In this issue:
Promoting the Profession
Pet Peeves of a Technical Translator
Speaking in the First Person
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STAR – Your single-source provider for corporate product communication
ATA Stalwart Sandra Burns Thomson Wins 2007-2008 ATA School Outreach Award

By Lillian Clementi
A determination to stay involved in her son’s school ultimately led Sandra Burns Thomson to the winning photo in the 2007-2008 ATA School Outreach contest.

Speaking in the First Person When that First Person is Not You

By Jackie Metivier
Stepping into the public eye to promote the recognition of our profession not only makes good business sense, but is our duty as members of professional groups. The author describes her recent radio interview that focused on her work as an interpreter.

Top 10 Pet Peeves of a Technical Translator

By Linda L. Gaus
This list of pet peeves just might help you open up the channels of communication with the client, avoid common translation pitfalls, and make the translation process as pleasant as possible for everyone.

A True Tool Box

By Jost Zetzsche
This month, in lieu of his regular GeekSpeak column, Jost brings us an eclectic list of tools that might be helpful for many.

ATA: Looking Back Through Words

What was sound advice for novice translators 30 years ago still holds true today.
We Want You!

The ATA Chronicle enthusiastically encourages members and nonmembers to submit articles of interest. For Submission Guidelines, log onto www.atanet.org/chronicle. The ATA Chronicle is published 11 times per year, with a combined November/December issue. Submission deadlines are two months prior to publication date.

Clarification

The article “ATA/Midwest Association of Translators and Interpreters” (September 2008) contained an inaccuracy in its description of María Cecilia Marty’s presentation covering advanced simultaneous interpreting techniques. On page 38, the article states that it is important for the interpreter to “project your voice so that everyone in the room can hear you.” In actual practice, Marty explains, interpreters should never be a distraction in the courtroom while working in the simultaneous mode, and should try their best not to be heard by the rest of the court.

Advertising Directory

5 Across Systems www.across.net

25 Association of Language Companies www.alcus.org

47 Central Intelligence Agency www.cia.gov

21 Cybertec USA Inc. www.cybertecusa.com

21 Monterey Institute of International Studies http://translate.miis.edu/ndp

48 SDL International www.translationzone.com

2 Star Group America, LLC www.star-group.net

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Our Authors

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Linda L. Gaus, the owner of MadDocs LLC, has over 15 years of German → English translation experience. She received a PhD in German from the University of California-Berkeley. Contact: maddocsllc@verizon.net.

Jackie Metivier was born, raised, and educated in Puebla, Mexico. She completed her bachelor’s degree in mass communications at the Universidad Intercontinental in Mexico City. She moved to North Carolina in 1988, and, in 1991, founded Bilingual Communications, Inc. in Cary, North Carolina. She became an ATA-certified English → Spanish translator in 1993. She is also certified as a Spanish→English court interpreter by the State of North Carolina. She passed the written Federal Court Interpreter Certification exam in 2008, and will be taking the oral exam in 2009. She served as president of the Carolina Association of Translators and Interpreters from 2003 to 2006. Contact: jackie@bicomms.com.


What’s New on ATA’s Website?

Renew Your Membership
www.atanet.org/membership/renew.php

ATA Elections 2009 Nomination Form
www.atanet.org/membership/election2009_nomination_form.php

ATA Media Page
www.atanet.org/pressroom/ata_in_the_news.php

ATA Translation Tools Seminar
www.atanet.org/pd/tools

2009 Event Calendar
www.atanet.org/calendar

Renew your ATA membership today!
See page 45 or renew online at www.atanet.org/membership/renew.php
The ATA Board conducted its annual Planning Day in Miami on January 16, 2009, in conjunction with its regular Board meeting, which took place over the following two days. The Board once again reviewed the Association’s objectives as enumerated in the ATA Bylaws to make sure the objectives are being achieved and they continue to be relevant in this day and age. The Board also discussed the role and needs of ATA chapters, the Association’s public relations efforts and how they fit into the larger scheme of a marketing strategy, the Certification Program and the possibility of seeking an accreditation of the program by a third-party organization, and the Association’s strategies for contingent expenses. Since the divisions form the backbone of the Association, a significant amount of time was devoted to ATA divisions and the Board’s commitment to work with division administrators to accommodate the needs of members.

The Board also conducted its biannual brainstorming session to identify the Association’s strengths, weaknesses, opportunities, and threats. This exercise, also known as the SWOT analysis after the initial letter of each of its components, serves to determine what actions are needed for building on strengths and maximizing opportunities while reducing or eliminating weaknesses and overcoming threats. It is important to understand that strengths and weaknesses are internal attributes of the organization, whereas opportunities and threats are external attributes of the environment.

The strengths identified during the brainstorming session included collegiality among ATA members, ATA’s Certification Program, the ability to promote our profession, financial stability, *The ATA Chronicle*, and name recognition. The three strengths that came up on top were the Annual Conference, the size of the Association, and ATA Headquarters.

Among the weaknesses listed on the flip chart pages were apathy (resulting in a very small number of nominations for awards and lack of participation of voting members in the elections), the ATA Certification Program (indeed, some of our strengths are also our weaknesses), the cost of the Annual Conference, legislative isolation, and the way divisions are handled. The greatest weaknesses identified by the Board members were inertia (due to its size, the Association cannot react quickly in all situations), the low number of revenue resources, and the lack of certification for interpreters.

The Board noted a great number of opportunities for our Association. Among those, the general consensus on the top four items was creating greater awareness of translation and interpreting programs, growing the membership base, maturing existing programs such as certification, and international expansion (not surprisingly, this also appeared on the list of threats). In addition to international expansion (not surprisingly, this also appeared on the list of threats).

This exercise, also known as the SWOT analysis after the initial letter of each of its components, serves to determine what actions are needed for building on strengths and maximizing opportunities while reducing or eliminating weaknesses and overcoming threats.
ATA Recruiting Volunteers for Red Cross

ATA—American Red Cross Partnership for Preparedness

In partnership with the American Red Cross (ARC), ATA is recruiting volunteers from its membership to serve as interpreters during disaster relief operations. ATA participating volunteers have the opportunity to serve in a variety of positions: some will serve regionally in response to local emergencies, while others will work as part of a team deploying to major disasters, such as hurricanes. All volunteers receive training in disaster services/community relations.

The ATA-ARC partnership is a special opportunity for ATA interpreters and translators to use their professional skills for the greater good. To learn more about becoming a volunteer for the Red Cross, visit www.atanet.org/red_cross.

Don’t get hung out to dry
Tips for cleaning up your online profile

A listing in ATA’s online Directory of Translation and Interpreting Services or the Directory of Language Services Companies can be one of your most valuable member benefits. With more than two-million plus hits in 2007, consumers and businesses have clearly learned to look at ATA’s directories first when shopping for professional translation and interpreting services.

Six Tips to Help You Make Contact

1. Check spelling, grammar, and punctuation.
2. Update your contact information, especially your e-mail address and phone numbers.
3. Use the “Additional Information” field, noting education and career experiences, unusual specialties, and any dialects you can handle. By using a “keyword” search, clients can find your services based on a set of very specific skills and experience.
4. List your areas of specialization.
5. Review your listing monthly to experiment with different wording or add new information that may set you apart from others.
6. List non-English-to-non-English language combinations, such as Portuguese into Spanish and French into Italian.

Make those updates online at www.atanet.org/onlinedirectories/update_profile.php.
The ATA Board of Directors met January 17-18 in Miami, Florida. The meeting was preceded by the Board’s Annual Planning Day. (Please see From the President on page 7.) Here are some highlights from the Board meeting.

Client Outreach: The Board approved a proposal to provide a client outreach education program to ATA members. The core of the program is a customizable PowerPoint presentation that ATA members may use to educate potential clients, for example, at local chamber of commerce meetings. The program was championed by ATA Public Relations Committee Members Lillian Clementi and Chris Durban and Business Practices Committee Chair Dorothee Racette. More information on the presentation and the program will be made available once they are set.

Member Benefits Program Established: The Board approved a proposal to create an ATA Member-Provided Products and Services Program. The program will provide an avenue for Association members to offer—at a discount or through favorable terms—products and services to other Association members. This program will cover products and services that pertain to translators and interpreters, such as training programs, books, and some business services. It will not cover items such as translation, interpreting, editing, multilevel marketing programs, and other membership organizations. More information on this program will be publicized once it is set.

Nominating Committee: The Board approved the appointment of the 2009 Nominating Committee: Tuomas Kostiainen (chair), Beatriz Bonnet, Jean Leblon, Connie Prener, and Courtney Sears-Ridge. The call for nominations is now underway. To nominate someone, including yourself, please complete the Nomination Form at www.atanet.org/membership/election2009_nomination_form.php.

New Affiliated Group: The Board approved the Nevada Interpreters and Translators Association as an ATA Affiliated Group. For more information on NITA, please see www.nitaonline.org.

Division Leadership Appointments: The Board approved several appointments for various division leadership vacancies:

- Chinese Language Division: Garry Guan, acting assistant administrator.
- French Language Division: Virginia Fox, acting administrator, and Mylene Vialard, acting assistant administrator.
- Italian Language Division: Francesca Marchei, acting assistant administrator.
- Literary Division: Montserrat Zuckerman, acting assistant administrator.

Thank you to these members for stepping up to serve.

ATA Code of Professional Conduct and Business Practices: The Board discussed renewing efforts to revise and update ATA’s Code of Professional Conduct and Business Practices. ATA Director Lois Feuerle will chair this ad hoc committee. The Board discussed various aspects of the code as well as the possibility of creating separate documents for an ethics code and a best practices statement. If you have any comments or suggestions for revising the Code, please send them to me at walter@atanet.org.

The minutes of the meeting will be posted online at www.atanet.org/membership/minutes.php. Past meeting minutes are also posted on the site. The next Board meeting will be May 1-2 in Alexandria, Virginia. As always, the meeting is open to all members, and members are encouraged to attend.

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2009 ATA Membership Renewal Reminder

If you have already renewed your ATA membership, thank you. If you have not, please do at www.atanet.org/membership/renew.php.

Thank you for your continued support and membership in ATA.
It started as a way to spend more time in her son’s classroom—but before it was over, ATA member Sandra Burns Thomson had captured the winning photo in the 2007-2008 ATA School Outreach contest.

