

# PWAC 2013 ANNUAL REPORT AND 37TH ANNUAL GENERAL MEETING



PWAC 37th Annual General Meeting: 2013 Annual Report

The 37<sup>th</sup> Annual General Meeting of the Professional Writers Association of Canada will be held on June 7<sup>th</sup>, 2013. All members and the general public are welcome to observe, but only PWAC Professional members in good standing who are designated delegates for their chapters can vote.



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# I. Directory

# Directory

## PWAC NATIONAL BOARD OF DIRECTORS & STAFF

### Executive

President:	Craig Silverman
Vice President:	Doreen Pendgracs
Treasurer:	Rusti Leahy
Past President:	Tanya Gulliver

### Regional Directors and Technical Director

Atlantic:	Stephen Kimber
British Columbia:	Heidi Turner
Ontario:	Christine Peets
Prairies and the North:	Michelle Greysen
Quebec:	Olivia Kona
Technical Director:	Luigi Benetton

### PWAC National Office Staff

Executive Director:	Sandy Crawley
General Manager:	Margaret DeRosia
Interns:	Haley French & Erin Lucuik

## PWAC COMMITTEES, CHAPTERS & PARTNERS

### Committees:

PWAC standing committees are comprised of PWAC member volunteers that the board of directors bring together to provide recommendations and information on specific areas of operation:

- Communications
- Finances and Fundraising

- Government Action
- Industry Relations
- Membership Services and Development
- National Conference
- Nominations and Awards

## Chapters:

PWAC has 23 chapters across Canada, each with its own executive. Chapters plan and host professional development activities, networking and industry information sessions and social events. These chapters include:

### Atlantic Region

- Atlantic at Large
- Central New Brunswick
- Moncton
- South West New Brunswick

### British Columbia Region

- B.C. Interior
- Fraser Valley
- Vancouver
- Victoria

### Ontario Region

- Guelph
- London and Southwestern Ontario
- Niagara Escarpment
- Northwestern Ontario
- Ontario Outliers
- Ottawa
- Sudbury and North-Eastern Ontario
- Waterloo Region

### Prairies and the North Region

- Calgary
- Edmonton
- Lethbridge and Area
- Manitoba
- Saskatchewan

### Quebec Region

- Quebec

### Funding Partners:

The Professional Writers Association of Canada would like to thank the following partners for their continued support:

- The Access Copyright Foundation
- The Department of Canadian Heritage, through the Canada Periodical Fund
- The Ontario Arts Council
- The Ontario Arts Council Foundation
- The Ontario Media Development Corporation

### Industry Partners:

The Professional Writers Association of Canada would like to thank the following partners and collaborators for their continued support:

- Access Copyright
- Association des journalistes indépendants du Québec
- The Book and Periodical Council
- The Canadian Freelance Union
- Canadian Society of Children's Authors, Illustrators and Performers (CANSCAIP)
- Canadian Association of Professional Image Creators (CAPIC)
- Creators' Copyright Coalition
- The Canadian Media Guild
- The Centre for Social Innovation
- Cultural Human Resources Council
- Electronic Rights Defense Committee
- Hebb and Sheffer
- The League of Canadian Poets
- MagNet, with the Canadian Business Press, the Canadian Society of Magazine Editors, the Circulation Management Association of Canada, the Kenneth R. Wilson Awards, Magazines Canada, the National Magazine Awards
- The Playwrights Guild of Canada
- WorkInCulture
- Writers' Coalition Benefits
- The Writers Union of Canada

## II. Board of Directors' Reports



# President's Report

—CRAIG SILVERMAN

Fellow PWACers,

After five years on your board, this will be my last report as your president. It's been an honour to serve for the past two years, and before that as vice president and regional director of Quebec. Much has been accomplished on your behalf during that time, thanks to the hard work of members at the local and national level, and our tireless staff.

I also don't hesitate to say there's more to be done. Some things I had hoped we could accomplish have yet to come to fruition. There is always more work to do. That won't change. But I think PWAC is well positioned to move forward in key areas, and to continue to grow and evolve.

One source of pride is that our membership continues to hover around the 700 mark. We have seen significant membership growth in recent years, and the application process on the new Writers.ca has helped us bring new people into the fold with more ease.

## Notable projects from 2012-13

I'd like to highlight a few of the key projects from this year. You'll learn more about them in other reports. I'd also like to highlight some key areas where we weren't able to get as far as we'd have liked, and on which I hope the next board can move forward.

**Writers.ca:** We launched the beta version of our new member profile and content marketplace venture. This was made possible by generous grants from the Department of Canadian Heritage through the Canada Periodical Fund, which Executive Director Sandy Crawley secured. The site is still evolving, a work in progress designed from the outset for continuous refinement. With that in mind, there are [three points](#) I want to make:

1. Writers.ca is proving to be a great tool for recruiting and onboarding new members. More than 200 published writers have joined us through the site in less than a year.
2. The backend functionality of the site enables staff to send email newsletters to members and establish discussion forums. This administration of our membership is not only facilitating communication, but also saving staff significant time.
3. The marketplace aspect of the site is new territory for PWAC. This functionality is a primary reason why we received the funding, but it's also very much a venture—meaning there is some risk involved. It's new territory for PWAC. We are working

with partners in the publishing industry to bring more clients into the site. We also realize we need to look beyond publications and bring in corporate clients as well. It's important for us to evolve based on what is and isn't working, and it takes time and usage data to figure those things out.

**Prairies Regional Event:** This fall saw the first official PWAC regional event under our new policy take place in Saskatchewan. The previous year, a pilot regional event was held in New Brunswick, and in Fall 2013 we will have one in British Columbia. These regional events are meant to offer a new level of support that complements the current partnership of PWAC@MagNet, where we hold our national conference and concurrent annual general meeting.

**Strategic Plan:** We received funding for, and have completed and published, a strategic plan for PWAC. It is available for download in the members-only section of Pwac.ca, and was recently shared with all members through an e-mail bulletin. This document sets out a vision and roadmap that sets priorities and helps our leadership guide our evolution. It should be of great benefit to future boards.

**Self-Publishing Co-op:** We received two research grants, one from the Ontario Media Development Corporation and one from the Access Copyright Foundation, to research the possibility of setting up a co-op that could help Canadian writers self-publish their work. It's in the early stages, but Sandy Crawley and Vice-President Doreen Pendgracs are leading this initiative, which will publish its report later in 2013.

**Coalition:** We are participating in ongoing negotiations and action to address key issues in new contracts offered by the Toronto Star and Transcontinental Media that are highly unfavourable to freelance writers.

These are by no means the only projects and achievements of the past year, but they are top of mind for me. In terms of the things I wish we'd also been able to do, I will highlight two:

1. **Online Professional Development:** We have for some time now been talking about offering a central repository for PD for members, and offering online sessions. Writers.ca is now home to some of the PD that has been given locally, but there is more work to be done to offer PD that is equally accessible to all members.
2. **Streaming the AGM:** Again, I had hoped that this year we would be offering a basic live stream of the AGM so members could watch from anywhere in the country. I also hope that in the not-too-distant future we will be able to allow members to vote in an electronic AGM.

In both cases, I think the work done on building a strong and flexible technological foundation for Writers.ca has taken precedence as a prerequisite to further progress on other online initiatives. This will require increasing our organizational capacity, as noted in the Strategic Plan. I'm optimistic that future boards and all our volunteers in chapters and regions will help us push forward on these two initiatives.

Finally, I want to thank all the great members who have served with me on this and past boards. It's a privilege to serve the members, and it's a privilege to do so with people who care so much about the organization and its membership.

I also want to recognize Sandy Crawley and General Manager Margaret DeRosia. Our staff is small but strong. They work hard, they represent us with pride in everything they do, and they do their work with passion and integrity. We are lucky to have them, and I've been lucky to work with them.

Best regards,

Craig Silverman, President  
[silvermancraig@gmail.com](mailto:silvermancraig@gmail.com)

# Vice President's Report

—DOREEN PENDGRACS

What does PWAC mean to me? Since joining PWAC back in 1997, the answer to that question remains the same. I joined to connect with writers and learn from them. 16 years later, I remain a member to “pay it forward” by helping other writers through the sharing of knowledge, moral support and my volunteer efforts to help make this association stronger and more relevant to every working freelance writer in Canada.

The strength of PWAC has always come from its diverse membership. We have members who do virtually every kind of writing you can think of: periodical and web writing, blogging, corporate writing and white papers, script and speechwriting, broadcasters, documentary filmmakers, journalism and creative writing instructors, editors, designers, tech gurus and more. In what other association can you pose a question in any of those disciplines and receive a number of answers within minutes?

To honour the talent and interests of our members, and realizing that many of them hold memberships in various other professional associations, it has been my goal via the rejuvenated Industry Relations Committee to strengthen PWAC's bonds with other like-minded organizations so that we can offer joint or collaborative programming, gain strength in numbers with respect to advocacy, and offer enhanced membership benefits such as discounted dues to those of us who belong to several writers' associations.

On the theme of collaboration, I have also been pleased to participate in the Self-Publishing Cooperative project that PWAC has launched, as noted elsewhere in this document. It is fabulous knowing that PWAC is on the leading edge of the evolving world of publishing, and that we are looking at ways to help our members achieve their professional goals. I hope to remain involved in this project, as I see it as an important initiative for PWAC to pursue.

Another strength of PWAC that I am particularly proud of is our love of celebrating the strengths and personalities of our regions. I do miss the days of our traveling national conference, and hopefully, we may be able to find a way to return to the idea of having our national conference outside of Toronto from time to time in the future. But we have found ways to celebrate different areas of the country, partly by helping members outside of Toronto hold their own regional events, and also by highlighting a specific region at PWAC@MagNet, our national conference. That was done successfully with the Atlantic Region spotlight last year, and no doubt will be equally successful with a spotlight on British Columbia this year. I enjoyed the Prairies Regional Event in Saskatoon last fall, both as a workshop presenter and as PWAC's vice president. It is so rewarding to see

Saskatchewan, a province that previously had only a few members and no programming, is now thriving and a role model to others.

I wish I could have stayed on the national board and served you as president in the coming year, but professional and personal challenges have taken priority and required more of my time than expected. I will try to continue to serve PWAC in roles that require less of a time commitment, and will always be available to chat or e-mail with anyone who wants to connect with me.

In closing, it has been my pleasure to serve and collaborate with my fellow board members and our staff. We have all been learning and working hard on behalf of you all. Please, cherish your volunteers. You may not always agree with them, but they deserve your respect and your help in making things better. So if you get a call or request to help PWAC in some way, rise to the challenge and take responsibility for shaping the future of this incredible association.

Respectfully submitted,

Doreen Pendgracs, Vice President  
[pendor@mts.net](mailto:pendor@mts.net)

# Treasurer's Report

—RUSTI LEHAY

**Introduction:** What follows is a brief summary of some of the highlights of events and figures from this year to keep in mind as we move forward. The official AGM Treasurer's Report, which will be based on the 2012-13 audited financial statements, will be published as soon as it receives board approval. It will be available as a hard copy at the AGM with my report, and published online with the Annual Report after the AGM.

## Highlights of PWAC—2012-13

In 2012 there were unavoidable delays in launching Writers.ca. As a result we did not achieve projected revenue targets. Because of these challenges, PWAC will have a small deficit, but two things need to be kept in mind: first, we currently have enough funds in reserve to continue our operations; and second, based on our current membership growth that occurred on Writers.ca during 2012-13, we expect to balance the organizational budget in the near future.

Looking ahead, I'm hoping that the next treasurer will inherit a trail of budgets that consistently show more flex than past years, as Writers.ca grows. A marketing grant application currently making its way through the process at the Canada Periodical Fund in Ottawa will help us get revenue levels back up towards our original targets in 2013-14 and 2014-15. We have increasing support from our industry partners to promote Writers.ca more actively to their constituent publishers, and to editors of magazines and newspapers across the country in genres from which many PWAC members accept assignments. The board and staff are aware that many of our members are taking on an increasing percentage of their work in the corporate sector, too, and so we will be mounting a separate marketing campaign to target these potential clients for registration in our database to which PWAC members have access. This campaign will also target diverse sectors to build the jobs board up, another revenue stream.

## Highlights of PWAC's 2013-14 Budget

**Revenue:** Active promotion of Writers.ca will continue throughout 2013. The plan is to meet a target of \$160K in membership revenues by 2014. Steady membership growth has begun in late 2012-13 and early 2013-14. With Writers.ca, it continues to be a big push to secure potential clients for our members.

The influx of new PWAC members through Writers.ca, however, has been steady. As of March 8th, 2013, there were 679 members in the system, which brought membership

revenue above \$158,000 by the end of fiscal year 2012-13. As a result of the site, we did not need to undertake a membership drive this year, for example.

2013-14 is the last year of the confirmed three-year operational grant of \$19,750 that we receive from the Ontario Arts Council. We will be applying once more for this grant in Fall 2013.

**Expenses:** Our budgeted income for 2013-14 of \$224,134.00 leaves roughly \$9,000 more in expenses than income. PWAC has survived tough, tight and red-line budgets before. Standing together and communicating fairly about issues that members are passionate about will see us through as we build compromises and the way forward.

**Conference/AGM Budget:** Since the founding of MagNet, our partnership has subsidized PWAC's participation and national conference by approximately \$100,000.00. On top of this generous financial subsidy, we are also supported by the provision of services such as registration, logistics, marketing and acquiring professional development speakers and sessions—all at a level we simply could not support as a stand-alone organization. If PWAC were to leave the partnership and run its own national conference once more, it would result not only in a smaller conference, but also in a demand on staff time and resources that would detract from advocacy and other projects (i.e., the strategic plan, the writers co-op, industry relations, legal advocacy, government action, mediation, etc.).

While the Conference/AGM is still a cost centre, we have reduced the net outflow from a high of approximately \$16,000 in 2009 to a projected \$5,550 this year, and done so while offering many professional development choices and enhanced social events, based on our celebration of regions, all of which our partnership has enabled. PWAC members continue to receive significant individual subsidies through our delegate program and the PWAC@MagNet partnership. Later in 2013-14 we will share the figures when we have done a more thorough audit of the last three years of the partnership. Stay tuned.

**HST Rebate:** Since we moved to standardize the renewal date, cash flow is always a challenge through the second quarter of each fiscal year. However, we are currently fortunate in that our major projects as well as our contract with senior staff have seen us spending more Harmonized Goods and Services Taxes than we collect. This rebate, which is received in the spring-summer, is expected to keep all systems up and running until September, when our returning members renew their commitment with their annual dues.

**Not-so-final Thoughts:** While we can currently continue to operate with a small deficit, many of the reserve funds are dollars received from grants and earmarked for projects not yet completed. The main reason PWAC is currently in the black may be summed up in one word: sacrifice. Staff and the board engaged in sacrifice. The board regrettably cancelled the traditional February face-to-face meeting, a weekend to really dig in and

work together, deciding to instead use the funds—approximately \$8,000—elsewhere. Furthermore, our executive director has also foregone his annual salary increase in light of the need to support strategic goals. These sacrifices and our larger goals for the organization illustrate how much your staff and board are working hard to continue supporting your work, even with our limited resources and financial challenges.

