

Announcements

CBV Michael Devonshire has been appointed to the board of directors of BodyWhys Youth Canada (www.getwhys.ca) – a national non-profit organization based in Calgary, focused on the prevention of childhood eating disorders and self-harming behaviours. BodyWhys helps provide education, information, resources and support to schools, community groups and individuals to prevent eating disorders and self-harm.

CBVs in the Media

May 2012: CBV **Jason Kwiatkowski** and Registered Student **Jeff Ambrose** were interviewed for an article titled “Good Valuation Can be Tax Shield” in *The Bottom Line*.

February 16 and March 29, 2012: CBV **Anish Chopra** appeared on CityTV as a guest discussing business, investment and valuation issues in relation to global economic developments. Anish also appeared as a guest on Business News Network (BNN) where he discussed valuation and Canadian capital markets on the “**MoneyTalk**” show. In addition he was featured in the Winter 2012 issue of **CheckMark magazine** as the keynote speaker of the Chartered for Finance Conference, where he discussed his career path and accomplishments with students.

May 3 and June 7, 2012: **Anish Chopra** appeared on CityTV as a guest discussing the impact of the slowing global economy on investment and valuation issues. Anish also appeared as a guest on the TD Waterhouse Weekly Webcast on February 3, 2012 where he offered his thoughts on the Canadian equity markets. In addition, Anish was a speaker at the 11th Annual Canada Cup of Investment Management (May 31, 2012, Toronto, Ontario) where he served on a panel entitled, “*Looking Outside of Canada: Investing Abroad*”.

Are you participating in an event, donating your time to a good cause, or have some news to share?

Please let us know – we would like to mention you or your event in the Newsletter. Contact Megan Kennedy at kennedym@cicbv.ca.

Writer's Edge

Where to Place References

By Ingrid Sapon*

In this column we look at where to place references: in footnotes, endnotes, or right in the text. The decision turns on what makes it easiest for readers.

Footnotes are Preferable

I recommend footnotes instead of endnotes because keeping the note geographically (visually) near the text it refers to makes it easier for the reader. With a footnote, the reader can glance at the note and immediately decide whether to interrupt his or her reading of the main text to take in the noted information. With endnotes, a reader has to leaf (or scroll) to the end of the document, keeping track of the note number while trying to remember the gist of the text the note relates to.

In the pre-word processor days endnotes were popular because it was tricky to decide how much space to leave at the bottom of a page for footnotes. With computers, both are equally easy to create. Now, the main argument against footnotes is based on the idea that readers might find pages heavy with footnotes daunting. If the number or length of footnotes in a

document makes it daunting, you should probably re-structure the document to incorporate the information in new sections of text or in appendices.

Other Options

Inserting references right in the text is an alternative to footnotes and endnotes that is common in certain fields. The so-called “author-date system”¹ is an alternative often used in scholarly writing. Under this system you provide cites in parentheses in the text (usually simply by author last name and publication date). When using this system, however, you must also provide a bibliography or list of references with full citations.

The author-date system is not widely used in business or commercial writing and I don’t recommend using it in valuation reports because it requires readers to cross reference to a bibliography or list of references.

If the source you’re citing is well known to your readers, there’s a way of referencing it right in the text. In Sample 1, for example, though readers may not have heard of Cheryl Mendelson before, I establish her as an authority (a guru) in the text and at the end of the sentence there’s a footnote with a full citation to her book. After that, it’s fine to refer to the author (or book) using a shortened reference, as I did in the ** note in Sample 1.

Referencing Quotes, Paraphrases, and Ideas

You should always provide a reference to material you are quoting from. Without getting into a discussion about plagiarism, even when you’re paraphrasing someone’s ideas, you should provide a reference. (An example of this is the reference I provide in footnote 1 above.)

Where you place the superscript indicating the citation depends. If you’re referencing a direct quote (whether it’s a full sentence or just a clause), insert the superscript after the close quote mark and the period or question mark, if there is one. If the punctuation at the end of the direct quote is not a period or question mark (for example, it may be a comma or a dash), place the superscript after the close quote but before the other punctuation. (See Sample 2.)

If what you’re quoting from has page numbers, include the specific page number(s) where the reader can find the quote. If what you’re quoting from doesn’t have page numbers (for example, on-line information often doesn’t), provide sufficient information for the reader to find the quote (for example, the heading under which the quoted information appears).

You have more choice for where you place the superscript if you’re simply attributing an idea to a source. In footnote 1 above, for example, I placed the superscript right after the expression: “author-date system” because I wanted to indicate where I took that phrase from. In Sample 3 below I put the first superscript at the end of the sentence because I wanted to attribute all the ideas in that sentence to Mendelson. I put the second superscript immediately after “solution” to draw the reader’s attention to the specific page where they can find her formula for the cleaning solution.

Conclusion

When deciding what type of references to use, where to place references in the text, and how to format them, always ask yourself what makes it easiest and clearest for readers.

1 Though I don’t know who coined this name for such references, it’s well known and you can find a full discussion of it in University of Chicago Press, *The Chicago Manual of Style*, 15th Ed. (Chicago: University of Chicago Press 2003), Ch. 16.