

annual report 2010



Professional Writers Association of Canada



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Board of Directors

Executive

President: Tanya Gulliver
Vice President: Bruce Wilson
Treasurer: Rusti Leahy
Past President: Kathe Lieber

Regional Directors

Atlantic: Ross Mavis
British Columbia (Interim): Ryan Parton
Ontario: Nate Hendley
Prairies and the North: Cynthia Dusseault
Quebec: Craig Silverman



Staff

Executive Director (from January 2010): Sandy Crawley
Membership Coordinator / Associate Director: Lauren Stewart

Committees

PWAC committees are groups of PWAC member volunteers the Board of Directors brings together to provide recommendations and information on specific areas of operation including:

- Communications
- Finance & Fundraising
- Government Action
- Industry Relations
- Membership Services & Development
- National Conference & AGM
- Nominations and Awards

Chapters

PWAC has 22 chapters across Canada, each with its own Executive. Chapters plan and host local professional development activities, networking and industry information sessions, and social events.

Atlantic Region

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

Ontario Region

Guelph
London & Southwestern Ontario
Niagara Escarpment
Northwestern Ontario
Ontario-at-Large
Ottawa
Toronto
Waterloo Region

Prairies & the North Region

Calgary
Edmonton
Manitoba
Prairies & the North at-Large
Saskatchewan

British Columbia Region

B.C Interior
Vancouver
Victoria

Quebec Region

Quebec

Government Partners

The Professional Writers Association of Canada would like to thank the following government partners for their continued support in 2009/2010:

- The Department of Canadian Heritage
- The Canada Magazine Fund
- The Canada Council for the Arts
- The Ontario Arts Council
- The Ontario Arts Council Foundation

Industry Partners

The Professional Writers Association of Canada would like to thank the following industry partners for their help and continued support in 2009/2010:

- Access Copyright
- Association Littéraire et Artistique Internationale Canada
- Association des journalistes indépendants du Québec
- The Book and Periodical Council
- The Canadian Conference of the Arts
- The Canadian Freelance Union
- Canadian Arts Coalition
- Canadian Media Coalition
- The Canadian Media Guild
- Creators' Copyright Coalition
- The Creator's Rights Alliance
- The Centre for Social Innovation
- Cultural Human Resources Council of Canada
- Electronic Rights Defense Committee
- Hebb & Sheffer
- Magazines Canada
- 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)
- Marinucci & Co.
- Pro-Bono Students Canada
- Writers' Coalition Benefits
- The Writers Union of Canada

President – Tanya Gulliver

As the end of my second term draws near, I have the chance to reflect on what has transpired over the past year. It has been a mixed year for PWAC's staff and Board: some challenges, some successes, some changes.

Obviously, one of the biggest changes was that we had to make the very challenging and difficult decision to end the employment of our previous Executive Director last fall. This was not something undertaken lightly by the Board. I know that many of you would have liked to have more details but according to our lawyer – and human resources policies regarding confidentiality – this was not possible. All I can say is that we took this step with heavy hearts, but after much consideration and discussion, the Board felt this was the best option for the organization.

This led us to another hiring process; again, a lengthy undertaking. After two rounds of interviews and negotiations we hired Sandy Crawley, familiar to many of our members through his previous role as Board treasurer. Sandy was unable to start until January, which left the running of the office in the very capable hands of Lauren Stewart, our Associate Director. When I took over checking e-mail and voicemail for Lauren while she took a dream vacation in December, I was able to get a glimpse of her workload (and a mere glimpse it was, given the holiday season and the fact that these tasks are only a small bit of her work). We are fortunate in PWAC to have two dedicated staff at the helm.

We also have a very strong and active board. While we are moving towards a policy governance model, we retain some of our grassroots base with strong participation from board members on task forces and committees. Cynthia Dusseault's leadership on the National Conference (in place of the Executive Director) last fall and Craig Silverman's work on the Website Taskforce and the Bad Writing Contracts initiative are just two examples. This year, BC Regional Director Claire Sowerbutt stepped down midterm and was replaced by Ryan Parton (who is not running for election this term). After 5.5 years, Bruce Wilson, former Quebec RD and current Vice -President, is stepping down from the Board. Having Bruce as my right-hand man over the past two years has been very helpful and his contributions to the Board will be very much missed.

