ATA CONFERENCE SPOTLIGHTS HONORS AND AWARDS

A Publication of the American Translators Association
The Dynamex Decision and ATA’s Advocacy Role

Within ATA, we try to keep a close eye on federal, state, and local government issues that might affect our members. A recent example is the landmark California Superior Court decision “Dynamex Operations West, Inc. versus the Superior Court of Los Angeles.” The so-called Dynamex decision included a new definition of independent contractors as opposed to employees, with the key provision that independent contractors must “perform work that is outside the usual course of the hiring entity’s business.”

This decision is groundbreaking in that it cast aside the typically-used “Borello” definition of an independent contractor as someone who is free from control or direction by the hiring entity, regardless of the independent contractor’s line of work. Under the Dynamex definition, a language services company would be free to hire a freelance web designer or accountant, but could not hire translators or interpreters as independent contractors. In addition, businesses are now responsible for defending their classification of workers as independent contractors. The Dynamex definition also makes the assumption that all workers are employees unless proven otherwise.

Since the decision, ATA has been asked by various entities to advocate both for and against the Dynamex decision. To date, we have chosen to do neither of these things and instead educate our members about what we see as the pros and cons of the Dynamex decision.

ATA is in an interesting position in that our membership includes translators, interpreters, and language services companies. We feel that the majority of our members who are freelance translators are independent contractors by choice. They do not want to be anyone’s employee, and they work on a freelance basis because they choose to do so, not because they desire in-house jobs and cannot find them. For them, the Dynamex decision is clearly not positive because it restricts the use of their services by California-based companies.

We feel that the Dynamex decision will have both positive and negative repercussions on translators, interpreters, and language services companies.

However, at least some of our members who are interpreters are in a completely different position. Many of them work regularly at the same location, through the same language services company, sometimes alongside salaried employees performing essentially the same duties. In some cases, they are asked to wear the language company’s uniform, identify themselves as representing the language company, or distribute the language company’s business cards instead of their own, and so on. Those members feel that the Dynamex decision is very positive. They “do” in fact want to be employees if that option exists so that they can get benefits, not have to pay self-employment tax, and have some protections such as workers’ comp if they get injured on the job, or unemployment insurance if the company no longer offers them work.

We also know that our corporate members may have trouble complying

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6 Call for Nominations
Do you know someone who would make a good potential candidate for ATA’s Board of Directors? If so, ATA’s Nominating and Leadership Development Committee would like to hear from you. Any ATA member may make a nomination. Here’s your chance to help shape the future of the Association!

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17 Future Interpreting Professionals Conduct Action Research in Their Communities
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25 Profile of ATA 2017–2018 School Outreach Contest Winner: Jessica Sanchez
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This year’s recipients are...

Looking for Member News and Humor and Translation? These columns are found in the Chronicle-Online edition: www.atanet.org/chronicle-online!
Board Meeting Highlights

The ATA Board of Directors met October 27–28, 2018 in conjunction with the Annual Conference in New Orleans, Louisiana. Here are some highlights from the meeting.

Welcome: President Corinne McKay welcomed the newly elected directors—Eve Lindemuth Bodeux and Meghan (McCallum) Konkol—and congratulated Directors Melinda Gonzalez-Hibner and Tony Guerra on their re-election. They join President-Elect Ted Wozniak, Secretary Karen Tkaczyk, Treasurer John Milan, and Directors Evelyn Yang Garland, Cristina Helmerichs, Geoff Koby, Madalena Sánchez Zampaulo.

Government Linguists Outreach: The Board approved a membership campaign to attract government linguists. The effort—led by ATA Government Division (GovD) Administrator Joe Mazza, GovD Member Rusty Shughart, and President-Elect Ted Wozniak—will look at educating and attracting military linguists who are leaving the service about ways ATA can help with private sector options. The campaign will also encourage current government linguists to join ATA by promoting the Association’s professional development opportunities.

New Affiliate: The Board approved the Oregon Society of Translators and Interpreters (www.ostiweb.org) as an ATA affiliate. ATA’s affiliate program provides support to local and regional translator and interpreter groups. Any independent group can petition to be an ATA chapter or affiliate. Currently, ATA has 14 chapters and 11 affiliates.

Public Relations: PR Committee Chair Madalena Sánchez Zampaulo updated the Board on the committee’s activities, including the promotion of International Translation Day through a social media blitz coordinated by ATA Members Jamie Hartz and Molly Yurick. On September 28, a series of creative infographics and client-oriented messages were posted on Twitter, Facebook, LinkedIn, Pinterest, and Instagram. The infographics are now available on ATA’s website (http://bit.ly/ATA-ITD2018). Please download and share with family, friends, and clients on Facebook, Twitter, Instagram, LinkedIn, and Pinterest. (You don’t need to be an ATA member to download and share.)

In addition to the International Translation Day blitz, the PR Committee’s Writers’ Group continues to craft articles that have now been published in over 100 trade and business publications.

Position Paper Approve: The Board approved the Machine Translation Position Paper. The final version included feedback from the general membership. Please check out the paper at http://bit.ly/ATA-position-MT. This is the first position paper ATA has issued. The GovD Committee is currently working on the next position paper on video remote interpreting.

Appointments: The Board approved the following appointments:

- Business Practices Education Committee: May Fung Danis (chair)
- Membership Committee: Madalena Sánchez Zampaulo (chair)
- Public Relations Committee: Eve Lindemuth Bodeux (chair)

The Board meeting summary is posted online. The minutes will be posted once they are approved at the next Board meeting. Past meeting summaries and minutes are also posted online at www.atanet.org/membership/minutes.php.

The next Board meeting is set for February 2–3, 2019 in Austin, Texas. As always, the meeting is open to all members, and members are encouraged to attend.

Standing from left: Directors Evelyn Yang Garland, Tony Guerra, Meghan (McCallum) Konkol, Elena Langdon, Cristina Helmerichs, Eve Lindemuth Bodeux, Geoff Koby, Madalena Sánchez Zampaulo, and Melinda Gonzalez-Hibner.

Seated from left: Treasurer John Milan, Secretary Karen Tkaczyk, President Corinne McKay, and President-Elect Ted Wozniak.

BE SURE TO RENEW

Membership renewals have been mailed. It’s easy to renew online, if you prefer. Just go to http://www.atanet.org/membership/renew.php. Thank you for your support and membership in 2018. We look forward to serving you in 2019!
Jost Zetzsche Named ATA Honorary Member

Jost Zetzsche, an ATA-certified English>German translator, is ATA’s newest Honorary Member. ATA Honorary Membership is a unique category of membership recognizing individuals who have given outstanding service to the translation and interpreting professions, as well as to the Association.

Jost is an ATA spokesperson, chairs ATA’s Translation and Interpreting Resources Committee, writes the “GeekSpeak” column and coordinates the “Resource Review” column for *The ATA Chronicle*, and is a frequent presenter at numerous industry events, including ATA’s Annual Conference.

In addition to his ATA activities, Jost is the industry’s leading translation technology consultant and a published author on various aspects of translation. His computer guide for translators, *A Translator’s Tool Box for the 21st Century*, is now in its 13th edition, and his technical newsletter for translators goes out to more than 11,000 translation and interpreting professionals. In 2012, Penguin published his co-authored *Found in Translation*, a book about translation and interpreting for the general public.

Jost’s most recent publication, *Translation Matters*, is a collection of 81 essays about translators and translation technology collected over the past 15 years.

Originally from Hamburg, Germany, Jost earned a PhD in Chinese translation history and linguistics.

Throughout Jost’s service to ATA, he has been a positive, supportive voice. ATA thanks Jost for his dedication to the Association and the translation and interpreting industry.

Here are the other Honorary Members: Celia Bohannon, Lillian Clementi, Nicholas Hartmann, Muriel Jérome-O’Keeffe, Peter Krawutschke, Freek Lankhof, Ann Macfarlane, Rosemary Malia, Patricia Newman, Glenn Nordin, and Jiri Stejskal.

FROM THE PRESIDENT  Continued from page 2

with the Dynamex decision because they simply don’t have enough work to offer an employee position to a translator or interpreter who works in a small-diffusion language. I’ve already spoken with several agencies that feel they will have to exit the interpreting market in California because of the Dynamex decision.

Because ATA is committed to being “the voice of interpreters and translators,” we want to advocate for all our members, and we feel that the Dynamex decision will have both positive and negative repercussions on translators, interpreters, and language services companies. We will continue to monitor the situation and keep you updated! And if you are aware of a government relations issue that ATA should be tracking, please email me at president@atanet.org.

FROM OUR MEMBERS

Could AI translators change the language of business?:

The Benefits of a Foreign-Language Tattoo I The Atlantic:
https://bit.ly/2SU6WPh

The 2019 PEN America literary awards longlist:
https://bit.ly/2QH6iaV

www.atanet.org
Call for Nominations: ATA Officers and Directors

The 2019 Nominating and Leadership Development Committee is pleased to announce the call for nominations from ATA’s membership to fill the positions of president-elect, secretary, and treasurer (each a two-year term), as well as three directors’ positions (each a three-year term). Elections will be held at the Annual Meeting of Voting Members on Thursday, October 24, 2019, in Palm Springs, California.

Under ATA’s Bylaws, all Active members of ATA are eligible to run for elected office. Active members are those who have passed an ATA certification exam or who are established as having achieved professional status through an Active Membership Review (see the box below for more information on this process), or through the Credentialed Interpreter program (http://bit.ly/ATA-CI-designation). Active members must be citizens or permanent residents of the U.S. Other member categories are not eligible to serve as officers or directors. However, any member may submit a nomination. Members of the Nominating and Leadership Development Committee are not eligible to run for elected office.

2019 NOMINATING FORM ONLINE
Members may make a nomination using the relevant forms online (www.atanet.org/elections.php). Nominations should be submitted as early as possible so that the Nominating and Leadership Development Committee can fully consider proposed candidates. The deadline is March 1, 2019. Submit the form at the elections page referenced above, or email, mail, or fax the completed form to:

David C. Rumsey
Chair, ATA Nominating and Leadership Development Committee
American Translators Association
225 Reinekers Lane, Suite 590
Alexandria, VA 22314 USA
Fax: +1-703-683-6122
Email: Walter@atanet.org

If you plan to put names forward for nomination, please contact the potential nominees first and explain your intention and the fact that a nomination does not guarantee a formal invitation to run for office. If a nomination is not put forward by the Nominating and Leadership Development Committee to ATA’s Board of Directors, an individual may still petition to be added to the slate of candidates by submitting the nomination in writing along with the signatures of at least 60 voting members endorsing the nomination. The petitions must be received by the Nominating and Leadership Development Committee no later than 30 calendar days after first publication by the Board of Directors of the names of the candidates proposed by the committee.

All ATA officers and directors serve on a volunteer basis: please do not nominate colleagues who express serious concerns about service, or who have conflicting priorities.

Become an ATA Voting Member!
Apply for Active Membership Review

Who is eligible to become a Voting member? ATA Associate members who can demonstrate that they are professionally engaged in translation, interpreting, or closely related fields may be eligible for Voting membership. The qualification process, called Active Membership Review, is free and online!

Why should I become a Voting member? Voting membership opens doors to your participation in the Association—take part in ATA elections, volunteer for Division and Committee roles, and increase your professional networking possibilities.

Check it out at www.atanet.org/membership/memb_review_online.php.
Esther M. Navarro-Hall, praised for her contributions to the translation and interpreting professions, died November 2 in New Mexico. She had been an ATA member since 1993.

Esther was an alumna and longtime adjunct professor in the Graduate School of Translation, Interpretation, and Language Education at the Middlebury Institute of International Studies at Monterey, where she taught conference, court, and community interpreting. Esther was considered a pioneer in the use of new technology for consecutive-simultaneous interpreting. She created the Sim-Consec™ (Simultaneous-Consecutive) method, an innovative combination of the two interpreting modes delivered using various digital technologies. She provided training in this method to interpreters around the world.

Esther also worked as a freelance interpreter, trainer, and consultant for more than 30 years, including interpreting for the U.S. Department of State. She was an ATA-certified English-Spanish translator and a federally certified court interpreter and a state-certified court and medical interpreter (California). She gave back to her professional community in many ways, including serving as chair of the board of directors for the National Association of Judiciary Interpreters and Translators. She was also a frequent presenter at ATA's Annual Conference.

