

Bulletin

*The newsletter of the National Capital Region branch of the
Editors' Association of Canada /
Le bulletin de liaison des membres de l'Association canadienne
des réviseurs — Région de la capitale nationale*

In this issue / Dans ce numéro

March 21, 2012 Speaker Night	1
Call for Nominations: EAC–NCR Branch Executive 2012–2013	2
Review: February 2012 Speaker Night	4
EAC–NCR Seminars Lineup	5
2012 Conference Corner	7

Photo: Marion Kennedy

When / Date :

March 21, 2012 /
Le 21 mars 2012

Where / Endroit :

**Capital Hill Hotel /
Hôtel Capital Hill**

**88 Albert Street /
88, rue Albert**

**Laurier Room /
Salle Laurier**

Time / Heure :

7:30 p.m. / 19 h 30

Cost / Prix :

Members: Free
Non-members: \$10 /

Gratuit pour les membres;
10 \$ pour les non-membres

How Can Editors Help Make Websites Accessible?

**Carl Stieren, Speaker Nights Co-Chair /
Coresponsable des soirées de conférenciers**

On March 21, 2012, **David Berman** will present an introduction to creating Web-based information that is accessible to persons with disabilities.

The *Ontario Access for Ontarians with Disabilities Act* contains Web-related regulations, including the *World Wide Web Consortium Web Content Accessibility Guidelines*. The deadline for complying with the new standards is less than one year away.

David Berman is an internationally renowned speaker, typographer, and writer. His book, *Do Good Design*, has been released in several languages. He is now working on how design can contribute to achieving the UN Millennium Development Goals.

In 2000, David led the development of an ethics code to promote social responsibility and sustainability of the graphics industry in Canada. He designed similar standards for national associations in the United States, Norway, and China. Since 2002, David has been national ethics chair of the Society of Graphic Designers of Canada. Since 2005, he has been a member of the board of the International Council of Graphic Design Associations.

Please note:

*David will be presenting the course **Accessible PDF by Design: WCAG 2.0** at Adobe Canada, 343 Preston St., Ottawa, on **March 23, 2012**. EAC members are eligible for a \$100 discount. For more information, visit: <http://www.davidberman.com/course/pdf-accessibility-course/>*

Call for Nominations: Branch Executive 2012–2013

Nominations are now being sought for the following EAC–NCR Branch executive positions for the 2012–2013 term:

- branch chair (must be a voting member)
- treasurer (must be a voting member)
- secretary
- speaker night chair/co-chairs
- seminars chair/co-chairs
- membership chair
- public relations chair
- *Bulletin* editor

The new executive will be elected at the speaker night meeting on April 18, 2012. The newly elected executive members will begin preparing for the 2012–2013 season in early June, and their terms will run until June 2013.

Although there are incumbents in a few positions, **all** positions are up for election.

If you would like more information, or if you would like to nominate yourself or someone else for an executive position, please contact Ipshi Kamal, current branch chair, at ncrchair@editors.ca as soon as possible.

If you would like to get involved in some way, but are not interested in holding an executive position, consider joining a committee.

Below are summaries of the executive job descriptions, as well as the biographies of two incumbents and two declared candidates:

Branch chair (must be a voting member)

- manages branch executive meetings
- speaks on behalf of the branch
- helps manage branch volunteers
- acts as liaison between the branch and the executive director

Ipshi Kamal (incumbent) is a proposal writer and editor. She helps local and national not-for-profit organizations raise funds from foundations, governments, and corporations. Ipshi also edits complex technical proposals prepared by private-sector organizations seeking government contracts. She has worked with successful teams at Canadian Medical Foundation, Macdonald-Laurier Institute for Public Policy, SNC-Lavalin Defence Programs Inc., and the United Way of Ottawa.

Approximately one year ago, Ipshi took the leap and started freelancing full-time as a proposal writer, copywriter, and editor. She believes that volunteering is critical to having a fulfilling career and a successful business. She is a member of the Association of Fundraising Professionals (serving on the Communications Committee of the Ottawa Branch), the American Grant Writers Association, and EAC.