Thanks for your service to PWAC – Claire, Ryan and Bruce.

PWAC, as will be elaborated at the AGM, is facing some financial challenges. Our budget is highly dependent on membership dues. The loss of core funding from Canada Council is a hurdle that we need to overcome. Staff have been hard at work looking for other sources of revenue – primarily project-based. This will allow us to continue our existing operations and to tackle some new initiatives. One of our biggest projects is a proposed overhaul of internal and external communications systems, including our website, databases, listservs and *PWAC Contact*.

Despite the financial challenges that exist, we have been able to draw up a budget for 2010-2011 that is both reasonable and optimistic about initiatives we will be able to undertake. Our auditor has reviewed our books and found them to be accurate and satisfactory. The issues and questions that he raised to staff following the audit were very clear and easily answerable. We were also the designated beneficiaries of a significant windfall resulting from the victory in the Heather Robertson Electronic Rights case. We are currently brainstorming how we should use this money and we thank Heather Robertson for her immense contribution to PWAC and to the betterment of freelance writers as a group.

Following the AGM, the Board and staff will engage in a half-day strategic planning exercise to develop a vision for PWAC's future. This will be the third in a series of brainstorming/work sessions that the Board has undertaken in order to help create a strong vision and purpose for PWAC. In 2011, we will mark our

thirty-fifth year of operations, and it is important that we remain current with needs and issues facing freelance writers and their place within the writing and publishing industry and the arts sector as a whole.

I think PWAC continues to struggle in a few areas. Our National Conference and AGM continues to be a significant expense area (a survey will be coming out post-AGM to determine best conference models for the future). We have a steady number of new people joining PWAC, but our overall numbers are not increasing to match the proportion of new members who join each year because of a routine exit of a large proportion of the membership each year. If someone stays past the first year or two, then they tend to stay after that; we need to work on that retention issue. We also need to address the changing needs of members in terms of professionalization and skills development, industry developments, new markets (especially electronic) and ways to ensure that rural writers remain connected to the broader industry and PWAC family. There are also some constitutional issues that need to be addressed and the 2011 Montreal AGM will be a constitutional AGM.

I am hoping that our PWAC Could Survey, combined with the board/staff strategic planning session, will help us forge ahead with a clear vision for PWAC. It is my intention to stand for re-election as president for a third term to continue the work we have started over the last couple of years.

I would like to thank the Board, committee members, chapter leaders and our staff for their hard work. I'd also like to thank our funders and industry partners for continuing to support the work of PWAC. Finally, I want to thank all of our members who make PWAC successful. From Foole posts on the PWAC-L listserv to the more serious contributions on the Biz and Books lists, to supporting each other through chapter meetings and in social media networks (Facebook, LinkedIn and Twitter, to name a few), PWAC is only as great as our many members. In other words, pretty darn awesome.

P.S.: PWAC visitors to New Orleans are guaranteed a place to stay, especially if you come bearing Smarties, HP sauce or Canadian Diet Coke ☺

Vice President – Bruce Wilson

After five years on the PWAC Executive, I have decided to step down. I do so reluctantly, because PWAC is entering a dynamic period of change and development; however, I must devote my time and energy to the dynamic change and development going on in my own career at this time.

When I came onto the Executive, it was at the beginning of a transition towards a policy style of governance. I am happy to say that the transition continues today under the able directorship of our ED, Sandy Crawley, and the entire Board. PWAC is on the cusp of a new era in virtual meetings and education, and I expect to see great developments in this area, including online AGM attendance, professional development, and perhaps even a virtual chapter. These will all be discussed in the coming years.

I'm proud to have served on this fantastic Board of Directors. As my first non-profit board experience, it's been a rich period of learning, growth, and camaraderie. For anyone considering joining the PWAC Executive, I highly recommend it as a way to both further your professional development and contribute to this great organization.

Past President – Kathe Lieber

Past President is a slightly strange position, usually held by the person who has just completed an exhausting year in the demanding role of PWAC National President. Since that was not the case this year, I was pleased to be invited to step in and serve as “eminence grise.”