Esther's colleagues praised her contributions to the field, calling her a talented interpreter, a dedicated trainer, a devoted advocate for the interpreting profession, and a caring humanitarian. When her native Mexico was hit with the strongest earthquake in a century in 2017, Esther quickly organized a response. Her “Interpreter Brigade” focused on coordinating assistance and bringing aid to people in non-Spanish speaking areas. “As interpreters and translators, we are a vital link in the communication chain that is so essential to aid efforts,” she said at the time. She also said that she felt very fortunate in her life and that it gave her “great joy” to give back to those who could benefit from her help. When fires devastated Northern California last winter, she didn’t wait for the call, but packed her car with supplies and offered her assistance where needed along with her husband of 28 years, David Hall.

“I knew Esther first as a student and then as a valued colleague,” says Holly Mikkelson, a fellow professor at the Monterey Institute. “I had unceasing admiration for her brilliance, her warm heart, and her devotion to excellence in interpreting and in teaching.”

ATA MENTORING PROGRAM DEADLINE APPROACHING

Each year, ATA’s Mentoring Program matches 30 mentees and mentors for a one-year mentorship period (April 2019–March 2020). Mentees are selected through a competitive application process. ATA membership is required. Enrollment for the 2019 mentoring class is now open. Applications for both mentees and mentors will be accepted through March 4, 2019. Interested? Don’t wait! This will be your only opportunity to enroll in 2019. Applicants selected for the program will be notified by April 15, 2019. Look for the application form and additional details by visiting www.atanet.org/careers/mentoring.php.
Annual Treasurer’s Report for 2017–2018

The Association’s most recent fiscal year ended June 30, 2018, and, once again, we find ourselves in good financial shape. Annual revenue outpaced annual expenses, we held a very well-attended conference in 2017, and our investments and reserves continued to grow. In short, ATA is firing on all cylinders.

REVENUE AND EXPENSES

Let’s start with the big picture. ATA’s total revenue for FY2017–2018 was $3.48 million, while total expenses came in at $2.99 million. In other words, we brought in more than we spent. The result is another positive change in net assets (before investment activities) of $486,755 for the fiscal year.

For comparison’s sake, a year ago our net assets rose by $495,789. Total revenue was up year-on-year (YOY), at $3.24 million in 2017 versus $3.48 million in 2018, while total expenses crept up a bit (9.0%) from $2.75 million to $2.99 million. Much of that latter increase was the result of a more expensive conference.

In terms of revenue streams, ATA Membership ($1.90 million) remains our most important source of inflow, followed by the Annual Conference ($1.04 million). While both figures are very good, they remained essentially unchanged from a year earlier, meaning that we are stable but not necessarily growing. In a distant third place, Certification revenue ($253,870) is actually up by nearly 14.3% from last year. This spike, however, is believed to be a response by test-takers seeking to avoid the higher testing fee, which took effect on January 1, 2019. (See Figure 1.)
A few other noteworthy items in the revenue department include:

- Declining webinar attendance (and hence declining revenue). On the plus side, we sponsored a successful seminar, our first since 2012, resulting in a 5.2% increase overall in Professional Development revenue.
- One of the pleasant surprises for the year was a 43% increase in Other Revenue, as a result of ATA recognizing the “Certified Interpreter” credential. This created a new revenue stream.

Of course, revenue is only half the financial story. For a complete portrait of ATA’s financial health, we have to look at how the money was spent.

In terms of ATA’s expenditures, our single largest outflow was the 2017 Annual Conference in Washington, DC: $1.04 million, up 11.8% from a year earlier. Supporting Services (i.e., salaries, administration, officers, volunteers) were next in line at $757,597, rising 9.0%. While salaries and benefits were actually 1% lower than in 2017, General and Administrative expenses came in 13.3% higher, in part because of an adjustment to depreciation.

After that, our next three expense categories each consumed similar, though much smaller, amounts of funds: Certification ($386,784), Membership Services ($272,204), and The ATA Chronicle ($253,947). The most significant increase was in the Certification Program, where expenses were up 16.2%. Grader-processing costs rose across the board as a result of more exams and practice tests, more postage fees, sample translations (up 60%), and database programming fees for online certification. (See Figure 2.)

Getting into a bit more detail in terms of other expenses, we find that:

- Professional Development outlays rose by 10.8% as a result of a successful certification seminar held in Boston.
- Volunteers and Governance expenses were $17,904 higher than a year ago due to ATA’s sponsorship of delegates to represent the Association at the 2017 International Federation of Translators Congress, plus higher-than-normal meeting costs for standards and the Joint National Committee for Languages.

There is one unusual item on our Statement of Activities (see page 11) that merits special mention. ATA was the beneficiary of a $316,180 bequest (see “Extraordinary Item”) from the Sue Withrow Trust in FY2017–18. This bequest is going to be used to make capital improvements to ATA, including an upgrade to our website and the implementation of association management software at ATA Headquarters to help streamline overall operations.

**MAJOR PROGRAM RESULTS**

Taking a closer look at the performance of ATA’s various programs, we see that a few of them generate income that helps defray their costs. Most, however, are funded through membership dues.

Over the past few years, the Annual Conference has not only paid for itself but also contributed to ATA’s bottom line. Certification and Professional Development likewise generate a decent amount of revenue, which ends up covering much of their respective costs. Other programs, though, such as Divisions, *The ATA Chronicle*, and Publications, are essentially membership benefits.

Our programs’ financial results for FY2017–2018 are presented in Figure 3 above. The yellow-colored section in the bars in the chart represents the gain or loss for each program. For instance, Professional Development brought in $41,000 in revenue, incurred $68,000 in expenses, and thus ended the year at -$27,000, with this difference covered by membership dues. On the other hand, the Annual Conference generated $1.036 million in revenue versus $1.033 million in expenses, for a net gain of just over $3,000 to ATA’s coffers.

**ATA58 ANNUAL CONFERENCE**

Our 58th Annual Conference in Washington, DC, was another successful outing. We brought in $1.036 million in revenue for an event that had $608,929 in direct costs (before overhead, as discussed below). Overall, there were 1,829 attendees, 344 people who attended Advanced Skills and Training (AST) courses, and 62 exhibitors who paid for 76 booths.

Most conference revenue comes from registration fees, which totaled $838,633 at ATA58. Exhibits contributed an additional $111,985. While a small but growing source of funds came from AST courses ($51,465).

In terms of direct costs, a few items are responsible for most of the
conference’s outlays. The hotel model we use to put on this event bundles in rental costs for all the space we occupy—such as the auditorium, lobby, meeting rooms, and the Exhibit Hall—with food and beverage expenses. In DC, this bundle totaled roughly $350,000. The other major direct cost was audiovisual ($96,370).

Of course, an annual conference like ours doesn’t just happen overnight. It takes years of planning, along with the year-round involvement by staff at ATA Headquarters, plus lots of volunteer hours, to pull it off. So, we have to factor in this overhead to get a more accurate picture of the event’s final performance. For ATA58, overhead totaled $423,325.

The upshot is that our 2017 Annual Conference had a total cost of $1.033 million. In other words, we basically broke even, producing a tiny net income of $3,588.

ASSETS, LIABILITIES, AND NET ASSETS

With respect to our longer-term status, ATA remains on very sound financial ground. We continue to add to our assets. Our liabilities have only risen a relatively small amount, and our net assets continue to grow.

Teasing out some of the details in our Statement of Financial Position (balance sheet) for FY2017–2018, the headline figure is the 36.9% increase in Total Assets, from $2.24 million a year ago to $3.06 million this year. (See page 11.) These figures compare favorably against our Total Liabilities, which rose by 13.5% over this same period, from $1.34 million to $1.51 million.

The takeaway is that what ATA holds in cash, investments, etc., continues to outpace what it owes to others. The difference between these two items is our Net Assets, which expanded 71.6% YOY, from $0.90 million a year ago to $1.54 million this year.

Much of this improvement in total assets came from a big boost to Cash and Cash Equivalents. A year ago, we held $0.96 million in cash. On June 30, 2018, this figure had shot up 82.1%, to $1.74 million.

Our Investments also remained positive. On June 30, 2017, we had $1.03 million invested in equities and fixed income. A year later, these conservatively managed funds were up 3.7%, to $1.07 million. We also have $1.28 million in cash. All these instruments conform to ATA’s investment policy, which seeks to protect our capital.

In general, these balances have benefited from changes to operations. According to Headquarters, most of ATA’s financial improvement is the result of restructing The ATA Chronicle, along with a price adjustment to Annual Conference registration and better control of food and beverage expenses (which includes rental space). The resulting bump in cash and equivalents has been transferred into our investment accounts at Merrill Lynch. More revenue and smaller expenses have significantly increased our net assets. Details of our investment allocation are presented in Figure 4 above.

LIABILITIES

On the Liabilities side of the ledger, things have remained fairly constant. The biggest percentage change occurred in Short-term Payables, which jumped from just $5,707 in 2017 to $80,405 in 2018 due to payment timing issues. Payables are cleared out once checks are issued for payment, but check printing was scheduled after June 30th, which left a large balance at year-end. However, most of the increase in total liabilities over this past year can be attributed to Deferred Accounts, up 9.4%, from $1.23 million to $1.34 million.

LOOKING AHEAD: ATA59 AND BEYOND

The final numbers are not in yet from New Orleans, but ATA59 appears to have been another successful conference. Attendance was down from previous years, at around 1,350, possibly because of fewer local translators and interpreters in the metropolitan area. For comparison’s sake, attendance was over 1,800 in both San Francisco and Washington, DC.
Registration generated the bulk of total revenue, with attendees expected to pay an average of $559 each. The next two largest sources of income should come from Exhibits ($115,000) and AST registration ($50,000).

The conference’s direct costs are projected at around $400,000, or 12% less than the DC conference. The biggest expense, as usual, should be food and beverage (rental space), accounting for nearly 75% of that cost. Total expenses, before overhead, are budgeted at $597,000. Our actual expenses in DC, before overhead, were $608,929.

Looking ahead, ATA finds itself in a relatively comfortable financial position for now, but that is no reason for complacency. A number of challenges lie on the horizon. While the language service market as a whole is growing, technology continues to modify the role that translators and interpreters play in it. Consolidation among companies in the sector is affecting market dynamics, and price pressure for freelancers is very real. In addition, many economists are predicting that the next recession is no more than two years away. For all these reasons, continued prudent financial management is a must.

One of ATA’s financial goals is to ensure that we have sufficient funds on hand to cover at least six months of operating expenses. In addition, we need to be able to make improvements to the Association’s technology and overall structure in response to an evolving marketplace. Our decisions in recent years have put us in a favorable position to do so.
The four countries of the Nordic region (Denmark, Finland, Norway, and Sweden) may have a relatively low combined population at just 27 million, but in the translation industry this region hits well above its weight.

So, in 2016, when several Nordic language associations joined forces to create the Scandinavian Language Associations’ Meeting (SLAM!), it was clear that this was going to be a powerful event. Sponsoring organizations included:

- Association of Government Authorized Translators in Norway
- Federation of Authorized Translators (Sweden)
- Finnish Association of Translators and Interpreters
- Norwegian Association of Professional Translators
- Swedish Association of Court Interpreters
- Swedish Association of Professional Translators

The translator and interpreter associations in the Nordic region vary significantly in size and, of course, by language. Holding a joint international conference in English allows these groups to pool their resources to create a larger event with a broad scope that is more accessible to translators and interpreters throughout the entire Nordic region and beyond.

Similar to the SLAM! 2016 Conference, SLAM! 2018 brought roughly 200 translators and interpreters to the Oresund region on September 15–16, 2018. This region includes the Danish city of Copenhagen, where the opening reception was held, and the southern Swedish city of Malmö, where the sessions were held.

One of the major challenges of a transnational conference like this is handling the cost issues of an event that is held in both Denmark and Sweden, which use different currencies. Like any conference anywhere, the key to success is finding a price-point that will create a quality event that is still affordable for attendees.