Respectfully submitted,

Rusti Lehay, Treasurer  
[rustilehay@gmail.com](mailto:rustilehay@gmail.com)



# Atlantic Regional Director's Report

—STEPHEN KIMBER

This is my first and, sadly, last report as regional director of the PWAC-Atlantic region. Because of the pressures of other commitments, I've had to step aside from the final year of my term. I want to say it's been a pleasure working with PWAC's dedicated staff and hard-working board, as well as having the opportunity to meet some—and correspond with many—wonderful Atlantic Canadian PWAC members. I hope to return to more active duty soon.

In the meantime, there's a legacy of too much still to be done, including making the new, dedicated Atlantic region forum on Writers.ca a vital meeting place for our far-flung group, and developing useful online professional development programs for all members.

We have close to 60 members spread throughout Atlantic Canada in four different chapters: Atlantic At Large (25), Southwest New Brunswick (13), Moncton (10) and Central New Brunswick (7). Some highlights from each of our chapters follow, in the words of their local leaders.

## Atlantic at Large

Spread throughout the four provinces of Atlantic Canada, this motley crew—numbering 25—are PWAC's orphans in the region, as we don't have a chapter within driving distance of Dilly or Squat. Although we don't have chapter activities (because we are spread so far apart), we are trying to get better at communicating, pooling resources and providing support to each other. There's also a plan to partner with other organizations to offer PD sessions this year, which will likely take place in Halifax. Stay tuned. Respectfully submitted by Sandra Phinney, Chair, AAL.

## South West New Brunswick

- Held a full-day workshop in April 2012 with two workshop presenters: PWAC Quebec member Julie Barlow on “Pitch of Your Life,” on how to pitch story and book ideas, and Kim Eagles, on “Online Strategies for Writers.”
- Held our eighth annual Short Story Contest for high school graduating students in our area and gave away two \$500.00 prizes.
- Held our first Postcard Contest—about 20 entries on the topic “A Postcard Home.” The second Postcard Contest was moved from Fall 2012 to February 2013 due to fall workshop.
- Sent one delegate to the PWAC AGM.

- Held a fling for our group in St. Andrews (we don't meet during the summer months; this was our annual 'social' event).
- Held a full-day workshop in September 2012 with workshop presenter Sandra Phinney on the "Business of Freelance Writing," held in conjunction with the annual Naturefest 2012 in Hampton, NB; we participate to raise the profile of our local and national organization.
- Also hold roundtable discussions at our monthly meetings on topics our membership are interested in learning more about (digital voice recorders, social media topics, tax topics, etc.).

### Moncton

- The Moncton chapter of PWAC and WFNB (Writers Federation of New Brunswick) co-hosted a script-writing workshop with Emmy award winning writer Cynthia Whitcomb on April 13-14th. About 20 people from New Brunswick and Nova Scotia battled through the snow and came together in the unheated boardroom of the Greater Moncton Chamber of Commerce for a great workshop. CTV even arrived to film the workshop, and the Moncton PWAC banner showed up in one of the room pans.
- Later that same week our chapter had a booth at the Chambers Business Expo (businesses from Moncton, Fredericton, and Saint John) hosted by the Greater Moncton Chamber of Commerce. A number of people stopped by the booth where we handed out an information card about the Moncton Chapter, the national organization and the value that freelance writers bring to each project. We also displayed our individual business cards and raffled off a writing basket.
- Last May 25, PWAC-Moncton also hosted a hugely successful Frances Peck editing workshop. Frances is a BC editor and we always fill her workshops and maintain a waiting list for cancellations.
- The chapter also continues to meet for lunch once a month.
- Kathy Mercure is our newly elected president.

### Central New Brunswick

I guess we are the remnant, even the Diaspora. Sigh. All I remember is Lori, Johanna and I met for dinner at Johanna's cottage some time late last spring when the water was just about up to our eyeballs!"—Ana Watts

Respectfully submitted,

Stephen Kimber, Atlantic Regional Director  
[sk19490825@gmail.com](mailto:sk19490825@gmail.com)

# British Columbia Regional Director's Report

—HEIDI TURNER

Greetings from beautiful British Columbia!

2012-13 has been an exciting time in PWAC British Columbia, with lots of activity in our chapters. PWAC British Columbia currently has four chapters: Vancouver, serving members in the greater Vancouver area; Victoria, serving members on Vancouver Island; Fraser Valley, serving members in the Fraser Valley region, approximately 40 minutes outside of Vancouver; and the B.C. Interior, serving members spread out across the rest of British Columbia. Between the four chapters there are 105 PWAC members in British Columbia.

## Among the highlights for this past year

- The launch and growth of the new PWAC Fraser Valley chapter in Fall 2012
- A successful collaboration between PWAC-Vancouver and the Magazine Association of BC to host a professional development event on search engine optimization, and also, a Christmas social event
- Three chapters holding regular events for members, including PWAC-Vancouver and PWAC-Fraser Valley hosting monthly events and PWAC-Victoria hosting multiple professional development events through the fall, winter and spring
- Fantastic turnout at a recent professional development event in Victoria
- Regular monthly socials for PWAC-Vancouver that have included a great mix of PWAC members, writers who are not PWAC members and students in local writing programs
- Interest in the Interior chapter in hosting an event for members spread throughout the province
- The PWAC-Vancouver/Fraser Valley professional development day, which was a huge success (see below for more)

This past year I was able to attend events hosted by the Fraser Valley, Vancouver and Victoria chapters, and was lucky to meet many wonderful, dedicated members in each.

On April 27, 2013 PWAC-Vancouver and Fraser Valley jointly hosted a professional development (PD) day, featuring four sessions geared to freelance writers. Panelists included a mix of PWAC and non-PWAC writers, as well as local editors. The day was a

huge success, with many attendees commenting that they received their money's worth and feeling energized about their freelance career. Immediately upon conclusion of the day, plans were underway for a second PD day, to be held in the fall. Although the event came a little short of breaking even, because the costs were split between two chapters neither chapter lost a great deal of money.

### **Goals—The Next Two Years**

Since it appears that I will be the PWAC British Columbia Regional Director for another term, I have some goals for the region over the next two years:

- Continued membership growth
- Building member engagement in PWAC through regular meetings and networking events
- Increasing the profile of PWAC in local by taking part in local culture days and events, and by joining forces with other organizations to host events
- Hosting a regional event in the next two years (ideally Fall 2014)

All four PWAC-BC chapters are currently in the preliminary stages of jointly planning a PWAC-BC retreat. This would be similar to the retreats PWAC-Victoria and Vancouver have run for many years, but this time all four chapters would work together to ease the burden on any one chapter. Nothing firm has been decided, but there is a lot of interest from the four chapters to team up. So my hope is that we can host an amazing regional event in the fall of 2014.

This has been an exciting year for PWAC-BC, and none of it would have been possible without the hard work and dedication of our many volunteers who sit on their chapter executives or who volunteer their time (and sometimes their homes) to make events successful. My deepest appreciation goes to them for all their support, and for giving PWAC their time, energy and commitment.

Respectfully submitted,

Heidi Turner, British Columbia Regional Director  
[heiditurner@shaw.ca](mailto:heiditurner@shaw.ca)

# Ontario Regional Director's Report

## —CHRISTINE PEETS

Since the 2012 Annual General Meeting, there have been some exciting developments in our Ontario chapters. [Here are some highlights:](#)

- The launch and continual growth of the Sudbury & North-Eastern Ontario chapter, with some exciting professional development sessions as well as social events.
- Successful collaborations with other arts groups in London & SW Ontario, and the combining of professional development and social networking at the same events.
- Successful individual and collaborative work leading to the production and sale of two books, and participation in festivals in Northwestern Ontario.
- A continuing series of professional development seminars (followed by the traditional Cheers with Peers) and some members-only activities in Toronto area. The seminars are recorded and are available to all PWAC members via the “Biz” forum on Writers.ca.
- A renewal of interest in activities for members that will involve both professional development and networking opportunities in the Niagara Escarpment and Ottawa area chapters.
- Members gathering in their homes or communities in Guelph and the Waterloo region to offer professional development and encouragement, and end some of the isolation of being a freelancer. Professional development sessions often draw on the expertise from within the ranks, either at the chapter level or other chapters. This shows that while there are many experts within our communities to provide professional development, we can look within the organization.
- Members continuing to engage with PWAC, through membership support, and other ways (i.e., online groups) even though they may not be part of a “physical” chapter such as the members of the Ontario Outliers.

Here we now have nine chapters and members, each doing varying types of writing and living in communities that couldn't be more diverse. Membership in PWAC-Ontario continues to grow in spite of the writing and publishing industry being fraught with challenges. That growth is testament to the solid belief that writers working together can make a difference during difficult times and benefit from mutual support.

In a province as big as Ontario, where it takes days to get from one end to the other, it is difficult to stay connected, but possible. Members continue to find ways to share their successes and challenges, encourage each other, and praise their accomplishments. They

gather for lunches or dinners, or they connect online through social media and other networks. It has been an honour to be a part of that.

This is my last report as Ontario Regional Director. It has been an amazing experience during the past two years, and the time has gone by so quickly. I've been able to connect with so many members in Ontario, and I've been able to attend events at various chapters. I'm just sorry that I was unable to visit all of the chapters and meet more members personally.

I wish our new Ontario regional director every success, and I wish all of PWAC-Ontario's members continued success in their work.

Respectfully submitted,

Christine Peets, Ontario Regional Director  
[Christine@CaptionsCommunications.ca](mailto:Christine@CaptionsCommunications.ca)

# Prairies and the North Regional Director's Report

—MICHELLE GREYSEN

Welcome from the Prairies and the North! It is hard to imagine that it's been two years since I became your regional director. The time has gone by far too quickly, and the experience has been enriching on many fronts. Getting to meet you in this growing, vast region and working with you to grow a voice for the Prairies has been rewarding.

Our region had a few notable changes this past year, including the addition of a new southern Alberta Chapter, PWAC-Lethbridge and Area, in Fall 2012. It is thriving with great moral support from the other chapters in the region. Both returning and new members have joined this much-needed PWAC front, drawing rural and urban professionals south of Calgary. The other shift is that the PWAC-Prairies and the North chapter disbanded, with its members now joining larger chapters like Edmonton, Calgary and Lethbridge, creating a welcome and better fit for the spread-out Alberta members.

Both Manitoba and Saskatchewan chapters remain strong, holding regular meetings with speakers and professional development sessions in spite of the province-wide spread of their membership. Like other chapters around our region, PWAC-Calgary has created solid alliances with like-minded associations in their area, and represents PWAC at events such as the Alberta Magazines Publishers Association sessions. This past March at the AMPA conference, PWAC sponsored an award, which was presented by the Calgary Chapter President, Andrea Tombrowski.

There were many highlights and events this year, but the feature was our PWAC-sponsored Prairies and the North regional event in Saskatoon in September 2012. PWAC-Saskatchewan Chapter hosted, and did an amazing job of drawing in members from every chapter, along with utilizing our own stars as panel members and speakers. The event committee planning also drew volunteers from many chapters across the Prairies, using online meetings to carry out the planning, and succeeding at garnering sponsorship funding from Tourism Saskatchewan, SWG Saskatchewan Writers Guild, the Saskatoon Writers' Coop and the Saskatchewan Population Health and Evaluation Research Unit. This regional event was a great success, with seed monies being returned to the PWAC national budget for future events in the region. Given the success, we discussed how this could become a semi-annual regional event; the Saskatchewan Chapter is looking to the new Lethbridge Chapter to co-host this next event in Lethbridge in late 2014.

Again this year my keyword focus was communication. I am happy to say that as a region we have been successful in keeping our cross-province lines open through the regional blog, PWAC-national's Writers.ca forums, social media like Facebook, Linked-in, Google+, Twitter and now Pinterest, all offering great avenues for our regional and national news, and encouraging other professional writers in our region to join PWAC. The limited regional director funding, combined with our geographically spread-out demographics, has allowed me only two funded visits to outlying chapters in the past two years, first to Calgary and then to the regional event in Saskatoon. Hopefully, as PWAC grows nationally, there will be a greater funding support for regional directors to visit all chapters during their two-year term. Last year's initiative of a regional blog continues to be a great success with high readership, as well as a full members' blog and website links with many guest blog entries of information from all across the region. Check it out at <http://pwacprairiesnorth.blogspot.ca/>.

As my term comes to an end, I wish to thank all the outgoing and incoming chapter executives for their volunteer time and dedication. I wish to also thank the incoming acclaimed regional director, Marie Powell, for her continued commitment to PWAC through years of supporting the Saskatchewan Chapter, which she helped to found. I wish her well and much support as she steps into her role on the PWAC national board.

Thank you all for enriching my PWAC experience as a member, and for allowing me to serve you on the board. I look forward to continuing my volunteer commitment to PWAC in the future in any capacity that I can be of value to our professional organization.

Respectfully submitted,

Michelle Greysen, Prairies and the North Regional Director  
[michellegreysen@gmail.com](mailto:michellegreysen@gmail.com)



# Quebec Regional Director's Report

—OLIVIA KONA

Greetings and a “big hello” from Quebec!

As writers and editors, we work hard to succeed in a profession that can be very solitary, especially for those of us who are telecommuting freelancers. We often crave contact, connections and ways to boost our skills. When you become a PWAC member, we cheer you on, share our knowledge and help you network and find new business opportunities. This is why it is an honour to step in as the new Quebec regional director and to continue the tradition of writers helping writers.

When Bruce Wilson, our former RD, stepped down this year, I knew that I had big shoes to fill. As one of our long-serving leaders, he has been our national vice-president for three terms; as Sarah Sookman, our webmaster/membership coordinator, stated, he has “lent his energy, creative thinking and always his heart into improving the environment for freelance writers.” Thank you, Bruce, for your time and commitment to PWAC.

This fiscal year we've organized several professional development and social activities:

- Our most successful Pub Nite ever, which helped us bond in a great atmosphere with engaging conversation over a frothy pint or two
- A dinner and theatre evening
- The long-standing tradition of our annual fun-filled Holiday Party
- Our very well-attended blogging panel event, *Working the Blogosphere: How to Create and Maintain a Successful Blog*, with four professional bloggers

Today PWAC Quebec stands at 67 members strong, and we communicate via several tools:

- Our website, which includes job listings, PWAC-national and member news, events from sister associations, writing courses, contests and more
- The Feedblitz email list, which sends out important updates and promotes events
- Our Facebook page, which is a place to promote our events and for our members to post
- The new chapter bulletin, *The Voice*, which promotes our professional development and social events as well as member news

This year, we've added a new *Featured Member* section to our website and bulletin that highlights the accomplishments of our fellow PWAC Quebecers and introduces them to our

membership at large. We've also been featured in the Quebec Writers Federation newsletter in "The Top 3 Ways PWAC Can Help You, the Freelance Writer," a piece that we hope will promote our association even further.