Treasurer (must be a voting member)

- acts as liaison between the executive director, the executive and the membership
- reviews financial statements
- reports to the executive and to the membership

Secretary

- takes minutes of executive meetings
- summarizes the action items
- distributes the action items and the minutes to the executive members
- coordinates email voting

Marion Kennedy (incumbent) has been keeping her pen to paper as secretary for the NCR branch over the past two years. After jotting down all the threads of discussions, decisions, and accomplishments at the executive meetings, she weaves them into minutes and hopes that every comma is in the right place and that the other executive members think they were at

the same meeting when they read her account. When Marion is not writing minutes, she is transitioning to a freelance editing career, after supporting people with developmental disabilities over the past three decades.

Speaker nights chair/co-chairs

- recommends program topics for monthly meetings
- finds and books speakers
- hosts speaker nights
- introduces speakers
- writes summaries of speaker night evenings for the EAC–NCR *Bulletin*

Membership chair/co-chairs

- manages reception table and welcomes attendees to speaker nights
- oversees branch orientation segment of each speaker night
- recommends and manages activities to help members network with one another
- leads recruitment activities for new members
- reviews and approves voting membership applications from EAC–NCR members

Public relations chair/co-chairs

- recommends and manages strategies to publicize EAC–NCR
- develops and implements PR marketing campaigns, including social media campaigns
- researches media for cost-effective advertising for speaker nights, membership, and seminars
- liaises with related communication organizations and associations to exchange information about meetings and seminars

Carl Stieren (declared candidate) is a writer, editor, and photographer who has worked for businesses, governments, and NGOs. He served as editor, writer, and program manager for the Forum of Federations in Ottawa, and was associate editor of *Federations* magazine for nine years. Previously, he wrote software manuals and online help as senior technical writer for two Ottawa software firms. In Toronto, Carl worked for the Canadian Friends Service Committee, the United Nations Association in

Canada, and the Ontario March of Dimes. Carl has written for *The Globe and Mail* as well as for magazines. Carl was a reporter and news editor for a Toronto weekly newspaper. He also created and managed websites for several NGOs.

Seminars chair/co-chairs

- in concert with the Executive Director, recommends seminar topics
- finds and books seminar leaders
- collates evaluation forms completed by seminar participants

Bulletin editor

- calls for submissions for the EAC–NCR *Bulletin* (five issues per year)
- edits all submissions
- desktop publishes the newsletter
- coordinates with volunteer proofreader

Lisa Goodlet (declared candidate) has been a part-time freelance editor and proofreader since 2005, taking on projects ranging from political science magazines to academic articles on engineering. In her day job, she works for the federal government, where she's managed to make it her responsibility to edit most of her program's publications and communications materials, even though editing is nowhere to be found in her official job description.

Lisa holds a Master of Arts in Sustainable Development from Murdoch University, Perth, Australia (where she lived for two years), and a Certificate in Publishing from Ryerson University.

Lisa is a Girl Guide leader, a foster parent for the Humane Society, a traveller and scuba diver, a hockey player, and a quilter (though not necessarily a traditional one—her current project features 25 different Muppets and involves fun fur). As this didn't seem like enough on her plate, she has been the membership co-chair for the EAC–NCR in 2011–12, and is also the Speaker Coordinator for the 2012 EAC national conference.

February 2012 Speaker Night:

Creating Contracts You Can Live With

Richard (Woody) Huizengan, EAC–NCR Speaker Nights Co-Chair

How do you avoid misunderstandings with your clients?

“I almost always draft a proposal,” said presenter Carolyn Brown. “Unless the job is very small and very well-defined, understandings must be clearly documented.”

Carolyn advised that, when drafting a proposal, editors should always describe the client’s needs in the client’s own words. However, if your client has used terminology such as, for example, ‘plain language,’ it’s best to offer your own clear interpretation. Also, be clear about what you mean by terms such as ‘revisions.’ “You may understand that ‘revisions’ means a single round,” Carolyn said. “Be sure the client has the same understanding by putting it in the contract.”

She added that the contract must also address changes in the scope of the project, that is, the circumstances under which the client will incur additional costs. In addition, the timing of deliverables and the milestones for invoicing must also be included.

Presenter Dennis York said it is important to remember that “you’re always dealing with a person.” He advises editors to document their understanding in a way that is consistent with the size and complexity of the project, and with their relationship with the client.

Dennis said that whether the contract is a detailed, 15-page document or an understanding confirmed by a handshake, there must be mutual agreement on roles and responsibilities—what’s to be done, by whom, when, and for what cost—and some form of written agreement needs to be prepared. A quote or estimate can form the basis of a contract, as long as it lays out the mutual obligations.