And SLAM! 2018 was indeed a quality event, with everything carefully planned down to the final detail. This year’s conference included a new opening reception at the Arbejdermuseet (Danish Workers’ Museum) in Copenhagen. A fun and engaging quiz helped guide attendees through the museum’s various exhibits. After completing the quiz, attendees met in a delightful reception area to eat a delicious array of the famous Danish open-face sandwiches, otherwise known as smørrebrød. The combination of food and challenging questions helped everyone “put on their thinking caps” from the very beginning.

Another benefit of the SLAM! 2018 Conference was that the routine, bureaucratic procedures of the respective associations were not part of the schedule. Instead, the entire conference focused on providing advanced, “high level” sessions that centered on specialist knowledge. The short but robust offerings included everything from sessions on editing, interpreting, marketing, linguistic semiotics, training, standards, and, of course, translation.

True to its theme, “In pursuit of excellence in the language industry,” the conference included a total of 15 sessions aimed at translators, interpreters, generalists, specialists, as well as a variety of other stakeholders. When I asked fellow ATA Member David Friedman, who is also one of the three members of the SLAM! Executive Committee, what the conference theme meant to him, David said he agreed with the words of Kenneth Quek, an ethnic Chinese Singaporean English academic reviser based in Finland who spoke at the conference on editing and revising texts. “It’s about going the extra mile and providing added value,” David explained. “Excellence is a collaborative versus an oppositional effort. The idea is to act as a consultant for your client, co-creating a successful project.”
After a full day of serious sessions, attendees could attend a gala dinner that was held at the Malmo Stock Exchange Building (Malmo Börshus), which dates back to 1877. In typical Scandinavian style, attendees feasted on gourmet food, spirited drinks, and energetic dancing.

In two days, the SLAM! 2018 Conference packed an amazing punch. It’s clear that I will be back for the next round in 2020.

David Rumsey is the immediate past president of ATA (2015–2017). In that position, he was in contact with several key players within government and industry and has provided sessions on translation and interpreting at the International Association of Business Communicators, Society for Technical Communication, the Globalization and Localization Association, the U.S. Bureau of Labor Statistics, and U.S. Interagency Language Roundtable. He has been featured on CNBC and PBS’ Nightly Business Hour. Since entering the profession in 1990, he has worked on all sides of the industry, including as a project manager at two U.S.-based agencies, a project manager for localization efforts at a large software firm, and as a freelance translator since 2004 from his home near Vancouver, British Columbia, Canada. Contact: nordictranslator@gmail.com.

ATA Member Tess Whitty, an English>Swedish freelance translator and host of the Marketing Tips for Translators podcast, was one of the presenters. Tess says she views excellence in the language industry as a question of professionalism. It’s about curiosity and wanting to learn more. And for Tess, the SLAM! 2018 Conference was very educational. “There’s almost too much variation in this year’s conference. There are lots of interesting sessions and it’s tough to choose,” she said. “Smaller conferences such as SLAM! also make it easier to see people. You don’t have to plan every part of your day like at larger conferences.”

ATA was well represented at the conference since five of the 15 sessions were hosted by ATA members. ATA Spokesperson Judy Jenner, a Spanish and German translator and federally and state-certified Spanish court interpreter, hosted the keynote, “Lessons from Business School: The Entrepreneurial Linguist.” Judy also provided a master class on marketing to direct clients on Sunday. Tess Whitty helped members go deep into the process of marketing and how to establish themselves within a specialized field. ATA Past President Thomas West (2001–2003), who has 25 years of experience translating complex legal documents from a number of languages into English, provided a session on excellence in Swedish legal translation. Tapani Ronni, an English>Finnish scientific and medical translator, presented on gene medicine for medical and scientific translators. Finally, I was honored to provide an overview of recent developments within the translation world as a whole.

The final closing session included a talk by ATA Member George Drummond, a freelance conference interpreter for international courts and tribunals in Hamburg, The Hague, and in Munich. George provided a touching and inspiring look at the lives and backgrounds of the interpreters who took part in the Nuremberg trials, which is considered to be where simultaneous interpreting originated. Among the interpreters included in the presentation was 2018 ATA Gode Medal recipient Siegfried Ramler, one of the last living interpreters from these historic trials.

Another highlight of the conference was the actual “translation slam.” Similar to a “poetry slam,” a translation slam involves multiple translators comparing their translations of a single text. In this case, a boilerplate legal/business text was distributed to attendees in advance. Two translators were “in the ring” to have their translations openly compared in front of all the attendees. Jan Runesten, a member of the Swedish Association of Professional Translators and vice president of the European Legal Interpreters and Translators Association, acted as “referee.” The slam proved to be an interesting and engaging exercise.

In addition, an ATA certification exam was held in conjunction with the conference on Friday.
Dealing with Terminology Drift

Terminology drift is a document level error involving inconsistent use of terminology. To find and correct terminology drift, you need to be aware of the possibility that it will happen and actively look for it.

I use the term “terminology drift” to refer to a phenomenon I first observed while editing translations. I would come across a technical term I thought was translated incorrectly, and after some research would replace it with a translation that I thought was better. Continuing my editing, I would see that the same term occurred again in the source text, but this time the translator would use the translation I had decided on after my research. I would think, “It’s good we decided on the same term, but why didn’t the translator go back and correct the first occurrence?” It wasn’t too long before I found when I was self-editing my own translation that I had done the same thing. For example, a word (or noun phrase) used consistently in the source text with a specific meaning was not translated consistently in the target text. In other words, the terminology had drifted.

WHAT IS TERMINOLOGY DRIFT?

In some situations, varying word choice reflects a deliberate choice. This choice can serve a rhetorical purpose. For example, in French, where this rhetorical consideration is more important than in English, writers are taught to avoid repeating the same word. This can be achieved with constructions like “the former” or “the latter” or with pronouns. Relevant to this discussion, a synonym can be used to avoid repetition. This reflects a stylistic choice and is different from what I mean by terminology drift.

Terminology drift does not mean changes in usage or connotation of a word occurring over decades or centuries. That kind of drift is familiar to anyone who has tried to read William Shakespeare, François Villon, or Geoffrey Chaucer. Here, I am referring to unintended changes or variations in word choice within one document being translated. Nor should terminology drift be understood to indicate a direction: the change in word choice can go back or forth or touch several possibilities.

Terminology drift is not solely a concern for scientific and technical translation. Terminology drift is relevant to any field with an established vocabulary that needs to be followed with consistency. This certainly applies to legal and financial translation as well. Terminology drift is an error of consistency, or global cohesion, within a single translation. It is accidental or incidental to the process of preparing the translation.

Once I had recognized terminology drift as a type of possible translation error, I started to look for it when self-editing or editing. As is the nature of such things, I started finding it all over the place in my work involving both challenging terminology and workhorse words. For example, in most patent writing the words “includes” and “comprises” are strictly synonyms and can be interchanged freely. So, within one document, should I be consistent about which synonym I use? This could be an instance of rhetorical variation. But, because I’ve looked for it, I know I can change these words up pretty freely.

When I’m editing another person’s work and thinking that it’s really pretty good, it has happened that I’ve stopped to check whether they’ve been consistent and that I’ve missed it in the part I had already checked. Not only is terminology drift everywhere, it can be hard to spot without taking specific steps to look for it.

WHY DOES IT HAPPEN?

Knowing what terminology drift is and having some idea about why it happens...
is helpful for finding instances of terminology drift and dealing with them. The following have all been known to contribute to terminology drift:

**Translation Tools:** Some errors are produced randomly by the tools we use. Personally, I encounter voice recognition errors when using Dragon NaturallySpeaking (DNS), something I refer to as “Dragon Breath.” DNS uses voice recognition to transcribe dictation into correctly spelled text (spell checkers don’t find Dragon Breath). DNS has difficulty distinguishing certain consonants in my speech, and words with those consonants can be refractory to training. From experience I know that words like “service” and “surface,” “incidence” and “incidents,” “file” and “vial” are likely to be swapped. If a misrecognition has happened once, it has probably happened several times and needs to be hunted down and corrected.

Dragon Breath can be amusing. My personal favorite voice recognition error is “adrenergic” transcribed as “angry nerd chicks.” Delivering a translation to a client with that kind of error in it is a subject for nightmares.

Terminology drift is an error of consistency, or global cohesion, within a single translation. It’s accidental or incidental to the process of preparing the translation.

**Memory:** Various aspects of memory and learning can also lead to terminology drift. Different fields may use the same term but with different meanings that require different translations. Different fields may even use the same term with the same meaning, but it might still be necessary to translate it with a different target word in the two fields. Here, even if I’m familiar with both fields and with the correct source and target words in each field, I might sometimes use the conflicting word from the wrong field in a document.

If I don’t remember or recognize that I recently translated a particular term, I may translate it differently. This often happens the following morning. Seeing the term fresh in a new context might lead me to have a different understanding of what the term could mean. I might then have a better idea of the right word to use in the translation or a better basis for choosing between alternatives suggested by terminology research. If I start to research the meaning of a term a second time, I may find a different resource I didn’t see the first time. These two possibilities (i.e., gaining a better understanding of the term from the context, or finding a different resource) can be good for finding a better, more accurate translation of a term. This is a major reason why I try to deal with terminology drift rather than prevent it.

**Linguistic Interference:** Interference can also lead to terminology drift. In computer science, for example, the French word “file” means a “queue,” and it also looks a lot like the English word “file.” In this example, interference can lead to a confusing mix of “queue” and “file” in the translation.

**TWO STRATEGIES FOR DEALING WITH TERMINOLOGY DRIFT**

I use two basic strategies to deal with terminology drift. The first strategy is reactive and is done during self-editing or even while editing other people’s translations. The second strategy is proactive and involves recognizing, while translating, words that have a potential for being translated inconsistently and dealing with them early on in the process. The second strategy is helpful, but doesn’t eliminate the need for a reactive approach during self-editing.

**Reactive Strategy:** The reactive approach involves looking for terminology drift that may have already occurred and responding to it. The section below on using your tools has examples of how to use your translation environment tools to apply this strategy.

**Proactive Strategy:** There are also strategies for trying to prevent terminology drift, such as preparing and following glossaries. Preparing a glossary involves identifying terms that need to be researched and finding good translations. The risk is that during translation you could identify a term that wasn’t researched in advance but should have been. At that point, you need to ask, “is that the first time I saw this word in this translation?” Or, you could identify a better translation for a term than what is in the glossary. In either situation you have the potential for drift, so you need to go back and update the translation for previous occurrences (if any) of the term. Here, auto suggestions provided in Trados or other applications can be useful. When you start typing, the application can suggest a word or phrase you already used. Some care is needed here because it may be that the word or phrase suggested is one you decided to stop using and translate differently.
DEALING WITH TERMINOLOGY DRIFT continued

Personally, I think that inconsistency is going to happen anyway, which I don’t think is a bad thing—if found and corrected—since it can offer more chances to come up with better ideas and alternatives.

USING YOUR TOOLS

Let’s look at some practical examples of how to deal with terminology drift. The figures accompanying this article are screenshots from Trados Studio 2017. Most translation environment tools provide similar functions that can be used for the same purpose.

Searching: Let’s start with a particularly simple example that refers to Figure 1 on page 15. In your recent translation, were you consistent in capitalizing certain keywords? In some contexts, words like “opponent,” “respondent,” “lessee,” and “clinical trial” need to be capitalized consistently. How can you be sure you were consistent if you don’t check?

Figure 1 shows an example of searching for an instance in a document where the word “opponent” was not capitalized and needs to be replaced with the capitalized form. (Checking the “Match case” box ensures that instances of the word that are already capitalized are not found.) Some grammar checkers do flag this kind of inconsistency.

The second example in Figure 2 on page 15 is also straightforward and demonstrates using the “Find and Replace” function. Once you find an instance of Dragon Breath, or some error of another origin, it’s important to realize that if it happened once, it could happen again. The only way to know if it did happen again is to search for it. The example in Figure 3 above shows an instance where more attention is needed when replacing a word because “service” could be the intended word and not a misrecognition of “surface.” To reduce the number of false positives (instances where “service” was used correctly and should not be replaced) it may be useful to also filter the segments for ones that contain “surface” in the source. This is where the use of filters can help tremendously.

