coast Editor, we thought you might like to know what the conference committee is working on. We had a chance to talk to the committee's communications coordinator, Marlene Dong. Here are some excerpts from our conversation.

WCE: What was the reason for choosing "Editing in the Age of e-Everything / La Révision à l'ère du tout-électronique" as the theme for this year's conference?

MD: We wanted to give EAC members the chance to explore the opportunities and challenges faced by editors in our increasingly digital world.

To this end, we have arranged for two digitally savvy keynote speakers to bookend the conference and, we are happy to say, a robust program offering valuable information, inspiration, and insight.

WCE: Such as?

MD: Such as a session about **business and government web publishing**, by Terence Little, Manager of Corporate Internet Services, WorkSafeBC; a session about **digital publishing and the future**, by John Maxwell, Assistant Professor in the SFU Master of Publishing Program; as well as a session about **e-books**, by Julie Morris and Jesse Finkelstein of D&M Publishers. We've also arranged a session about **editing in the media**, which will feature Lisa Manfield of Canada Wide Media, Erik Rolfsen of *The Province*, and Rebecca Philps of *Vancouver Magazine*.

WCE: Anything else?

MD: We've also arranged for sessions about **educational publishing, social media, web writing and editing, and multicultural media.**

As well, since our conference will be happening at the same time as that of the Indexing Society of Canada, we've arranged for EAC members to be able to attend ISC sessions and enjoy an expanded program of speakers and sessions.

WCE: You mentioned that the two keynote speakers are well versed in digital media. Would you tell us a little bit more about them?

MD: I'd love to. Shelley Fralic, who will be kicking off the conference, is a well-known blogger as well as a veteran reporter and editor, and Rochelle Grayson, who will be delivering the closing keynote address, is the CEO of a digital publishing company.

WCE: Is that the Shelley Fralic who used to be executive editor for *The Vancouver Sun*?

MD: That's right. Shelley was first hired by *The Vancouver Sun* as a reporter in 1979, and by 1999, she had worked her way up to executive editor. Several years ago, she returned to writing. Today, she produces columns and features on a variety of subjects as well as the blog *Social Studies*, which offers an irreverent and humorous examination of social issues, pop culture, and modern-day life.

WCE: And Rochelle Grayson?

MD: Rochelle is, quite frankly, a multi-talented force in the digital media field. With more than 19 years' experience in the business and technology world, she has led and launched several leading-edge initiatives in New

York, Chicago, as well as the Silicon Valley. Her current venture, BookRiff, is a digital publishing company based in Vancouver that enables readers, artists, authors, publishers, and booksellers to create custom books—or "Riffs"—by mixing their own work with source-published books and websites.

WCE: Wasn't BookRiff originally connected with D&M Publishers?

MD: Yes. It was initially incubated within D&M Publishers. However, it was spun off as an independent venture in 2009, and Rochelle was hired in June 2010 to guide BookRiff through the next phase of its evolution.

WCE: It sounds like it's going to be an interesting three days.

MD: It is! It's going to be a full weekend with a little something for every editor. If EAC-BCers want to get the latest conference-related news, they can follow us on Twitter @eacconference and @congresdelacr, or they can visit our conference website at www.editors.ca/conference/conference2011/index.html. Oh, and of course, they can stay tuned for more detailed conference information—including a feature with both Shelley Fralic and Rochelle Grayson—in the next issue of *West Coast Editor*.

Editing in the Age of e-Everything / La Révision
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May 27 to 29, 2011
SFU Vancouver
515 West Hastings Street
Vancouver

etcetera

plus

UPCOMING EVENTS EAC-BC SPEAKER SESSION: SELF-SERVING SOURCES February 16, 2011

Guest speaker: Elizabeth Rains

What do you do when an important source insists on seeing the text of your story or makes other similar requests? It's easy to say "no," but what if you want to interview that source for a future story? In this session, Elizabeth Rains will look at ways you can say "no" without alienating your sources. Elizabeth will also discuss other source-related predicaments, such as, "This is just background" and "I've got to see the questions first."

Elizabeth currently publishes *Pacific Rim Magazine*, is a partner in Ocean Cove Media, and teaches editing at Langara College, Capilano University, and SFU.

We will draw for a door prize at the end of the evening. The winner will receive free admission to one EAC-BC seminar.