Dennis spoke of one client who had contracted

with him by e-mail for years. The medium is not important—*clarity* is important.

“I often look for ways to go above and beyond what’s expected,” Dennis said. “But you have to make sure to get the client’s okay if it is anything significant or if it will cost the client extra money.” Dennis said clients appreciate the added value, and it sometimes leads to extra paid work.

Most clients lack a sophisticated understanding of what editors do, so Dennis treats every proposal as an opportunity to educate. Some businesses and private individuals may require more education than those clients in either the government or the NGO sector.

Participants were reminded that their clients are probably even more intimidated by contracting than they are. Explaining the editing process is one way to help clients understand what they’re paying for.

Most of Carolyn’s clients have their own standard contracts, whereas some use the EAC contract. The important thing to remember is that if a standard contract doesn’t meet the needs of both the editor and the client, it can be changed, as long as both parties agree to the changes.

Small and medium businesses rarely have standard contracts. Large NGOs will usually require a more formal approach to contracting than their smaller counterparts. And federal government procedures for even the smallest contracts may be very complex and detailed. These are the realities of the marketplace, and it pays to understand them.

And finally, Carolyn urged participants to “take advantage of the EAC’s mediation service if things really go sour.”

Prepare Yourself for Success With Professional Development Seminars for Editors

Mary MacDonald-LaPrade and Abigail Whitney, Seminars Co-Chairs

Give yourself the opportunity to be a successful editor—register now for professional development seminars offered by the organization that knows editing! The National Capital Region branch of the Editors' Association of Canada has four value-packed seminars left in this year's lineup. Learn new editing skills from professional editors, network with other editors from a range of workplaces, and give your resumé a boost. Each full-day seminar includes a catered lunch and beverage breaks.

Getting Contract Work With the Federal Government

The road to working as a solopreneur for the federal government can seem complicated. Marion Soublière will give freelancers and others wanting to increase their bottom line a roadmap for accessing some of the highest-paid editing work in the National Capital Region. She will demystify the process by teaching you how to register with the Supplier Registration Information service, get your Procurement Business Number, market your services, use MERX (the online tendering system), and prepare proposals for contract opportunities.

Marion Soublière brings a wealth of knowledge and experience to this seminar. She is a solopreneur with standing offers at several federal government organizations. Her book, Getting Work with the Federal Government: A Guide to Figuring Out the Procurement Puzzle, is available from Chapters.ca, www.kobobooks.com, and Amazon.com.

When: Saturday, April 14, 9:00 a.m. to 4:00 p.m.

Where: Capital Hill Hotel & Suites,
Mackenzie Room, 88 Albert St., Ottawa

Cost (includes HST): EAC members, \$215;
non-members, \$290

Register: www.editors.ca/branches/ncr/seminars

Electronic Editing

Microsoft Word is a powerful program, and chances are good that we are not using it to its full advantage. Graham Young will teach a variety of skills that will simplify your workflow and save you time, thereby making your work more efficient and increasing your per-hour profit. Topics will include

- capitalizing on track-changes and compare-documents tools
- tracking and merging changes by several reviewers
- managing queries or comments embedded in texts
- finding and replacing text effectively
- developing a systematic approach to electronic editing
- creating macros to simplify repetitive tasks
- understanding and setting macro security levels
- sharing macros safely
- applying styles for fast and reliable formatting
- using spelling and grammar tools effectively

Graham Young has delivered more than 300 business and government writing courses since May 2000. As a freelance editor, he helps public- and private-sector clients meet their communications objectives. His clients have included Bell Canada, University of Ottawa, and several government departments.

When: Monday, April 23, 9:00 a.m. to 4:00 p.m.

Where: Capital Hill Hotel & Suites,
Mackenzie Room, 88 Albert St., Ottawa

Cost (includes HST): EAC members, \$215;
non-members, \$290

Register: www.editors.ca/branches/ncr/seminars

Please note: Bring a laptop with Word 2010 (or similar), and be prepared to do plenty of hands-on electronic editing exercises.

Punctuation and Mechanics

Seemingly insignificant punctuation marks can cause writers and editors endless hours of trouble. Should that comma be there or not? What about that semicolon? And, oh my, oh my, how DO I punctuate those bullet points? **Frances Peck*** will show you up-to-date rules and guidelines, discuss how punctuation and mechanics affect meaning, and share with you some of the most useful style guides.