Using Filters: Figure 4 above shows the part of the Trados toolbar for filtering where segments are displayed. The filter is applied to all source segments, so only segments with the term fenêtre (in upper or lower case) will be displayed. A portion of the results after filtering for the term fenêtre are shown in Figure 4. The first two times fenêtre was translated as “aperture,” but the next time it was translated as “window” and later corrected with track changes. There were further occurrences (not shown) in the document, so “Find and Replace” was used to change “window” to “aperture.”

There are a few things to be aware of when using filters. In the example shown in Figure 4, the filter found both the singular and plural form of fenêtre, but for other words it may be necessary to filter separately for the singular, plural, or other forms. The term you’re looking for with the filter may appear more than once in a single source segment, so more than one verification is needed in that target segment. It’s also possible that other segments may have a second or third alternative for the translation of fenêtre (e.g., “opening”).

It’s also possible to combine a filter with a “Find and Replace” function. In the example shown in Figure 4, it would also be possible to search the target segments for “aperture,” and if the results skip one segment you would know to check that segment to see how fenêtre was translated in it. Similarly, searching the source for fenêtre would show segments where it appeared more than once, so all occurrences in the target part of the segment could be confirmed. So, using and gaining experience with filtering does pay dividends.

Using filters proactively is also helpful. If you need to research a term, filtering the source for all occurrences of that term will allow you to see if the term appears in other contexts that offer a clearer idea of the meaning or more promising avenues for researching the term. It’s also possible to add notes or translate fragments of the filtered segments to provide guidance for when you actually progress to that segment in the translation.

Being aware that it can happen is the first step to making your translation better by finding and correcting terminology drift.

BE VIGILANT

However you decide to handle it, being aware that it can happen is the first step to making your translation better by finding and correcting terminology drift. Your efforts to remove terminology drift from your translations will be rewarded with a product that reads better and sticks together at a document level. Attention to document level considerations is a distinguishing sign of careful human translation.

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If you think of doing research and immediately conjure up notions of lab coats, lab rats, and test tubes, you’re not alone. Full disclosure: in my wildest memories of science experiments and lab reports, I can still feel the explosion and smell the char of burnt hair. But stop right there! Research in the booming field of interpreting may not be any less risky, but I doubt you’ll burn your eyebrows. In fact, the latest experiment that interpreting students and faculty at Viterbo University in La Crosse, Wisconsin, undertook has proven effective and exciting for them, for their very proud professor (me), and even for language access services in their community. Allow me to explain.

As an assistant professor of interpreting and languages at Viterbo University, it has taken me some time to begin to understand the stakes of teaching aspiring interpreters of diverse backgrounds, differing ages, assorted life experiences, and varying professional and linguistic skills. I found out very quickly that while most of my students had a desire to become well-trained interpreting professionals, unequal social realities for bilingual minority students presented real obstacles to their potential for academic success (e.g., financial challenges, immigration dilemmas, and a lack of positive mentorship networks). As an alternative to sleepless nights, I set out to find solutions.

All experiments begin with questions

In observing and talking with many of the interpreting students I was encountering, it seemed that the students who struggled most academically in their quest to become trained interpreters were the ones who had multiple cultural identities as well as well-developed initial bilingual skills. The students who were less bilingual tended to be the ones performing better academically in their interpreting classes. What seemed evident, however, was that the students who struggled had few structures in place to support them in their journey toward a professional life in the field. Usually these students were first-generation, underrepresented, and students of color. Usually it was these students who quickly dropped out of the Community Interpreting Certificate Program.

What would keep students enrolled in classes until graduation? How could we encourage students through the challenges they faced more effectively? What sort of teaching practices might bring about better results? These were the questions I began to ask.

A mentorship pilot program was born

To answer these questions, I began to look toward what other institutions and educators were doing to support underrepresented students. Mentorship seemed like a logical and promising solution to keeping students in school. But how? There was no lack in models for mentoring, but which to choose? One that seemed promising was to incorporate course-embedded undergraduate research as a pillar for...
FUTURE INTERPRETING PROFESSIONALS CONDUCT ACTION RESEARCH IN THEIR COMMUNITIES continued

Students Angela Rodriguez, Griffin Finnestad, and Cecilia Mendoza present their research on language access services at their local police department at the Ramp up the Conversation interpreting conference for practitioners in April 2018.

effective student retention. Before you start snoring or revert back to images of mice in cages, let me try to combat a few natural questions that might be coming up in your mind.

WHY UNDERGRADUATE RESEARCH?
Why incorporate undergraduate research into an interpreting curriculum when what students need is to develop their practical skills? Here are a few reasons that support undergraduate research in a formal interpreting training program.

To combat low enrollment and unstable retention at universities today, many institutions have begun implementing high-impact practices (HIPs) into their university curriculums. HIPs have proven consistently to improve student retention and academic performance, especially among underserved student populations (underrepresented minority, low-income, and first-generation students) in their first year in college.³

One type of HIP that has proven particularly effective is undergraduate research, which, apart from encouraging the development of research skills, aids students in problem solving, thereby boosting both their satisfaction and active engagement with their academic experience.²

Recent literature on HIPs also urges faculty who implement undergraduate research into their curriculums to: “provide mentoring rather than just program oversight and attend to the quality of the mentoring relationship (balancing challenge with support), [and] provide opportunities for ‘real-life’ applications, whether through publication, presentations, or project implementation.”⁵

Given the evidence and recommendations of this research and the relationship it has to mentorship, undergraduate research seemed like something that was worth a try for the population of interpreting students we were looking to retain. Students still did many practical exercises to improve their linguistic, cultural, and ethical competencies via role-playing, readings, discussion, as well as both self and peer reflection. However, they were also guided through action research by means of the careful implementation of this project into their coursework.

WHAT DID STUDENTS ACTUALLY DO?
In their first semester, students read literature about the science of interpreting, interacted with community members about the state of the field, formulated research questions, and wrote a research proposal that they submitted to the university’s Institutional Review Board. The execution of their project in the second semester required them to develop questionnaires to answer their research questions, distribute them, and analyze the data.

In this particular pilot project, students decided to survey the local police department in their community to see what the police understood and were doing about language access services for limited-English-proficient (LEP) individuals. What they found may be no surprise to you:

- LEP individuals are still providing their own interpreters or use family and friends when working with law enforcement.
- Bilingual staff members or bilingual police officers who are not trained interpreters are managing their work with LEP individuals without professional language access services.
- There is confusion about whether forms or other informational documents have been translated for LEP individuals involved with local law enforcement.
- A uniform understanding of how to address language barriers while serving LEP individuals has not been established.

Though practicing interpreters and translators are aware of this information, the hard facts that students brought to light in their local police department provided tangibility to the situation for the students who aspire to work in language access fields in the near future.

They realized that what they were reading about and what we were talking about in class was happening in their backyards, with the people they know and law enforcement officers they trust (or don’t trust). They were astonished!

As a final step, students contributed to the body of research on interpreting and language access in their immediate community and raised awareness about the usefulness of research among senior colleagues and interpreting users by sharing their findings at a conference of interpreting professionals that took place on campus at the end of the year. This culminating step was particularly exciting because as students shared their research with experienced interpreting professionals (inspiring and impressing these professionals with their research methods and skills, I might add), those professionals were able to encourage and mentor the incoming practitioners to the field. What an opportunity for mutual professional development!
WAS THE PROJECT SUCCESSFUL?
Did the HIP of incorporating undergraduate research into the community interpreting program lead to students’ academic and professional development? At first glance, yes! Initial conclusions based on self-reports from student surveys reveal that students who carried out undergraduate research were made to understand that they are a valuable part of the professional field and the community, even if they didn’t feel fully ready to practice in the field. They consistently reported that the most rewarding aspects of this project included presenting their findings to interpreting practitioners and the teamwork required for carrying out the project. In addition, they were able to connect the world of interpreting research and education to interpreting practitioners and the community, which is an important success in the field of language access services.

When asked what aspects of this project students found most exciting, one undergraduate researcher affirms, “That we get to see actual outcomes and statistics, and that this might help the community see how much more help is needed with Spanish.” A second researcher reports: “It’s giving me insight about an issue that’s important. This project isn’t just one of those [where you] ‘collect the data and write a summary about it and then you’re done.’ It’s a project where we can actually do something about the results to help fix the problems and fill in the gaps.”

Most telling is the response of a third research participant when asked to describe the benefits of doing this project to a future student participant. She states: “This project increases student enrollment and better student retention for the interpreting program at Viterbo. What I can report, however, is that all interpreting studies students who did undergraduate research in 2017–18 completed their program by the end of their project with more confidence that the interpreting professionals they look up to have their backs.

As for me moving forward, I plan to keep asking questions as a teacher and an interpreter. I encourage my students to do the same. Research is sometimes about failure (and burnt eyebrows). Sometimes it’s about success, trial and error, and improved methods and re-experimentation. It’s about asking the questions and coming to find that in the end you have even more.

Students who carried out undergraduate research were made to understand that they are a valuable part of the professional field and the community, even if they didn’t feel fully ready to practice in the field.

ONE MORE STEP TOWARD PROFESSIONALIZING THE FIELD
What has most impressed me about the action research carried out by these students is that their work required them to take part in the slow transformation of a community. These aspiring interpreters are contributing to the continued professionalization of the field. As one student wrote, “I really like this group project because I’m very good friends with the other members and I have a great mentor.” This is the sort of environment I dream of seeing among practicing interpreters: teamwork, supportive networks, and mentorship.

NEXT STEPS? KEEP ON KEEPING ON
For now, and considering the small sample size of students in this pilot project, it’s hard to say whether undergraduate research has led to increased student enrollment and better student retention for the interpreting program at Viterbo. What I can report, however, is that all interpreting studies students who did undergraduate research in 2017–18 completed their program by the end of their project with more confidence that the interpreting professionals they look up to have their backs.

It’s my hope that based on the information that we obtained from the police department in our community that this year’s students can begin to build a training program to better educate law enforcement about how to provide language access services for the future. It’s together that we can solve problems and contribute to the positive transformation of the communities around us, even if sometimes it’s just one word at a time.

NOTES

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How to Build a Translator/Interpreter Résumé That Sells

The key to getting a response from a perspective client is to sell yourself in two areas: 1) the introductory email or form in which you send your résumé, and 2) in the résumé itself. While this may seem obvious, it’s one thing to know and another thing to be able to sell yourself well via these two touchpoints with a client.

One of the first things you do when applying for any position is to dust off your résumé and send it to the employer or contracting entity. But how do you know what to include on your résumé and in your introductory message to a client? What is relevant to that position and what will “sell” your services to the client who will be reviewing your résumé? How do you know whether your résumé measures up against others who work in the same language pair(s) or specialization(s)? These are all valid questions when applying for a position in any field, but especially if you feel that you work in a saturated market or if you’re just starting out as a translator or interpreter.

The key to getting a response from the recipient is to sell yourself in two areas: 1) the introductory email or form in which you send your résumé, and 2) in the résumé itself. While this may seem obvious, it’s one thing to know and another thing to be able to sell yourself well via these two touchpoints with a client. So, how do you do this?

First, you have to know your client. Really know them. What do they want to see when they open your email or skim your résumé? Highlight those things! What is irrelevant to them and their needs? Nix those things! What can you provide through your services that will help them solve a problem? Be that solution!

Here are nine tips on how to sell your services effectively through your résumé so you can stand out to those who are on the receiving end.

1. Keep it brief. Don’t make your résumé too long. Just because you have a lot of achievements, awards, or education doesn’t mean the person on the other side of the email thread has the time or patience to read through a laundry list of items. So, be concise and know the selling points for the particular client to whom you are marketing. A one- or two-page résumé is plenty. Anything longer than that means you run the risk of your résumé getting sent to the trash folder.

   If you find yourself having to make a choice as to what to include in your résumé to maintain brevity, ask yourself these questions:

   ■ Will listing a particular award or achievement really increase my chances of getting the job?
   ■ Do the components that make up my résumé clearly reflect what I do and why I have the ability to do it well?
   ■ What skills does this particular client find desirable and how can I hone my résumé to honestly reflect that I fit their needs?

   Once your résumé provides the answers to the core questions a client will have when reading your résumé, you can redirect clients to your website for more information so they can “get to know you” better.