The person who holds the job of PP has a voice but not a vote. I was about to draw a parallel with the post of Governor General, but that would be both presumptuous and inaccurate. PWAC’s PP is the voice of our collective history and provides the “long view,” only rarely having to step in as referee when disputes (always civilized) arise. The PP also serves as Nominations Officer.

I was glad to serve on the hiring committee when the decision was made last fall to find a new Executive Director. Having known all our EDs and having hired a couple during my own tenure, I was most encouraged to see the calibre of applicants we attracted. The in-depth interview process culminated in the hiring of “one of our own,” Sandy Crawley, who had served as PWAC treasurer for several years. Sandy’s vast experience and connections, superb people skills and hands-on philosophy are proving to be huge assets to PWAC.

I have been happy to serve the membership and the Board in various ways, such as behind-the-scenes work on our Contact blog and proofing of various documents. It was a particular pleasure to host the Board meeting last February – literally host the meeting around my dinner table, as well as host a potluck at which local members had a chance to meet the Board – and I had the huge thrill of hearing our anthem, Barrett’s Privateers, sung in my living room.

PWAC has come a very long way since I became a member in 1983, and I am proud to have played a small part in that progress.

Treasurer – Rusti Leahy

Time has moved so quickly this past year that my first AGM as treasurer has arrived in a shocking “where has the year gone?” way. Can it be that learning how to work with numbers speeds up the passage of time? This has been a year of steep learning curves. Turning numbers into words works. When I was sitting in the AGM delegate and observer audience, I appreciated the fact that my and other members’ questions were answered with clarity, respect and transparency. Those are my goals as I present this report to you, my peers and fellow members. I am a PWAC member for the long haul. I am motivated to do my best for you and PWAC in this position if you will have me for another year.

Our Executive Director, President and I are pleased to present these audited statements, which we find to be both accurate and satisfactory.

Revenue

The revenue in our budget has been affected by a decrease in membership dues. We receive regular updates from our Associate Director on new members. Keep in mind that the current decline is related to the recession. There is always a 20% churn of members choosing to leave and new members joining the fold. At the Board level, we are trying to understand retention and loss. The total for fiscal year 2010 stands at approximately 676 members.

The \$46,000 surplus in the 2009/2010 fiscal year results in part from the class action suit led by Heather Robertson and supported by PWAC. PWAC National received \$25,000 of the \$11 million settlement, which will be set aside to address issues raised by the Robertson case in the spirit of PWAC's mission. In addition, two local chapters of PWAC were reimbursed for their contribution to that struggle.

Expenses

It is regrettable for PWAC to lose the Canada Council grant of \$15,000 in operating funds. However, our ED is seeking project grants to make up the difference over the next three years. It is important to see this as only a temporary setback.

Payroll

The completion of the Magazines Industry Task force allowed us to offset payroll costs because staff had to dedicate significant time to meet the deadline. This was another contributing factor to the surplus.

Special projects

We intend to collaborate with other not-for-profit sister organizations to develop new models for creation and dissemination in digital publishing. It is important to set aside some of the 2009/10 surplus for technological upgrades and to carry on with the web taskforce. The office computers are more than six years old and are unable to support modern tools. PWAC needs good equipment to implement the recommendations of the Web Task Force.

PROFESSIONAL WRITERS ASSOCIATION OF CANADA

FINANCIAL STATEMENTS

MARCH 31, 2010

AUDITORS' REPORT

To the Directors of
Professional Writers Association of Canada

We have audited the balance sheet of **Professional Writers Association of Canada** as at March 31, 2010 and the statement of operations and changes in net assets for the year then ended. These financial statements are the responsibility of the association's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the association as at March 31, 2010 and the results of its operations, changes in net assets and cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Marinucci & Company

Toronto, Ontario
May 14, 2010

Chartered Accountants
Licensed Public Accountants

PROFESSIONAL WRITERS ASSOCIATION OF CANADA

Balance Sheet as at March 31

	2010	2009
ASSETS		
Current:		
Cash and term deposits (Note 5)	\$ 137,172	\$ 81,353
Grants and other amounts receivable	3,199	-
Goods and services tax recoverable	2,143	1,618
Prepaid expenses and deposits	<u>4,453</u>	<u>10,133</u>
	<u>\$ 146,967</u>	<u>\$ 93,104</u>
LIABILITIES		
Current:		
Accounts payable and accrued liabilities	\$ 27,585	\$ 19,829
Deferred revenues	<u>105</u>	<u>-</u>
	27,690	19,829
NET ASSETS		
Internally restricted (Note 4)	26,468	27,468
Unrestricted	<u>92,809</u>	<u>45,807</u>
	<u>119,277</u>	<u>73,275</u>
	<u>\$ 146,967</u>	<u>\$ 93,104</u>