When: Monday, May 7, 9:00 a.m. to 4:00 p.m.
Where: Capital Hill Hotel & Suites, Mackenzie Room, 88 Albert St., Ottawa
Cost (includes HST): EAC members, \$215; non-members, \$290
Register: www.editors.ca/branches/ncr/seminars

Please note: Bring a particularly challenging piece of text with you for discussion, and be prepared to do group and individual exercises.

The Secrets of Syntax

Sometimes, a sentence reads or flows better when we change the order of the words. Why does that happen, and how can we get more adept at producing better prose and shaping it for different documents and audiences? **Frances Peck*** will return for a second day to teach you such concepts as subordination and coordination, periodic versus cumulative sentences, proximity of subject and verb, echo words, and special techniques such as ellipsis and isolation.

When: Tuesday, May 8, 9:00 a.m. to 4:00 p.m.
Where: Capital Hill Hotel & Suites, Mackenzie Room, 88 Albert St., Ottawa
Cost (includes HST): EAC members, \$215; non-members, \$290
Register: www.editors.ca/branches/ncr/seminars

**Frances Peck is an expert on the ins and outs of the English language. Her familiarity with how words work has given her a successful 20-year career as an editor, writer, and teacher. She prepared the Canadian edition of The St. Martin's Workbook, a grammar exercise book; co-authored the popular Hyper-Grammar website; wrote Peck's English Pointers, an e-book available through the Language Portal of Canada; and is a regular columnist for the journal, Language Update. A partner with West Coast Editorial Associates, Frances lives in Vancouver and teaches editing at Douglas College and Simon Fraser University.*

Member News

EAC–NCR announces its newest members:

Josée Gonthier

Sofia Lopoukhine

Josée Racette

A warm welcome to all!

Mark Your Calendar

April 18 EAC–NCR Speaker Night:

Three authors will speak about

“How to Avoid Messing Up a

Text: Advice From Writers”

2012 Conference Corner

Something for Everyone at Conference 2012

Christine LeBlanc and Gael Spivak, Conference 2012 Co-Chairs

Join Fox, Squirrel, and all the other wild things at Conference 2012, The Landscape of Canadian Language: word nerds gone wild (*Le paysage langagier du Canada : les mordus des mots se défoulent*). Register before April 11 to benefit from wonderfully wild early-bird savings! After April 11, the fees will increase from \$350 to \$430 for members, and from \$290 to \$370 for student members.

The conference is open to non-members as well, so spread the word. With more than 35 sessions, Conference 2012 offers outstanding professional development opportunities for new and experienced editors alike.

Looking to branch out into a different style of editing? Learn about various types, including technical writing and editing, working on comic books or graphic novels, and editing e-books. Interested in the science of language? Find out how our brains process language and how new words are coined. Have questions about contract disputes, defamation, and other legal issues? We have sessions with answers. Find all this and more, including speed mentoring and the senior editors' roundtable.

And don't forget about our fabulous keynote speakers, award-winning author Charlotte Gray and former Speaker of the House of Commons Peter Milliken—these opening and closing sessions are sure to please!

Cross paths with Fox, Squirrel and all your other wild colleagues in a pretty fantastic habitat: the beautiful new Ottawa Convention Centre (take a video tour). If you'd rather travel with a pack than forage independently, Conference Buddies is back! If you know Ottawa like the back of your

hand, consider being the leader of a buddy group.

If you live in the Ottawa-Gatineau area, put your guest room to good use: join Beds for Eds and offer a home-stay bed to an out-of-towner. We need more beds, as well as one or more volunteers to match the hosts with guests (a questionnaire about host and guest preferences will be available to facilitate matching) and to keep records of who is staying where. Volunteer(s) should be available from March through May. If you want to either host or volunteer, contact Elizabeth Macfie at macfie@editors.ca. NCR members who live outside the city are also welcome to request billets and stay in the city during the conference.

For the first time, the conference's vendor fair will be open to EAC members with side businesses who want to display their wares. Stay tuned for details on vendor requirements and how to apply.

Show off your coats, scales, or plumage! CafePress is where the wild things are: the fiercely stylish Conference 2012 logo is available on T-shirts, hoodies, coffee mugs, and more. But get them before the Conference 2012 logo becomes extinct!