2. List your language pair(s) and specialization(s) at the top of your résumé. This saves your reader time and helps weed out clients who may not be right for you. It also makes it easy to locate your résumé in a set of files or in a stack of papers on someone’s desk.

3. List what’s relevant and nix what’s not. Include only the information that’s directly related to your work in translation or interpreting in terms of education, achievements, awards, skills, experience, and affiliations/memberships.
4. Leave out the unnecessary personal bits. There’s no need to include your photo or any personal information other than the best way to contact you. While it’s nice to know you have hobbies, most people who want to hire you won’t take this information into consideration. Leave this type of personal information for down the road as you continuously establish your relationship with a client and allow them to get to know you better. Some common items applicants put on their résumés that are better left out include:

- Information that does not clearly connect to your abilities or education as a translator or interpreter, or to the clients you are trying to reach. For example, if you are targeting a résumé to demonstrate your Spanish-to-English medical translation experience, don’t randomly insert that you have a certificate in carpentry unless it has specific relevance to your work as a translator.
- Volunteer activities that don’t reflect one’s ability to deliver a solid translation or interpretation.
- Contact information that’s outdated.

Provide an email address you check often so that the person who contacts you receives a response in a reasonable timeframe, typically one to two business days. Having an unprofessional email address, such as perfecttranslator@gmail.com (Sorry, no one’s perfect!), or writing an email that’s riddled with errors won’t get you the gig either. Think about your introductory message and résumé as the way to deliver the best first impression you can possibly make on a client. After all, for many of us it’s the one chance we get, so make it count.

5. Plan to get more education and training specific to translation or interpreting if you feel lacking in certain areas. If all you list on your résumé is education and training in other fields, you’re probably not going to make a very competitive candidate. The key is to demonstrate education and training in your area(s) of specialization, as well as in your language pair(s) and translation/interpreting studies.

6. Highlight any certifications. Put this information closer to the top of your résumé. You may even want to mention your certification in a somewhat larger font or in bold so that it stands out to the reader. Let your hard-earned certification work for you!

7. Make your résumé visually appealing. Gone are the days when you have to follow an exact template for a résumé. You can be creative as long as you organize the information well and include everything your client wants to know. Consider using logos to represent your association memberships, certifications, and other credentials instead of providing a long list.

Be concise and know what will sell your services to a particular client.

8. Do something different. Are you an interpreter? You could make a brief video introduction about yourself to include in your email message, email signature, and/or on your résumé. This is a great way to stand out and sell yourself, as it allows the recipient to see how you speak. It shows your professionalism in a “face-to-face” and more personalable manner. It also makes you more memorable than the others who simply send a traditional résumé.

9. Link back to your website! This is where people go to find out more about you, so make sure the link works! Believe me, I’ve seen many that don’t. Continue to update your résumé so that it’s consistent with your website. If you start to work in a new specialization, include this on both your résumé and anywhere else people can find out more about your services (e.g., your website, online directories, etc.).

Once you have an updated résumé, post it to all your online profiles and directory listings. Post it on LinkedIn. You could even make it a downloadable PDF file on your website. Start sending your new and improved résumé to several potential clients each week, but remember that all-important bit about introductory messages I mentioned earlier.

Write an email that’s tailored to the reader. Make sure it’s sent the way the recipient wants to receive it and not through a client inquiry form on their website! (Yes, this happens and it’s very off-putting.) Make sure you address the person who will be reading your email and avoid simply putting generic names or departments in the opening of your message. Even if you accidentally send your résumé to the wrong person, your message is more likely to be forwarded to the right individual as long as it doesn’t look like you just sent it out to potential clients en masse.

Finally, after you send your résumé to a potential client, schedule a time to follow up a week or two later. Continue to update your résumé, website, and directory listings as you get more training and education so that all the information is consistent. If you change your email address or phone number, remember to update this in all these places. After all, your goal in sending a résumé is to elicit a response and hopefully gain a new client. Make the process to choose and contact you as easy as possible for potential clients!

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MORE INFORMATION ON RÉSUMÉS


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Translator Exercise Routines?

Finding an exercise routine that works is all about finding what suits your lifestyle best. Whatever you decide, the important thing is to keep moving!

One of the unique features at ATA’s Annual Conference in New Orleans was a whiteboard placed strategically in a main thoroughfare for attendees. The question on it was simple, but it kept us entertained all week: “What fitness routine or exercise program do you use to deal with your work stress?”

As you can see from the photo above, a lot of us weighed in. There are many gems in there—I’m partial to the one about running from court to jail and back—but the whole thing got me thinking about how this is really an important question. How do we stay healthy and manage our stress?

The number of serious responses both on the whiteboard and shared by attendees on social media clue us into the fact that exercise really does work. Such responses included:

“My productivity definitely went up when my physical therapy started, including regular exercise. The time it takes is much less than the time gained through increased energy.” —@Ada_Palmer

We’re all different, but we all need to get this whole fitness thing done somehow. So, I figured I would share the set of tools I use to get the job done. Here we go!

**EXERCISER, KNOW THYSELF**

I know plenty of people who do self-directed exercise, or YouTube videos, or couch to 5k (none of which is for me). The best exercise, as they say, is the exercise you’ll actually do, and that depends on your personality and needs.

Gretchen Rubin, described as “one of today’s most influential and thought-provoking observers of happiness and human nature,” categorizes the motivational aspects of personality into four “tendencies” in her *New York Times* bestseller *The Four Tendencies: The Indispensable Personality Profiles That Reveal How to Make Your Life Better (and Other People’s Lives Better, Too).* Since I’m what she calls a Rebel, a lot of advice doesn’t work for me, but I’m always on the alert for what Gretchen calls “Rebel-Friendly Solutions” that I can adapt. My sister, whom I suspect of being a Questioner with a dash of Rebel, has a completely different exercise routine and philosophy that works for her.

To put this into concrete terms: as a Rebel, the moment someone tells me “should” do something, I typically don’t want to do it—even if that someone is me. So, typically an exercise or diet strategy works best for me if it’s either: a) not a “should,” or b) an effective means of rebelling against something else. If someone told me I would never be able to lift 200 pounds, that would be the best possible way to motivate me to lift weights. As one of my colleagues says, my greatest allies are my enemies.

Meanwhile, my sister motivated herself to exercise by examining the science behind fitness from various angles, experimenting with different things, watching her resting heart rate results with her FitBit Alta (the measurable improvement was both powerfully motivating and a compelling proof of concept to her scientist mind), and analyzing what would be most sustainable in the longterm. Since she’s a mom of a toddler, she’s also modeling good behavior to her child by exercising, which provides added motivation. Again, it’s all about personality and what motivates us as individuals.
Then, of course, there's the budget consideration. For some a fitness studio membership is affordable, and for others it's not.

Personally, I've found that a combination of identity strategy and convenience strategy works best so far. The best way for me to make those strategies work while also getting a safe workout is with very special types of fitness studio memberships.

**FITNESS STUDIO PROS AND CONS, PLUS MY STRATEGIES**

The two fitness studios I belong to are Sunstone, a yoga-focused brick and mortar chain based in Texas, and VFit, an online studio with classes you can attend from anywhere.

You may be thinking, why a fitness studio? You probably know the counterarguments: you have to pay a monthly fee, you have to get there, a lot of people pay but then don't show up, etc. Those disadvantages are all real. There are some really powerful advantages, though. For example, if it's a good studio that invests in properly trained instructors, then you're going to have a safer experience than you might get on your own. That's because trained instructors can see you doing each move and correct you if you're doing anything dangerous. That's a good thing for beginners and for people like me, who have some chronic back and hip problems. The instructors can also offer tailored advice if you want to improve in a specific area, or if you tell them something doesn't feel right.

Why did I choose these particular studios and how did I decide? The main consideration to take into account before joining any exercise studio is the quality of the instructors and the philosophy of the studio. So, it's important to check that out, do a trial period, ask questions, and leave any studio you don't feel good about ASAP. I chose to stick with Sunstone after my trial period many years ago because in their yoga classes they emphasize not taking your flexibility further than your strength can sustain, which is a healthy injury-prevention philosophy. You also want a friendly and supportive environment to be part of the studio philosophy, and it doesn't get any more friendly and supportive than VFit.

Then, of course, there's cost. Studio/gym membership costs vary wildly, as do the availability of discounts through your health plan or employer.

**I've discovered that the exercise buddy strategy works for me if I think of it not as an accountability strategy, but as an identity strategy.**

And finally, there's convenience. I'll admit that my biggest barrier to doing anything is the effort threshold. In other words, the easier something is, the more likely I am to actually do it. One of my biggest strategies was to only consider joining studios that made things really easy for me. How does that look in practice? While some yoga studios require members to bring their own mats and towels, Sunstone provides mats and towels for every class. If I had to remember these things and lug them around, I would probably do a lot fewer classes. You can also buy a multi-studio level membership that lets you walk into any Sunstone branch you happen to be near and take a class. VFit only requires an internet connection and the Zoom app, so I don't even have to leave my apartment. (Conversely, if I'm away from home, I can still take a VFit class as long as I have a laptop or device with me.)

Still, since I'm a Rebel, convenience isn't enough. I like that neither studio triggers my Rebel tendency by making me jump through hoops or projecting a judging atmosphere, but that doesn't mean I won't skip class literally just to spite myself. I continue to struggle with that a lot. But that's where my workout buddy comes in: I've discovered that the exercise buddy strategy works for me if I think of it not as an accountability strategy, but as an identity strategy.

In other words, I don't tell myself, "I have to go to yoga because my yoga buddy is expecting me and it's my duty." I tell myself, "I will not flake on my buddy more than a certain low percentage of the time, because being there for my friends is who I am." Also, flaking would have consequences for her because she attends the classes on my membership's guest pass. So, not showing up on a frequent basis would constitute what I would consider a breach of my identity as a moral person. But, crucially, my workout buddy is not pushy or judgmental and never frames our workouts or my attendance as a moral issue, so she doesn't trigger my rebellion instinct. The moral identity piece is all internal and chosen by me. I've had two great relationships with two yoga buddies who were on the same page as me about all these things. Since my current yoga buddy and I paired up a few years ago, I've practiced more consistently than ever before, and we've grown an awesome friendship in the process. We're also both very flexible!

VFit is something I'm honestly surprised that I stuck with for multiple years, because even though the convenience really helps, I wondered whether I would really go to the classes I signed up for. And yes, that's still a problem, but I think the secret to sticking with them overall has also been identity-based. I once told the members-only Facebook group that I avoid cardio because it makes me miserable. Instead of judging me or telling me I needed to do more cardio (which is what non-VFitters have done in the past), they just went, "Oh, wow, I didn't know that was a thing." They believe you and let you do you, so there's never a rebellion trigger. And if I don't feel like doing a particular move in class, the instructors are all supportive of me just marching in place until the next move. If nobody is telling me I have to do a specific thing, then I'm more likely to do at least something.
It’s important to check out the quality of the instructors and the philosophy of the fitness studio, do a trial period, ask questions, and leave any studio you don’t feel good about ASAP.

OTHER STRATEGIES FOR OTHER PEOPLE AND BUDGETS

Other people with other personalities and budgets will want to do things completely differently. One of my bell choir homies is very self-motivated (I suspect her of being what Gretchen Rubin calls an Upholder, or someone who responds readily to outer and inner expectations). She’s gotten good results from the Beachbody 3-Week Yoga Retreat DVDs. To control her monetary costs, she bought the DVDs instead of doing the month-to-month on-demand service, even if it sacrificed some variety. She can do the workouts in her home, on her schedule, but still take advantage of the structured nature of them and the resources that came along with the DVDs. This type of strategy is a great option if you have the self-motivation to actually use the DVDs you buy (or a good external motivation strategy to keep you honest).

My sister, after getting a jump-start with VFit, settled into the Leslie Sansone “Walk at Home” program instead. It’s not the only thing she ever does, of course, but it’s the mainstay. She read Leslie’s book as part of her research phase and decided that this approach was the one she felt was most sustainable for her over a lifetime. The walk-based approach is good if you want something that’s simple and low-impact, and the cost is low. Leslie’s programs are available on DVD/Blu-ray, but tons of Leslie’s walks are available on her YouTube channel for free. As a mom on a budget, the program works for my sister because you only invest in as much paid content as you can afford (even if that’s zero). The strategy of convenience also applies, because you don’t need any equipment and you can do it anywhere. I’ve visited my sister and done a routine on Blu-ray, and I’ve also hung out in a motel room with her and done a YouTube session. Gretchen Rubin points out that free or low-cost walking/running programs like this can work for Rebels too, if they view their routine as rebelling against the gym and against paying money!