Being a volunteer and becoming involved on the executive board of our local chapter can be fulfilling and energizing, and open opportunities. In the coming year, we look forward to expanding our volunteer base so that we can offer even more to our members.

A round of applause and my deepest appreciation goes to all of those whose hard work, commitment, dedication and time in this past year helped make PWAC Quebec what it is today.

Respectfully submitted,

Olivia Kona, Quebec Regional Director  
[oliviamkm@aol.com](mailto:oliviamkm@aol.com)

# Technology Director's Report

## —LUIGI BENETTON

Earlier this year, your PWAC board created the advisory (non-voting) position of Technology Director and offered it to me. I gladly accepted.

Given the importance of PWAC effectively using technology, we're going to put a "game plan" in place that dovetails with PWAC's Strategic Plan. It will consist of:

- A vision of PWAC's web assets
- Business reasons behind the assets we want to build
- Plans to realize that vision, subject to financial and human resource constraints

I'm proud to participate more fully in that effort. I have taken an active interest in PWAC's use of technology during my nine years as a member, including by engaging in the following actions:

- I started PWAC's LinkedIn group and administer it to this day
- I participated in choosing a vendor for our Writers.ca marketplace, as well as testing prototypes of the marketplace
- I have helped out with our technology efforts whenever called upon

We still have some distance to travel before we have the presence we want on the web, and I look forward to taking a more active role in getting us there. Do you have ideas you want to share? Please put them in our Support forum in Writers.ca where we can all discuss their merits.

Respectfully submitted,

Luigi Benetton, Technology Advisor  
[writer@luigibenetton.com](mailto:writer@luigibenetton.com)

## III. Staff Reports

# Executive Director's Report

—SANDY CRAWLEY

As you have seen in the thorough reports from your elected leaders, PWAC is in motion. We don't really have a choice in this. A recent US study reveals that the ways we do business with each other altered more radically between 2009 and 2012 than they had between 1820 and 2007.

In several ways PWAC has been onto this pattern of change for a long time. I first encountered this organization in 1992 when as president of this country's largest freelancer's group, ACTRA, I convened a council of sister organizations to consider the impact of what was then fairly recent news, the so-called "digital revolution." Paradoxically the revolution was to take place on something called "the Information Highway." The metaphor was inept; more current coinage—"a network of networks"—is more useful, but still only a stab at accurately describing the phenomenon we are all caught up in. When Google Executive Chairman Eric Schmidt was recently asked, "Where is the Internet going?" his response was "Nobody knows." Even 20 years ago, the leadership of PWAC, in the person of Barbara Florio Graham, recognized that these new communications technologies meant that without something resembling control over the uses of our original expression of ideas, we would have nothing to build a career on and would be reduced *en masse* to the status of the Grub Street Hacks of nineteenth-century London. This perspective contributed to landmark collective actions such as the exhausting but ultimately victorious class action suit, *Robertson v. Thompson*, which resulted in over \$17 Million in penalties from the coffers of major media companies, most of which was distributed to Canadian freelance writers whose rights had been infringed. PWAC is here to continue to help you ride the crest of this wave of change, and we work towards that goal every day.

In April I was privileged to attend a two-day professional development session along with about 25 other membership organizations' executive directors. The workshop leader was a man named Jeff De Cagna,<sup>1</sup> and I encourage those of you with an interest in the future of your organization to consider his provocative thinking about the need for organizational change in this time of global transformation. The opportunity arose as pure serendipity for me, as I have taken the role of change management as a primary responsibility since I first took on leadership roles in the creative community. The main point

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<sup>1</sup> See "Jeff De Cagna on the Future of Associations" as a thread in the "L" forum on Writers.ca.

De Cagna makes is that associations must now challenge their key orthodoxies around membership, governance, financial planning, services and collaboration all with a focus on the digital universe in which most of our operations take place. Such necessary adjustment to new realities must be incremental; that is, you don't change your business model overnight. But it is work that is underway at PWAC and I am honoured to participate in seeing this organization grow strong even as we become supplier, all while faced with massive, disruptive transformation in the larger world.

## Projects

The further development of our web presence through Writers.ca and the renovation of Pwac.ca remains a priority. They make up the conduit to PWAC for the current and coming generations of freelancers. Writers.ca also provides basic business tools and, if we succeed, direct access to a critical mass of clients who need your creative services. Your board has wisely created the position of Technology Director in the person of Luigi Benetton, who has been fulfilling the function on an ad hoc basis since he led the Web Task Force beginning in 2009. Luigi's knowledge of digital tools, combined with his deep commitment to their collective use, provides a perspective to help us make wise decisions and to provide another point of contact for members.

Past President Tanya Gulliver will be consulting with you at the AGM to build on the survey conducted early in 2013 that will help the next board make decisions that align with your specific needs. Tanya has also begun the review of the PWAC-MagNet partnership in preparation for a formal assessment slated for 2013-14.

Besides the ongoing technical development, we are looking at the feasibility of setting up a not-for-profit cooperative self-publishing enterprise owned and operated by independent writers. We will report the results of this research in the last quarter of 2013, but have already applied for and won two grants to research this project further.

The board and staff are also looking at new ways of engaging the knowledge, industry and skills of members by reconsidering the committee structures and the possibility of moving to more task-oriented processes. Task forces organized around projects would then replace some of the moribund centres of *inactivity* that have plagued us in the past, leaving with a sense that much is discussed but not-enough acted upon and done. The successes of the recent updating of both the New Members' guide and the Chapter Handbook suggest possibilities for these new task forces to work well for PWAC.

Our inexhaustible General Manager Margaret DeRosia is turning her mind to simplifying and streamlining our financial systems to keep your leadership better informed and to increase our capacity to exploit opportunities as they arise while maintaining tight control

of limited resources. She won a professional development grant from the Access Copyright Foundation to undertake this work.

With the assistance of our intern Haley French, Margaret successfully applied for a grant from Human Resources Development Canada (through the Cultural Human Resources Council) to support a paid internship. If we can find matching funds within our operations this will mean the attainment of a long-held goal: the addition of staff to assist in the administration of a growing PWAC. Several years ago we determined that the optimum staff component at PWAC would be five FTEs, but we have been operating with two for over a decade. Meeting the diverse expectations of a membership that has nearly doubled in that time takes its toll.

In May we published our dynamic new Strategic Plan, and that should give you an accurate picture of where PWAC is heading and for what purposes in the next three-to-five years.

We're also publishing two new model contracts, templates for your use to present to your clients or to negotiate adjustments to their standard contracts as presented to you. One of them applies to periodical and book publishing, where we encourage you to retain significant rights in your work for future exploitation. The other is designed for corporate work, when rights are granted at the outset by virtue of the "work-for-hire" nature of those business relationships.

## Conclusion

I remain committed to the growth and maturation of PWAC as a body of influence at the policy level, and one that meets the practical needs of freelancers as its *sine qua non*. I could not imagine better support than I gain from working with Margaret DeRosia and the talented people she has drawn into our operations as interns and service providers and, through her work on professional development in PWAC@MagNet, experts in passing on key knowledge to members.

I want to acknowledge the leadership and solidarity of departing board members Tanya Gulliver, Stephen Kimber, Christine Peets and Doreen Pendgracs. They have promised not to go too far from PWAC, and we will hold them to it. I have no doubt that their successors will build on their valuable contributions. I also want to deeply acknowledge the superb leadership of our outgoing President Craig Silverman. His grasp of the big picture and simultaneous attention to detail have pulled the fat out of the fire on your behalf more than once during his tenure. I am grateful for the PWAC tradition of enshrining the past president so that we can benefit from Craig's input for the next two years as a new president takes the helm.

Finally, to those of you who have stuck with PWAC for 5, 10, 20 or 30 years and more, we deeply appreciate your loyalty. For you newer members, please know that your staff is at your disposal; don't hesitate to seek our assistance or advice. Our structures and processes may change in response to external realities. Perhaps they must in some cases. But our values of generosity towards each other, a collective belief in the voice of the independent writer and faith that we are stronger when we work together isn't going away.

Respectfully submitted,

Sandy Crawley, Executive Director  
[scrawley@pwac.ca](mailto:scrawley@pwac.ca)



# General Manager's Report

—MARGARET DEROSIA

September will mark my second anniversary at PWAC. During my time here, I've spoken with a wide cross-section of members geographically, especially newer members. We're a diverse lot in our work and ideas. Living a freelance writer's life is both challenging and rewarding, albeit not always in equal measure.

Contemporary writers are adapting to new technologies to become "hybrid authors"—creative freelancers, businesspeople, publicists, editors, designers and sometimes (self-) publishers, as much as people who write for a living. Digital media are re-structuring our work as writers. Given these changes, so must PWAC change. We must do more than champion writers in the traditional periodical sector. We must assist members in engaging with new tools and skills to garner greater opportunities to write in a digital world.

Creating new communication systems and professional opportunities are key to the ongoing development of Writers.ca. As you've read in this Annual Report, the process of constant renewal and refinement, our new Strategic Plan and our ongoing advocacy and mediation work have comprised our central initiatives of the last year.

With Writers.ca, we could have easily (and far more cheaply) redone a simple directory. Yet with the assistance of the Canadian Periodical Fund, we envisioned a site that could do more: a site to facilitate professional networking and job opportunities for members; a central gathering spot for member communications, so diffused across media.

Even under ordinary circumstances (for me, that mythical time when PWAC has not been engaged in a major technology overhaul) please remember PWAC has only two staff and our dedicated volunteers. These constraints exert on us a discipline to stick to priorities identified by the board. We recognize that not every member will agree on what those are or should be. In optimal conditions, technological overhauls tend to take twice as long as one thinks or hopes. Alas, PWAC didn't have optimal conditions. The funding decision was delayed in Ottawa. We didn't get the initial buy-in from publishers and clients to jump-start the client directory, client-writer transactions and the jobs board. These are all priorities for the year to come as we nuance and grow the site.

Nevertheless, Writers.ca has been a great success in attracting new writers nationally. Our forums have enabled board, staff and members to work more cohesively. As we continue to adapt Writers.ca to your needs and those of our industry, the more comfortable you will become with it. We encourage you to use it and make it your place.

In the past, PWAC's listservs organized member communications, and they still exist as a lively community. Yet membership on them has been declining for several years, while member participation on other channels, especially Facebook, LinkedIn and Twitter, has been increasing—a larger shift that the PWAC Social Media Usage Survey (included after my report) highlights. Now, PWAC listservs are one of many spots for member conversations. Not surprisingly, then, communication is central to [three upcoming PWAC initiatives for 2013-14](#):

- We're [redesigning Pwac.ca](#) to be a simpler, more visual and usable Wordpress site. We'll migrate and update members-only material to a new resources area of Writers.ca. You'll only need one login for PWAC, one you manage yourself.
- Our [recent survey on social media usage](#) took the pulse of the membership in this key area. The results indicate that you rely heavily on social media for digital communications to complement your use of e-mail, which leads to...
- PWAC is developing a [social media communications plan](#). Social media is especially crucial to professional writers' abilities to network and prospect, and PWAC's own use of social media and content curation will broaden too—stay tuned!

The concept of the nimble “hybrid author,” someone comfortable writing online and off, represents an approach that many of us already live. As staff, we seek to enable you to work more effectively and professionally. As the survey suggests, PWAC is made up of many constituents coexisting, people who do not share a single vision for the organization or for professional writers' lives. No longer are we a remotely homogeneous group—if we ever were. We won't all agree on what the best course of action is, but debate can be productive. I can't promise you'll get your every wish from PWAC, but I can promise you that your staff and board carefully weigh everything and endeavour to do what's in your best interest as a professional writer working today.

In conclusion, I wish to thank our stellar executive director, Sandy Crawley, current board of directors and the industry partners with whom we collaborate. I also wish to thank my two talented interns: Haley French co-authored the grant research that will enable us to hire a third staff member this summer; Erin Lucuik designed the survey that follows my report, and a first comprehensive draft of our social media communications plan. Haley and Erin work behind the scenes with your staff, but like all of us, are invested in enabling PWAC to grow and attract new members for the years to come.

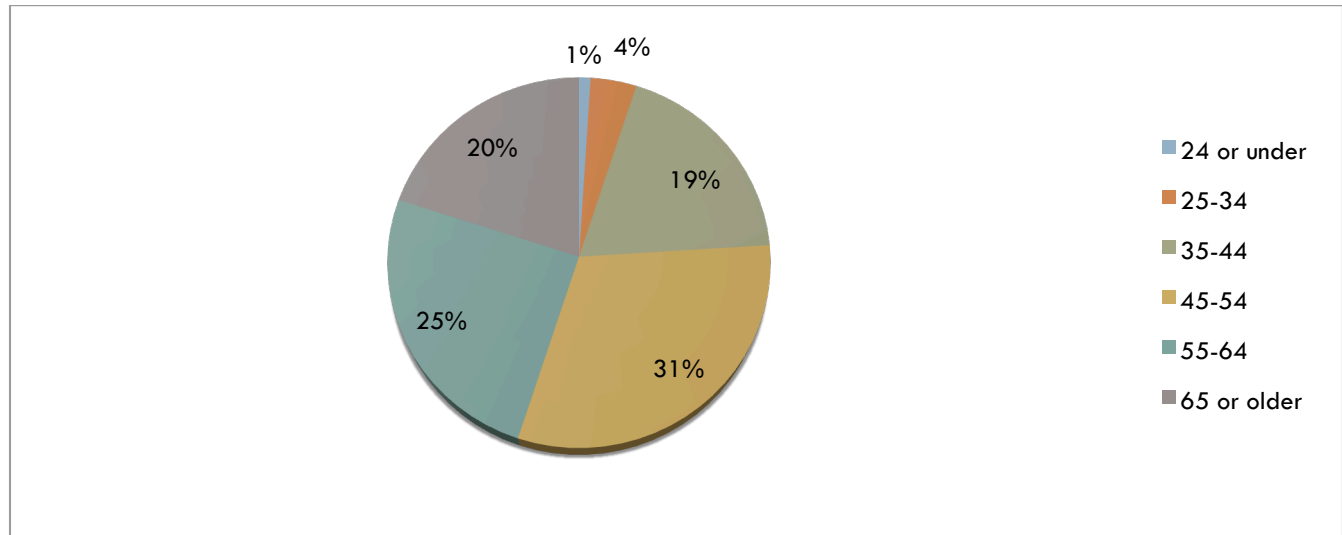
Respectfully submitted,

Margaret DeRosia, General Manager  
[mderosia@pwac.ca](mailto:mderosia@pwac.ca)