A Perfect Fit
With her son David already in the sixth grade at Stratford Landing Elementary School in Alexandria, Virginia, Sandra was looking for ways to stay engaged. “As my children have gotten older,” she said, “there have been fewer opportunities to get into their classrooms. So when my son’s school called for volunteers, I jumped in. It was a chance to be in his life.” She agreed to present a six-module Junior Achievement (JA) program designed to prepare middle school students for careers in business—and then discovered that the curriculum was entitled JA Global Marketplace. “It was a perfect fit for me.”

To Sandra’s surprise, however, the program never mentioned the role of translation and interpreting in global trade. “There was one lesson called World of Words, which pointed out that the language barrier inhibits communication and trade, but never identified translation and interpreting as a solution.”

Closing the Gap
To compensate for the oversight in the JA program, Sandra supplemented
the curriculum with translation-related material she collected from ATA’s School Outreach webpage and fellow translators. “I took five JA lessons on international trade, commerce, finance, immigration, and communication and embellished them with information on translation or interpreting,” she explained. To illustrate the importance of localization—a concept not mentioned in the JA material—Sandra took the class on a tour of corporate websites in various countries. “We visited McDonald’s restaurants around the world. In the Middle East, the menu includes a lamb sandwich called the McArabia, and restaurants in Cyprus have a special Easter meal.”

The students also examined exchange rates, studying various currencies and analyzing the ways that culture is reflected in money around the world. “We also considered information flow and the challenges of different fonts used on computers,” said Sandra. Each session ended with a sweet treat from overseas.

Fun— and Challenging

For the sixth session, Sandra eliminated a JA module on trade agreements, replacing it with a presentation devoted specifically to translation. The session emphasized how much fun it is to learn new languages and to be a translator, and how challenging and important the profession is in international trade and politics. “We first determined how many students knew a language other than English—the tally appears on the blackboard in the photo on page 10—and then discussed the difference between translation and interpreting.”

To illustrate the demands of translation work, Sandra took the students through an interactive exercise, providing literal translations of foreign language proverbs and asking the sixth-graders to find idiomatic English equivalents. “We also discussed Harry Potter in different languages and checked out some glossaries from Lee Wright’s articles in The ATA Chronicle.” To highlight the need for professionally trained human translators, Sandra demonstrated an online translation pro-

When my son’s school called for volunteers, I jumped in—it was a chance to be in his life.

Beating the Odds:
Local Recognition for ATA School Outreach Winner

From the Washington Business Journal to the U.S. Senate

Inspired by the successful media outreach effort of 2007 School Outreach contest winner Alina Mugford, ATA actively promoted the 2008 award, issuing a press release to Sandra Burns Thomson’s local media and sending a letter to her congressional representatives and state officials.

It was an uphill battle. Because Sandra lives in the Virginia suburbs of Washington, DC, ATA’s outreach effort had to compete against the historic, nail-biting 2008 presidential race—as well as the state and national response to the worst U.S. financial crisis in a century. Yet even amid the dramatic events of last October and November, the widely read Washington Business Journal responded to ATA’s press release with an article on the translation industry, and Sandra received congratulatory letters from Virginia Governor Tim Kaine and U.S. Senator John Warner.

“(M)y warmest congratulations upon your selection as the winner of the 2008 School Outreach Program Award,” Warner wrote. “Your tireless commitment is an inspiration…. I am honored to join your family and friends at the American Translators Association in sending my best wishes for continued success in all your future endeavors.”

Next year’s School Outreach winner can look forward to the same media outreach campaign—ideally in a calmer climate.
gram. “We looked at some of the bloopers from Chris Durban’s column The Onionskin and talked about how tough it would be to translate ‘jam’ without context—Toast and jam? Jam session? In a jam? And I admitted to my first mistake as a high school language student, when I assumed that SENSO UNICO was the name of the street for our hotel in Rome.”

**Great Prop, Great Shot**

The eye-catching yellow poster shown in the photo on page 10 is the centerpiece for the winning photo, but it was also a valuable tool for Sandra’s lesson on the importance of translation. “I wanted a big, bold, succinct visual that would capture the many facets of translation—it’s fun, but it’s serious translation was scheduled for the last week of school, and the students were being promoted to middle school the next day.

“We wanted to squeeze the translation and interpreting module in before graduation, and it was chaos!” she recalled. “With the school year ending, the energy level was high, but the kids were focused and engaged. The gifted and talented program draws students from a variety of neighborhoods and areas around the county, and they’re all highly motivated.”

**A Passion for Translation**

A freelance translator for 14 years, Sandra works from German and Russian into English and specializes in medicine and pharmaceuticals. “It’s a passion—I just love it,” Sandra said. “Medicine is such an important field. I like feeling that I’m using my abilities to help people. And medical language is fascinating, with so many Latin and Greek terms.”

Before becoming a translator, Sandra managed international programs for the American Association for the Advancement of Science, working with international scientists for over a decade. “I was always interested in science,” she noted, “and medicine in particular intrigued me.”

One of the first graduates from the Translation and Interpretation (T&I) Institute now at Bellevue Community College in Bellevue, Washington, Sandra spent a year as T&I manager at a Seattle-based agency. She joined ATA in 1994 and became an Active member through peer review. “I’m also a product of ATA’s Mentoring Program,” she added. “Ulrike Walter-Lipow mentored me during the first year of the program in 2001, and this year the two of us worked together for the first time.”

**Long-time ATA Volunteer**

A skilled editor and proofreader, Sandra has proofread The ATA Chronicle for the past four years. “Sandra is an integral part of the production team,” says the magazine’s editor, Jeff Sanfacon. “Her professionalism, positive attitude, and eagle eye for detail help make each issue the best that it can be. She is fabulous to work with.” Sandra has also volunteered as a teller in ATA elections, helping to count votes at every conference since 2004.

School outreach is a recent but satisfying addition to Sandra’s volunteer activities for ATA. “I’ve been meaning to do a school outreach presentation ever since the Association started the program, but this was my first,” she said. Originally trained as a teacher, she loves the classroom and plans to continue using school outreach as a way to stay involved with her children. “That’s why the program is so neat. My son’s middle school has asked me to speak during Career Day, and I’ll be in my daughter’s classroom this year or next just because it’s so much fun.”

**Note**

1. For more information on the Junior Achievement program, visit www.ja.org/programs/programs_mid_overview.shtml.

Choose the age level you like the best and download a presentation, or use the resources on the School Outreach webpage to round out your own material.

Speak on translation and/or interpreting careers at a school or university anywhere in the world between August 18, 2008 and July 20, 2009.

Get someone to take a picture of you in the classroom. For tips on getting a winning shot, visit the School Outreach Photo Gallery on ATA’s website at www.atanet.org/ata_school/photo_gallery.php and click on Photo Guidelines.

Send your picture electronically to pr@atanet.org with the subject line “School Outreach Contest,” or mail your entry to 225 Reinekers Lane, Suite 590, Alexandria, VA 22314. Please include: your name and contact information; the date of your presentation; the school’s name and location; and a brief description of the class. You may submit multiple entries.

The deadline for submissions is midnight on July 20, 2009.

The winner will be contacted no later than August 17, 2009. You must be a member of ATA or an ATA-affiliated organization to enter.
I have always believed that using the media to promote the recognition of our professions is our duty as members of ATA and other professional organizations, such as my local group, the Carolina Association of Translators and Interpreters. I was thinking of this a few months ago while listening to “Tough Jobs,” a regular segment on National Public Radio’s The Story. This particular program featured an interview with a music DJ who was telling host Dick Gordon about the difficulty of choosing the right music to please everyone at a wedding—the bride, groom, guests, etc. I thought, “that’s not hard…my job as an interpreter, now that’s hard.” After the show, I wrote an e-mail to Dick Gordon that read:

“Dear Dick, I have a very tough job, but I love it! I bridge the communication gap every single day. My work takes me from construction sites to jail cells, from mental wards to executive boardrooms. I am my clients’ voice. Without me they would be left out, unable to understand or communicate. I have been a simultaneous Spanish-English interpreter in North Carolina for 17 years. I would love to participate in your ‘Tough Job’ series.”

To my surprise, Dick’s staff called me and said, “You do have a challenging job. When can you come in?” I went the next day.

The crew put me at ease the moment I walked into the studios on the University of North Carolina campus. They asked me to sit across from Dick, and as soon as he walked into the studio we began to talk about my work in general. Ten minutes into our conversation, I realized that the interview had already started and was being recorded!

As a Canadian and as someone who has worked at the United Nations, Dick Gordon is familiar with the difference between translation and interpreting, and he explained this difference during the show. Overall, the interview was a great way to inform the public about the work we do as translators and interpreters. (A recorded version is available at http://thestory.org/archive. Go to Browse Archive by Date and select September 12, 2008.)

The interview focused on stories that would exemplify my tough job: interpreting assignments that were highly emotional, life-changing events or personal stories that would interest the audience. Here are some of the stories, challenges, and professional tips I shared.

Remaining Professional While Interpreting a Shouting Match

In the early 1990s, I had as a client a newspaper plate manufacturer in Raleigh, North Carolina, which,
The ATA Chronicle
February 2009

thanks to the North American Free Trade Agreement, was expanding its business to Mexico. I traveled to Chihuahua, Mexico, with the company owner. He was having problems with a Mexican representative who was faxing fake checks as proof of payment for orders, and the owner wanted to meet with this person and settle the situation. The meeting went on for several hours. The initially calm conversation became a heated discussion and a verbal fight like none I have ever experienced. It became extremely difficult to remain calm and find the right register for the escalating level of profanity. It is one thing to have to interpret for a business meeting, but to do so for a profane shouting match was totally unexpected.

Remaining Focused While Interpreting at a Psychiatric Hospital

During the past 15 years, I have had to interpret in uncomfortable, mentally demanding and difficult situations, many of which took place at a local state psychiatric hospital.

Once, I served as an interpreter in a session involving a young man from Puerto Rico. This was a particularly demanding session because the patient was deaf. He knew sign language and could communicate with the psychologist in English through the sign language interpreter. His mother was also at the session. He could understand his mother by reading her lips, and he could speak to her in Spanish, but his Spanish-speaking mom could not communicate with the English-speaking psychologist. I was called in to serve as the interpreter for his mother.

During the session, we—the psychologist, the patient, the sign language interpreter, the patient’s mother, and I, as the Spanish interpreter—sat in a circle. Normally when I interpret, I rely on nonverbal communication to relay the nuances of the conversation effectively. However, as the patient communicated to the sign language interpreter and she in turn relayed the message, the interpreter’s speech and motions were so distracting that I had to close my eyes just to hear the message in English; only then could I convey it in Spanish to the mother. Whenever the patient’s mother spoke in Spanish, I would relay the message in English so the doctor and the sign language interpreter could understand. It was a very intense session.