Time: 7:30 pm

Cost: Free for members; \$10 for non-members; \$5 for students with valid ID

Place: YWCA
535 Hornby Street
Welch Room, 4th floor
Vancouver

YWCA is located on the west side of Hornby Street, between Dunsmuir and Pender, one block northeast of the Burrard SkyTrain Station. Parking is available across the street for \$8.00 after 6:00 pm. Street parking is also available.

Information: www.editors.ca/node/904 or bcprograms@editors.ca

EAC-BC SEMINAR: GRAMMAR FUNDAMENTALS March 12, 2011

Instructor: Frances Peck

Take this quick quiz: 1 List and define the eight parts of speech. 2 Explain the difference between a phrase and a clause. 3 What's a subject complement? An object complement? An appositive? 4 Provide an example of an absolute phrase, a gerund phrase, a participial phrase. Which one always functions as an adjective? Which one is falling out of use? 5 Explain the difference between a restrictive and a non-restrictive clause.

At sea? Then this seminar, led by Frances Peck, is for you. Whether your aim is to plug educational holes, to better apply the rules of grammar, or to impress your clients and colleagues, this seminar will cover all the grammatical terms and structures you need to know. So bring your pencils and prepare to parse.

Frances Peck, a partner with West Coast Editorial Associates, gives workshops on editing and writing across Canada. She prepared the Canadian edition of *The St. Martin's Workbook*; co-authored the popular HyperGrammar website; wrote *Peck's English Pointers*, an e-book for the federal Translation Bureau; and is a columnist for the journal *Language Update*.

Time: 9:30 am–4:00 pm

Cost: \$100 for EAC members who register by February 25, 2011 (after: \$120); \$160 for non-members who register by February 25, 2011 (after: \$180)

Place: SFU Vancouver
515 West Hastings Street
Vancouver

Registration: www.gifttool.com/register/ShowEventDetails?ID=1262&EID=8928

EAC-BC SPEAKER SESSION: WEARING TWO HATS WITH STYLE: AUTHOR AS EDITOR March 16, 2011

Guest speaker: Rhea Tregobov

One skill that all good editors possess is the ability to "wear the

author's shoes." Finding a way to nudge, cajole, and encourage authors to write their best can be easier once you've considered things from their point of view. Join us at our March meeting to hear Rhea Tregebov share her unique perspective as both author and editor.

Rhea is a poet, novelist, anthologist, and assistant professor in the creative writing program at UBC. As an editor, she has worked with authors in a variety of genres, from YA novels and cookbooks to academic articles and literary fiction. As an author, she has been edited by some of the best. Rhea's debut novel, *The Knife Sharpener's Bell*, was released in 2009.

We will draw for a door prize at the end of the evening. The winner will receive free admission to one EAC-BC seminar.

Time: 7:30 pm

Cost: Free for members; \$10 for non-members; \$5 for students with valid ID

Place: YWCA
535 Hornby Street
Welch Room, 4th floor
Vancouver

YWCA is located on the west side of Hornby Street, between Dunsmuir and Pender, one block northeast of the Burrard SkyTrain Station. Parking is available across the street for \$8.00 after 6:00 pm. Street parking is also available.

Information: www.editors.ca/node/904 or bcprograms@editors.ca

EVENT REVIEW

EAC-BC SPEAKER SESSION: WHAT ARE YOU WORTH? HOW TO PRICE YOUR EDITING SERVICES

January 19, 2011

Guest speaker: Cerina Wheatland

Reviewer: Jessica Klassen

We editor-types can occasionally be a diffident bunch—that's what happens when you're always working behind the scenes making others look good. Therefore, it's not surprising that Cerina Wheatland spoke to a packed house on the topic of how to charge for freelance editing services. I think a lot of us worry that we may be charging too much, while secretly hoping that we can actually charge more. Cerina provided some great strategies and philosophies for freelancers unsure of their pricing strategy.

Cerina made four points that really stood out:

- You are a business, not an employee: charge accordingly. Remember to charge for all your billable time (phone calls, emails, checking references) as well as for the hidden costs associated with freelancing (paper, ink, and so on).
- It's easier to lower your rates than to raise them. Once you've established a reputation as an editor with cheap rates, it's hard to change it.
- Create a "unique selling proposition of 25 words or less" that highlights the unique attributes you bring your clients. Take that proposition and use it to position yourself in a market that values your unique skills.
- Don't justify your price. If a client questions the rate you charge, "shift the emphasis toward how you can help your client." If the client is unwilling to pay what you are worth, "scale back the services offered, not the price."