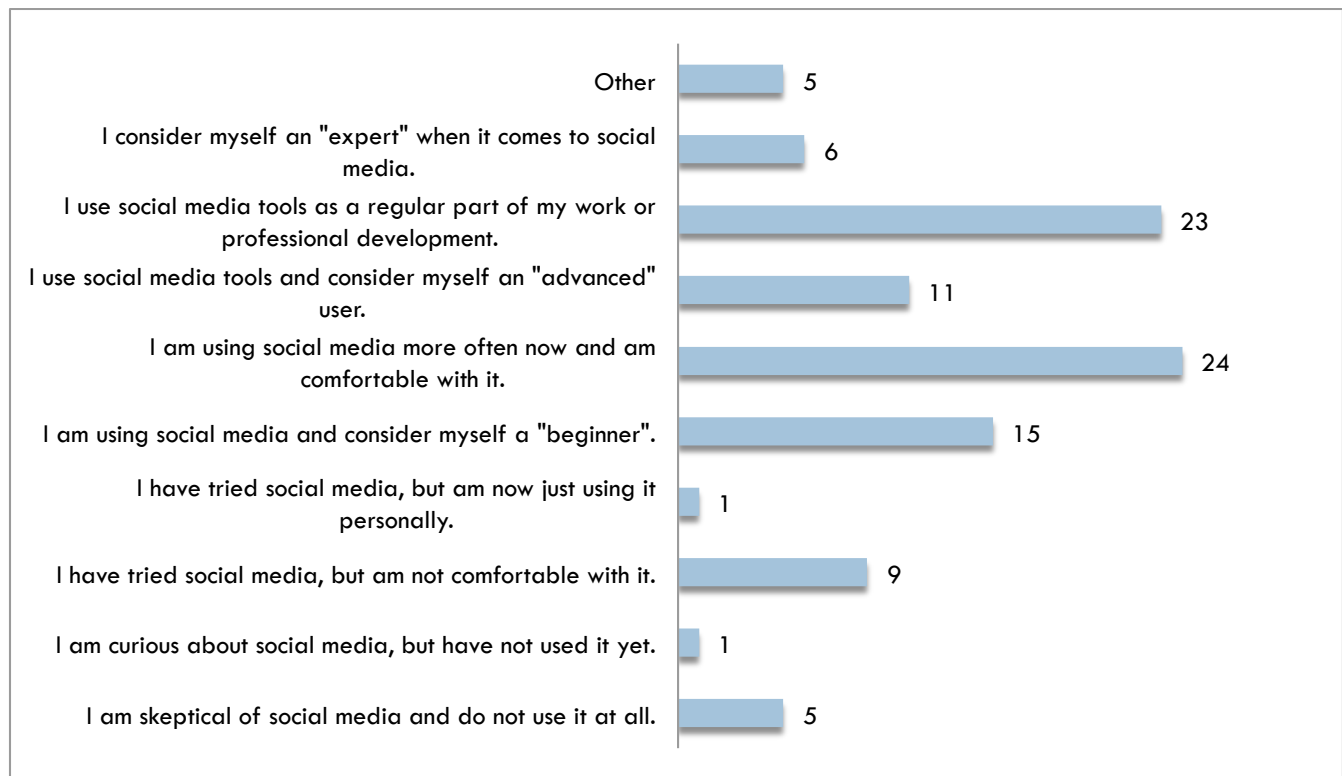
# PWAC Social Media Survey

—SURVEY CONDUCTED IN MARCH 2013

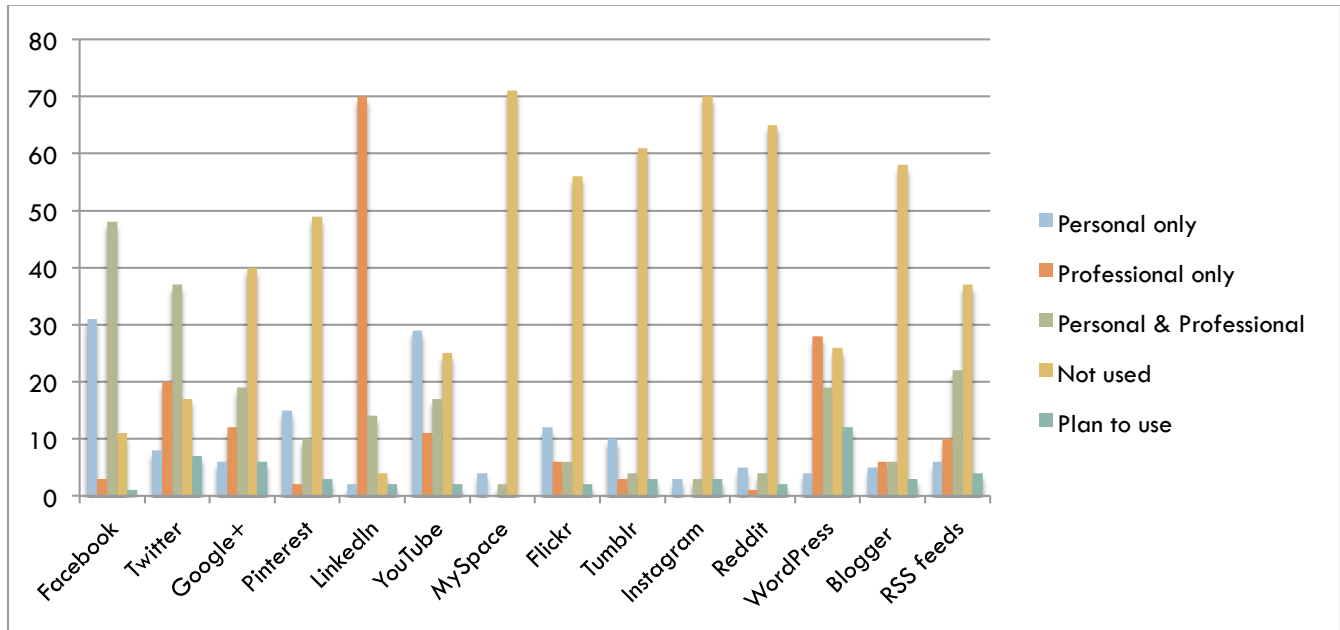
## 1. Please select your age group.



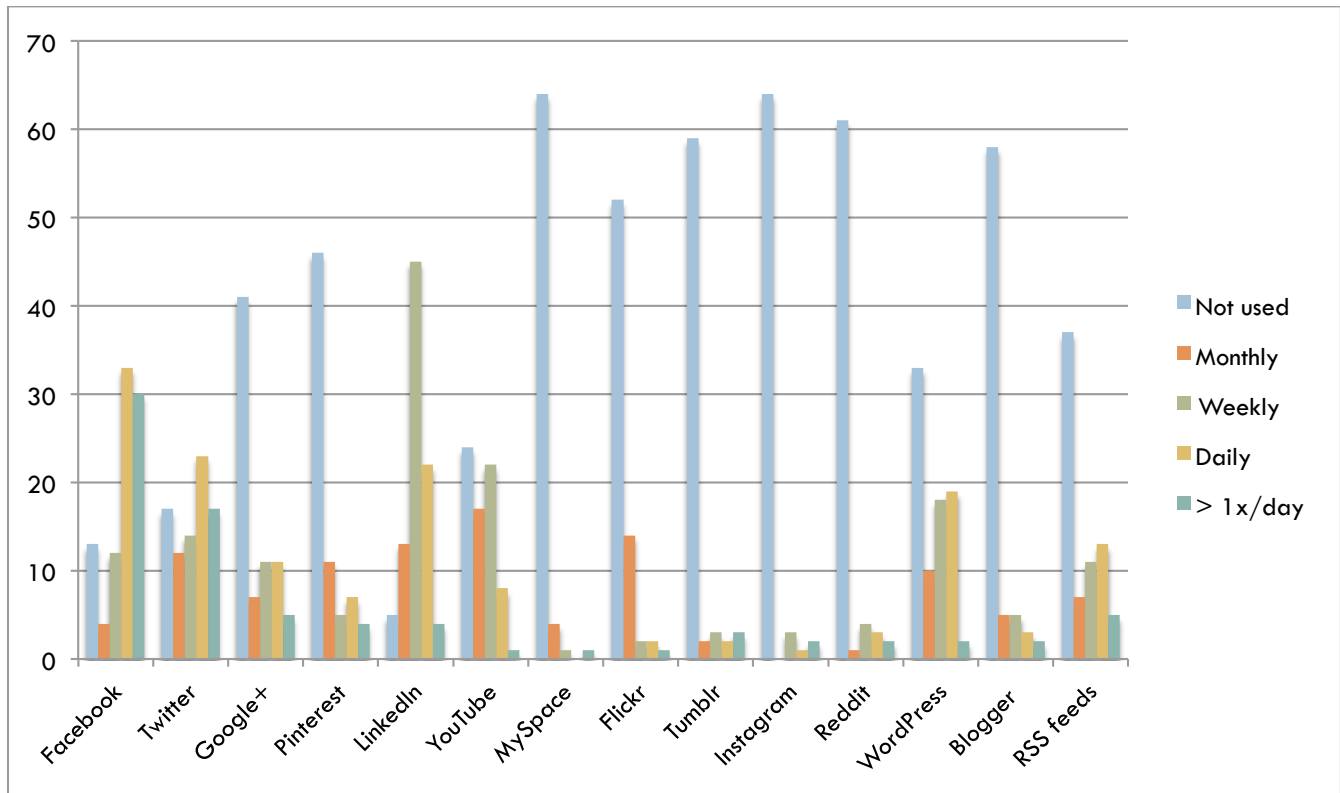
## 2. Which statement most closely describes you?



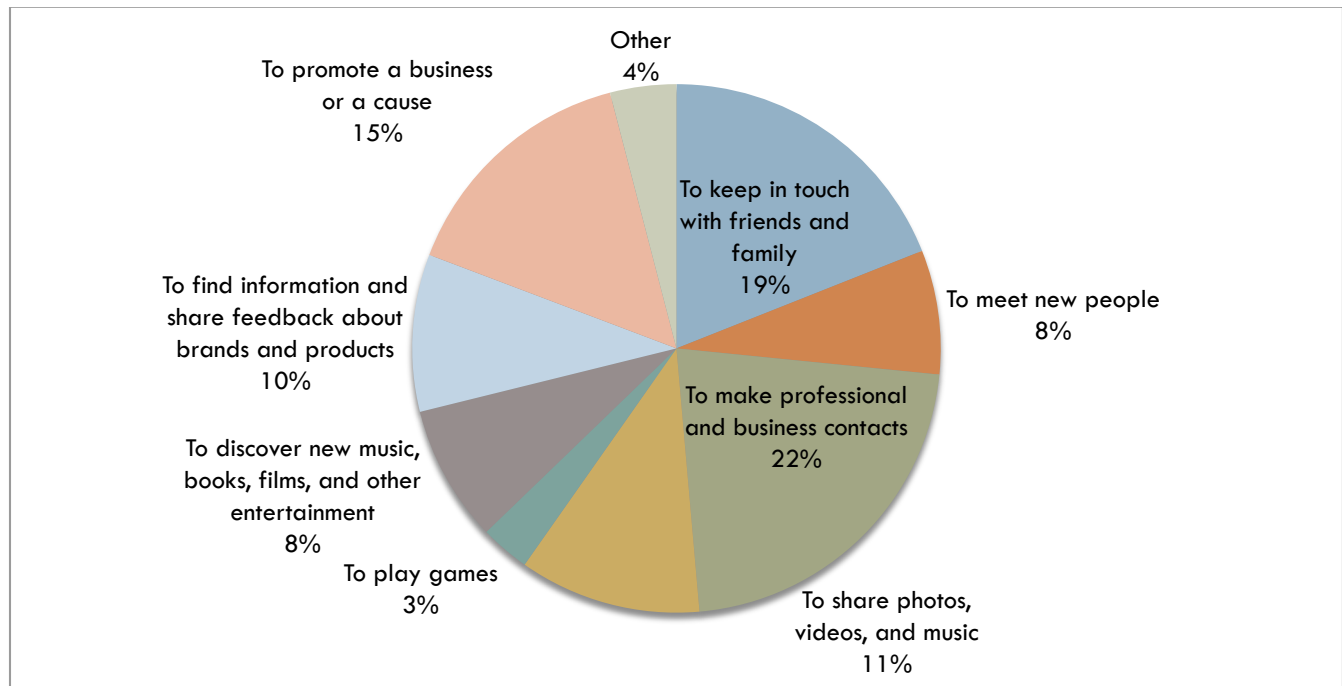
### 3. Which social media outlets do you use and for what purpose?



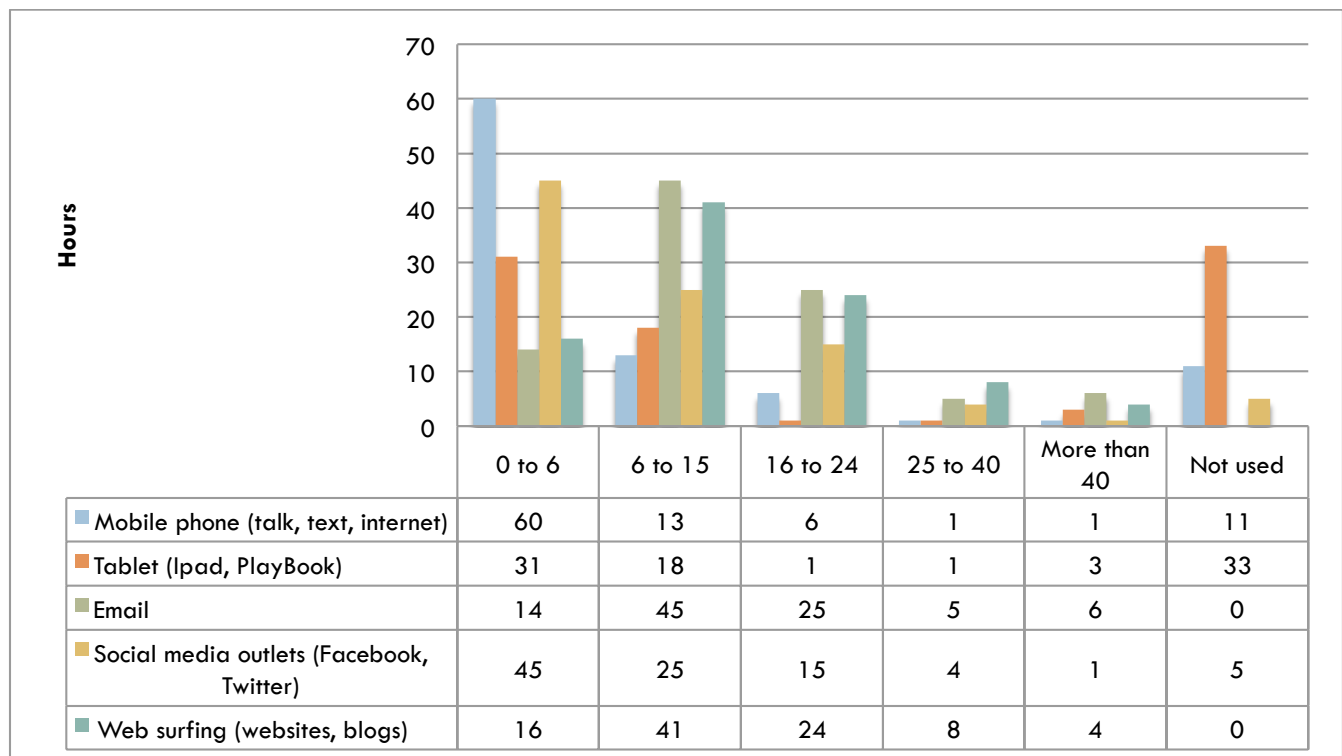
### 4. How often do you use your social media accounts?