Another time, a 14-year-old girl with depression was admitted to the adolescent ward. She came with her mother and stepfather for her first family session. After that, only her mother came to the appointments. It was during one of the last sessions that the girl confessed that her mother’s boyfriend had gotten her pregnant. The mother was so upset that she yelled at her daughter and accused her of flirting with the man. She was blaming her daughter for getting pregnant! I wanted to scream at the mother and tell her that it was not her daughter’s fault, but that was not my role. As an interpreter, my role is only to convey messages; I cannot express my personal opinions. At times, it can be quite difficult to bite your tongue.

Several years ago at the same psychiatric hospital, a young man, about 16 or 17, was admitted to the adolescent unit. His family brought him in because he stopped speaking. He walked like a robot, he could not say a word, and his gaze was lost in space; he was catatonic. I had never seen anyone in that state and felt such compassion for this man. He was hospitalized for several weeks, but one day he started speaking again. He told me that the day he came into the hospital, he could hear me asking him questions and he wanted to answer me, but he felt trapped. Although he could see, he could not speak or move his body. It was absolutely amazing and extremely rewarding to see him make such progress.

After many interpreting sessions at the psychiatric hospital, I would walk out, get into my car, and just cry and pray to God that I would never have to go through something like that with my two daughters. I would sit and reflect upon what had happened. I wanted to make sense of things and analyze who was at fault, why these young people were having so many problems, and what I could do in my personal life to avoid these situations. I wanted to learn from their stories. Time and time again, I would come to the conclusion that these problems could be traced to the parents’ lack of education, their cultural baggage, financial difficulties, or to the fact that they live in a country where they do not speak the language or have social support or easy access to needed pharmaceuticals.

Remaining Emotionally Controlled at a Law Firm

One of the most heart-wrenching interpreting sessions I ever had occurred several years ago at a
Two years before our meeting, these two boys, who were excellent baseball players, were riding in the back of a van. Their father was driving and their mother was in the passenger seat. They were traveling from Atlanta to Charlotte on I-85 in the middle of the night. They had a full-speed collision with a truck that had broken down and had no lights on whatsoever. The parents died instantly, and these two young boys were in a deposition giving their testimony. It was heartbreaking to hear them talk about how their parents had saved their money to travel with them to their baseball games in the U.S. I remember leaving this appointment and crying all the way home, anxious to hug my daughters. Pinching my legs was my way to cope and distance myself from the emotional situation, to avoid crying, and to remain focused. I kept reminding myself, “I am doing this for someone else, it is not my mother and father who have died in this accident, don’t get emotionally involved.”

Some of the things I was voicing in the first person were: “We got in the van, it was late at night, and my dad decided to drive from Atlanta to Charlotte. I was in the back seat of the car and next thing I know we crashed, and I never got to hear my mom and dad speak ever again. Our lives were shattered.” I became the voice for this tragic drama. It is times like these when it is the most difficult to speak in the first person, when that person is not you. You get dropped into a situation at a crucial moment when two parties need to communicate, but you do not always get to see how the story plays out.

Sharing Our Experiences

Working as a professional Spanish–English interpreter allows me to meet people from ALL walks of life. As emotionally difficult as it is sometimes, this profession grounds me. I feel such a sense of accomplishment after a meeting where the participants tell me that they would not have been able to communicate without me.

I feel like I have a front-row seat to a life-size picture show. One day it is a happy scene: I interpret for people getting recognized for a job well done, like at Goodwill Industries that employs and educates disabled people. Other days it is a dramatic central prison to keep my distance from the defendant, because, as he put it, “he’s had all diseases known to man.”

I often have the opportunity to talk to high school or college students regarding our beloved profession. I usually tell students that being an interpreter is like taking a peek into someone’s world for a few hours. It challenges your mind and spirit, and it allows you to learn something new at each assignment.

Several days after the radio interview aired, I received phone calls and e-mails from colleagues, neighbors, and friends. Stepping into the public eye to promote the recognition of our profession not only makes good business sense, but is our duty as members of professional groups. I hope I have encouraged you to do the same. As we all know, translation and interpreting are important professions, and radio shows are a great way to inform the public.

You get dropped into a situation at a crucial moment when two parties need to communicate, but you do not always get to see how the story plays out.
ATA Translation Tools Seminar
Professional Development for Translators and Interpreters

The Westin Market Street San Francisco, California March 14, 2009

Join ATA and Save!
Save $120 on registration rates by joining ATA. Visit www.atanet.org/membership/join_now.php today!

Hotel Information
The Westin Market Street is ideally located in the heart of San Francisco’s South of Market district, just steps from Union Square.
A block of rooms has been reserved at $129 single/double a night, plus tax. Take advantage of these special rates, by making your reservations by February 16.
Call The Westin at (888) 627-8561 and ask for the special ATA rate.

Continuing Education
Earn up to 6 CEPs for the ATA Certification Program.

Cancellation Policy
Cancellations received in writing by March 6, 2009 are eligible for a refund. Refunds will not be honored after March 6. A $25 administrative fee will be applied to all refunds.

3 Ways to Register
Register online at www.atanet.org/pd/tools
Fax registration form to +1-703-683-6122
Mail registration form to ATA 225 Reinekers Lane, Suite 590 Alexandria, Virginia 22314 USA

Don’t Forget
Include payment with this form
Make your hotel reservations
Tell a friend about this event

Program is subject to change.

Why should you attend this seminar?
The ATA Translation Tools Seminar offers a unique opportunity to enhance your skills and advance your career!

By attending this seminar, you will:
- Receive training specific to your needs as an experienced translator
- Discover the tools you need for successful terminology maintenance, localization, and project management
- Acquire a set of tools that will enable you to work more efficiently and produce better quality work
- Learn strategies to choose the right tools for you
- Connect with colleagues, company owners, and seasoned professionals at the Networking Session
- Market your services by taking part in the Job Marketplace
- Obtain the professional development you need to enhance the added-value you offer in a competitive marketplace

Registration Form

First Name ____________________________ Middle Initial ____________________________ Last Name ____________________________

Employer/School (only list employer or school if you want it to appear on your badge) ____________________________

NCATA Member# ____________________________

Street Address ____________________________ City ____________________________ State/Province ____________________________

Zip/Postal Code ____________________________ Country ____________________________

Telephone ____________________________ Email ____________________________

Early Registration (by March 6): ATA/NCTA* Member $160 Nonmember $280 Total Payment $_____

Late Registration (after March 6): ATA/NCTA* Member $195 Nonmember $315 Total Payment $_____

*Northern California Translators Association (NCTA) members can register at the ATA member rate.

Credit Card: Charge my □ VISA □ MasterCard □ American Express □ Discover

Card No: ____________________________ Expiration Date: ____________________________

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□ Please check here if you require special accessibility or assistance. (Attach sheet with your requirements.)

American Translators Association
An ATA Professional Development Event
As every good translator knows, translation is a process, not just the final product. This process requires smooth cooperation from everyone involved. Too often, however, our clients do not have a clear idea of what a translator actually does and how important supporting documentation and good communication can be in producing a translation that will please everyone. The list presented here—drawn from my personal experience as a technical translator—is a compilation of some “nos” that can significantly hamper the translation process. I have also included some tips on what you can do when confronted with these issues.

**1. No Context:** This situation occurs when the translator is not told whether the text to be translated will be used for marketing purposes, as a user manual, or as technical specifications. Since each of these document types requires the translator to take different things into account, knowing in advance how the text will be used is extremely important. Frequently, clients are unaware that the purpose of the document is not self-evident, but they are usually willing to provide some context if asked, so the translator should always ask whether the client—or, if there is an agency in between, the project manager—can tell you how the text you are translating will be used.

**2. No Reference Material:** Many clients do not realize the value of reference material, whether it takes the form of an existing translation (even a bad one!), documents, or Internet resources relating to the subject at hand. Especially if the client does not provide termi-
nology assistance (more about this in a moment), reference material can provide an excellent starting point for developing specialized terminology that will satisfy even the most exacting client.

3. **No Specialized Terminology:** Nothing is more central to producing a good translation than terminology. “No specialized terminology” usually means that the client either does not know how or does not want to bother to provide guidance in this crucial area. Worst of all are the clients who, having said that they will not provide terminology assistance, suddenly produce a list of specialized terminology after the fact that contains errors ranging from the sublime to the ridiculous. Thus begins “the great negotiation.” If you are working with an agency, a good project manager will help you resolve differences of opinion; if you are working directly with the client, you will need to brush off your diplomacy skills and hope for the best.

On a related note, when a client claims to have no opinion about specialized terminology presented by the translator for approval, it is as bad as when somebody in my family answers the question “What would you like for dinner?” with “Oh, whatever you feel like making.” Ultimately, the client (or my family) does have an opinion, but sometimes it is hard to make that person articulate what that opinion is. The best way to handle this problem when it comes to terminology is usually to create a table with columns for “source language,” “target language,” and “approved translation.” I have found that this kind of presentation usually inspires clients to respond, but not always in as timely a fashion as I would like.

4. **No Patience with Questions:** A good translator asks many questions, and if the client has no patience for answering these, the translator is left to take his or her best guess. Sometimes the translator’s guesses turn out to be right on the money, but translators are not mind readers, so encouraging clients to keep the lines of communication open is definitely the best policy.

5. **No Native-speaking Client:** This issue addresses the problem of clients who seem to think that they speak the target language better than the translator. Nothing is more frustrating than trying to convince a client that a particular word or phrase means something completely different in the target language than what they think it does. One example I struggle with often is *Kompetenz*. Translating this as “competence” just does not convey what the word means in German; “expertise” is far more accurate.

Some clients refuse to listen to the translator’s suggestions, which is a phenomenon that often results in translations that *sound* translated because they reflect the client’s take on the target language and are not completely idiomatic. My best advice to the translator here is to keep good records of what the client tells you to do in case they come back with complaints later on.

6. **No Well-written Document:** Sometimes I look at a text I have been asked to translate and wonder whether anybody has really taken the time to think about how the text is written and whether it is even worth translating. After all, translators are not miracle workers; if a text is poorly written, it is not always possible to improve it with a translation.