IT’S ALL ABOUT WHAT WORKS BEST FOR YOU. JUST START MOVING!

I realize this article was heavy on specific examples, but if any of you out there are still making up your minds about taking the exercise plunge, I hope hearing about my thought process will give you some ideas for how to figure out what will work for you.

My exercise regimen is still a work in progress, though, so I’ll happily accept any and all tips from fellow Rebels for how to fine-tune! (I want to accept tips from non-Rebels too, but...well, realistically, I won’t. Meaningless rebellion against advice is just part of our thing.)

Sarah Alys Lindholm is an obsessive translator, a linguist, and occasionally a lexicographer. She works as a freelance translator for both corporate and private clients and is also employed as translation supervisor for Funimation Entertainment. She maintains the blog The Detail Woman (http://sal.detailwoman.net/about), which ran the post on which this article is based. Contact: sarahalys@gmail.com.

NOTES

7. Sansone, Leslie. Walk Away the Pounds: The Breakthrough 6-Week Program That Helps You Burn Fat, Tone Muscle, and Feel Great Without Dieting (Center Street, 2005), https://amzn.to/2yQ9dmM.
Profile of ATA 2017–2018 School Outreach Contest Winner: Jessica Sanchez

This year’s School Outreach winner took an innovative approach to teaching students about her work—a live interpreting demonstration with headsets for everyone!

Jessica Sanchez, a Spanish interpreter and interpreter coordinator for the Fayette County Public School District in Kentucky, won a free registration to ATA’s 59th Annual Conference in New Orleans through ATA’s School Outreach Contest. Jessica won the contest with an engaging photo (see page 26) taken during her presentation at Harrison Elementary School in Lexington, Kentucky.

INTERPRETING A STORYBOOK FOR STUDENTS

Jessica often speaks to students in her school district about translation and interpreting. For her winning photo presentation, Harrison Elementary School invited her to speak to 10 rotating groups of students from multiple grade levels for Career Day. Each presentation lasted about 15–20 minutes.

“Seeing the countless smiles on students’ faces and how they covered their mouths in disbelief when they heard me in action was amazing!”

“The best part for me was that the teachers and staff learned the difference between a translator and an interpreter,” Jessica says. Another highlight for Jessica was when one student excitedly proclaimed, “I want
to be an interpreter when I grow up!” and one of his peers responded, “But you only speak English!”

FROM A BILINGUAL CHILDHOOD TO A BILINGUAL CAREER

Jessica was born and raised in the border town of Weslaco, Texas, where 95% of the population is Hispanic. “I was an English Language Learner student at school. My parents only spoke Spanish and all the ‘important’ people in my community only spoke English,” Jessica explains. Because of this, Jessica says she often served as her parents’ interpreter. Ever since then, serving as an informal interpreter has always been a part of her life.

“When I worked at a medical facility in Texas, everyone there spoke Spanish,” she says. “Sometimes the doctors spoke Spanish, but not well enough, so I would end up interpreting for them.”

After moving to Kentucky in 2003 to earn a bachelor’s degree in business administration, Jessica’s informal interpreting work continued. “When I came to Kentucky, I worked as a bank teller, but was often pulled away from my desk to interpret for other employees and customers.”

The same thing happened when Jessica began working with her local school district in 2004. She started as a substitute teacher, then worked as a teaching assistant, then moved into a registrar position, and then on to budget and staffing. Jessica says she was constantly being pulled away to interpret while working in all these positions.

“When I saw that the position of interpreting coordinator for the school district was available, I knew the job was for me! It was so nice to finally have a job title that reflected what I had

Jessica Sanchez explains the difference between translation and interpreting to students at Harrison Elementary School’s Career Day in Lexington, Kentucky.

Need Some Tips for Your School Outreach Presentation?

No problem! Just visit ATA’s online School Outreach Resource Center. Our goal is to give you quick, convenient access to material you can use in making presentations about the translation and interpreting professions. The material is organized by grade level. Each level includes What to Say, How to Say It, Extra Credit, and Presentations.

- Tips on speaking to elementary school students
- Tips on speaking to middle school students
- Tips on speaking to high school students
- Tips on speaking to college/graduate students

Jessica is also very proud of how her school district celebrates its students’ multicultural backgrounds. She says that many schools host “International Night” for students and their families. During the school day, in the hall and cafeteria, students walk to tables dedicated to every country represented by the student population. The kids get a passport and go from table to table to get their stamps and learn about the countries represented. Jessica often sits at the Mexico table and teaches students about traditional quinceañeras (a celebration of a girl’s 15th birthday, marking her transition from childhood to maturity). Then, that same evening, the students’ parents come to school to watch the parade of flags, where each student walks with the flag from their country of origin. The day wraps up with a potluck featuring dishes from every country. When Jessica participates, she usually cooks Mexican tamales.

Jessica’s main goal was to make sure the students understood the difference between translation and interpreting.

Another initiative Jessica is proud of in the district is the new “Seal of Biliteracy” program. High school seniors who speak, read, and write in a language other than English can take an exam to confirm their biliteracy. If they pass the exam, they receive the seal of biliteracy on their diploma, which helps them stand out when applying for jobs and college. “I love what I do,” Jessica says. “It’s one thing when you get up to do a job, but it’s another thing to wake up and do something you love.”

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ALEXANDER GODE MEDAL

Siegfried Ramler

(Past President Caitilin Walsh gave the Gode Medal presentation at ATA’s 59th Annual Conference in New Orleans. Here are some excerpts from the presentation.)

The American Translators Association is honored to recognize Siegfried Ramler as the recipient of the 2018 Alexander Gode Medal.

Siegfried is one of the last living interpreters from the historic Nuremberg trials, interpreting from the beginning until the end of the proceedings. Moreover, he has been engaged in lifelong activities designed to support and protect human dignity and intercultural understanding, even into his 90s.

Siegfried’s remarkable story began in Austria in 1924. He was a young boy when his country was annexed by Nazi Germany, and his family lost their home. He escaped the Nazi Regime at age 14 via the Kindertransport (“children’s transport”) to England in 1938, where he lived throughout the war. In 1945, he joined the U.S. Air Force to work as a linguist in Germany. He learned of the trial of the Nazi leaders, went AWOL from his military post, and hitched a ride to Nuremberg’s Palace of Justice. He was readily accepted as an interpreter for the trials because of his fluency in German and English. Within days he was interpreting at the pre-trial interrogations of Josef Albert Meisinger, the man who ruled large parts of occupied Poland, also known as the “Butcher of Warsaw.”

The Nuremberg verdicts were one of the catalysts for the Universal Declaration on Human Rights, and then two years later, the European Convention. These, Siegfried says, are matters of pride and also concern: “Just because it doesn’t all work perfectly doesn’t mean it was the wrong way.” In his view, Nuremberg “created a path to the rule of international law, a means for dealing with guilt and the acceptance of responsibility, and a way of distinguishing right from wrong.”

The legacy and lessons of that momentous year were “extremely important,” personally and globally, and we can still see them reflected in world events today. Siegfried feels strongly about global cooperation. Siegfried works at the East-West Center at the University of Hawaii, an organization established to promote better relations and understanding among the people and nations of the Pacific Rim through cooperative study, research, and dialogue.

Siegfried was unable to attend ATA’s Annual Conference, but sent the following statement:

“I am deeply humbled to be this year’s recipient of the Alexander Gode Medal. My life has taken me on a long, varied, and very satisfying career as an educator and as a connector of peoples and cultures.

As a 22 year-old interpreter interviewing the likes of Hermann Goring and other Nazi criminals, I was taken with the absolute necessity of the importance of human dignity and understanding. My work as an interpreter was a technical task, pioneering simultaneous interpreting, but in retrospect, it has led me to a career as an educator and my hopes and concerns for a peaceful world. My life’s work has been to pursue all endeavors promoting the strengthening of relations between nations, developing understanding between people of different languages and cultures.”

Siegfried’s accomplishments have had a tremendous impact on the translation and interpreting professions. ATA is honored to have him as a Gode Medal recipient.

The Alexander Gode Medal, ATA’s highest honor, is named for ATA’s founder and guiding spirit, who was the first recipient. The medalists represent a record of achievement in a variety of linguistic fields, including not only translators and interpreters, but also lexicographers, theorists, association leaders, and institutions. This award may be given annually.

LEWIS GALANTIÈRE AWARD

Sam Taylor

Sam Taylor is the recipient of the 2018 Lewis Galantière Award for his translation from French into English of Maylis de Kerangal’s novel The Heart (Farrar, Straus and Giroux, 2016).

Above: Sigfried Ramler (top row, second from right) at the Nuremberg trials. Photo courtesy of Sigfried Ramler)
The Heart is a tale of grief, hope, and survival. Just before dawn on a Sunday morning, three teenage boys go surfing. While driving home exhausted, the boys are involved in a fatal car accident on a deserted road. Two of the boys are wearing seat belts; one goes through the windshield. The doctors declare him brain-dead shortly after arriving at the hospital, but his heart is still beating. The novel takes place over the 24-hours surrounding the resulting heart transplant, as life is taken from a young man and given to a woman close to death. The novel examines the deepest feelings of everyone involved as they navigate decisions of life and death.

Maylis de Kerangal is the author of several novels in French, including Je marche sous un ciel de traîne, La vie voyageuse, and Naissance d’un pont (winner of the 2010 Prix Franz Hessel and Prix Médicis). She has also published a collection of short stories, Ni fleurs ni couronnes, and a novella, Tangente vers l’est (winner of the 2012 Prix Landerneau). Her fifth novel, Réparer les vivants (The Heart), was published to wide acclaim and won the Grand Prix RTL-Lire and the Student Choice Novel of the Year from France Culture and Télêrama. She lives in Paris, France.

Sam Taylor is a literary translator and author. Born in 1970 in Nottinghamshire, England, he worked as an arts journalist for the London Observer until 2000, when he moved to France, where he wrote four novels, raised a family, and learned French. His first translation was Laurent Binet’s novel HHhH, which was shortlisted for three awards, including the 2012 French-American Translation Prize. Now residing in the U.S., he has translated more than 30 books, including Hubert Mingarelli’s A Meal in Winter (shortlisted for the Independent Foreign Fiction Prize), Joel Dicker’s best-selling The Truth About the Harry Quebert Affair, and Riad Sattouf’s graphic novel series The Arab of the Future. His translation of The Heart was awarded the 2017 French-American Foundation and Florence Gould Foundation Prize.

The Lewis Galantière Award is bestowed biennially in even-numbered years for a distinguished book-length literary translation from any language, except German, into English. This award honors distinguished ATA founding member Lewis Galantière (1894–1977). His translations from French drama, fiction, poetry, and scholarship enriched cultural life during the middle decades of the 20th century and are still being read over a quarter century after his death.
Os da minha rua is a collection of short stories that presents the setting of the author’s own childhood, a microcosm of Angola’s capital city, Luanda. On one hand, Ondjaki presents the life of children, which is very similar throughout different cultures. On the other hand, he invites readers to learn about Angola, which has been molded by colonization, the fight for independence, influences from Cuba and the USSR, civil war, poverty, and the misery of the Angolan people. The book has not yet been translated into English.

To translate Ondjaki’s collection of short stories, Devin designed an applied translation model (Oscillation Model) to help him distinguish what aspects of the source text were cultural, what aspects were more linguistic, and what aspects pertained to literary stylistics. With regards to the translation of cultural elements, this model helped him recognize when to highlight features of Angolan culture that would be foreign to U.S. readers (foreignization) and when it was more preferable to move these cultural elements closer to the culture of the target audience (domestication). Some of the challenges Devin encountered as he prepared a translation for English-speaking readers in the U.S. included ensuring contextual understanding and appropriate transfer of Angolan Portuguese that is influenced by native languages.