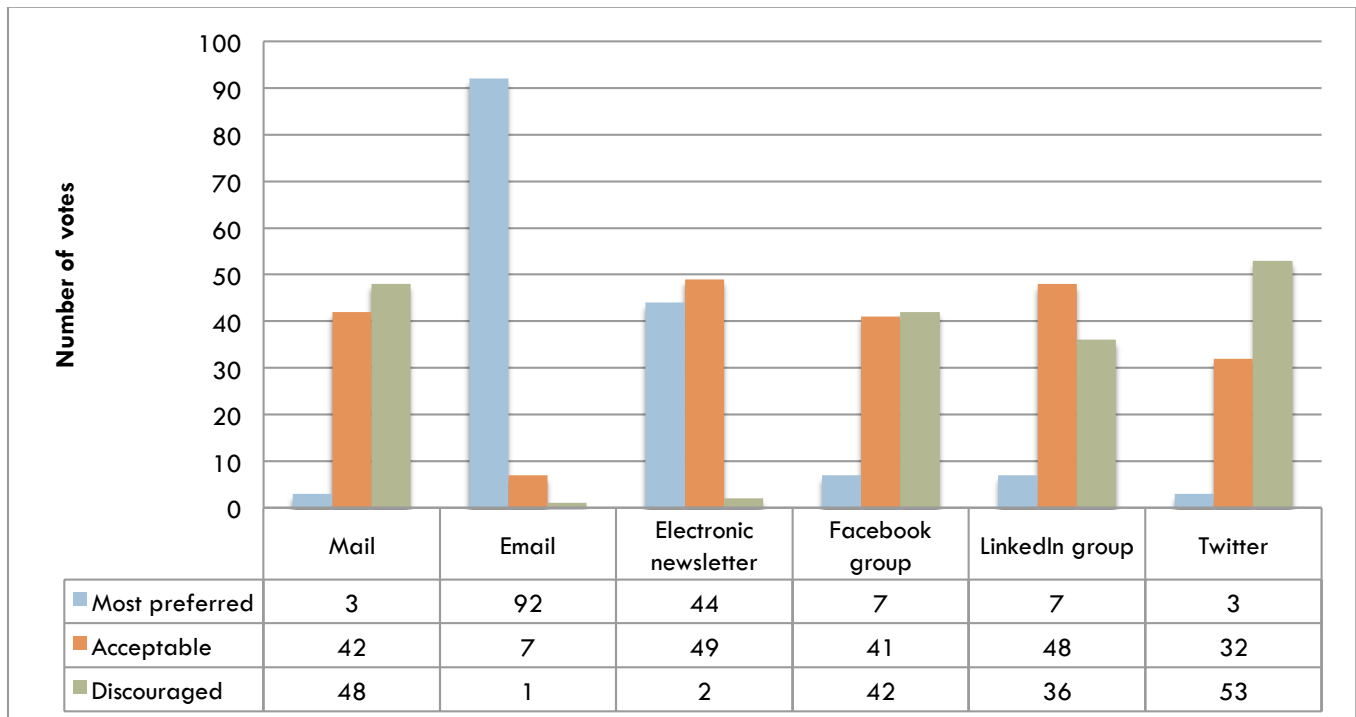
## 5. Why do you use social media outlets?



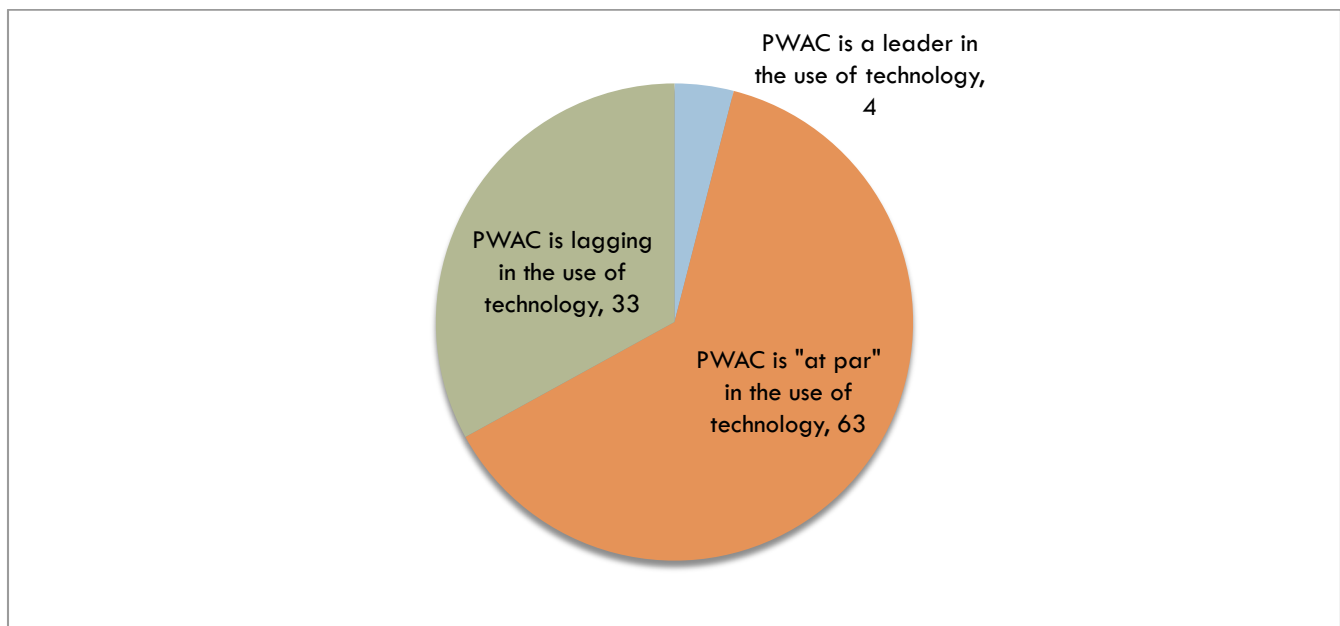
## 6. How many hours do you spend on average each week using the following?



**7. Please rank how you prefer to receive information from PWAC.**



**8. In your opinion, which of the following statements best describes PWAC?**





## PWAC SOCIAL MEDIA GOALS

**1.** Increase member base, recruit new members and draw online traffic to Writers.ca and Pwac.ca, partly by ongoing system-wide technology overhaul and partly by PWAC curating content across its own social media channels.

*Purpose: to increase revenue and brand recognition*

**2.** Brand PWAC's name as the key organization for delivering resources and professional development to Canada's freelance writers.

*Purpose: to promote and manage PWAC's reputation*

**3.** Understand how members use different social media, and encourage member engagement with newer social media to enhance members' professional opportunities.

*Purpose: to curate content across channels so as to connect with as many members and prospective members as possible, given PWAC's resources*

**4.** Keep both national and regional communities of writers updated on issues, advocacy and events.

*Purpose: to build a national community of writers and attract new members*

## IV. Committee Reports



# Communications Committee Report

## —CHRISTINE PEETS, CHAIR

While the communications committee did not have many real-time meetings, we engaged in ongoing discussions about developing a communications strategy for PWAC. The New Members Guide and Chapter Handbook were both updated this year. Thanks to my committee members, and to our Membership Services and Development Committee, especially its chair, Heidi Turner for the work on these two projects.

We recognized from the outset that a communications plan would need to be evolved out of the Strategic Plan. This plan will envelop work done on social media communication being led by General Manager Margaret DeRosia and Erin Lucuik, one of our dedicated PWAC interns, as well as by incorporating work completed by our new Technology Director on the board, Luigi Benneton. Part of this task will also involve updating a media list with input from all regions. In keeping with ongoing board planning and aims outlined in the Strategic Plan, the committee will evolve into a task force, where specific projects will become the focus based on need and timing, and the specific skill-sets of volunteers.

Maintaining good communication within the organization and with both our industry partners and the public is essential. There is always room for improvement, and board and staff works to maintain a balance between providing timely information without bombarding everyone with bulletins. One of the new projects underway at PWAC-national is redesigning Pwac.ca as a Wordpress site, and integrating member-only resources into Writers.ca so that your access to PWAC resources can be as seamless as possible, with only one login that you as a member will fully control.

It has been my pleasure and honour to work with my committee members. It has also been a pleasure working with BC Regional Director and chair of Membership Services, Heidi Turner. I have every confidence that those who volunteer their time for communications in the year to come will contribute to even better communications on all platforms.

Respectfully submitted by the Communications Committee,

Christine Peets (chair)  
Suzanne Boles  
Veronica Leonard  
Kathe Lieber

# Finance and Fundraising Committee Report

—RUSTI LEHAY, CHAIR

We met once in the past year to discuss the budget deficit, PWAC's views of sponsorship and if it was an option to attach a tradeshow to the then-upcoming conference. We pondered the question of whether sponsorship was a viable means of raising funds or a "sell out"? We wondered if there was a tendency for many writers to not view their career as a business; does it cause a conflict or disconnect for people to see us as more? We also discussed the opposition to dues reduction, preferring rather a freeze and upfront initiation fees that can possibly help alleviate the 20% churn. We outlined several possible opportunities for fundraising at PWAC MagNet:

- Paying for service events
- T-shirts and merchandise
- Pub Crawl and tours that could capture some fees there
- A bus tour as part of the Experience Toronto events

Respectfully submitted by the Finance and Fundraising Committee,

Rusti Leahy (chair)  
Sandy Crawley (staff liaison)  
J.D. Greenberg  
Heidi Turner

# Government Action Committee Report

—MICHELLE GREYSEN, CHAIR

Last year the GAC continued to focus on the changes brought about by the *Copyright Modernization Act* of 2012. As noted in the Strategic Plan, the board has set a goal of identifying 1-3 priority issues to take forward through our advocacy activities. We believe that this remains one of those three priorities, particularly the introduction of new exceptions, including the undefined exception under Fair Dealing for Education that has caused the loss of \$10 Million in revenue to our collective Access Copyright (AC) already and, unless we can turn it around, threatens more losses in 2013. You should know that AC distributed over \$7 Million to independent creators in 2012, and we must do all we can not to see that figure decline; freelance writers need every revenue stream to make a whole career possible. For this issue, we are gratified at the return of Executive Director Sandy Crawley to the board of AC, where he serves on the executive committee and leads a Task Force on Communications and Government Relations.

Another possible priority issue is the ongoing need for improved social benefits for self-employed writers. PWAC is participating in a coalition of sister organizations led by the Actra Fraternal Benefit Society (the non-profit insurance company that supports the Writers Coalition program, in which many PWAC members participate). This coalition has opened discussions with the federal government to make a case for subsidy freelancers in the cultural sector (over 600,000 according to a 2010 study), whose working relationships do not include contributions to group insurance and retirement benefits. The idea is to persuade the government to support this change by seeding a subsidy, an incentive to the uninsured to get on board, and thereby saving taxpayers dollars down the line.

Another area of interest: to negotiate minimum terms and conditions for freelancers who are engaged by the federal government or its agencies. There is some precedent; a sister organization in Quebec has established such an arrangement with at least one ministry. We would need to work with other national groups such as the Writers Union to achieve progress under Status of the Artist legislation.

We continue to work with the Cultural Human Resources Council and its provincial counterparts to engage government where their programs don't serve our needs or, as is often the case, exclude the self-employed altogether. It is the new board, not this

committee, that will make the final determination on where to set priorities. We welcome suggestions for other issues involving government (at any level), especially if you would like to see PWAC reach out to political leaders and civil servants who have responsibilities that include our sector.

Respectfully submitted by the Government Action Committee,

Michelle Greysen (chair)

Sandy Crawley (staff liaison)

# Industry Relations Committee Report

—DOREEN PENDGRACS, CHAIR

In February 2013, the Industry Relations Committee, with assistance from Merle Rosenstein, compiled a shortlist of 20 national writers organizations with which PWAC might develop stronger bonds and establish reciprocal membership discounts where feasible. The organizations we identified as most relevant to this initial research are, alphabetically:

- Canadian Artists Representation (CARFAC)
- Canadian Association of Journalists (CAJ)
- Canadian Association of Professional Image Creators (CAPIC)
- Canadian Authors Association (CAA)
- Canadian Chapter of the American Medical Writers Association
- Canadian Chapter of the Society for Technical Writers
- Canadian Farm Writers Federation (CFWF)
- Canadian Freelance Union (CFU) – note: reciprocal discount with PWAC in place
- Canadian Media Guild (CMG)
- Canadian Public Relations Society (CPRS)
- Canadian Science Writers Association
- Canadian Writers Group (CWG)
- Editors Association of Canada (EAC)
- InScribe Christian Writers Fellowship of Canada
- International Association of Business Communicators (IABC)
- League of Canadian Poets
- Travel Media Association of Canada (TMAC)
- The Writers Union of Canada (TWUC)

The list contains the following information where available: membership dues; date payable; membership numbers; relevant contact information; and social media platforms in use. It has been presented to staff to further investigate. The committee feels this is an important initiative and recommends that PWAC move forward in establishing a policy for reciprocal discounts with like-minded associations.

Respectfully submitted by the Industry Relations Committee,

Doreen Pendgracs (co-chair)

Elle Andra-Warner (co-chair)

Liz Palmer

Bonnie Zink

With thanks to Merle Rosenstein for her assistance

# Membership Services and Development Committee Report

—HEIDI TURNER, CHAIR

In the past year, the Member Services and Development Committee has worked on a number of initiatives aimed at providing valuable services and benefits to members. The committee was surprised to discover that many of the benefits offered by PWAC (such as hotel discounts and retail store discounts) had expired because members had not used them. The committee is currently examining ways to offer discounts that members will use, as well as encourage members to use those benefits. Among the initiatives we explored:

1. Aiding in the update of the New Members Guide (with Christine Peets)
2. Aiding in the update of the Chapter Handbook
3. Providing suggestions for chapters on ways to welcome new members (included in the updated Chapter Handbook)
4. Finding and offering member benefits and discount programs
5. Resurrecting the mentorship program
6. Keeping accurate records of past award winners on Pwac.ca
7. Opening a membership category to professional writers who are new to Canada
8. Examining liability insurance for PWAC members
9. Offering a discounted rate in situations where two freelance writers live at the same address.

Next year, the goal of the committee is to be more task-based, and focus on a few priorities, including updating PWAC's member discounts, resurrecting PWAC's mentorship program (if feasible) and offering membership to professional writers new to Canada.

My thanks to Trudi, Sue and David for all their hard work on the committee this past year. They have contributed fantastic ideas and valuable insights.

Respectfully submitted by the Membership Services and Development Committee.