7. **No Final Text:** Some clients fiddle around endlessly with their documents, presenting the translator with successive versions. If you are using a computer-assisted translation tool, the pain of this is alleviated somewhat as long as the revised segments are similar enough to the original. If you are working with an agency, it is the project manager’s job to be firm and insist that the translation process not begin until the text is finalized. If you are working directly with the end client and do not have a project manager to
rely on, the best you can do is to ask the client to refrain from sending you the document for translation until it has been finalized.

8. No Diagrams/Illustrations: That old cliché about how a picture is worth a thousand words is absolutely true in some cases, especially if you are translating a document that requires you to see what is going on. Not having any diagrams or illustrations is especially troublesome if the document to be translated contains assembly instructions or describes the parts of a complicated machine. Without the visual aid, it is sometimes virtually impossible for the translator to find precisely the right term. Clients are sometimes willing to provide visual aids if you ask, so once again my advice is to ask—unless you have got that “no patience” problem (see #4 above).

9. No Consensus: A situation that is many translators’ worst nightmare is where there are “too many cooks,” that is, more than one person in a position to decide about terminology and other important matters. The result of this is often hours of wasted work and frustration for the translator; one person says “use this,” another person says “use that,” and nobody seems to know where the buck stops. A good project manager will help run interference and decide whose say is final, but if you are working directly with an end client, it is up to you to be firm about maintaining a single point of contact.

10. No Time: Many clients do not understand just how much time it takes to create a smooth, idiomatic translation with properly researched terminology, especially if the client does not provide terminology and the terminology is very specialized. Once again, a good project manager is the translator’s “secret weapon” in fending off completely unreasonable requests (“you want it by WHEN?”). Unfortunately, if you are working directly with the end client, you are on your own. The best you can do is to explain that these things take time and offer the client your best deadline.

Nothing is more frustrating than trying to convince a client that a particular word or phrase means something completely different in the target language than what they think it does.

It is All about Communication

In the end, the key to producing a translation that will please everybody is communication. If the translator feels comfortable posing questions and the client answers the questions promptly, it is possible to avoid many translation pitfalls and enjoy a process that is pleasant and educational for translator and client alike.

Translation Memory Survey Announced

SDL is researching key trends in the translation industry, specifically your opinions on translation memory, the effect it has on your productivity, and what you feel would improve this software.

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Last year, I decided to discontinue the at-least-two-cars-per-family saga that is so popular here in the U.S. Anyway, last week I finally took the plunge and bought a new electric bike with which I can zip from home to my office and back every day. The first thing I did when we came home with my new treasure was to get out my tool box to tighten things, transfer a number of accessories from the sad skeleton of my last bike, and just sort of make this bike my own by working on it. While I was doing that, I felt pretty proud of my well-stocked tool box, which had just about all the little tools I needed for my purpose.

It got me thinking that this is very similar to the way we should view the software programs on our computer—which really is just a big tool box that holds a lot of different tools. It is about being equipped with the right tools for the right task. If a particular project comes in that requires a little

Our computer is really just a big tool box that holds a lot of different tools.

A True Tool Box
By Jost Zetzsche
extra imagination, we do not panic—we just look in our tool box to see which of our tools we can use to crack that nut (so to speak).

With this in mind, I went through the depths of my computer to find out which tools I truly need—not necessarily the ones that are nice to have for those super-exotic projects that come in every other year, but the well-constructed screwdrivers, hammers, Allen wrenches, and pliers that, in combination with each other, take us where we need to go.

In this list of basics, I am not including the foundational tools that I take for granted: tools to enter data (either a keyboard and/or voice recognition); an office suite with word processing, spreadsheet, and presentation abilities; an e-mail system; browsers; and, of course, a translation environment tool (TEnT).

**Communication Tools**

For communication purposes, I use:

**Instant Messenger (IM)/Telephony**

**Skype**

www.skype.com

I use Skype as my instant messenger (IM)/telephony tool. I have not even opened other IMs for a long time because virtually everyone seems to have a Skype account these days. A few weeks ago, I was at a conference where one of the speakers complained about the technical ineptitude of translators. He proved this by saying that “while most have Skype, they do not even use it to its full extent—just as an instant messaging tool.” It is true that there are many other ways that Skype can be used (it is my favorite way to set up conference calls), but the fact is that it seems to have become the preferred IM tool in our community—and that is not a bad thing.

**FTP Clients**

**FileZilla**

http://filezilla-project.org

I know that file transfer to or from an FTP server can also be done with most browsers or FTP replacement services such as Yousendit.com, but I find it much easier to have all my addresses and passwords for the FTP locations of my clients (and my own) stored in one location, which then gives me instant access. There are a number of good FTP clients out there, including the open-source FileZilla.

**Tools for Text-based Files**

I use my tools mostly for dealing with text-based files. Interestingly, some of those tools can even be used for exactly the kinds of files that they were not built for. Some of these tools and functions include:

**Text Editors**

**EmEditor**

www.emeditor.com

**UltraEdit**

www.ultraedit.com

Of course, you need a text editor, and there are plenty of good ones out there. I like EmEditor for its superior code page handling ability and UltraEdit for the rest. I am not even going to go into what these tools can or cannot do, only this: they can do just about anything that your limited mind can imagine doing in unlimited ways to alter and modify text. (Did that make sense? If not, I was trying to say that these tools can do a lot.)

**Cutting/Combining Text-based Files**

**Chainsaw**

www.frankenwandern.de/software/chainsaw.html

**Twins File Merger**

www.twins-software.com

I also like tools that cut large files into smaller ones and the reverse, that is, combine many text-based files into one. For the first task, I use the awesome-named Chainsaw. (I would like this tool for its sound effect alone, even if it failed to cut apart files—you guessed right, it is a howling chainsaw that you hear when you chuck your files.) I use Twins File Merger to combine files. The latter tool continues to frustrate me because it tends to “forget” its registration code, but once I remind it, it does what it is supposed to do, which is to glue many text/XML/HTML or other files into one file. This can be very helpful when aligning a huge number of files, comparing files, or simply combining them for storage purposes.

**Text-based Search Tools**

**Search & Replace**

www.searchandreplace.com

With indexing tools now being included right in the operating system (Vista or, of course, all Mac OS X), text-based search tools may not be quite as valuable as they once were, but I still would not want to miss tools like Search & Replace that allow you to search instantly through a large set of files that you can determine on the fly. Of course, there is the “Replace” part also—a dangerous but sometimes welcome feature.
Searching Online and Offline Content

IntelliWebSearch
www.intelliwebscarch.com
Tools to search online and offline content quickly like IntelliWebSearch may not really belong in this category, but since I do not know where else to put it and I definitely want to mention it, here it is.

File Conversion Tools
The text tools mentioned earlier are good for converting text-based files, but there are also other conversions that regularly need to be entertained:

Converting Measurements
Convert
www.joshmadison.com/article/convert-for-windows
There are many ways to do this, including using Google’s search box, but I like to use Convert. No conversion is too difficult for my little Convert buddy.

Converting PDFs into Word Files
ABBYY PDF Transformer
www.pdftransformer.com
There is no perfect solution for converting PDFs into Word files, but ABBYY PDF Transformer is probably the best choice for translators.

Renaming Files
1-4a Rename
www.1-4a.com
This is not really a conversion, but once you see how easy it is to change 1,500 file names in one fell swoop, there is no way not to have a tool like 1-4a Rename.

Converting Translation File Formats
Heartsome
www.heartsome.net
Swordfish
www.maxprograms.com/products/swordfish.html
Olfant
http://okapi.sourceforge.net/Release/Olfant/Help
The utilities that come with Heartsome and Swordfish are an amazing resource to convert between TBX (Translation Memory eXchange format), TBX (TermBase eXchange format), and CSV (Comma Separated Value format), and their main translation editors are great ways to convert all kinds of files to XLIFF (XML Localization Interchange File Format). Olfant is an excellent tool for converting between Trados and Wordfast TMs and TMX, and that seems to be just about a complete tool set in that area.

Converting Text into Translation File Formats
Sysfilter
www.ecm-engineering.de
This is mostly for file formats with hard-to-get-to text, like desktop publishing and graphics formats. The German company ECM-Engineering offers the Sysfilter applications for tools like CorelDraw, Illustrator, InDesign, Photoshop, and Visio. Text can be exported into an XML or RTF file, which can then be processed and translated in your translation environment tool and reimported into the originating file format.

Graphics Tools
SnagIt
www.snagit.com
Graphics are not my forte, but SnagIt is the graphics tool I use daily to capture, annotate, modify, and send screenshots (images of dialog boxes or my screen). I have found that in asking my clients questions or communicating anything computer-related or computer-based, a tool like SnagIt could almost fall under the communication tools category.

Security Tools
There is, of course, the Internet security suite, or alternatively the assembly of tools for all ugly matters dealing with viruses, spam, or spyware, but there are also some other security tools that I use fairly regularly:

Windows-internal System Restore
The Windows-internal System Restore has saved me many times: Start> (All) Programs> Accessories> System Tools> System Restore. No, it is not perfect—and, yes, there are more comprehensive third-party tools—but I have been well-served with this Windows tool so far.

Password Cracking
Elcomsoft
www.elcomsoft.com
This sounds worse than it is, but a number of times each year I have to deal with password-protected .zip or .doc files. These are files that I need to work with when the client has already gone home or simply does not know the magic open-sesame charm. Well, the tools from Elcomsoft can usually help me in no time.
Project Quote/ Evaluation Tools

For quoting or project evaluation purposes, here is another favorite little tool set:

Web Spiders

Teleport
www.tenmax.com/teleport

HTTrack
www.httrack.com

Web spiders can be used to download complete websites. While tools like Teleport or HTTrack do not do their magic on most dynamic websites, static websites are downloaded to your hard drive in a snap, and can then be evaluated according to word and translatable versus non-translatable graphics count.

Word Counting Tools

There is a variety of counting tools out there. In fact, it sort of boggles my mind that this relatively niche practice can apparently feed so many tool providers. The one that you choose should be able to count a wide variety of file formats, including PDF, XML, and HTML (and, of course, the MS Office formats). They also should be able to emulate Word’s word count parameters—not because they are necessarily so great, but because they have become a standard.

Graphic Browsers

XnView
www.xnview.com

Graphic browsers like XnView give you a quick and thorough overview of all the graphics in any given project and let you single out those that need to be translated.

Getting the Tools You Need

You may have noticed that there are no expensive power tools on this list, but I guarantee that this combination of tools packs a powerful punch indeed!