We are still looking for on-site volunteers and one more photographer to track and capture wild conference-goers. Also, if you have an idea of who might make a great conference sponsor, please contact the conference co-chairs at conference@editors.ca.

Get connected! Follow us on LinkedIn, Twitter (#eac2012) and Facebook for an opportunity to participate in some fun social media contests.

Countdown to Conference 2012 is on!

Christine LeBlanc and Gael Spivak, Conference Co-Chairs
conference@editors.ca



Ottawa's New Convention Centre: Fox and Squirrel Are Impressed With This New Structure!

The landscape of Canadian language:
word nerds gone wild

EAC NATIONAL CONFERENCE
JUNE 1–3, 2012 | OTTAWA



Le paysage langagier du Canada :
les mordus des mots se défoulent

CONGRÈS NATIONAL DE L'ACR
DU 1^{ER} AU 3 JUIN 2012 | OTTAWA

The *Bulletin* team

Editors / Rédactrices : Linda Senzilet, Marion Kennedy, Lisa Goodlet

English proofreader / Correctrice d'épreuves (anglais) : Mary Hunter

French proofreader / Correctrice d'épreuves (français) : Mary Lalonde

Contributors / Collaborateurs :

Wendy Carroll
Woody Huizenga
Christine LeBlanc
Mary MacDonald-LaPrade
Maureen Moyes
Gael Spivak
Carl Stieren
Abigail Whitney

Contribute to *Bulletin*

Did you have an interesting work experience? Do you have some strong opinions about editing? Have you discovered some helpful hints or professional advice that would help your fellow editors? Our readers would like to know.

Material for the next issue of *Bulletin* must be submitted in a Word document by the deadline shown below. Submitted material is considered final upon submission; no proof will be returned to the author for approval. The editor may identify a need to clarify or to substantially edit material and, in such cases, may contact the author.

Deadline for contributions to the May–June issue: April 18, 2012. Please send your submissions to Linda Senzilet at ncrbulletin@editors.ca.

Contribuez au *Bulletin*

Avez-vous une expérience de travail intéressante ou une opinion particulière sur la révision? Voulez-vous partager des trucs pratiques ou des conseils professionnels avec vos collègues? Faites-le-nous savoir.

Les textes destinés au prochain *Bulletin* doivent être soumis dans un document Word non mis en forme au plus tard à la date indiquée ci-dessous. Les textes soumis seront considérés comme étant les versions finales; aucune épreuve ne sera retournée à l'auteur à des fins d'approbation. Si la réviseure a besoin de précisions ou si elle prévoit apporter d'importantes modifications, elle pourra consulter l'auteur.

Prochaine date de tombée : le 18 avril 2012

Envoyez vos articles à Linda Senzilet au ncrbulletin@editors.ca.

EAC–NCR executive / Conseil de direction de l'ACR–RCN

Chair / Présidente

Ipshi Kamal : ncrchair@editors.ca

Past Chair / Présidente sortante

Christine LeBlanc : ncrpastchair@editors.ca

Secretary / Secrétaire

Marion Kennedy : ncrsecretary@editors.ca

Treasurer / Trésorière

Ursula Rudden : ncrtreasurer@editors.ca

Speaker Nights Co-Chairs / Coresponsables des soirées de conférenciers

Woody Huizenga, Suzanne Keptwo, and / et Carl Stieren : ncrprograms@editors.ca

Seminars Co-Chairs / Coresponsables des ateliers

Mary MacDonald-LaPrade and / et Abigail Whitney : ncrdevelopment@editors.ca

Public Relations Chair /

Responsable des relations publiques

Pat Patterson : ncrpr@editors.ca

Membership Chair / Coresponsables des adhésions

Tina Bartolini and / et Lisa Goodlet : ncrmembership@editors.ca

Bulletin Editor / Rédactrice du Bulletin

Linda Senzilet : ncrbulletin@editors.ca

Executive Director / Directrice administrative

Maureen Moyes : ncr@editors.ca



Follow us on Twitter @EditorsNCR /
Suivez nous sur Twitter @EditorsNCR

Bulletin is published by the EAC–NCR branch. Opinions expressed in bylined articles do not necessarily reflect those of either the EAC–NCR or the EAC/ACR as a whole.



Le *Bulletin* est publié par l'ACR–RCN. Les opinions exprimées dans les articles signés ne reflètent pas nécessairement celles de l'ACR–RCN ni celles de l'ensemble de l'ACR/EAC.