Heidi Turner (chair)

Sue Bowness

David Conn

Trudi Down

# National Conference Committee Report

—HEIDI TURNER, CHAIR

This year, PWAC@MagNet will have its second regional spotlight—now on British Columbia. This allows us to showcase the beauty, culture and people of Canada's westernmost province. It has been my pleasure to work with Sandy Crawley, Margaret DeRosia, Edra Sefton (of Magazines Canada) and Anne Goldsmith of the Courtyard Marriott to highlight some of the amazing food, wines and artists of British Columbia.

Thanks to Magazines Canada, this year we are able to host the B.C. Wine Showcase and Opening Reception, featuring four renowned BC wines—this in addition to the wines being offered at the meals, which will also be from British Columbia. Anne Goldsmith and the people at the Courtyard Marriott worked closely with me to select food options that highlight the range of culinary delights that can be found in British Columbia, from amazing seafood to delectable desserts (more Nanaimo bars, anyone?).

Thanks to the efforts of Sandy Crawley, we were able to have the humorist Charlie Demers as the keynote speaker at our awards banquet and Green Party MP Elizabeth May at our Writers Luncheon, and some great BC-based jazz musician led by Neil Swainson to entertain us at the B.C. Wine Showcase and Opening Reception. We also have some fantastic tourism guides and catalogues from British Columbia to share.

My thanks to Sandy, Margaret, Edra and Anne for their help in planning the spotlight. Thanks also to Kathleen Rake, Lynda Philippsen and Debra Clarke for their advice, insights and guidance as I developed the British Columbia spotlight. My thanks also to Nate Hendley, Sue Bowness and Kathe Lieber for organizing the talent showcase and Shakespeare night, and to Jaclyn Law and the PWAC-Toronto chapter for their support and for all the work they do to ensure there are plenty of social activities for PWAC members to enjoy around PWAC@MagNet in their excellent “Experience Toronto” events—I hope all of you will attend and enjoy not just the conference, but some of the wonderful social events we’ve got in store for us—enjoy the British Columbia spotlight!

Respectfully submitted by the National Conference Committee,

Heidi Turner (chair)



# Nominations and Awards Committee Report

—CRAIG SILVERMAN, CHAIR

The Nominations and Awards Committee was largely dormant this year. The committee co-chairs worked with staff to get the writing awards and Editor of the Year awards underway, and to organize the judging. As always, we hope to find ways to increase the number of submissions for all PWAC awards, as well as to find ways to better publicize them.

Respectfully submitted by the Nominations and Awards Committee,

Craig Silverman (co-chair)

Alex Roslin (co-chair)

# V. PWAC 37<sup>th</sup> Annual General Meeting Delegate Kit

# Meetings Schedule and Locations

Please note: All delegates must attend both their regional meeting and the AGM in full to receive the subsidy. Chapter presidents are encouraged but not required to attend the Chapter Presidents' breakfast meeting.

Chapter President Breakfast	Wednesday June 5 <sup>th</sup> , 7:45-8:45 am Bay Room B
British Columbia Regional Meeting	Thursday June 6 <sup>th</sup> , 12:15-1:15 pm Bay Room
Ontario Regional Meeting	Thursday June 6 <sup>th</sup> , 12:15-1:15 pm Alexander Room
Prairies and the North Regional Meeting	Thursday June 6 <sup>th</sup> , 12:15-1:15 pm Carlton Room
Atlantic Regional Meeting	Friday June 7 <sup>th</sup> , 7:45-8:45 am Carlton Room
Quebec Regional Meeting	Friday June 7 <sup>th</sup> , 7:45-8:45 am Bay Room
37 <sup>th</sup> PWAC Annual General Meeting	Friday June 7 <sup>th</sup> , 3:30-5:30 pm Spadina Room

# 2013 AGM Draft Agenda

## PWAC ANNUAL GENERAL MEETING

**3:30 PM, JUNE 7, 2013: SPADINA ROOM, COURTYARD MARRIOTT HOTEL**

*Preceding the meeting Past President Tanya Gulliver will present a framework for an upcoming survey on how and why members value PWAC. This is part of an exercise in democratic and demographic consultation that will proceed with the guidance of the board of directors during 2013-14.*

1. Call to order
2. Rules of order (sergeant-at-arms)
3. Approval of agenda
4. Approval of minutes, 2012 AGM
5. Presentation of board motions from past year
6. Discussion of reports in the annual report
7. Approval of audited statements
8. Appointment of auditor
9. Election of board of directors
10. Motions from the floor
11. Thanks to volunteers
12. Adjournment

*Assuming the audit is completed in time, audited financial statements and an accompanying full report by the treasurer will be distributed as hard copies at the AGM.*

# 2012 AGM Minutes

**36<sup>th</sup> PWAC Annual General Meeting, 2012**

**Friday, June 8th, 2012—4:00pm Scheduled Start**

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## **Agenda**

1. Call to order
2. Rules of order (Sergeant-at-arms)
3. Approval of agenda
4. Approval of minutes 2011 AGM
5. Presentation of board motions for past year
6. Discussion of reports in meeting kit
7. Approval of audited statements
8. Appointment of auditor
9. Election of board of directors
10. Motions from the floor
11. Adjournment

## **Attending:**

- Craig Silverman, President (CS)
- Doreen Pendgracs, Vice-President (DP)
- Rusti Leahy, Treasurer (RL)
- Heidi Turner, British Columbia Regional Director (HT)
- Michelle Greysen, Prairies and the North Regional Director (MG)
- Christine Peets, Ontario Regional Director (CP)
- Bruce Wilson, Quebec Regional Director (BW)
- Ross Mavis, Atlantic Regional Director (RM)
- Sandy Crawley, Executive Director (SC)
- Margaret DeRosia, General Manager; minutes taker (MD)
- Annie Wong, Arts Management Assistant Intern at PWAC (AW)
- Chapter delegates and observers (full attendance list kept on file at PWAC office; member names are listed in the minutes unless the member requested they not be)

## **Regrets (from the board and staff):**

- Tanya Gulliver, Past President

## **1. Call to order**

President Craig Silverman called the meeting to order at 4:26pm, slightly later to accommodate a thorough and accurate taking of attendance by staff. He advised members to note the updated 2011 AGM minutes and draft motion, which were received at the earlier regional meetings, and the copies of the 2012 audited statement and treasurer's report, handed out upon arrival.

## 2. Rules of order (Sergeant-at-arms)

Kathe Lieber was appointed Sergeant-at-arms. The rules of order were then outlined and explained for all attending on how the business meeting would be conducted.

## 3. Approval of agenda

### **MOTION 1.06.08.12: Motion to approve the agenda**

**Made: Michelle Greysen**

**Seconded: Trudi Down**

**Discussion: None**

**Opposed: none**

**Abstentions: none**

**All in favour, passes unanimously**

## 4. Approval of minutes, 2011 AGM

Note: Updated minutes were handed out at regional meetings and additional copies were delivered to those requesting them at the AGM.

### **MOTION 2.06.08.12: Motion to approve the 2011 AGM minutes**

**Made: Kelly Thompson**

**Seconded: Jane Langille**

Discussion: Craig Silverman offered a note of clarification: the first part of these minutes is the special session on adopting the new by-law; the second part of the minutes is the actual minutes of the AGM. Ross Mavis issued a final call to questions before the vote. All in favour but for five abstentions (who requested anonymity in the minutes)

**Opposed: none**

**Abstentions: five (anonymous)**

**Motion passes**

## 5. Presentation of board motions for past year

There was a vote of the delegates taken on approving the board motions of the year (note: no motion required). All in favour.

## 6. Discussion of reports in meeting kit

### 6a. President's report

CS created a detailed report and so did not have a lot to add. He was really happy to give members a demonstration of the new Writers.ca. The only downside is that the delay in funding for the project generated a crunch for revenue at PWAC. However, the membership drive brought in new and returning

folks. Overall the board worked great and staff worked really hard. It would be nice if we had more staff, because they did the work of several people this year.

#### Discussion

Christine Peets (Ontario Regional Director): on p.6 of the report it states that we brought in 74 new members, and that we will need to change the reference from \$20 to \$25 per referral; CS will make corrections to show the accurate amount and send to staff for inclusion on the website.

Elizabeth Johnston (Quebec): \$150,000 from Heritage Canada to do a website seems excessive – is it really that expensive?

Board and staff: This is a good question. First, keep in mind this is not a simple front-facing system or basic type of website. Also, we are integrating into the back end of *all* PWAC systems. Also, the old database PWAC had been using was very old and ineffectual. Prior to receiving the Heritage grant, we at PWAC had to take all of our back-office systems and upgrade them as well, partly so that we could incorporate and work with a new Writers.ca website. Thus, what we received in the end isn't just a brand new Writers.ca, but a whole new back office system. Staff has a great new suite that's saving significant time.

Second, upgrading these systems required PWAC's own money, and ultimately is separate from the grant. We had to spend on the back-office system upgrade because Heritage Canada were supporting us to do something more significant in partnership with, as well as for, our industry. We had to have partners to get money, like Access Copyright and Magazines Canada, and they helped us to design this system that you will be using, and which Luigi will show us more of after the AGM.

Third, what's coming up next on the new Writers.ca is even more complicated—integrated platforms to enable you to make and negotiate contracts as well as store your work. Underneath our Writers.ca is the widget “ACE for Creators.” You can even be paid (via PayPal) through the transaction system we're creating. Therefore, it is now becoming much more robust than a simple talent directory.

EJ looks forward to it, and had another comment on MagNet and PWAC and how to make them work better. This year PWAC didn't hold a cocktail hour to introduce industry people to writers. EJ hung out and collected cards and made contacts, but would like a delegate list in advance and for PWAC to have a cocktail hour where writers could meet people in the industry. People from far-reaching chapters could be excited to come as well (e.g., TMAC speed-dating with writers/editors). SC responds that he had this very conversation with Deb Morrison and said we should do an event like this one next year. As for the delegate list, however, Magazines Canada does not share their information. That may require some negotiation if it is to happen.

#### 6b. Vice President's report:

Vice-President Doreen Pendgracs (DP) decided not to go through the report in the interest of saving time, but asked if anyone had questions. No questions or discussion.

### 6c. Treasurer's report

Treasurer Rusti LeHay (RL) asked if there were any questions or comments on her report, which generated the following discussion.

James Romanow (Saskatchewan): the report looks a little grim; is it all due to the website?

RL: It's not just Writers.ca that cost us this year. Some of these costs are coming in slowly, but they'll pay themselves back over time. We're hoping Writers.ca will bring in further income, but for now must be careful and prudent yet also innovative. We aim to make auctions and the new member drive annual fundraising events. It's highly important for non-profits to continue to collaborate and find other ways to bring in revenue. Does that help answer your question? JR answered yes.

Beverly Akerman (Quebec): Could you explain what "sponsorships" are on Writers.ca?

SC: Only Heritage is a true sponsor of the project. Other organizations (e.g., CSME or Magazines Canada) are listed currently under "sponsors," but they are more industry partners. Conceivably we could have media companies, publishers, and other potential sponsors, like foundations. The real money that's got to come (and is more than a hope now) is going to be from new members, from our partners (your clients), and from the job board (purchasable as single job ads or as a pack). These models are out there and working. We've taken some functions that for-profits are using and applying them to non-profits. We're hoping to generate \$12,000 in revenue, if not exceed that amount. We'd initially projected \$15,000 because we'd intended to launch it in September. But then we literally got the check on March 31<sup>st</sup>—for money we were supposed to spend by that date. Heritage extended our time frame, of course, but as a result of these delays we're a year behind the project in terms of when we initially conceived it. And of course you're all going to go out and get new members, so that will help, too.

Kathe Lieber (Quebec): Something in the membership numbers doesn't add up in the treasurer's report, if we had a drop in membership numbers but are now showing comparable numbers, what occurred?

RL: The membership totals in the report are based on a combined total of the membership drive with people who've joined since. So we had a drop, but the drive recouped us to comparable numbers now.

Denise Flint (Atlantic at Large): a question about Sandy's comment on advertising; SC clarified that the site has sponsors but no advertisers. DF continued: Yes, but what about the ad for Canadian Stories? SC: That is only a placeholder for a featured publisher profile, not an ad, and only there because we don't have any other publishers set up. That section of the site has still to be developed. We're not advertising, but will change that placeholder once the site's developers get the publisher profiles set up.

### 6d. Regional Directors' reports (discussed as a collective whole)

Ross Mavis (Atlantic Regional Director): One small thing is missing from his Atlantic Regional Director's report, and that is the tears that were shed when he wrote it —because it's his last report. APPLAUSE for Ross. CS responded that we would indeed be recognizing Ross and volunteers later in the AGM.



CP announced that Ontario has five members who will form a new chapter based in Sudbury. APPLAUSE. Heidi Turner (British Columbia Regional Director) announced a new chapter forming in British Columbia – the Fraser Valley chapter with 9 members. APPLAUSE.

CS then ended discussion on executive and regional director reports.

#### 6e. Committee reports

Industry Relations Committee (Doreen Pendgracs): DP attended a few of the regional meetings and heard that many members have expressed a wish that PWAC would partner more with other organizations. That's exactly what the IRC will intend to do with PD committee and regional travel.

EJ (Quebec): About the Best Practices Guide – when is it coming and what's it's about?

SC: We've had this guide ready to go for a year. We have several partners, and our goal has been to get it in hard copy form into every journalism school in Canada. Magazines Canada hasn't been able to reach that decision yet, however, with several factors contributing to why. Namely, there are people who fear the guide will be some kind of collective agreement. We in PWAC have had productive meetings at this very conference and are getting much closer to having their agreement to move forward. When will it be out? It's on the front page of the new Writers.ca, but we'd like to get their logo and print versions. In the meantime, it's there for any writer. It delineates obligations for writers, editors and publishers. Nothing to stop you from using the document or its suggestions, but it's not been officially published yet.

#### **MOTION 3.06.08.12: Motion to accept core board and regional director reports**

**Made: Trudi Down**

**Seconded: Gordon Graham**

**Discussion: None.**

**All in favour, passes unanimously**

#### 6e. Staff reports

SC: Staff welcomes your questions and comments year-round. One of the great pleasures SC has is working closely with members in a slightly less formal role as a mediator, with which we've had some success in terms of industrial relations. Some of Canadian Media Guild and others met with Toronto Star recently to improve their contract. It remains to be seen how this work will play out. Most articulate person at this meeting was recent regional volunteer winner for Ontario, Sue Bowness. This is the kind of work that's most exciting to do. More generally, though, if members have any question or criticism, hopefully constructive, please don't hesitate to send an email, because SC really learns about this business from members.

SC asked Margaret DeRosia (MD) – any questions or points of discussion on her report, but she had none. Applause offered to staff.

#### **MOTION 4.06.08.12: Motion to accept board, committee, and staff reports**

**Made: Kathe Lieber**

**Seconded: Carmel Vivier**  
**Discussion: None**  
**All in favour, passes unanimously**

## 7. Approval of audited statements

The President issued a call for discussion.