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Attend ATA’s Next Professional Development Seminar

ATA Translation Tools Seminar | March 14, 2009 | San Francisco
For additional information: www.atanet.org/pd/tools/

What’s New on ATA’s Website?

ATA Media Page
www.atanet.org/pressroom/ata_in_the_news.php

2009 Event Calendar
www.atanet.org/calendar

Roles

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Determining Your Subject Area Capability

By Donald Leffler (November/December 1976 issue)

One of the first questions which plagues the mind of many potential novice translators is how to determine which areas one is sufficiently capable and knowledgeable to translate, and how to claim that capability and convince a potential employer.

Obviously, if you have your degrees in mathematics and only want to translate mathematics, this is not a problem. If, however, you feel capable of translating other areas or wonder if you are capable of doing so, then this type of question will confront you.

Long experience has shown that there are three basic requirements for the translator: 1) writing ability in the target language; 2) subject-area knowledge; and 3) source-language knowledge. The translator must possess all three skills.

Writing ability and source-language knowledge can be tested with relative ease, but how do we go about determining the threshold of acceptable subject knowledge? We will begin from a totally pragmatic standpoint.

The translation will have to be written in the target language, and it will have to meet certain standards in that language. The first step in your discovery process is to go to the library, get the most recent issues of serious journals in the academic, commercial, and technical area(s) in which you are interested, and read several articles in the target language. Ask yourself if you understand the material. How many words did you have to look up?

If you do not understand the material in your own language, do not bother to translate it from another. If you do understand the material and can deal with it fairly easily, then seek out similar recent journals in the source language(s) from which you will be translating. Again, ask yourself if you understand the material. How many words did you have to look up?

The next step is to convince your potential employer that you are capable in the area(s) you have chosen. The best method is to present a high-quality sample translation of a few selections. Each selection should be from two to four paragraphs long, and should represent the breadth of coverage you are claiming. This sample will make it easier for your prospective employer to determine whether or not you should be hired.

To summarize: know the subject in the target language, know the subject in the source language, and provide a sample to prove it.
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### Upcoming Events

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<td>Critical Link Canada and the Provincial Language Service “Global Voices, Local Results”</td>
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<td>Translation World “Translating Global Priorities”</td>
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Saving for retirement is essential for independent business owners and requires long-term planning. As you get ready to process your taxes for 2008, take a critical look at your retirement savings strategy.

Dear Business Smarts,

I have been working as an independent translator and interpreter for over 20 years with a good annual income. Once my children are grown, I would like to scale back my workload so I can travel. Are there special rules for the self-employed when it comes to retirement savings? What can I do to plan ahead?

T.S., by e-mail

Dear T.S.,

Early spring is an ideal time for long-term planning, while you review your tax records and enter data into tax software or discuss the figures with an accountant. As you categorize spending and look at your income and expenditures over the past year, you get an excellent idea of your business cash flow and your potential for saving. Think about your long-term plans: Where would you like to be 10 to 20 years from now? How much money will you need to fulfill your dreams of retirement? Look at your current savings, your projected Social Security benefits, and likely inflation rates. There are many retirement calculator tools on the Internet that can assist with long-term projections. To make sure that long-term planning and a financial review are part of your annual tax work, save a copy of your planning notes in the same folder with your tax returns.

If you have not already done so, set up an individual retirement savings account (IRA). As a business owner, you are entitled to start a so-called SEP-IRA, an account for tax-deferred retirement savings specifically tailored for the needs of self-employed people. SEP-IRAs are easy to open with almost any financial institution (insurance companies, banks, mutual funds), involve negligible administrative costs and overhead, and are very flexible. You must establish the account by April 15, 2009 for the 2008 tax year, and you may put away as much as 18.5% of your earnings (up to $46,000) every year thereafter. (If you are hesitant to put your money in the stock market, consider a money market account for the moment.)

Most calculations of earnings are based on the "net profit" on your federal Schedule C, for example:

Your “net profit” from Form 1040, Schedule C:
$38,500

Maximum amount you can save in your SEP-IRA:
$7,156

(A useful calculator is online at www.calcxml.com/do/qua12.)

Depending on your individual budget situation, it may not always be feasible to put away that much, but the annual maximum can serve as a guideline for your personal savings plan. It may be a helpful strategy to have a fixed savings amount transferred automatically from your business account every month. For example, if you paid $250 a month into your SEP-IRA, you could save $3,000 a year for retirement. That is a potential contribution of more than $100,000 over 20 years to a fund that, depending on market conditions and the type of account you select, has the potential to earn even more in dividends and capital gains.

The information in this column was compiled by members of ATA’s Business Practices Education Committee for the benefit of ATA members. This column is not intended to constitute legal, financial, or other business advice. Each individual or company should make its own independent business decisions and consult its own legal, financial, or other advisors as appropriate. The views expressed here are not necessarily those of ATA or its Board of Directors. Send your questions about the business of translation and interpreting to The ATA Chronicle—BPEC Q&A, 225 Reinekers Lane, Suite 590, Alexandria, VA 22314 USA; Fax: +1-703-683-6122; E-mail: businesspractices@atanet.org. Questions must be accompanied by a complete name and address, but will be published anonymously or pseudonymously upon request.
In 2008, ATA’s Certification Committee took on the task of reviewing and revising all of the program’s policies, procedures, and other documents. This was done with the intent of making the program more transparent. Most of the program documents will soon be available on ATA’s website, and many of the updated documents will be presented in this column during the year.

An ATA certification examination offers the candidate three passages of about 225 to 275 words each (the actual text for passages with English as a source language and the English equivalent for passages with English as a target language). Two of these passages must be translated. Passage A is required. Candidates must choose either Passage B or Passage C (but not both).

- **Passage A** must be translated. It is a general text that expresses a view, sets forth an argument, or presents a new idea. Examples include an excerpt from a newspaper editorial, an essay, or a nonfiction book.

- **Passage B** may be technical, scientific, or medical in content. It may be written by an expert, but not for other experts in that field. Examples include an excerpt from a patient education brochure, operating or installation instructions, or an encyclopedia article.

- **Passage C** may be financial or legal in the broadest sense. It may be written by an expert, but not for other experts in that field. Examples include an excerpt from a contract or lease, a financial report, or a government regulation.

Each type of examination passage is chosen in such a way as to avoid highly specialized terminology challenges requiring research. There are indeed terminology challenges, but they can be met with a good general dictionary and a general specialty dictionary (medical, technical, legal, and financial).

In addition to the text to be translated, each examination passage includes Translation Instructions specifying the context within which the translation is to be performed (text source and translation purpose, audience, and medium) and providing specific instructions, such as “use U.S. English” or “translate xxx as XXX.” Translation Instructions can be thought of as reflecting the client’s expectations, were the examination a real-life translation assignment.

**What Does the Exam Test?**

The ATA certification examination tests for professional translation skills. It is designed to determine whether a candidate is able to produce a translation that is professionally usable within the framework provided by the Translation Instructions. The skills in question are defined by the positive answers to four broad questions:

**Does the translation demonstrate an understanding of the overall content, purpose, and argument of the examination passage?**

Yes, if:

- Attention to and understanding of the topic are used to help solve challenges and arrive at a correct rendering.

- Attention to and understanding of the topic help the candidate use dictionaries competently.

- Everything integral to the source text is included in the target text, and nothing that is not implicitly or explicitly stated by the author is added.

- Accurate analysis of the source text ensures that the target text reflects the view, argument, or presented information on all levels (text, sentence, and word).

**Does the translation demonstrate competent familiarity with translation strategies of various kinds?**

Yes, if:

- The view, argument, and information are presented appropriately for the target culture.

- The syntax is appropriate to the target language; the target text does not necessarily imitate the sentence structure of the source text.

- The idioms in the source text are
Does the translation demonstrate good writing in the target language?

Yes, if:

- The target text flows smoothly and does not contain awkward expressions that mark it distinctly as a translation.
- There are few or no mechanical errors (relating to grammar, usage, spelling, or punctuation).

How is the Exam Evaluated?

ATA’s graders strive to be objective and consistent. In reviewing and grading examinations, they are guided largely by three documents:

1. A Flowchart for Error Point Decisions that looks at how an error affects the explicit meaning, understanding, usefulness, or content of a translation.
2. A Framework for Standardized Error Marking that specifies errors by type.
3. A Rubric for Grading, which permits a rather precise articulation of what is inadequate in the translation.

The ATA standard for a passing examination is a level of obvious competence with some room for growth. Candidates can obtain an idea of what this means in practical terms by consulting the Interagency Language Roundtable (ILR) Skill Level Descriptions for Translation Performance. A passing grade on the ATA examination is roughly equivalent to a minimum of Level 3 as described in the ILR document (www.govtlr.org/Skills/AdoptedILRTranslationGuidelines.htm).

Call for Papers

American Translators Association’s 50th Annual Conference
New York, New York | October 28-31, 2009 | Marriott Marquis Hotel

Proposals are invited on topics in all areas of translation and interpreting, including the following: Financial Translation and Interpreting; Independent Contractors; Interpreting; Language Services Providers; Language-Specific Sessions; Language Technology; Legal Translation and Interpreting; Literary; Media; Medical Translation and Interpreting; Science and Technology; Terminology; and Training and Pedagogy. Suggestions for additional topics are welcome.

Proposals for sessions must be submitted on the Conference Presentation Proposal Form to: Conference Organizer, ATA Headquarters, 225 Reinekers Lane, Suite 590, Alexandria, VA 22314; Fax: (703) 683-6122. All proposals for sessions must be in English.

Submission deadline: March 9, 2009

Download a Conference Presentation Proposal Form at: www.atanet.org/conferencesandseminars/proposal.php
Member News

Send your news to Jeff Sanfacon at jeff@atanet.org or American Translators Association, 225 Reinekers Lane, Suite 590, Alexandria, VA 22314.

- Erik Camayd-Freixas has been named “Linguist of the Year” for 2008 by the members of Inttranet, a global network of professional interpreters and translators.

- CETRA, of Elkins Park, Pennsylvania, was chosen as the co-recipient of the 2008 Business Recognition Award by Cheltenham Township for the Outstanding Established Business category.

- Elisabeth Frias won the Premio Regional Zona Norte del Premio Panhispánico de Traducción Especializada 2007 for her translation of Isabel Carter’s Encouraging Good Hygiene and Sanitation. The award is sponsored by the Union Latina and Fundación Española Ciencia y Tecnología.


- McElroy Translation, of Austin, Texas, celebrated its 40th anniversary.