Cerina didn't offer specific rate recommendations. Instead, she emphasized that a range exists, and that where you sit on that range depends on your experience, credentials, and areas of expertise.

**EAC-BC SEMINAR: ALWAYS
PITY THE POOR READER:
COPY EDITING 101**
May 14, 2011

Instructor: Rob Dykstra

A good editor can be the writer's best friend—and the reader's. If a sentence is poorly constructed, unclear, or riddled with mysterious jargon that only an insider can understand, the message doesn't get conveyed. If the entire piece

is sloppily written, with errors in grammar, spelling, or punctuation, its credibility will suffer: how can the reader be sure the information itself is correct? The copy editor is a vital link between writer and reader.

This seminar, led by Rob Dykstra, will provide you with an overview of the copy editing function, the process, and a hands-on editing experience involving common problems, errors, and pitfalls.

Topics will include: 1 “The editing process: an overview.” 2 “Role of the copy editor: editing for your readers.” 3 “Substantive editing versus copy editing.” 4 “Importance of spelling, punctuation, grammar, and usage.” 5 “Those niggling details: accuracy of facts, names, and numbers.” 6 “Editing for style.” 7 “Aiming for sentences that are crisp and clear: eliminating redundancies and non-working words.” 8 “Ambiguity.” 9 “Plain language: tossing out jargon and clichés.” 10 “Misuse of words and terms.” 11 “Proofreading.”

Rob Dykstra has been an instructor in the journalism department at Langara College for more than 20 years; he has taught a copy editing course to journalism students for much of that time. He also oversees the editing and production of the annual *Langara Journalism Review*. He is currently working on a handbook for editors and a non-fiction book about Amsterdam.

Place: SFU Vancouver
515 West Hastings Street
Vancouver

NOW YOU KNOW EAC-BC IS ON TWITTER

You can follow EAC-BC on Twitter @EditorsBC.

AN EAC-BC SURVEY IS HEADING YOUR WAY

EAC-BC is looking for information that will make our monthly meetings and seminars interesting and relevant for all members. To help us do this, programs co-chairs Michele Satanove and Margot Senchyna will be conducting a survey to gather your opinions. Keep an eye on your inboxes: you will soon receive a link to our SurveyMonkey questionnaire.

TYPING IS SO PASSÉ

Did you hear about the new technology being developed by Intel brainiacs that “could allow people to dictate letters and search the Internet simply by thinking”?

According to science correspondent Richard Gray of *The Sunday Telegraph*, “the new technology will be capable of directly interpreting words as they are thought.” Furthermore, says Gray, “Intel’s scientists are creating detailed maps of the activity in the brain for individual words which can then be matched against the brain activity of someone using the computer, allowing the machine to determine the word they are thinking.” Very StarTrekian.

Source: “Social studies: Use your brain to write,” Michael Kesterton, *The Globe and Mail*, August 24, 2010

LIBRARY BOOK IS RETURNED AFTER 35 YEARS

Did you hear about the library book that mysteriously reappeared in a Minnesota public library after being checked out for more than 35 years? The book, *Small Voices: A Grownup’s Treasury of Selections from the Diaries, Journals and Notebooks of Young Children*, made its belated reappearance during the library’s annual “Amnesty Week.”

“If not for amnesty week, the culprit would be facing a whopper [*sic*] fine. At the time the book was checked out, the library charged 3 cents a day for late returns. Assuming the book was checked out in 1970, the person who last took it home would have owed the library \$445.80. By today’s standards—10 cents a day—the late fee would cost more than \$1,400.”

Source: “Winona library gets book back after 35 years,” Patrick B. Anderson, *Winona Daily News*, September 10, 2010, http://lacrossetribune.com/news/local/state-and-regional/article_53d5dcd0-bd0d-11df-8069-001cc4c002e0.html, accessed February 1, 2011

NEW MEMBERS

Rebekka Augustine, Kelowna
Fraser Hannah, North Vancouver
Monique Keiran, Victoria
Sue Morgan, Victoria
Jennifer A. Patterson, Vancouver
Louise Raffa, North Vancouver
Nigel Reid, Vancouver
Jackie van der Eerden, Vancouver
Natasha Wainwright, Vancouver