Gordon Graham (Ontario Outliers/soon to join new Sudbury chapter) noticed that internally restricted net assets are set up by our own board, as outlined on the audited statement on page 6. Could someone on the board speak to the electronic rights issue, and whether this is a good time to un-earmark those funds to put toward our deficit?

Board and staff explained that this was money we received from the Heather Robertson case, as a result of us putting money in her case. This money hasn't been earmarked for addressing the deficit. SC added that the board said we should use that money to further the very cause Robertson fought for. We put some of that money toward a Supreme Court case appeal by the K-12 educational sector granting a tariff to Access Copyright on behalf of writers and publishers. We had a discussion at the level of the board, and they put the money forward for this cause, because the board felt this was a worthy use for these funds. CS added that if there was a financial situation where we needed those funds immediately we would, but we prefer to not put them to use as general operational funds. Our goal is that we use the new Writers.ca to do more of this work, to attract new members, retain current ones, and generate revenue.

Nicole Laidler (London and Southwestern Ontario): What was the main reason for the drop in member dues? Hopefully the new Writers.ca will turn that around, so secondly, how will we promote the new site? And third, what would you like us to do ourselves get the word out?

Board and staff: Luigi will explain more about using and promoting the site, but we have devoted money in our budget to advertising and promotion. Our funders were here, and they've asked us to come in September to show their staff the results. We did a small demo for Heritage Canada – surprisingly, no one's ever shown them the successful results of their work. Also, they've hinted to us that we can approach them for more money in the future for new projects. In the meantime we'll use our partners to aid our promotion to client base. We've also commissioned some professional advice and have a Google SEO strategy to drive traffic there. When you see it, you'll see it's intuitive and in the process of being designed to be easy to use. When you tell your friends all the work you're getting from Writers.ca, hopefully new members will want in. Staff could share the business plan if you want, but it's more detailed than to go into here. CS added that there is print/online advertising budget, partners (provincial magazines as well) to support advertising. What members can do now and first, however, is generate your own rich profiles. Use the demo site in progress. Give us feedback so we know what's working or not. That's the short-term request from us for how you can help.

Sandra Foster (Toronto): re: Writers.ca, what's the difference between marketing and advertising? We're about to launch without an old fashioned press release. Could we send out this kind of old fashioned media to maybe ten folks? It may go viral.

Board and staff: Thanks and absolutely yes, we'd love to contact cultural reporters of media, but only will do so when we do the full launch. The full launch will be later in summer/early fall 2012.

EJ (Quebec): Part of the reason we had the deficit was because last year we had two conferences. What did it cost us for MagNet, because it would be good to see a comparison to cost of the AGM/National Conference as its own separate event? What part of that last year, if any, was MagNet?

Board and staff: None of last year's AGM was included in MagNet. Will dig out the official amount. MagNet wasn't part of our costs. It's a good partnership, one we felt was important to maintain. To do the separate conference and AGM was a significant additional expense. Especially in terms of human resources (salaries and fees), PWAC had to pay huge amounts of overtime and hire additional people to do the separate national conference in addition to MagNet.

Thus, we will have a better answer to your question by this time next year (i.e., the cost at MagNet this year versus the cost of MagNet plus Montreal in 2011). It's important to note that delegate subsidies were greater this year than any year before, too, to draw people to attend. We can't give you exact figures for what MagNet charges, but it will be a small amount (normally a cheque for \$5,000 and PWAC covers the rest). Also, MagNet's discounts extend beyond their immediate dollar value, as they are generous in many non-quantifiable ways. In actual dollars, it likely will be at least a \$10-12,000 difference this year from last year's dual conference costs. This means the relationship of our partnership costs PWAC \$10-12,000 less annually. The board also promised there'd be a report – and there will be, but not until next year's AGM.

Mark Kearney: On page 4 of the statements, can you explain the jump in charitable donations? Is this in response to Heather Robertson?

Board and staff: That was mostly from three people who gave PWAC a significant amount of money. Mostly came from board and staff in response to the crisis.

Sandra Phinney (Atlantic; SP): In terms of membership, on page 4 there is a reference to a drop in membership revenues. Then the treasurer's report discusses the membership drive. In highlights of the budget, it states that we'll have a projected income from membership. Could you discuss these numbers further?

Board and staff: We did the drive and the number of members in the financial statements indicates the results of membership post-drive. We're projecting an increase from Writers.ca for next year as well.

SP, second point: Does the figure include the 17,000 mentioned? Response: Yes

SP, third point: Can you explain why the membership numbers dropped? SC asked MD to respond: Whenever a member leaves, MD queries her or him as to why. The overwhelming reason people left this year (over 90%) told staff that the reason was financial in nature. Just fewer than 10% explained they'd undergone a career change. One person stated dissatisfaction with PWAC and one said it was because of the delay in establishing the new Writers.ca fast enough.

Joyce Caines (Toronto): Commended the staff and board for a successful membership drive. With Margaret's queries and what Sandy's discussing with Writers.ca, this will be a huge boost exponentially and should be a real draw. In terms of volunteers, how does PWAC work with MagNet? Lots of students volunteered with MagNet who were recent graduates, but conversations indicated they didn't know about PWAC. Could we tap into that potential source and tell them what PWAC has to offer?

Board and staff: For the most part the volunteers are organized through Magazines Canada, not PWAC, and so we can't communicate about PWAC with them en masse. For those of you in sessions, did you hear about the announcement for Writers.ca? We should sit and talk to volunteers more whenever we can. We do reach out to schools as much as we can, including community colleges, universities. It's something we could do more of and reach out to more, especially with the new student rate. It's an amazing value, and if we can continue we'll keep long-term members like Paul Weinberg!

No further discussion

**MOTION 5.06.08.12: Motion to accept the audited statements**

**Made: Rusti LeHay**

**Seconded: Christine Peets**

**Discussion: none**

**Vote: All in favour but for one abstention, Vanessa Farnsworth (BC Interior)**

**Motion passes**

8. Approval of the auditor

**MOTION 6.06.08.12: Motion to appoint Sam Marinucci as the auditor in 2013**

**Made: Rusti LeHay**

**Seconded: Ross Mavis**

**Discussion: none**

**Vote: All in favour but for one abstention (anonymous)**

**Motion Passes**

9. Election of the board of directors

CS: The process has changed since election of the new bylaw last year. If you were in an area of vacancy, you would have received notice of nomination. This year, Quebec and Atlantic each had a vacancy. Two people were acclaimed:

1. To replace Ross Mavis with Stephen Kimber
2. To replace Jenn Hardy with Bruce Wilson

APPLAUSE. Welcome to both new board members!

10. Motions from the floor

Craig Silverman (CS): Please keep in mind this is not a place for extensive discussions. We will start with a motion from the board on new self-publishing criteria. The text of this motion was provided at the regional meetings and again to any who did not receive it at today's AGM. CS read aloud the text of the motion as well.

**Motion that the board use the self-publishing/independently published membership criteria included below to evaluate prospective members until such time as a referendum is held, or a vote is held at the 2013 AGM.**

**Four self-publishing/independently published criteria, of which a candidate needs to meet at least two of for a non-fiction work to be considered:**

- **The book was professionally edited, as evidenced by a letter from the editor attesting to their work and any professional associations/experience.**
- **The author provides evidence of at least 200 copies sold of a single title, or evidence that the title has achieved non-fiction bestseller status in their respective province/territory. (Bulk corporate sales count.)**
- **The author provides a review of the work by at least one publication that pays its writers.**
- **The author provides written endorsements from two existing PWAC members.**

Discussion:

RL spoke to this motion, arguing that the board deliberated this issue after much involved conversation.

Ross Mavis (Atlantic regional director): He supports this long-overdue motion, and it has safeguards. It's not throwing things wide open, but keeping it professional.

Mark Kearney (London and Southwestern Ontario): Has there been recent demand for this change in criteria from people to join? Board and staff: Yes, PWAC has had applications from self-published authors.

DP: This is an industry trend. The Writer's Union of Canada is looking at this issue now as well. It'll be great if PWAC beats them to the punch by implementing it now.

Stephanie O'Hanley (Quebec): Should this motion be amended to have an ISBN?

CS: Staff will look at the copyright page and check that it's been published in the archive when evaluating prospective members with these criteria.

Carmel Vivier (Southwest New Brunswick) sought to clarify something people might not understand. When people get an ISBN # and go to the catalogue and publication, they won't give you this information unless you testify you'll sell more than 100 copies. When you have an ISBN, you need this to look professional.

CS: Does the motion not cover this issue? Or is it just guidelines for staff? Board and staff confirm it's the latter—guidelines for staff only. If the motion is passed, this will be a guideline for staff, and staff will be responsible for confirming ISBN numbers.

Sandra Foster: Are we talking print or electronic publications?

CS: Could be print or electronic or both.

**MOTION 7.06.08.12: Motion that the board use the self-publishing/independently published membership criteria included below to evaluate prospective members until such time as a referendum is held, or a vote is held at the 2013 AGM.**

**Four self-publishing/independently published criteria, of which a candidate needs to meet at least two of for a non-fiction work to be considered:**

- **The book was professionally edited, as evidenced by a letter from the editor attesting to their work and any professional associations/experience.**
- **The author provides evidence of at least 200 copies sold of a single title, or evidence that the title has achieved non-fiction bestseller status in their respective province/territory. (Bulk corporate sales count.)**
- **The author provides a review of the work by at least one publication that pays its writers.**
- **The author provides written endorsements from two existing PWAC members.**

**Vote: All in favour but for one abstention (Sandra Foster)**

**Motion passes**

Motions from the floor continued

1. Kathe Lieber (Quebec) didn't have a motion, but a question to follow up from last year's call that PWAC hold events in regional partnerships more, given that we're contracted to partner with MagNet?

Board and staff: Yes, we are looking for these options through the Industry Relations Committee and the Editors Association as well. Staff will follow up and report in more detail. Also, it's important to note that we at PWAC are not "contracted" here. Nothing is signed. We're partners. We *want* to be here because of the enhanced opportunities for our member-writers.

2. Bruce Wilson (Quebec) – an update on the status of the policy manual

This manual has been a long time coming. We've had nothing coherent until now. Bruce wants to thank Tanya Gulliver; she's been the driving force. We went through 14 years of minutes to compile policies, some with many names of members on the committee at various stages. At 60 pages it is long and comprehensive. We're currently looking at software whereby we flow these policies into year to year to make it a living document. If there are changes of policies, the manual will be continually updated and revised. It represents a significant step forward for PWAC—we've truly grown up as an organization. The manual will be made available to members only with feedback welcome.

CS gave last call for motions from the floor.

Joyce Caines (JC) had a possible motion, one not intended to be contentious but forward looking. She proposed that PWAC strike a discussion group to approach affiliate and associated organizations to PWAC to include other freelance workers in digital, audio, visual design and production. This is an attempt to enhance and expand PWAC's funding base, whereby professional affiliates who support this industry have an opportunity to augment it. Gordon seconds this motion, albeit reluctantly.

CS asked JC if she wanted to speak to it? She responded that having come to the PWAC-MagNet joint events, these links are fruitful. PWAC has been moving forward in industry relations and industry developments for writers. In combination with collaborating with MagNet, the writing industry relies on other organizations and freelancers who create. Many in this room work in audio/visual design already as well. She also thanked Gordon for seconding. We want to expand the traditional notion of writing and how we can partner with others into the future. How can we make the most of bringing these relationships to life?

GG (Ontario Outliers) responded that he seconded this motion, but only so that it wouldn't die. It's a great sentiment, but he's not sure we should vote on it. Some of the background stuff on those who've worked on Writers.ca concept is that our platform will be useful to allied professions. We'll be actively courting these other groups and see if we can draw them in as partners. Not sure a motion is necessary at this stage; maybe in 1-2 years.

DP (Manitoba/National VP): The motion isn't necessary because the two-page report by the Industry Relations Committee already lists many of these affiliates well, and not just writing groups but also others like videographers, marketers, and photographers.

Phillipa Rispin (Quebec): If we're courting outsiders, though, then why call it Writers.ca?

Board and staff: Mainly, Writers.ca is the name of the domain we have. Yet there's no reason we can't purchase other domains in future and move it over in the future. There's nothing to prevent us from moving into the whole domain. Still, JC appears to be talking about more than partnering with sister organizations. This approach is one of the next-generation, a convergence of creators. We live in a world where creators are increasingly expected to be able to do everything. In terms of domain names, that's always been part of the concept. We're an online talent directory for writers, but there is no reason for us to stay focused only on writers. We also have got talentpull.ca. Also, maybe you're not in Writers.ca, but could be creators.ca or canadiancreators.ca. Definitely, PWAC would like to move in that direction.

CS: Would JC like to withdraw the motion?

JC: Yes. Another note: has the board looked at things like an "affiliate membership fee?" Can the board look at a modified rate for a freelancer?

CS: We do have a membership committee chair examining the structure of membership. So for now, the motion is withdrawn.

Gordon: Point of order – I must withdraw as well, and I do.

CS: Last call for motions from the floor.

Motion to adjourn: Made: Phillipa Rispin; Seconded: Kathe Lieber (note by MD: seconding not required for a motion to adjourn).

Meeting adjourned: 5:49pm



# List of Board Motions, May 2012-April 2013

## I. MOTIONS PASSED AT BOARD MEETINGS, BOTH IN-PERSON AND BY PHONE OR VIDEO CONFERENCE

### **PWAC Board Conference Call Tuesday May 29th, 2012**

MOTION 1.05.29.12: To approve the agenda

Moved: DP

Seconded: RL

All in favour, passes unanimously

MOTION 2.05.29.12: To approve the budget as amended.

Moved: RL

Seconded: CP

All in favour, passes unanimously

### **PWAC Pre-AGM Board Meeting Monday, June 5th, 2012**

MOTION 1.06.05.12: That PWAC support an application for funding of an initiative by Work in Culture to establish a network.

Moved: RL

Seconded: RM

All in favour, Passes unanimously

### **PWAC 2012 Post-Annual General Meeting Board Meeting Friday, June 8th, 2012**

MOTION 1A.06.08.12: Move that the board support the current application for \$1000 funding request from the Saskatchewan chapter for regional event funding for their September 2012 event.

Moved: MG

Seconded: HT

All in favour, motion passes unanimously.

### **36<sup>th</sup> PWAC Annual General Meeting Friday, June 8th, 2012**

MOTION 1.06.08.12: Motion to approve the agenda

Made: Michelle Greysen

Seconded: Trudi Down

Discussion: None

Opposed: none

Abstentions: none

All in favour, passes unanimously

MOTION 2.06.08.12: Motion to approve the 2011 AGM minutes

Made: Kelly Thompson

Seconded: Jane Langille

Discussion: Craig Silverman offered a note of clarification: the first part of these minutes is the special session on adopting the new by-law; the second part of the minutes is the actual minutes of the AGM. Ross Mavis issued a final call to questions before the vote. All in favour but for five abstentions (who requested anonymity in the minutes)

Opposed: none

Abstentions: five (anonymous)

Motion passes

MOTION 3.06.08.12: Motion to accept core board and regional director reports

Made: Trudi Down

Seconded: Gordon Graham

Discussion: None.

