

Northwest Editors Guild

Minutes for Board Meeting on October 13, 2025

Approved by (8 attendees): AMJ, LLB

Absent or Admin (2): JG

Location: Online (Zoom)

The meeting was recorded, and the recording is available on the Guild Drive.

Attendees

- Board Members (): Julia Anderson, Laura Lee Bennett, Alexandra DuSablon, David Hicks, Abby Marshall Jaworski, Travis Mealand, Joann Peterson, Nadia Riell

Quorum: Yes (4 required)

- Admin: Jen Grogan
- Absent: Barbara Merchant
- Guests: Jill Walters

Preliminaries – David Hicks

- Call to order at 6:34 pm
- Welcome any guest attendees
- Approval of consent agenda

Updates from the Administrator – Jen Grogan

- Membership Report
 - o Nothing hugely significant here, but between 432 active members, 68 accounts past due but not yet up for deletion, and 95 accounts created for tracking non-member Red Pencil registrants, we are right now 5 accounts away from our 600 account limit on our current MembershipWorks

account. I think we can manage by deleting expired accounts a little early as needed, but if we get a late boost in registrations we may be forced to upgrade. We have also deleted deceased members (they are still honored on our In Memoriam page). The upgrade would be to 1,000 members and is quite a bit more expensive.

- Website, Blog, and Newsletter Analytics

Treasurer Report (10 minutes) - Julia Anderson

- Penultimate venue payment for Red Pencil will be taken care of on Tuesday.
- Funds look good, and we should be fine to cover any last-minute expenses.

Committee Updates

What's new? What are you planning? What do you need from the board?

Board Development – Abby

- The Board Development Committee has decided not to host board recruitment happy hours this year. We've found in the past that most were unattended. Instead, David and Julia are reaching out to Guild members they think might be interested in joining the board. Other board members were encouraged to speak with anyone who might be interested. We will also advertise for board recruitment in the newsletters (Jen included this in the last newsletter—thanks, Jen!). And if we have any interest, we will host a couple of scheduled board recruitment meetings with interested parties.
 - o Board development position still needs to be filled, possibly also membership. Emails have gone out to some people who might want to join the board.
- We discussed having a board recruitment meeting at Red Pencil. We would need to advertise this as part of our marketing and schedule this in a timeslot that doesn't compete with other programming.
 - o David will add something to his RP opening speech about board membership.
 - o We will staff our table during registration hour, breaks, and lunch. Jill Walters and Rachel Herbert will have the Giant Pencil photo booth next to our table and can help with that.
 - o Whoever signs up with interest can be invited to a Zoom meeting after RP.

- In lieu of an in-person board retreat this year, we'd like to have a dinner with all board members who are attending Red Pencil. We talked about having this on Friday, November 7. Who will be able to attend? Suggestions on where and what time?
 - o Nadia will find a good restaurant near Lynnwood and make a reservation for 7 pm.
 - o Vegetarian and non-shellfish options required.
 - o Could be paid from the Board Development budget (\$500), which Abby has not spent at all.
 - o 6–8 people, \$30–\$35 per person for food is a good estimate (any alcoholic drinks not to be included in this)

Communications – Joann

- The Guild has published 7 blog posts so far this year—a record! We have one more post currently in the hopper, which is Beth Hutchason's review of an upcoming book by Barbara Gastel on Medical Editing (University of Chicago Press).
- Jill's Social Media Report shows enormous growth on LinkedIn the last two months thanks to Red Pencil and a “viral” StetPet post on Bluesky (viral by our tiny standards, at least). ***I need your help as board members with promoting Giant Pencil's Pre-Red Pencil Virtual Trivia Night, please!*** Not enough people have registered, and I don't think people understand that it will be recorded so they can play along via the video later on if they can't attend live.

DEI – Travis

- Discussion of removing member meeting video, mentioned via the board discussion list earlier this month.
 - o There is precedent (and an informal policy) to notify the presenter rather than taking the video down silently.
 - o Do we really need to notify the membership or would that stir up unnecessary trouble (only a handful of views on the website in the last 6 months) – versus efforts to be transparent.
 - o Discussion to also email Michael Horenstein since he was on the board and recommended his brother for the presentation.
 - o Vote to approve removal of video from Guild website: yes, consensus
 - o Vote to approve emails to Bob Horenstein and Michael Horenstein: yes, consensus

- o Vote to approve email to Guild membership: no (1 yes vote)
 - o Take the video down now, and send emails after Red Pencil. Travis to continue to edit the draft email to Bob.
- Sensitivity reading member meeting in mid Sept. went well.
- DEI Resource page has been created, and Jen has made the tab visible on the website.
- Kara Lewis would like to join the DEI Committee. Will there be space on the board for another member at large, or would she simply be a volunteer member of the committee?
 - o She can be a committee member without being a full board member.
- One of our goals is to send an email to the membership to encourage people to set up new happy hours. Travis can draft it and DEI committee will review.