- SDL, of Maidenhead, U.K., has been selected as the winner of the techMARK Technology Innovation Award and the Thames Valley Dynamic Business Award.

- Translations International Inc., of St. Cloud, Minnesota, has been certified as a Minority Business Enterprise by the Midwest Minority Supplier Development Council.

- Hélène Pielmeier has been promoted to chief operating officer of Iverson Language Associates, Inc. in Milwaukee, Wisconsin.

- The following members have been elected to the executive committee of the Canadian Translators, Terminologists and Interpreters Council: Denis L. Bousquet (president) and Hana Kucerova (secretary).

In Memoriam | Jean Stilson Rowe 1942 - 2008

Jean Stilson Rowe, 66, of Raymond, New Hampshire, died on November 8, 2008 after a struggle with melanoma cancer.

Jean was born on June 18, 1942 in Concord, New Hampshire. She attended the University of New Hampshire, earning a master’s degree in political science. She worked as a translator for 35 years at The Christian Science Publishing Society in Boston. Jean had been a member of ATA since 1973.

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ATA Translation Tools Seminar | March 14, 2009 | San Francisco
For additional information: www.atanet.org/ pd/ tools/
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English into German
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Rapid City, SD
The National Association for Bilingual Education (NABE) is devoted to representing both English-language learners and bilingual education professionals. Along with its affiliated organizations in 23 states, NABE represents a combined membership of more than 20,000 bilingual and English-as-a-second-language teachers, administrators, paraprofessionals, university professors and students, researchers, advocates, policymakers, and parents.

**Mission**

NABE supports the education of English-language learners through:

- Professional development opportunities for members.
- Partnerships with other civil rights and education organizations to fight for the interests of language minority students.
- Lobbying at federal and state levels to ensure adequate funding of all programs that serve English-language learners.
- Grassroots advocacy to mobilize parents and communities on behalf of educational excellence and equity.
- Campaigns to educate the public about the effectiveness of bilingual education.

**Membership Benefits**

- Six issues annually of NABE News (formerly Language Learner).
- Discounted rates for subscriptions to NABE’s Bilingual Research Journal.
- Special member registration rates for NABE’s Annual Conference.
- Complete, unrestricted access to NABE’s website (www.nabe.org).
- Membership in NABE’s special interest groups.
- Network of state and regional affiliates.

**Annual Conference**

NABE’s annual conference is the only one in the U.S. dedicated to exploring topics of interest to teachers, administrators, and parents of English language learners, including second language acquisition, bilingual education, assessment and accountability, teacher training, special education, and grassroots activism.

**Additional Information**

For complete information on what NABE has to offer, please visit www.nabe.org.

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ATA’s chapters and its affiliates, along with other groups, serve translators and interpreters, providing them with industry information, networking opportunities, and support services. This column is designed to serve as a quick resource highlighting the valuable contributions these organizations are making to the profession.

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**Emergency Services Response Survey**

Although we are well aware of the importance of language services in clinical settings, very little has been documented regarding how these services are carried out at the scene of an emergency. If you work in any area of emergency services and have personal knowledge of a situation in which individuals were unable to receive prompt attention from emergency personnel due to an inability to speak the language, please e-mail Robert Burgener at robert@internect.org to take part in a short survey. You do not need to give your name or other personal information.
Scribo’s much anticipated English-to-French Culinary Dictionary (compiled by Geneviève de Temmerman) has just rolled off the press. If you already have Scribo’s specialized French-to-English dictionary Cartes et Menus de restaurant and the pocket A to Z of French Food, this latest tool, designed for professionals in the restaurant industry and translators, is a welcome addition. The Culinary Dictionary is a 454-page dictionary that includes translations of more than 15,000 entries, definitions, translation tips, indexing of regional varieties, an annotated conversion table for units of measurement, and terminology coverage that spans cooking (ingredients and preparation), pastry making, catering, menus, recipes, and basic utensils from an international perspective. As in Cartes et Menus de restaurant, the Culinary Dictionary features the following Scribo hallmarks: an explosion of variety and concordant derivatives for most headwords; definitions, indexing, translation tips; and the charting of technical territory that is unmapped in general purpose dictionaries of institutional stature.

More than 60 sorts of succulent potato savories!

And more than 30 varieties of beans! As mentioned before, Scribo dictionaries explode with details and concordant derivatives. The following is a small extract of the listing for the term potato [pommes (de terre)]:

**Baked potatoes** (U.S.—baked potatoes are often served as a one-dish meal, with “toppings” like cheese, bacon bits, poached eggs, sour cream, ham, chili, chicken, etc.): pommes de terre au four en plat complet (plat unique)

**Boiled potatoes**: pommes de terre à l’anglaise (bouillies)

**Buttered potatoes**: pommes de terre au beurre; embaurée de pommes de terre

**Château potatoes** (France—small potatoes sautéed in butter, sometimes with a piece of fat bacon): pommes (de terre) chateau

**Cold potato salad with an oil dressing**: salade de pommes de terre à l’huile

**Darphin potatoes** (France—shredded potatoes shaped into a thick pancake and oven-baked): pommes (de terre) Darphin

**Dauphine potatoes** (France—fried croquettes made from puréed potatoes and savoury chou pastry): pommes (de terre) dauphine

**Duchess potatoes** (France—mashed potato mixed with butter and egg yolk, then bread-crumbed and fried or baked as croquettes): pommes (de terre) duchess

**French fried potatoes** (U.S.): frites

**Idaho potato** (U.S.): grosse pomme de terre blanche farineuse

**Indian potato**: igname

**Jacket potatoes**: pommes de terre en chemise, pommes de terre en robe des champs
Lyon-style potatoes (France—potatoes sautéed with onions): pommes de terre à la lyonnaise

Mashed potatoes: purée de pommes de terre

Matchstick potatoes: pommes (de terre) frites, pommes alu méttes

New potatoes: pommes de terre nouvelles

Oven-grilled creamed potatoes: gratin dauphinois

Oven-grilled potatoes: gratin de pommes de terre

Parchment potatoes: pommes de terre en papillote

Pont-Neuf potatoes (France—thick cut chips): pommes de terre Pont-Neuf

Potato chips (U.S.): pomme de terre chips

Potato cooked in hot embers: pommes de terre sous la cendre

Potato crisps (U.K.): pommes de terre chips

Potato croquettes: croquettes de pomme de terre

Potato masher: presse-purée

Potato pancake: paillasson de pommes de terre

Potato peeler: épluche-légumes, économe

Potato purée: purée de pomme de terre

Potato wafers: gaufrettes de pommes de terre

You will also find 27 types of knives (couteau) and 34 types of pepper (1. poivre, 2. poivron, 3. piment)! Headwords explode like fireworks, supplying you with a wealth of translations. There are also selected keywords for major food groups (e.g., apricot for fruit), where you are encouraged to replace the headword with your own selection and to use the concordances as models. So, for example, using the apricot (abricot) keyword listing, you could replace apricot (abricot) in apricot fool (mousse [d’abricots] à la crème) with pear (poire), rhubarb (rhubarbe), cherry (cerise), peach (pêche), or plum (prune).

Definitions, explanations, and indexing

• What are the four spices in four-spice powder (quatre-épices)?
• What temperature (in degrees Fahrenheit or Celsius) is a moderately hot oven, a hot oven, a very hot oven, or an extremely hot oven?
• What is a Zuppa Inglese [Italy] (soupe anglaise)? Hint: It has nothing in common with soup!
• What is suimono, su, or sukiyaki? Hint: These are all indexed [Japan].
• How would you translate hash browns? Hint: These are shredded breakfast potatoes.
• How would you translate Jerusalem artichokes? Hint: These are unrelated to artichokes.
• How would you translate arugula hazelnut pesto? Hint: You would love to have your pasta smothered in it.
• What is the difference between batter and dough? Hint: It is mostly a matter of consistency.

If you have no clue how to answer the above (and the hints are of no use), then you definitely need the Culinary Dictionary. You will find the translations, definitions, and indexing of this dictionary illuminating, especially if you pride yourself on being a gourmet (gastronome).

A specialized dictionary

The Culinary Dictionary is a technical dictionary, custom-researched through consulting with restaurants and the faculty of culinary schools. There are entries on every page that are unlisted in your general-purpose institutional reference giants, which will assist you for translations of menus, food preparation, catering, and recipes. The list below is just a small sample of what is to be found in this dictionary.

Flour/sugar dredger: soupoudreur de farine/sucre

Drip-pan/grease-pan: lèchefrite

Jam pan: bassine à confiture

Lobster Thermidor [France]: homard thermidor (cubed or sliced lobster meat served in a split lobster shell coated with cream and mustard sauce, topped with grated cheese and browned; mushrooms and truffles are sometimes added).

Oysters Rockefeller [U.S.]: huitres à la Rockefeller (recouvertes d'épinards hachés, panées et cuites au four) [oven-baked, topped with spinach and bread crumbs]

Oyster stew [U.S.]: brouet d’huîtres au lait et à la crème

To shuck oysters: écailler les huîtres

Parkin [U.K.]: gateau à l’avoine et au gingembre
Overall evaluation

Scribo’s *Culinary Dictionary* comes with one blank “Notes” page at the end of each letter section and an invitation to supply feedback, comments, and annotations to this first edition. This feature promises that the dictionary will grow in ever more useful and complete ways. In the interim, you will want to purchase this dictionary if you are translating for the restaurant and catering industry, just in case you get stuck on those horned-shaped oriental pastries (*Cornes de Gazelle*) or when dining with *Lucullus*. Scribo’s *Culinary Dictionary* is an indispensable supplement to your dictionary collection. Get it and *bon appétit*!

Notes


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**Diccionario Médico Español-Inglés-Inglés-Español (Deluxe Edition)**

Authors: Onyria Herrera McElroy and Lola L. Grabb

Publisher: Lippincott Williams & Wilkins

Publication date: 2005 (third edition)

Number of pages/entries: 769 pages

Over 20,000 terms


Price: $61.95


Reviewed by: Maria de la Paz Garcia Cortes

As a medical interpreter and translator, I am always looking for new resources to support and facilitate my work in this field. There are dictionaries that I consider my favorites, such as Fernando Navarro’s *Diccionario crítico de dudas inglés-español de medicina* (for translation) and the *Diccionario Mosby inglés-español-español-inglés de medicina* (for interpreting), so my expectations are high. When I started assessing the dictionary by Herrera McElroy and Lola Grabb, I was pleasantly surprised. I have to say that this is a very complete tool not only for translators, but also for anyone who works in the medical field and needs to know medical terms in both English and Spanish.