All in favour, passes unanimously

MOTION 4.06.08.12: Motion to accept board, committee, and staff reports

Made: Kathe Lieber

Seconded: Carmel Vivier

Discussion: None

All in favour, passes unanimously

MOTION 5.06.08.12: Motion to accept the audited statements

Made: Rusti LeHay

Seconded: Christine Peets

Discussion: none

Vote: All in favour but for one abstention, Vanessa Farnsworth (BC Interior)

Motion passes

MOTION 6.06.08.12: Motion to appoint Sam Marinucci as the auditor in 2013

Made: Rusti LeHay

Seconded: Ross Mavis

Discussion: none

Vote: All in favour but for one abstention (anonymous)

Motion Passes

MOTION 7.06.08.12: Motion that the board use the self-publishing/independently published membership criteria included below to evaluate prospective members until such time as a referendum is held, or a vote is held at the 2013 AGM.

Four self-publishing/independently published criteria, of which a candidate needs to meet at least two of for a non-fiction work to be considered:

- The book was professionally edited, as evidenced by a letter from the editor attesting to their work and any professional associations/experience.
- The author provides evidence of at least 200 copies sold of a single title, or evidence that the title has achieved non-fiction bestseller status in their respective province/territory. (Bulk corporate sales count.)
- The author provides a review of the work by at least one publication that pays its writers.
- The author provides written endorsements from two existing PWAC members.

Vote: All in favour but for one abstention (Sandra Foster)

Motion passes

**September 14-15, 2012, Board Meeting Minutes  
PWAC National Office**

MOTION 1.09.14.12: To accept the amended minutes

Moved: RL

Seconded: HT

All in favour, passes unanimously

MOTION 2.09.15.12: To accept the Executive, Regional Director and Committee

Reports

Moved: HT

Seconded: SK

All in favour, passes unanimously

MOTION 3.09.15.12: To accept this fundraising proposal to have an annual service auction and ask this member to lead it with support from the board and staff for the spring 2013 option.

Moved: RL

Seconded: DP

All in favour, passes unanimously

**PWAC Board Meeting  
Monday November 19, 2012**

MOTION 1.11.19.12: To accept the amended minutes

Moved: MG

Seconded: SK

All in favour, passes unanimously

**Board Meeting Video Conference Call  
February 11, 2013**

MOTION 1.02.11.13: To accept the amended November 2012 board meeting minutes

Moved: DP

Seconded: CP

All in favour, passes unanimously

MOTION 2.02.11.13: To keep the delegate subsidy for direct travel costs to the 2013 AGM at \$175.00, as in 2012.

Moved: RL

Seconded: MG

All in favour, passes unanimously

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## **II. WEB BOARD MOTIONS**

Motion: That the February 2013 face-to-face board meeting be replaced by regular conference calls prior to the June in-person meeting

Moved: RL

Seconded: DP

In favour: SK, DP, MG, CP, HT, BW, RL  
Motion passed unanimously (December 2012)

Motion: That the board adopts the 2013-2014 draft budget as presented February 22, 2013

Moved: RL

Seconded: HT

In favour: CP, HT, SK, RL, MG

5 in favour, 1 abstention

Motion passed (March 2013)

Motion: That PWAC present Ann Douglas with an Honorary Lifetime PWAC Membership at the 2013 National Conference for her leadership, her mentoring, and her high standards to which we can all aspire

Moved: CP

Seconded: DP

In favour: MG, RL, SK, DP, CP, HT

Motion passed unanimously (March 2013)

Motion: That the PWAC Board of Directors appoints a non-voting advisory role, Technology Director, for the term of 1 year, to be reviewed in March 2014, and that Luigi Benetton be approached by the PWAC ED to consider this role starting immediately following the PWAC Board officially notified of his acceptance

Moved: MG

Seconded: HT

In favour: DP, CP, HT, SK, MG, RL

Motion passed unanimously (March 2013)

Motion: That the board appoint Olivia Kona to serve as Quebec RD for the remainder of the current outstanding term

Moved: MG

Seconded: CP

In favour: CP, SK, DP, MG, RL, HT

Motion passed unanimously (March 2013)

Motion: That George Butters be appointed to serve out the remainder of Stephen Kimber's term until the 2014 AGM

Moved: MG

Seconded: HT

In favour: CP, RL, DP, MG, HT

Motion passed unanimously (April 2013)

Motion: That the board of directors remove George Butters from his position as Atlantic RD

Moved: HT

Seconded: MG

In favour: CP, HT, RL, OK

4 in favour, 1 abstention

Motion passed (April 2013)

Motion: That Stephen Kimber be reinstated in his position as Atlantic RD (Forum)

Moved: MG

Seconded: RL

In favour: RL, MG, DP, CP, HT

Motion passed unanimously (April 2013)

Motion: That Denise Flint be appointed Atlantic RD to complete Stephen Kimber's term, effective Stephen Kimber's resignation (Forum)

Moved: OK

Seconded: DP

In favour: MG, DP, CP, SK, RL, HT, OK

Motion passed unanimously (May 2013)

## **WEB BOARD MEMBERS — KEY TO NAMES AND INITIALS**

- Craig Silverman, President (CS)
- Doreen Pendgracs, Vice-President (DP)
- Rusti Lehay, Treasurer (RL)
- Tanya Gulliver, Past President (TG)
- Heidi Turner, British Columbia Regional Director (HT)
- Michelle Greysen, Prairies and the North Regional Director (MG)
- Christine Peets, Ontario Regional Director (CP)
- Bruce Wilson, Quebec Regional Director until February 2013 (BW)
- Olivia Kona, Quebec Regional Director after February 2013 (OK)

# Horwood's Rules Of Order

—A VERY BRIEF TREATMENT OF THE COMMON PROBLEMS ARISING WHEN PARLIAMENTARY METHODS ARE APPLIED TO MEETINGS, BY HAROLD HORWOOD (REPRODUCED WITH THE PERMISSION OF THE WRITERS UNION OF CANADA (TWUC))

Note: PWAC meetings follow Robert's Rules of Order, summarized here by Harold Horwood of TWUC. Members interested in Robert's Rules of Order can visit the official Robert's Rules Association Website at [www.robertsrules.com](http://www.robertsrules.com). Rules of order are intended to expedite the business of meetings. They are not sacrosanct, and should not be used to impede business. Each body should decide how strictly it wants the rules enforced. A meeting run too strictly may become formal and subject to minority control. One run too loosely often becomes chaotic and boring.

## DUTIES OF CHAIRMAN

The term "chairman" has no gender, regardless of its derivation. The chairman must keep order, see that discussion remains relevant, and enforce the rules to the extent that expedition of business requires. Members should rise or raise their hands when wishing to speak, and the chairman should assign the floor to one member at a time.

## MOTIONS

In general, random discussion should be avoided. If there is no motion on the floor, the chairman should then read out the motion as to make the business orderly. No discussion should take place until the motion is seconded. All motions should be recorded as part of the minutes of the meeting with the names of the mover and seconder. The chairman should then read out the motion: "It has been moved and seconded that...is there any discussion?"

If the mover of the motion has not spoken to it, the mover has the right to do so immediately following the reading of the motion by the chairman and before there is any other discussion. Each member may then speak to the motion once, and once only. The commonest way in which meetings degenerate into repetition and chaos is by disregard for this rule. When all debate on a motion, it is concluded then the mover may speak a second time, closing debate. If it is anticipated that a motion will cause much debate, a time limit may be assigned to each speaker, in which case the chairman should time each speaker, and inform him when he is nearing the limit, with some such expression as "you have one minute more." The chairman may take part in the debate on any motion before the meeting at any time, but there are a whole range of subsidiary motions: (a) to amend the motion; (b) to amend the amendment; (c) to lay the motion on the table; and (d) to adjourn, either to a fixed time or indefinitely.

Each subsidiary motion must be seconded before it can be entertained. Motions to amend are debatable under the same rules as a main motion. The others are not debatable.

## AMENDMENTS

Should the motion fail to express the will of the meeting exactly it may be amended before being voted upon by adding a qualifying term, or adding or deleting words. Any amendment that nullifies or de-

stroys the principal intent of the main motion, is out of order, and should be ruled out of order by the chair.

An amendment is treated exactly like a main motion. Its mover has the first right to speak, and the right to speak again, closing debate upon it. All others have the right to speak once. No debate of the main motion may be entertained while an amendment is being discussed.

After an amendment is passed or defeated, debate on the main motion is resumed, and any number of other amendments may be offered, one at a time. Two amendments at a time are, of course, out of order.

#### AMENDMENT TO THE AMENDMENT

This is a rare motion, and should not be used to replace a subsequent amendment, but solely to refine the meaning of the amendment itself. Though strictly speaking the rules provide for the same debate on this motion as on more substantiate ones, as a rule it should occasion little debate. If an amendment is so substantiate as to occasion much debate, it is probably better offered as a subsequent amendment to the main motion.

#### VOTING ON AMENDMENTS AND MOTIONS

The correct procedure is to vote first on the amendment to the amendment, if there is one, then on the amended motion, and finally the motion. Some organizations follow another procedure, whereby, if the amendment passed, then the motion passes with it, and so on. This, however, is not parliamentary practice, but an effort to introduce a short cut. In the parliament of Canada and the parliament of Great Britain the procedure is to vote separately on each amendment or amendment thereto, and finally on the amended motion. It is unfortunate that this logical, orderly and correct procedure has been abandoned by many bodies so that a state of confusion on this simple matter is now prevalent. Let us repeat: the amendment to the amendment, the amendment and the motion are put to vote in reverse order of their proposals. Carrying an amendment does not nullify the motion.

#### TO LAY A MOTION ON THE TABLE

This is simply a method of postponing a decision on the motion. Any member, at any stage of a debate, may rise and say, "I move that this be tabled," either to a specific time, or indefinitely—for example, "until tomorrow morning" or "until the next annual convention." A motion to lay on the table is not debatable. If it is seconded, it must be put to the body at once. If passed, the motion lies on the table until the time specified when debate is resumed, or if no time is specified, then until a motion is passed to take from the table is not debatable either.

#### THE PREVIOUS QUESTION

The discussion on any motion or amendment may be ended by a member saying, "I move the previous question." If seconded, this motion must be put at once without debate. If the motion for the previous question is carried, that ends the debate on the motion, and the chairman must then state the motion and call for a vote.

A motion for the previous question should be considered when debate has proceeded for a long time, becomes repetitious and when it seems probable that further debate will not alter the decision on the motion.

The previous question is equivalent to the closure in Parliament. The principle is very simple: the majority has a right to decide that debate has gone far enough, and that the motion should be put at once. If the majority decides that it wishes to hear further debate then the motion for the previous questions will be defeated.

#### POINT OF ORDER

A member may always interrupt a speaker by rising and stating, "I rise on a point of order." This should be done only when the speaker is irrelevant or violating the rules of procedure. The chairman says: "State your point of order." The member then explains why he thinks the speaker is out of order. The chairman then says, "Your point of order is well taken" (or is not well taken, as the case may be), and then invites the speaker to proceed, instructing him as to relevancy or the rules of procedure, if he has been in violation of either.

#### POINT OF PRIVILEGE

Except in Parliament or a Legislature, there is no such thing as point of privilege or "point of personal privilege," as some speakers phrase it. Chairmen, except those chairing legislative bodies should refuse to recognize anyone rising to such a point.

#### POINT OF INFORMATION

Strictly speaking, there is no such thing as a point of information, either. But it has become customary to permit questions to be inserted by this procedure while a speaker has the floor. It is highly out of order to interrupt a speaker on a "point of information," and then apply for the information from some third party so as to create a debate on some point that the speaker is making.

#### MOTION TO ADJOURN

A motion to adjourn is always in order and is not debatable, provided no other motion is before the chair. A motion to adjourn may also be accepted while a motion is before the chair. If so, the chairman must explain the import of the motion to adjourn. If passed, the motion to adjourn should have a qualifying clause: "I move we adjourn until tomorrow at 9am" or "I move we adjourn until the call of the Chair."

If the intention is not to defeat a motion then before the chair, the motion to adjourn should be preceded by a motion to lay on the table until the meeting is resumed.

#### POWERS OF THE EXECUTIVE

The executive has no powers except those delegated to it by the membership. Nothing should be handed down without a vote. If, for example, a time limit is to be placed on debate, the executive should first ask the membership for a vote. If for any reason the ordinary rules of procedure are to be suspended, again the membership should vote for or against such suspension.

#### ORDER OF BUSINESS

There is no specific framework in which anybody must conduct its business, but the following is suggested, with notes giving the reasons for the suggestion.

- Meeting is called to order.



- Minutes are read. At an annual meeting or convention the minutes are those of the last annual meeting or convention. At a general meeting, those of the last general meeting, and so on.
- Business arising out of the minutes. First, any errors or omissions should be considered and corrections made if necessary. Next, specific instructions in the minutes for action to be taken at the current meeting should be dealt with: e.g. tabled motions.
- New business. Matters of great urgency, requiring immediate discussion, should be introduced early in the meeting, not left to the last minute.
- Committee reports and debate on the same.
- Agenda of business prepared by the executive.
- Unfinished business and further new business.
- Notices of motion.
- Election of officers.
- Adjournment.

# PWAC Harassment Policy (Instated 2004)

In continuing its leadership in the recognition of the dignity and worth of each person, the Professional Writers Association of Canada has adopted this Human Rights and Harassment Policy to ensure ethical and respectful service and employment practices which incorporate equitable treatment for all members and employees.

The goal of the Policy is the creation of a climate of understanding and mutual respect where each person feels a part of the community and is able to contribute fully to the development and well being of the Professional Writers Association of Canada.

The Professional Writers Association of Canada will not tolerate, ignore, or condone any form of discrimination or harassment. All members/employees are responsible for respecting the dignity and rights of their co-members/employees. Discrimination and harassment are serious forms of misconduct, which may result in disciplinary action up to and including cancellation of membership or discharge of employment.

Members and employees of the Professional Writers Association of Canada are expected to adhere to this Policy, including refraining from harassment of members/employees. If such harassment occurs, the Association will take any steps available to ensure a harassment-free association and workplace.

**HARASSMENT** Harassment means improper comment or conduct that a person knows or ought to know would be unwelcome, offensive, embarrassing or hurtful. Harassment may result from one incident or a series of incidents. Examples of harassment include, but are not limited to: derogatory remarks; threats; inappropriate jokes, innuendos and teasing; insulting gestures; practical jokes which result in embarrassment; displaying pin-ups, pornography, or other offensive materials; actions that invade privacy; spreading rumours that damage one's reputation; refusing to work with; condescending or patronizing behaviour; abuse of authority; unwelcome touching; physical assault or sexual assault.

**WORKPLACE HARASSMENT** The workplace includes all locations where business or social activities of the Association are conducted. Workplace harassment can also include incidents that happen away from work (e.g., inappropriate phone calls or visits to an employee's home) or harassment from clients and service recipients.