Diego Burgos, an associate professor of Spanish and translation at WFU, directed the project together with Henryk Ślusarczyk, a Divine Word missionary from the Polish province of St Joseph. Ślusarczyk, who spent over a decade as a missionary in Angola, was able to provide cultural and linguistic background for the translation of the novel.

The Student Translation Award is presented to any graduate or undergraduate student, or group of students, for a literary or sci-tech translation or translation-related project. The award may be given annually.
Wondrous Things at the ATA59 Dictionary Exchange

Here’s a story that at first glance might not make sense in a technical column, but then maybe that’s exactly where it should be.

Something happened ATA59 in New Orleans that still makes my heart go pitter-patter when I think about it. About six months ago, someone asked me whether I could think of a way for him to donate a bunch of Russian dictionaries that he no longer needed after retiring from his translating life. After talking with him and the ATA conference organizers, we decided to host a Dictionary Exchange—or, more accurately, a dictionary giveaway, since there was no need to bring something in order to take something. I don’t think I’m sharing any confidential information by revealing that there were great doubts, and maybe even concerns, that this would completely flop. Truth be told, I wasn’t quite sure whether it would work either. Those old paper-based things? Who still uses those?

Well, for me, and I think for some others as well, it was really one of the highlights of the conference this year. Over the three-and-a-half days of the conference, people brought between 300 and 350 dictionaries, including stunning specimens such as a Bulgarian-Albanian dictionary, formerly highly confidential Russian military dictionaries, and other beauties that had been languishing on the bookshelves of their former owners. All but eight of the dictionaries were taken, and it was so much fun to see the joy on the faces of those who just couldn’t believe their good fortune at being able to take as many treasures as they wanted.

The Bulgarian-Albanian dictionary may not see much use (but then, who knows!), but I know that many other handsome tomes will be used again—much to the joy of their new owners, their generous previous owners, and probably the dictionaries themselves.

You might—rightly—wonder what happened to those eight remaining dictionaries. Since I was unsure of this dictionary extravaganza’s potential success in New Orleans, I contacted a used bookstore not far from the conference hotel and asked them to commit to taking whatever wasn’t picked up. Much to my delight, they embraced the task, even adding a welcome note and the conference logo to their bookmark (see image). How do I know? Can you really imagine going into a bookstore and not buying a few books (complete with free bookmark)? I can’t—and after seeing the frenzy around the dictionary table, I know many of you can’t either.

I was also the lucky recipient of a book of poems by Geoff Munsterman, the bookstore manager, which was presented to me on behalf of my generous colleagues who had donated their books. His poems are beautiful and dark and full of Louisiana life. Here is an excerpt from one of my favorites that I assume will resonate with some of you as well:

And Suddenly
your toes are tracing ampersands in dirt.
Summer brings a melody that
dashes thoughts
of lasting past the heat, like Maris guesses
if he’ll last
to sixty-one. There is no asterisk—
you pack mascaras
and board a bus for somewhere colder.
Better to your luck.
Before the tide this night erases all
your punctuations,
an alligator drags his icy belly through
the sand
deleting almost every curvature your lazy
toes designed.

You can find the rest of this poem at x18.link/AndSuddenly. Munsterman’s latest published volume, Because the Stars Shine Through It, can be found at x18.link/Munsterman.

Oh, and the Dictionary Exchange? Yes, I’m pretty certain it will be back on the program at ATA60 in Palm Springs. Get ready to empty those bookshelves to generously share (and receive).

Jost Zetzsche
is the author of Translation Matters, a collection of 81 essays about translators and translation technology. Contact: jzetzsche@internationalwriters.com.
I’m a Translator, NOT a Machine: When It’s Time to Say Goodbye to a Client

I’ve written previously about parting company with clients. Sometimes this happens over time, maybe because you’ve raised your rates, or said “No” too often and they’ve looked elsewhere. Or perhaps they’ve imposed unreasonable demands on you as a freelancer, or you just don’t want to work for them any more because the relationship has become untenable. It’s never nice losing a client, whether you’ve instigated it or the decision comes from them, but sometimes you just have to take the plunge.

I had just such a case recently with a long-standing client I’ve been working with on excellent terms for many years. Unfortunately, the original owner had retired and sold the company to an international translation concern, and although things initially continued along the same lines, the atmosphere slowly began to change. They introduced a translation portal (which I hate!), through which jobs were issued and returned, invoices submitted, and availability updated. At first, the project managers would contact you by phone or email to see whether you could do a certain job, asking you to log onto the portal to accept or reject, but gradually that personal element slipped by the wayside. Now I just receive a barrage of automated email from the portal at all times of day or night, especially in the evenings and during the weekends when no self-respecting professional should expect to be poised over the computer.

The portal itself was unwieldy to use and definitely not translator-friendly. I rarely looked at the job emails, since they arrived at inappropriate times and were sent to everyone. Whenever I did try to log in, my log-in details wouldn’t work and I had to contact the project managers to reset my account (a painful process in itself). Then again, when I tried to update my availability on the portal, notifying them of holiday dates so that I wouldn’t be swamped with email while I was away, it made no difference to the avalanche of mail. I even contacted one of the local project managers the last time I went away, asking them to update my availability manually as I had little success with the portal. All in vain—I still received the barrage of email during my holiday.

At this point, I decided to pick up the phone and call my local office to ask to be taken off their mailing list, as I was becoming increasingly frustrated at being treated like a nameless cog in a huge machine. Despite being cut off three times during the call (and this was landline to landline, so we can’t even blame dodgy reception!), I did eventually speak to a human being and was asked to email my request. This I duly did, but again it made no difference. Finally, this week, after comparing notes with other frustrated colleagues who also worked or had worked with this agency, I emailed again, forwarding my original email. This time I pointed out that the correspondence I was receiving from them could conceivably be construed as spam, seeing as I had specifically asked them not to send it. Result! The email has finally stopped. Not the way I would have wanted to end a long-term relationship, but I felt they left me with no other choice.

As a professional translator, I don’t want to work for an outfit that regards me as an interchangeable cog in a large machine. By sending automated email to everyone on their mailing list for a specific language pair, regardless of time zone, quality of work, or specialization, and presumably accepting responses on a first-come, first-served basis, the emphasis has shifted from quality to logistics. I don’t want to work on that basis. I would rather work with people (not machines) who treat me as a valued contributor who can add something special to the translation process. Perhaps I’m old-fashioned, but I take a lot of time and effort to do a good job and it’s nice to think that’s appreciated. I certainly have plenty of clients, both direct and agencies, who do interact personally, albeit by email in many cases, sometimes by phone, proving that it’s still possible to maintain human relationships even in today’s high-tech world.

A deluge of spam-like email may be when the rot sets in, but ignoring my (not unreasonable) request not to be contacted at all hours or during holidays was the final straw for me. Has anything similar pushed you beyond your limits? I’m sure I can’t be the only one to feel this way about the dehumanization of some aspects of our profession. When all’s said and done, I’m a translator, not a machine, and I’d appreciate being treated accordingly.

Claire Cox is a French>English and German>English translator based in the U.K. She works primarily in the fields of energy, nuclear technology, and health and safety, but has a soft spot for translations in the fields of food and horticulture. She has been translating professionally for over 30 years and is a qualified member of the Institute of Translation and Interpreting. You can find her blog, ClaireCoxTranslations, at https://clairecoxtranslations.wordpress.com. Contact: claire@ccctranslations.co.uk.

“Business Practices” will alternate in this space with “The Entrepreneurial Linguist.” 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.
Mind Your Language, You @#$%!*

In late 2017, I was interviewed by the BBC in connection with an incident involving the interpreter who watered down parts of President Trump’s speech at the UN General Assembly that were critical of the Iranian regime. Detailed transcriptions of both the original and the interpretation can be easily found online.

The interpreter was severely criticized on social media but stood his ground by indicating, *inter alia*, that he didn’t feel he had the right to trash his own country on air.

BBC wanted to hear the perspective of a UN interpreter. They wondered whether linguists are at liberty to introduce such willful meaning shifts. I went as far as I could within the limits of a live interview, but stopped short of passing judgment. You can hear my take on it here (http://bit.ly/BBC-interview).

The following day, a few colleagues reached out to respectfully disagree with my approach, expressing the viewpoint that it’s not an interpreter’s job to decide what should or should not be said, and that I would do well to publicly condemn that attitude. Basically, their point is that if somebody calls you a @#$%!* in a different language, you have the right to know what they mean.

I hear them, and as a practicing interpreter and longtime trainer of interpreters, I fully subscribe to that philosophy. In an ideal world, fidelity should trump political correctness any day. Interpreters should remain as neutral a conduit as possible and get the message across as heard. Then again, the world is far from ideal, and I also know that circumstances play a role.

Granted, such omissions and meaning shifts, if deliberate, would have been unforgivable coming from a staff interpreter working out of a UN booth. That was not the case, though. And that changes the game on many levels.

THE FELL CLUTCH OF CIRCUMSTANCE

Culture is a huge factor in how one uses language. It plays a particular role in determining what one may say in public and how. What is considered appropriate or acceptable in a given country may be off-limits in another.

Many countries even have laws criminalizing the use of inappropriate language on television or radio. And please don’t be too quick to dismiss this as an attribute of some backward, fundamentalist nation. The example that springs to mind probably hits a lot closer to home:

**Title 18 of the United States Code, Section 1464:** Whoever utters any obscene, indecent, or profane language by means of radio communication shall be fined under this title or imprisoned not more than two years, or both.

I guess the trick lies in determining who defines what is “obscene, indecent, or profane” and how. Once again, the point at which strong language becomes “profane” will vary drastically from one culture to the next.

Contrary to conventional wisdom, not every culture requires a bad word to be present for the purposes of an insult. Again, the U.S. is a good example. Take “son of a bitch,” for instance, where the insult is conveyed primarily by intonation and by the general understanding surrounding a euphemism where “bitch” (female dog) is used to mean something other—arguably far worse—than an animal epithet.

In some cultures, the mere mention of someone’s family or the use of taboo words like “cancer” can come across as extremely insulting, depending on context. The same goes for waving, pointing fingers, or inadvertently exposing the sole of your shoe in public. If you are away from home, chances are those gestures, and a few of your words, might be taken harshly, offensively, or both.

It should be noted that the considerations above apply to individuals as well as cultures. That being so, an interpreter may feel personally offended by the use of certain language, for moral or religious reasons, and consequently inclined to substitute what he considers offensive with less impacting language when given a chance. Is he in the wrong for doing that? If so, according to whom and, more importantly, where?

Finally, this discussion would be incomplete if it fails to address a huge elephant in the room: the client. Who is the interpreter working for? Where does his loyalty belong? Once again, circumstances play a role.

**HIS MASTER’S VOICE**

As discussed briefly during the interview, most heads of state have their interpreters in tow when attending an international function. They do so for a couple of reasons.

First, they need to be certain they are getting a full and accurate rendition of what they are being told by their counterparts in an exchange—especially if someone is calling someone else a @#$%!*. Second, they rely on their interpreter to get their own message across as intended (which, mind you, may and often does differ from how it’s said).

Rather than a mere conduit or linguistic facilitator, the interpreter becomes a trusted adviser, a key public relations official, who will try hard to help the president or prime minister stay objective and politically correct while delivering the message as briefed.

Under such circumstances, or under duress, one’s perception of accuracy and fidelity might become more fluid, and the interpreter may find himself making slightly vaguer statements, either consciously or unconsciously, while giving the speaker a chance to rephrase the original utterance. One must be very clear about the job in hand. Then again, for a personal interpreter to a celebrity or public figure, that is the job in hand.

**YES, WE CAN!**

As a rule, freelance or staff interpreters are ethically obliged to say it as it is. We’re not in the business of sugarcoating and not at liberty to deviate from the language chosen by the speaker as a matter of personal choice or whim. Then again, a personal interpreter is
not exactly a freelance interpreter. The former is no longer a totally independent player and will be faced with decisions with which the rest of us will seldom have to contend.

In any event, the circumstances discussed above are extremely rare and specific, and adjustments, if any, will be minor, like finding substitutes for politically incorrect expressions or offering neutral pleasantries in lieu of compliments that could be taken the wrong way (when truly meant as compliments). These circumstances pose a conflict to any interpreter, whose ethics and credibility also hang in the balance. Not an easy job under any circumstances. And it doesn’t get any easier when your audience reaches in the millions.