Break! (5 minutes)

Outreach – Laura Lee

- PNWA: Annual conference at Sea-Tac September 11–14 was a bust. The organization now requires exhibitors to become members at \$65 a pop. There are no group memberships or discounts (unless you're a student). PNWA holds a conference in Bellingham every June. **Recommendation: Monitor website, consider investing** in a membership, and dedicate a resource to build on a relationship.
 - o This could come out of the Outreach budget without Board approval, if Outreach decides to move forward.
- Clarion West: Monitored email between Jen Grogan, Marnee Chua, and Alexandra DuSablon. CW has several October events. We exchanged assets for CW and RP. Great cross-promotion!
- Would be better to have an Outreach committee to be able to accomplish more, set goals, etc.
 - o Could send email to Discussion List, but perhaps better to wait for potential new board members in January.
- Jill: needs to order the cardboard cutout Giant Pencil (around \$100) and StetPet/Giant Pencil business cards (around \$100). Would come from Communications budget. **Vote: yes, consensus**

Programming – Joann

- The Guild plans to administer a member survey in early 2026 (to not overlap with the post-Red Pencil survey). A draft of potential questions is included at: <https://docs.google.com/document/d/1VKVhhyExpsGzRy9DtM3L2731bmo8tg4M/edit>. Please provide any thoughts or feedback either directly in the document or at Monday's meeting. Thank you!
- Especially: do we want to ask more questions about what people want from the Guild as far as programming?

Red Pencil – Alexandra

- Registration: 259 total registrations, with 172 in-person (leaving 87 virtual attendees). It's my goal to get at least 20 more in-person registrations and at least 20 more virtual registrations (that will also put us pretty much even on my budget estimation).
- Sponsors: We raised \$1,650 so far in sponsorships/exhibitors (ACES may still join as an exhibitor). Sponsors include: Third Place Books, Conscious Style Guide, UW Professional & Continuing Education, Pique Publishing, Inclusive Media Solutions LLC, Human Intelligence Institute.
- Scholarships: We were able to grant one scholarship from the funds that were contributed this year! I'd like to recommend that a small amount of scholarship funds be rolled over for the next conference each year, which will set the planning committee up to plan out the scholarship budget.
 - Jill: So far we have at least \$140 (minus fees) from registration from the Pre-RP Trivia Night.
- Schedule/speakers: The full schedule is posted online: [in-person](#) and [virtual](#).
- Volunteers: Volunteers have signed up for their slots. There are a couple slots left if board members want to participate. We need one more volunteer for the virtual conference.
- Guild presence/board recruitment: We have a table set aside for the Guild among the exhibitor tables. Right now, I have volunteers willing to staff it during lunch, but none to spare during registration (8:30-9:30am). We'll put out pamphlets about the Guild, plus it'll host the book swap. If the board wants to make any adjustments here, let me know!
 - Kristine and LauraLee will staff the table during registration.

- Award of Excellence: Nominations are due Oct. 15. Please remember to submit a nomination! Right now we have four–five. I will send an email to vote on the awardee next week. The award will be given out during the closing remarks.
- More info in the FAQ: [Red Pencil 2025 FAQ](#).

Closing Items

Action items:

- **Nadia** to find a restaurant for the board social dinner the Friday night before Red Pencil and let us know.
- **Travis** to draft an email to the membership to encourage people to set up new happy hours
- **Travis** to continue to edit the draft email to Bob, and create a draft email to Michael.
- **Jen** to take down the member meeting video discussed above from the Guild website.
- **All**: Please share social media posts about Red Pencil and about the Trivia Night!
- **All**: Please review the [draft 2026 member survey](#) and add any feedback.
- **David and Julia** to follow up with Guild members they think might be interested in joining the board, also Jill recommends Rachel Herbert.

Meeting adjourned at 8:30 pm.

Date and time of next meeting: Monday, December 8, 2025, at 6:30 pm