Approved by the Board:

_____ Director

_____ Director

See accompanying Notes to Financial Statements

PROFESSIONAL WRITERS ASSOCIATION OF CANADA**Statement of Operations and Changes in Net Assets****For the year ended March 31**

	2010	2009
OPERATING REVENUES		
Membership dues	\$ 137,490	\$ 136,731
Annual general meeting fees and sponsorships	7,000	16,256
Publication sales, seminar fees and other	990	3,030
Charitable donations	160	1,820
Interest	200	710
Endowment Fund (Note 8)	198	493
Government assistance:		
Canada Council operating grant	15,000	15,000
Ontario Arts Council operating grant	19,750	19,500
Department of Canadian Heritage project grant	<u>31,769</u>	<u>24,883</u>
	212,557	218,423
OPERATING EXPENSES		
Salaries and benefits (Note 7)	77,937	89,027
Executive and committees	18,794	33,485
Annual general meeting	19,464	32,063
General and administrative	15,239	16,958
Rent	11,914	11,410
Insurance	5,888	5,809
Professional fees	8,561	5,385
Website	2,638	2,719
Regional development	1,000	648
Industry task force project (Note 7)	<u>30,120</u>	<u>25,671</u>
	<u>191,555</u>	<u>223,175</u>
EXCESS (DEFICIENCY) OF OPERATING REVENUES OVER EXPENSES	21,002	(4,752)
CLASS ACTION SETTLEMENT (Note 6)	<u>25,000</u>	<u>-</u>
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	46,002	(4,752)
NET ASSETS, Beginning of year	<u>73,275</u>	<u>78,027</u>
NET ASSETS, End of year	<u>\$ 119,277</u>	<u>\$ 73,275</u>

See accompanying Notes to Financial Statements

PROFESSIONAL WRITERS ASSOCIATION OF CANADA

Notes to Financial Statements

March 31, 2010

1. NATURE AND PURPOSE OF THE ORGANIZATION

The Professional Writers Association of Canada (“PWAC”) was incorporated as a not-for-profit organization under Part II of the Canada Corporations Act on December 20, 1996 under the name Periodical Writers Association of Canada. The name change occurred effective September 2005. The objects of the organization are to promote and pursue the interests and professional development of Canadian periodical writers.

PWAC is a registered charitable organization under the Income Tax Act (Canada) and is thus exempt from income taxes.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of presentation

These financial statements are the representation of management and have been prepared in accordance with Canadian generally accepted accounting principles.

Revenue recognition

PWAC follows the deferral method of accounting for contributions. Unrestricted contributions are recognized as revenue when received or receivable, provided that contributions receivable can be reasonably estimated and collection is reasonably assured. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred.

Membership dues are billed annually and are recognized as revenues when received.

Annual general meeting fees received and expenditures incurred prior to the meeting date are reflected in the accounts as deferred revenues and prepaid expenses, respectively.

Revenues from sales of publications and seminar fees are recognized when the publications are sold and the seminars presented, respectively.

Measurement uncertainty

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. These estimates are reviewed periodically and adjustments are made to revenues and expenses as appropriate in the period they become known.

PROFESSIONAL WRITERS ASSOCIATION OF CANADA

Notes to Financial Statements

March 31, 2010

Statement of cash flows

A statement of cash flows has not been presented as it would not provide additional meaningful information.

Comparative figures

Certain 2009 comparative figures have been reclassified to conform with 2010 financial statement presentation.

3. FINANCIAL INSTRUMENTS

Cash and cash equivalents comprise cash and short-term investments. Cash consists of cash on hand and bank deposits residing in an account at a major Canadian financial institutions. Short-term investments at March 31, 2010 consist of encashable guaranteed investment certificates in the amount of \$38,526 issued by a major Canadian financial institution, bearing interest at an average rate of 0.60 % and with a maturity date in March 2011.