**Organization**

Looking at its physical features, I find the *Diccionario Médico Español-Inglés-Inglés-Español* to be a convenient size, because it is not very heavy. It also has good quality paper and a nice looking hard cover, as well as a very legible typeface.

The authors provide a clear explanation of how to use this dictionary. The A to Z organization and the circled letter on the side of the page allow the user to find terms quickly. Each entry appears in bold letters with an indication of the part of speech it represents. Next is the translation of the term, followed by a simple definition, which, in my opinion, is a nice bonus for better understanding. Examples of the use of each term are also included, for example:

- **aborto** (*abortion*): This term can be translated in different ways depending on the circumstances in which it occurs. The glossary includes different types of abortion, such as elective, spontaneous, induced, etc., and it also...
makes reference to a more complete list of types of abortion in the English into Spanish section.

- **absceso (abscess):** The glossary offers a complete list of the different types of abscesses.

- **célula (cell):** An illustration of a cell is provided.

- **oído (ear):** For this term, the authors also include a picture and, in the same entry, they provide examples of phrases related to the ear, such as **dolor de oídos** (ear ache) or **zumbido en los oídos** (ringing in the ears).

The glossary not only covers medical terms, but also commonly used terms. In the section for the letter S, for example, you can find words like smart, smile, somebody, and somehow.

### Accuracy

Regarding accuracy, the dictionary appears to be well documented and exact. There were only a few things that caught my attention. One of these was the translation of the title “review of systems.” The authors translated it as **reparo por aparatos**, which does not really make much sense, and I personally would have preferred to use **repaso or revisión** for the word “review.” Perhaps there is a typographical error in this phrase. The other item that caught my eye was the translation for “attending physician.” The authors chose to translate it as **médico de cabecera**. I know that this is a possible translation and in English the term attending could refer to the treating physician, but in my experience, and maybe because I work in a teaching hospital, the most common translation for this title makes reference to the supervising doctor. Therefore, I would translate “attending physician” as **médico a cargo** or **médico responsable**.

### Coverage

Apart from the glossaries, the **Diccionario Médico Español-Inglés-Inglés-Español** includes several appendices with detailed information on Spanish and English grammar and pronunciation, medical phrases, medical tests, illnesses, medications, and even bioterrorism. In addition, there are separate sections with examples of health care documents and an anatomy atlas. By including information on the Health Insurance Portability and Accountability Act, the Bill of Rights of the Patient, and examples of different types of consent forms, this dictionary is a great tool to familiarize the user with important aspects of the health care field in the U.S.

It is important to note, as mentioned in the preface, that this edition is an up-to-date version, created in response to the many advances in the medical field and medical technology. The appendices containing vocabulary related to new diagnostic tests and bioterrorism are a good example of this. There is also updated content related to different specialties, including cardiology, immunology, neurology, and oncology. The wide variety of subjects from medical tests, medical procedures, illnesses, and signs and symptoms included in the appendices serves as a very complete reference.

The deluxe edition of the **Diccionario Médico Español-Inglés-Inglés-Español** includes conversion tables for weight, measures, and temperature, as well as information and vocabulary on nutrition and physical fitness. There is even a CD provided, which allows the user to install the dictionary and have it in an electronic format. This CD also contains all the appendices and pictures included in the printed version plus recorded examples of English and Spanish pronunciation.

### Overall Evaluation

In conclusion, the **Diccionario Médico Español-Inglés-Inglés-Español** is a very good reference tool. With such a wide variety of subjects and excellent organization, it could be used by professional translators, health care professionals, translation and interpreting students, as well as medical students. I know I will continue using my Navarro and Mosby dictionaries, but I will definitely refer to this dictionary as an additional resource for research and to improve my knowledge of the medical field.

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**Maria de la Paz García Cortes** currently works at Stanford Hospital and Clinics and as a freelance translator and interpreter. She is an ATA-certified English > Spanish translator, and has been certified as a medical interpreter by the State of California. She is a graduate of the Monterey Institute of International Studies. Contact: garciamaripez@gmail.com.
American Translators Association

50th Annual Conference

New York City  October 29-31, 2009  New York Marriott Marquis

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Single/Double = $208 (exclusive of tax)

Reservation Deadline
Take advantage of these special rates, available until October 6, 2009, or as space allows.

Make your reservations online at www.atanet.org/conf/2009/hotel.htm
Or call the Marriott at (800) 843-4898 and ask for the special ATA rate.

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Visit www.atanet.org/conf/2009 to learn more.
New Queries

(E-A 2-09.1) Arabic is such a rarity in this column, so go for it if you can! I promise to try to use the Arabic script if this ends up in the “Replies” section. A ProZ member wanted the automotive term for **sunroof switch**.

(E-G 2-09.2) Maybe this one might be as close as anything is, in this column, to Queries Lite. In a medical text, how would you phrase the seven words in bold in German: “ST Segment and arrhythmia measurements acquired via the ST/AR algorithm are fully integrated with other key parameters on the following patient monitors…” How would you phrase it elegantly?

(E-Pt 2-09.3) A study of lethality in organisms produced a three-word term that a ProZ user had trouble with. The words in bold print are the problem: “The LC50, based on 96-hour range finder tests using Mysid shrimp (Mysidopsis bahia) was 1,000,000 ppm.” What sort of investigations are they?

(F-E 2-09.4) Archaeology rarely appears in this column, but in this ProZ query it tiptoes in, in the form of an explanation of the characteristics of prehistoric dog or wolf footprints in a cave. **Engages entre les latéraux** is the problem part of this context sentence: *La morphologie des autopodes s’éloigne du loup par la réduction de la longueur relative des doigts médians, ce que traduit la géométrie de son image en creux sur l’empreinte ou en relief sur l’estampage, les coussinets digitaux des deuxième et troisième doigts son nettement engages entre les latéraux, ce qu’est la règle pour les chiens y compris les plus gros.*

(G-E 2-09.5) Even the ProZer who posed this question admitted that the problem word, *Entgeltvolumen*, is not a killer, but wants something more pithy than “remuneration total” or “total amount payable” for this word in the following: *Ein für die Monate Januar bis April 2010 vereinbartes Entgeltvolumen von jeweils 0.4% multipliziert mit dem Tarifeinkommen kommt nicht zur Auszahlung. Who is the expert in pithy solutions to German-to-English queries?*

(G-E 2-09.6) Linda van Ekelenburg was working from German into English on Günter de Bruyn’s *Buridans Esel*. She provides the first sentence just to ease the reader in, but it is the second, **bolded** sentence that she cannot render into English in a way that is not stylistically clumsy.

(Po-E 2-09.7) Just two words, the ones in bold print, were issuematic for a ProZer working from Polish into English on a contracts document: *Przy podejmowaniu decyzji w sprawach Spółki, Zarząd jest zobowiązany do podejmowania uzasadnionego ryzyka gospodarczego, tj. rozpatrzeniu wszelkich informacji, analiz I opinii, które w rozsądnej ocenie Zarządu powinny być w danym przypadku wzięte pod uwagę ze względu na interes Spółki.*

(Pt-E 2-09.8) *Escanolamento* was problematic in this context sentence buried in a customer satisfaction survey...
for an enterprise software provider. The ProZer provided this: *Eu deseo maior velocidade no escanolamento de problemas.* Is there a solution?

(R-F [E] 2-09.9) This item, describing subjects studied during a period of educational enrollment, includes this detail: *За время обучения изучил следующие темы: законодательное и нормативное регулирование, управленческие операции и внепрофильной деятельности.* What to make of the words in bold print?

French was wanted, but we will take English.

(Sp-E 2-09.10) This educational document had a seven-word phrase at the end of the sentence below that posed problems for a ProZ member: *Por ese medio se hace constar que le joven cerró legalmente pensum de la carrera de Bachillerato Industrial y perito en Mecánica Automotriz en el año 1996, estando pendiente de tramitar el título correspondiente.* What is it all about?

Swedish Wikipedia gives a concise definition of the term *språngskikt*, but we want English. Wikipedia calls it *en skarp horisontell gräns mellan olika vattenmassor*... *Skillnad i temperatur eller salthalt skapar skillnad i densitet vilket gör att den lättare vattenmassan flyter ovanpå den tyngre.* Obviously, this is of importance to surveying, says the ProZ correspondent. So what is *språngskikt*?

Replies to Old Queries

(F-R [E] 9-08.7) (Oppositions pour la correspondance): Anne Bohy thinks this is *appositions de la correspondance.* If found in a registry of merchants, it was probably handwritten, and capital A and O, being round, look very similar. The meaning of *apposition* is something you affix, or append. Here, you must very likely append the words mentioned right after the name of the office and the street name: *office notarial xxx, 169 Boulevard yyy, 33120 Arcachon.*

(G-E 10-08.9) (Spurführung): Cheryl Fain asserts that the correct meaning of this is “guiding device, guidance” in the context of railways and public transportation. The Swiss government has a terminology database called TERMDAT, and in it “guidance” and “guideway” are used. Examples: *elektromagnetische Spurführung = electromagnetic guideway,* and *elektronische Spurführung = electronic lateral guidance.*

(I-E 9-08.9) (tempo di realizzazione): Rafa Lombardino translated the entire context sentence as found on page 56 of the September 2008 issue this way: “Implementation deadline is based on architecture type and project dimension.” But that is only if the context was computer sciences. If it is civil engineering, then “construction time” would be best.

(Sp-E 10-08.10) (recompensas): Graciela Daichman is going to hazard a translation for the entire sentence as found on page 54 of the October 2008 issue. She does so somewhat blindly, without a supporting text: “System of rewards based on (or according to) the degree of success.” *En function* means “as regards” or “regarding.” Yaotl Altan’s quite different take on the word is that it refers to rewards given to citizens by the government when the citizens provide information leading to the arrest of criminals.

All the responses were good, but with only five of them, any word other than “anemic” is inadequate to describe the volume of them. But the publication you have in your hands was in the process of a moderate schedule rearrangement at the time this column was prepared, and future columns should include responses collected over a longer period. Do you see something above that clicks with you? Write to me!

This column is solely intended as a means of facilitating a general discussion regarding terminology choices. For feedback regarding pressing terminology questions, please try one of these online forums: Lantra-L (www.geocities.com/athens/7110/lantra.htm), ProZ.com (www.proz.com), or Translators Café (http://translatorscafe.com).