As a freelance interpreter, I can choose who I work for, and I can object to impositions from a dictatorial leader whose ideas I don’t share. Staff interpreters are not at liberty to make the calls alluded to here, and they can bask in the knowledge that full neutrality is what is expected of them.

That was not so for the Iranian interpreter in question, working as he was for a state-controlled national television chain in his country, and under very specific instructions. Given the circumstances, laws, and impositions mentioned above—whether written or not—neutrality was probably not an option. And while we can take issue with some of those impositions, we have to assume not everybody can.

Ewandro Magalhães is an experienced conference interpreter and interpreter trainer. He has a master’s degree in conference interpreting from the Middlebury Institute of International Studies at Monterey. A former senior staff and chief interpreter in the United Nations system, he is the author of Sua Majestade, o Intérprete—o fascinante mundo da tradução simultânea. He is the vice president of marketing and communications of KUDO, Inc., a cloud-based platform for multilingual conferencing and online collaboration. You can read his blog at ewandro.com. Contact: ewandro@gmail.com.
Quintessential Apps for Mac Users

As translators, we must spend countless hours in front of a computer, or, as is the case for many of us, two screens. So, how can we make our time in front of the screen a better experience? Aside from computer-assisted translation tools, what other programs should we use to help us work as efficiently as possible and save us time and reduce stress? Here are some “quintessential” apps I believe all translators (or most people, for that matter) should have on their Macs. Pricing information is available on the individual sites, but please note that many of these apps offer free trial periods.

**APPZAPPER**
www.appzapper.com
This is the uninstaller Apple “forgot” to install in its OS. It allows you to remove any applications you no longer need.

**CLAMXAV**
www.clamxav.com
ClamXav is a virus, spyware, and malware scanner par excellence. Once a virus is introduced, ClamXav detects it immediately. You can set the app to monitor your computer for viruses at certain times. It also has the ClamXav Sentry, a monitoring system that runs on your computer all the time. The Sentry feature has a handy and nonintrusive icon in the menu bar, although sometimes it will make your computer run a little bit hot, especially when you’re scanning large external drives. ClamXav used to be free, but it now costs $29.95 per year. It’s worth it, though, as it’s one of the best anti-virus programs for Mac.

**DROPBOX**
www.dropbox.com

**GOOGLE DRIVE**
www.google.com/drive

**RESILIO SYNC**
www.resilio.com/indivduals

**MEGA SYNC**
https://mega.nz
Dropbox and Google Drive are some of the best cloud services out there. If you’re concerned about privacy, though, you can use Resilio Sync or Mega Sync.

**COCKTAIL**
www.maintain.se/cocktail
Cocktail is a general purpose utility that lets you clean, repair, and optimize your Mac. It’s great for cleaning your computer’s caches (e.g., system user, internet browsers, and applications) and allows you to customize your system more than you would normally be able to do. For example, Cocktail will let you add boot options, such as “verbose boot,” as your default booting interface. You can also schedule Cocktail to clean your computer every week. It’s surprising how fast your computer becomes and how much space you save. And, unlike with Clean My Mac, the computer doesn’t become glitchy and slow after using Cocktail. I also really recommend the Cocktail blog (www.maintain.se/blog), which has great tips to maintain a clean and healthy computer.

**EXPRESS VPN**
www.expressvpn.com/vpn-software/vpn-mac
Express VPN is considered the best VPN (virtual private network) by most users. It will encrypt your location and allow you to change it so you can access websites that would otherwise be blocked in countries with little (or no) freedom of speech.

**FIREFOX QUANTUM (FREE)**
www.mozilla.org/en-US/firefox/new
This is a privacy-oriented browser with tracking protection. It uses 30% less memory than Chrome, which makes it faster than most explorers (including Google Chrome) in most operations, as it takes advantage of modern hardware that has several processing cores. I also recommend the following extensions to use in Firefox:

- **Facebook Container** isolates Facebook from the rest of your activities so the company cannot track you on the internet.
- **HTTPS Everywhere** encrypts almost every website you access.
- **OneTab** brings all your tabs onto the OneTab page, saving considerable resources in the process.
- **RescueTime** for Firefox tracks all the websites you use and then provides you with a weekly summary explaining how productive (or unproductive!) your browsing has been.
- **uBlock Origin** and **uBO-Scope** block all the internet ads, including ads on YouTube and Facebook. In addition, it doesn’t require as many resources from your browser and computer as AdBlock Plus or Ghostery (which really slow down your browser). This is why I unreservedly recommend uBlock Origin instead.

**FLUX (FREE)**
Flux is an indispensable application every user should have. It dims the...
screen according to the time of day and geographical location. This allows for gentler, softer colors at night, saving your eyesight from damage and pain.

**LITTLE SNITCH**

[www.obdev.at/products/littlesnitch/index.html](http://www.obdev.at/products/littlesnitch/index.html)

Once you’re online, applications can potentially send whatever they want to wherever they want. This activity is beneficial most of the time, except when it comes to tracking software and malware. Little Snitch makes any incoming and outgoing connection on your computer visible and gives you the option to block certain applications from connecting online. Version 3 displays the geographical location of each incoming and outgoing connection.

**MEMORY CLEAN**


Memory Clean is a great tool that allows you to clean your Mac’s memory in a nonintrusive way. It’s best used after you’ve finished using a memory (RAM) intensive app or game. You can set a threshold, and after your computer reaches that threshold the application will clean the computer’s memory. You can also do this manually.

**POSTBOX**

[www.postbox-inc.com](http://www.postbox-inc.com)

Postbox is an email client with a very clean interface that allows the user to see all their email accounts in one place. Users will then be able to concentrate on the most important email. It doesn’t take much memory resources from the computer and its clean display allows for better organization and time management.

**PRIVACY SCAN**

[www.securemac.com/privacyscan](http://www.securemac.com/privacyscan)

Privacy Scan is another excellent tool for cleaning your computer’s internet caches and will leave your browsers “like new.” You can choose to have it perform a low (one pass), medium (seven passes), and high (35 passes) threat erase. (Please note that your computer will run really hot for a while if you use the 35-pass erase.)

**SMC FAN CONTROL (FREE)**


SMC Fan Control is a nonintrusive, convenient, and quintessential application that allows you to control the speed of your computer’s fan. If your computer is running hot, you can easily increase the fan to its maximum speed (6500 RPM), hence extending your processor’s life. After all, it’s cheaper to buy a new fan than a new processor!

**UKELELE (FREE)**

[www.macupdate.com/app/mac/14495/ukelele](http://www.macupdate.com/app/mac/14495/ukelele)

Ukelele is a nifty application that allows you to program your keyboard. It essentially allows you to reassign any physical key with a different character. For example, if you need the Spanish ñ but don’t want to press Option + n every time, you can reassign the keyboard so that you get the ñ character when you hit the semicolon (“;”) key. This is extremely convenient if you’re using an English keyboard and need to create keyboard layouts for different languages or other needs.

**LATEX**

[www.latex-project.org/get](http://www.latex-project.org/get)

LaTeX is a complex word processing software, as you essentially need to code to write certain parts. However, the reward is that you’ll get the most beautiful text ever written (from a graphic standpoint, that is). If you want an example, see Michael Cronin’s book *Translation in the Digital Age*, which was written using LaTeX (http://bit.ly/Cronin-translating).

**NISUS WRITER PRO**

[www.nisus.com/pro](http://www.nisus.com/pro)

This award-winning application is considered the best word processor for the Mac. It’s able to load large documents very quickly. It’s also highly customizable and even allows the user to run macros (besides common features like comments and track changes). It has a great “flag” feature, which means that it literally has a flag at the bottom of the screen showing the language the user is typing in at the moment. This is brilliant, as it allows the user to switch between languages in two steps (unlike Microsoft Office, where it takes around five to six clicks to change the text’s language).

Nisus saves files by default in .rtf, and can also open .doc and .docx (Word) documents, although this can result in some glitches. For example, tables or pictures may disappear when converting a .doc or .docx file into Nisus’ native .rtf.

Nisus has also been localized into Spanish, Portuguese, Russian, Japanese, and other languages. After using Nisus, Word becomes a clunky word processor. I unreservedly recommend Mac users to buy Nisus Writer Pro.

I’ve avoided reviewing any computer-assisted translation tools because those are commented on and reviewed all the time, whilst it seems that the “normal” applications are unknown to many translators. One last tip: Don’t forget about the 20-20-20 rule. Every 20 minutes, look away from your screen at something 20 feet away for 20 seconds. This will help your eyesight rest from the screen.

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**Remembe r, if you have any ideas and/or suggestions regarding helpful resources or tools you would like to see featured, please email Jost Zetzsche at jzetzsche@internationalwriters.com.**

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A BIG THANKS TO OUR VOLUNTEERS!

ATA wishes to thank all the volunteers from chapters, affiliates, and other groups for their participation during the Annual Conference in New Orleans.

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www.alcus.org

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www.atisda.org

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www.aait.org

Carolina Association of Translators and Interpreters
www.catiweb.org

Certification Commission for Healthcare Interpreters
http://cchicertification.org

Colorado Translators Association
www.cta-web.org

Delaware Valley Translators Association
www.dvta.org

El Paso Interpreters and Translators Association
www.epitanet.org

Houston Interpreters and Translators Association
www.hitagroup.org

International Association of Conference Interpreters
https://aic.net

International Medical Interpreters Association
www.imiaweb.org

Joint National Committee for Languages-National Council for Languages and International Studies
https://languagepolicy.org

Michigan Translators/Interpreters Network
www.mitin.org

Midwest Association of Translators and Interpreters
www.matiata.org

National Capital Area Translators Association
www.ncata.org

National Council on Interpreting in Health Care
www.ncihc.org

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www.nitaonline.org

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www.nycltranslators.org

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www.ncta.org

Northwest Translators and Interpreters Society
www.nolisnet.org

Translators without Borders
https://translatorswithoutborders.org

Upper Midwest Translators and Interpreters Association
www.umtia.org
Certification Activities at ATA59

ATA’s Annual Conference is always a time for translators to reconnect, regroup, and refocus. This is especially true for those involved in ATA’s Certification Program—exam graders and members of the Certification Committee alike. Here is a rundown of certification activities at ATA59 in New Orleans.

Grader Training: On Wednesday afternoon before the Welcome Celebration, 55 graders gathered for the traditional four-hour training session. One of the areas of focus this time was mentorship within the Certification Program: how to better integrate and orient new and prospective graders. This topic was prompted by the large number of new graders who have joined the program over the past year. Attendees also participated in a group grading exercise concerned with literalism. As always, head grader trainer Larry Bogoslaw provided an interesting and engaging program for all involved.

In the coming year, ATA’s Certification Program will continue to look for new ways to improve access to the credential while maintaining a high level of integrity and rigor.

Certification Committee Meeting: The Certification Committee also held its semiannual meeting during the conference. A main topic of discussion was exploring opportunities for orienting and preparing candidates for the exam. This includes live regional workshops modeled after the successful pilot held in Boston last January (more events like this are being planned for 2019). The Certification Committee is also preparing a series of YouTube videos about certain aspects of the Certification Program and exam, and is looking into other media outlets (e.g., webinars, interactive platforms) for giving candidates greater insight into what it takes to succeed.

Continuing Education: In addition, the committee has created a task force charged with reexamining the continuing education requirements, with an eye on updating them. Results from this endeavor are expected in the first half of 2019.

Computerized Exam: Finally, the committee looked at ways to improve the computerized exam process, specifically to eliminate the use of USB drives for saving and transmitting completed exams. It’s likely that exam sittings in 2019 will instead make use of cloud computing, which will greatly streamline the process for candidates and proctors alike, and also reduce the likelihood of technical failure.

In the coming year, ATA’s Certification Program will continue to look for new ways to improve access to the credential while maintaining a high level of integrity and rigor.

David Stephenson is the chair of ATA’s Certification Committee. An ATA-certified German>English, Dutch>English, and Croatian>English translator, he has been an independent translator for over 30 years, specializing in civil litigation and creative nonfiction. Contact: david@stephensontranslations.com.
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