The fair value of PWAC's amounts receivable and accounts payable and accrued liabilities approximates their carrying value due to their relatively short term to maturity. It is management's opinion that PWAC is not exposed to significant interest rate, currency or credit risk arising from these financial instruments.

4. INTERNALLY RESTRICTED NET ASSETS

From time to time, the Board of Directors of PWAC establishes internally restricted amounts for certain projects and programs. Expenses incurred for these programs are recorded as expenses in the statement of operations and applied against amounts allocated for these programs in internally restricted net assets.

Changes to these internally restricted net assets during the year were as follows:

	Balance, March 31, 2009	2010 expenses	Balance, March 31, 2010
Bursary	\$ 10,000	\$ -	\$ 10,000
Legacy fund	1,700	-	1,700
Regional development	7,200	1,000	6,200
Electronic rights	8,568	-	8,568
	<u>\$ 27,468</u>	<u>\$ 1,000</u>	<u>\$ 26,468</u>

5. OPERATING LINE OF CREDIT

PWAC has an operating line of credit of \$20,000, which was unused during the year.

6. CLASS ACTION SETTLEMENT

During the year, PWAC received \$25,000 as its share of proceeds from settlement of a class action suit launched in 1996 by one of its founding members on behalf of the freelance writing industry.

7. INDUSTRY TASK FORCE PROJECT

Industry Task Force project costs in 2010 include \$ 7,226 in salaries and benefits costs directly attributable to project activities.

8. ENDOWMENT FUND

The Ontario Arts Foundation (“OAF”) operates an Ontario Arts Endowment Fund Program in which it holds contributions made to arts organizations for endowment purposes. Endowment funds are held in trust by OAF in perpetuity. Arts organizations receive income in amounts determined each year by OAF. In 2010, PWAC received income of \$198 (2009 - \$493). As at March 31, 2010, the market value of the PWAC Arts Endowment Fund was \$9,390.

Executive Director – Sandy Crawley

Values

PWAC has a strong sense of values. Our enduring strength is the generosity of members towards one another and the support we share among those who have chosen a difficult but rewarding career. This is something I recognize and as your Executive Director I am committed to maintaining and improving the sense of community that has carried the organization through thick and thin for over 30 years.

That said, I have spent these first four months in your service concentrating on engaging *external* players in the writing and publishing sector, essentially gathering intelligence. I am convinced that PWAC has a new leadership role to play in adjusting to the realities of changing patterns of dissemination and consumption in publishing in Canada. This role involves making common cause with sister organizations in the writing and publishing sector and supporting joint initiatives for our collective progress as an industry. This conference is a perfect example of what can be accomplished when we work together.

The issues we face are familiar: promotion of members' works and talents, protection of copyrights, raising compensation standards, provision of plentiful and appropriate professional development, defending and promoting ethical standards and values such as freedom of expression, privacy of sources, etc.

However, the advent of digital creation and distribution has challenged traditional approaches to addressing these ongoing issues. PWAC's outreach activities have served to orient me to ensure that the cultural, social and economic interests of PWAC members are defended and enlarged. I see the defense and promotion of these interests extending to the community of self-employed creators at large as the key to raising PWAC's profile in order to assume a vital leadership role.

In order to justify ongoing financial support from public sources PWAC needs to embrace our mission as it touches on the public interest as well. We can do this by offering much useful information through our web presence and by engaging in the public discourse around issues of diversity, corporate concentration, libel chill, freedom of expression and literacy. While this aspect may be seen as beyond the capacity of a small organization, it can be accomplished by sharing resources and energy through our support of coalitions and strategic alliances around specific challenges.

Management

The other side of my responsibilities has to do with the governance and proper management of the organization. From my vantage point we are making progress in this arena as well. My engagement in completing the work of the Magazine Industry Task Force, delayed by the change in PWAC senior staff, paid the dividend of offsetting diminished resources resulting from the loss of operating funding from the Canada Council for the Arts.