Address your queries and responses to *The Translation Inquirer,* 112 Ardmoor Avenue, Danville, Pennsylvania 17821, or fax them to (570) 275-1477. Email address: jdecker@uplink.net. Please make your submissions by the first of each month to be included in the next issue. Generous assistance from Per Dohler, proofreader, is gratefully acknowledged.
Many reviewers of translated works do not mention the translators except to point out faults. If no faults are found, the reviewers may not even mention that they are reviewing works in translation. A laudable exception is Emily Wilson’s review, in the July 21/28, 2008 issue of The Nation, of John Tipton’s recent English translation of Sophocles’ Ajax.

Ajax is an ancient Greek play, a tragedy about a hero of the Trojan War which has been translated many times over many centuries into many languages. No competent reviewer will be meeting it for the first time, nor can he or she disregard the fact that it is a translation. At the very least, the reviewer will be expected to say something about how the translation “flows.” Most will compare it to other translations. But Emily Wilson, assistant professor of classical studies at the University of Pennsylvania and a translator herself, is atypical in that she can and does compare Tipton’s translation directly to Sophocles’ original play.

Tipton’s translation deviates from Sophocles’ original in that there are allusions to the current Iraq War. In fact, it is just these allusions, we learn from Wilson, that enable Tipton to tell the story of Ajax to contemporary Americans. Ajax’s madness is his “failure to tell the difference between animal and human, killer and victim, enemy and friend.” Wilson explains how Tipton’s loose yet line-for-line rendering, his anachronisms and obscenities, his very infidelity to Sophocles, are what gives his version its chilling power and make it “a re-imaginaion of Sophocles for our time.”

One fascinating fact about the translation is the way Tipton handled the problem of Greek hexameters. This is a problem for all translators of classical Greek poetry who want to translate into an English verse form that has some connection to the original. Sad experience has shown that a hexameter English line almost always seems endless, and is very likely to put the reader or auditor to sleep. Tipton’s solution, which works very well according to Wilson, is to write the translation in English lines that each have six words rather than six metrical feet.

Upon reading Wilson’s review, the reader knows, depending on his or her own taste, whether to rush out and buy Tipton’s version or to dismiss it out of hand as too far from Sophocles to warrant further consideration. What more could anyone ask?

**Reader Feedback on “Redundant Redundancies,” July 2008:**

Peter Christensen, who calls himself “traductor ludens” (playful translator), writes:

[Your column] put me in mind of a Canadian government initiative in the years following the adoption of the Official Languages Act. The official nomenclature of government departments/ministries went from the form “Department of Agriculture/Ministère de l’agriculture” to “Agriculture Canada.” This was accompanied by much derision from the general public. In that vein, I concocted a hand-drawn “Redundancy Canada Redondance” sign that I placed outside my office. It was a temporary office, and when it came time to move into permanent quarters, an official from Public Works (I’ll spare you the full name) asked me whether I’d be needing proper government signage with that wording. He was quite serious, and I was very tempted, but I was a junior employee and feared that the penalty might outweigh the pleasure, and I said no. The sign, had it ever been prepared with Canadian flag logo and all, would probably not have stayed in place long, but it would have been worth photographing and circulating.

Hartmut Lau writes:

Your comment, “Some women give birth to two twins, …on a baseball team” reminded me of references to “…the Los Angeles Angels of Anaheim.” They’re currently leading their division— maybe the name helps ‘em turn double plays?

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**Don’t Miss**

www.atanet.org/calendar

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www.ata-micata.org

**May 14, 2009**
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American Translators Association - 2009 Membership Renewal Form

Please complete the following information (to be included in your online services and Membership Directory listings, if applicable). This form, along with appropriate remittance, must be received by ATA Headquarters on or before February 27, 2009.

Mr. ☐ Mrs. ☐ Ms. ☐ Dr.: ________________________________

First Name ____________________ Middle Initial __________ Last Name ____________________

Address:
Street ________________________________ Apt/Suite ________________________________

City __________________________ State/Province __________ Zip/Postal Code __________

Telephone - Primary: __________________________ Secondary: __________________________
Fax Number: ________________________________ International Applicants:___________
Email Address (list one only): ________________
Website Address: ________________________________

Renew Online: Visit the "Members Only" section of the ATA website at www.atanet.org/renew.php to renew today!

INDIVIDUAL MEMBERSHIP

☐ Active/Corresponding/Associate: $145 $_____  
☐ Active/Corresponding/Associate, 3 years: $385 $_____  
☐ 2 Members in Same Household: $230 One copy of the Chronicle per household. $_____  
☐ Life: $75 Member for 20 consecutive years and at least 60 years of age. $_____  
☐ Student: $80 Not applicable for current Active/Corresponding members. Open to graduate and undergraduate college/university students enrolled full-time in any program or part-time in a translation- or interpreting-related program, including foreign language study. Limited to 4 years. Requires current school transcript (in English) verifying student status. Student members are not eligible to be listed online in the Directory of Translation and Interpreting Services. $_____  

ORGANIZATIONAL MEMBERSHIP
(Not eligible to take the Certification Examination.)

☐ Institutional: $180 Proof of nonprofit status is required. $_____  
☐ Corporate: $300 $_____  

COMBINED MEMBERSHIP

☐ Joint: $380 Individual and Corporate Membership combined. $_____  

INTERNATIONAL POSTAGE (required for membership)

☐ Non-U.S. Residents, except Canada and Mexico: $35 (If renewing for 3 years, $95 is required for postage.) $_____  
☐ Non-U.S. Residents, Canada and Mexico only: $15 (If renewing for 3 years, $40 is required for postage.) $_____  

SELECTION PAYMENT TYPE

☐ Credit Card: ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover  
Card No. ________________________________ Expiration Date: __________________
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☐ Check/Money Order: Make payable through a U.S. bank in U.S. funds to American Translators Association
Check Number: __________________________ Check Amount: ______________________

Do not include my information on lists rented to qualified advertisers. ☐  
Do not send me ATA broadcast announcements via email. ☐  
(Does not include payment confirmations or receipts.)

Do not list the following in the Membership Directory:

☐ Primary Telephone ☐ Fax ☐  
☐ Secondary Telephone ☐ Email Address

DIVISION MEMBERSHIP (optional)

Renew and/or join any Division at no additional cost!

☐ Chinese Language Division ☐ Literary Division ☐  
☐ French Language Division ☐ Medical Division ☐  
☐ German Language Division ☐ Nordic Division ☐  
☐ Interpreters Division ☐ Portuguese Language Division ☐  
☐ Italian Language Division ☐ Slavic Languages Division ☐  
☐ Japanese Language Division ☐ Spanish Language Division ☐  
☐ Korean Language Division ☐ Translation Company Division ☐  
☐ Language Technology Division

Note: As a member of an ATA Division, you will receive an electronic version of the division newsletter. If you would like to receive a printed version of the newsletter, please visit http://www.atanet.org/divisions/membership.php.

MEMBERSHIP DIRECTORY (optional)

☐ Printed 2009 Membership Directory: $25 $_____  
The online Membership Directory is free to all members and is continuously updated and available throughout the year.

Note: Corporate and Joint members will receive a complimentary copy of the printed Membership Directory.

AFTI DONATION (optional; see reverse)

☐ American Foundation for Translation and Interpretation $_____  

TOTAL PAYMENT $_____

The publication cost of The ATA Chronicle magazine for one year ($43) is included in membership dues. Dues are not deductible as a charitable contribution for federal tax purposes, but may be deductible as a business expense. Membership is based on a calendar year (January-December) and is non-refundable.

See Reverse—
AMERICAN FOUNDATION FOR TRANSLATION AND INTERPRETATION (AFTI) DONATION (optional)

You may choose to make a tax-deductible donation in any amount to AFTI. AFTI’s charitable activities consist of sponsorship and dissemination of research through grants, scholarships, commissions for the production of educational materials, and maintaining an archive of documents and artifacts in translation and interpreting.

CHAPTER REBATE (optional)

If you are a member of an ATA chapter, you may designate a chapter (choose from the menu below) to receive a dues rebate. These rebates allow chapters to provide valuable benefits to their members. A rebate may be requested for only one chapter. Designating a chapter rebate does not take the place of paying your chapter dues. Important: Do not deduct anything from your ATA membership dues.

Chapter (check only one):

- Atlanta Association of Interpreters and Translators (AAIT)
- Carolina Association of Translators and Interpreters (CATI)
- Delaware Valley Translators Association (DVTA)
- Michigan Translators/Interpreters Network (MiTiN)
- Mid-America Chapter of ATA (MICATA)
- Midwest Association of Translators and Interpreters (MATI)
- National Capital Area Chapter of ATA (NCATA)
- New York Circle of Translators (NYCT)
- Northeast Ohio Translators Association (NOTA)
- Northern California Translators Association (NCTA)
- Northwest Translators and Interpreters Society (NOTIS)
- Upper Midwest Translators and Interpreters Association (UMTIA)

Note: Southern California Area Translators and Interpreters Association (SCATIA) is inactive.

INDIVIDUAL MEMBERSHIP (optional)

Translation/Interpreting Employment Status: (check all that apply)

- Academia
- Government employee
- Company owner
- Full-time private-sector employee
- Full-time independent contractor
- Part-time independent contractor

Areas of Specialization: (check all that apply)

- Arts & Humanities
- Business & Finance
- Computers
- Engineering
- Industry & Technology
- Law
- Medicine
- Science
- Social Science
- Other: _______________________

Number of years you have worked in translation/interpreting: _____

In the past year, have you obtained any paid work as a result of your online listing in the ATA services directories?  ○ Yes  ○ No

What new services or programs do you think ATA should offer?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

ORGANIZATIONAL MEMBERSHIP (optional)

How can ATA better serve you and your organization?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Deadline for payment of ATA dues is February 27, 2009.

Please return this form to ATA with your dues payment to ensure continuation of your membership, your listing in the Membership Directory, inclusion in the Directory of Translation and Interpreting Services (for Associate, Active, and Corresponding members), voting eligibility (for Active and Corresponding members), and inclusion in the Directory of Language Services Companies (for Corporate Members).

3 Ways to Renew Your Membership:

- Online in the “Members Only” section of the ATA website at www.atanet.org/renew.php
- Fax renewal form to (703) 683-6122
- Mail renewal form to American Translators Association Membership Renewal 225 Reinekers Lane, Suite 590 Alexandria, Virginia 22314

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