One major victory in which PWAC shares a part is the long awaited settlement of the class action suit led by the indomitable Heather Robertson. You may recall that the publishers consortium is in the process of paying out \$11 million to freelance writers. A portion of these funds has been designated for the organizations that supported the action. PWAC has received \$25,000 as a result of this victory and the incoming board will decide how to appropriately designate these funds to address the issues raised in the suit. This fight is not over and we will keep you abreast of the strategic options open to our organization for its continued conduct.

On the internal front there is a lot to be accomplished. Constitutional review and renewal, the promotion of governance standards from the centre through to the chapters and a complete and integrated register of policies are ongoing tasks. The latest edition of the Chapter Handbook presented at the Chapter Presidents Breakfast earlier this week is a prime example of the improved tools we can provide. A special thanks to Ontario Regional Director Nate Hendley for spearheading that project is in order. We also need to fulfill our commitment to publishing the Best Practices Guide for Writers, Editors and Publishers and our Libel Guide. There is plenty of work to keep the staff and the incoming board busy through the rest of 2010 and into the first quarter of 2011.

Partnerships

We have explored a major project in digital licensing, research and publishing that I outlined to the board recently. One major funding body has expressed a willingness to consider support in response to a formal presentation. Three other funding bodies have responded positively in preliminary discussion. Another organization with which PWAC has an ongoing relationship is ready to share considerable resources in the software development that will set the limits of what we can achieve. We have had an expression of interest in engaging in applied research from the most sophisticated post-secondary institution in the country in the realm of digital computation.

Apart from the intrinsic value of the initiative, securing financial support for a project of this size will provide the positive side effect of counteracting the loss of operational funding. If the project goes forward with the scope of the initial proposal it will enable us to restore some of the reserves we have dipped into in recent years and provide resources to support longer term objectives such as increased staff and programming, more consistent advocacy and a drive to bring in and retain more members.

The work of the Magazine Industry Task Force will be complete with the publication of the Best Practices Guide in 2010. We hope to begin the digital licensing, research and publishing project with feasibility and design phases to be underway this year if the support of the incoming board is given.

Technology Upgrade

In the meantime we need to proceed with a technology upgrade. The six-year-old stand-alone machines and fifteen-year-old database are seriously hampering our productivity. With three new computers (two desk-tops and a shared server) your staff will be able to access and share information without interrupting each others work flow. With up-to-date capacity we will be in a position to enhance our web presence with the tools outlined by the Web Task Force and process incoming information more efficiently.

Outreach

Here is a top view of my outreach activities since signing on as your Executive Director in January.

While maintaining regular management responsibilities and responding to all incoming communications and requests within 24 hours of their receipt (except when traveling on PWAC business) I have spent quite a bit of time learning from other players in the sector and reaching out to raise the profile of PWAC.

Meetings...

with funders:

- Canadian Periodical Fund
- Ontario Arts Council
- Canada Council for the Arts
- Trillium Foundation
- Cultural Human Resources Council

on PWAC projects

- Magazine Industry Task Force (steering)
- Magazine Industry Task Force (consultations)
- ACCESS Copyright

to fulfill PWAC roles and responsibilities:

- ACCESS Copyright
- Association of Canadian Publishers
- Book and Periodical Council
- Creators Copyright Coalition
- Work in Culture
- Cultural Human Resources Council

for staff PD, advocacy and intelligence gathering

- ALIE luncheon series (copyright issues)
- Canadian Music Week breakfast
- Making Media Public Conference
- Digital Rights Conference
- GoogleGrants (webinar)
- The Impact of Tablets on Magazines (webinar)

with sister orgs:

- Canadian Freelance Union
- Canadian Authors Association
- The Writers Union of Canada
- Canadian Society of Magazine Editors
- Society of Environmental Journalists

I ask for your support in reaching out to form strategic alliances and potential partnerships and collaborative efforts in order to fulfill PWAC's mandate to improve your working environment and promote your economic, social and cultural interests.

I want you all to know that Associate Director Lauren Stewart and I welcome your direct inquiries and requests and we encourage you not to be shy in seeking our service directly through e-mails and phone calls.

Finally, it is a pleasure to meet a number of you in person at these annual gatherings. I hope those members present for the 2010 AGM will commit to joining us next year in the great city of Montreal and that you will spread the word to your fellow members that our annual event is not to be missed.