TIPS FOR NETWORKING WHEN YOU WORK FROM HOME
As I write this in mid-August, ATA’s 2017–2018 Board has met for the last time (in beautiful Portland, Oregon!), and we’re speeding toward ATA’s 59th Annual Conference in New Orleans at the end of October, where we’ll elect new directors to ATA’s Board. Six candidates—Eve Bodeux, Melinda Gonzalez-Hibner, Diego Mansilla, Meghan McCallum, Tianlu Redmon, and Kyle Vraa—are running for three director positions with three-year terms, and current Director Tony Guerra is running unopposed for a one-year term to fill the remaining year in the director position opened by Karen Tkaczyk’s election to secretary in 2017.

Most importantly, thank you to every one of these candidates for putting themselves forward! ATA could not continue to function without the dedication of our volunteer Board, and we’re thrilled to have such a robust slate of candidates. We also need you to vote in the upcoming election so that your voice can be heard in our Association.

If you’re already a Voting member of ATA, please vote either by electronic proxy (every voting member will receive this information in late September), or—better yet—vote in person in New Orleans at the conference. If you’re not yet a Voting member of ATA and you meet the requirements, we encourage you to fill out the free, fast (less than five minutes, I promise!) online application for voting membership status (http://bit.ly/Active-Member-Review) before September 24 if you would like to vote in this year’s election.

ATA needs your voice in many ways. One is by voting; another is by giving your input on ATAs position papers. Position papers represent a new direction for ATA. They give us an opportunity to use our association-sized voice to advance the interests of professional translators and interpreters in a rapidly changing work environment. The Board and the Governance and Communications Committee have been working on this initiative for some time—first, creating a position paper policy to steer the process. Then, identifying timely topics in our professions and recruiting teams of authors with subject-area knowledge to write on these topics.

I’m excited to report that our first position paper—on machine translation—was approved by the Board to be released to the membership for comment. You may have seen this announced in the August 15 issue of ATA Newsbriefs. (The member comment period ran from August 15–September 5.) If you didn’t get a chance to comment, we hope that you’ll give us your thoughts on our next position paper—on remote interpreting—to be released in 2019.

We’re grateful that every one of you has chosen to be an ATA member, and we hope to see you soon in New Orleans.
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American Translators Association
The Voice of Interpreters and Translators
ATA59 Is Just Around the Corner!

By the time you read this ATA59 will be just weeks away. If you haven’t registered yet, head over to the conference website and sign up today! Here’s a rundown of some important information you’ll need to assist you while making travel plans.

Hotel Reservations: Please make your hotel reservations as soon as possible. Check ATA’s conference website for the latest information on accommodations (www.atanet.org/conf/2018/hotel). If you make your reservation before October 22, you’ll automatically be entered to win a free night for your existing hotel reservation! Winners will be announced at the Closing Session on Saturday afternoon.

Discounted Airport Shuttle: If you’re flying to New Orleans, ATA has negotiated discounted prices for the airport shuttle. A one-way trip is just $20 dollars and a round-trip is just $40, a savings of about $15 per leg compared to a taxi or Uber. To get the discount, you must make your reservation at least 24 hours in advance using the link at the conference website.

Job Fair: One of the primary reasons professional translators and interpreters attend ATA’s Annual Conference is to expand their client base and obtain more work. To help you meet that goal, this year’s Job Fair has been extended to **two nights** instead of just one. This will give you a little flexibility in your evening schedule in case you want to attend a division off-site event or enjoy a relaxing conversation with the new friends you made the first day of the conference.

**This year’s Job Fair has been extended to two nights instead of just one.**

Buddies Welcome Newbies: Speaking of making new friends, I strongly encourage all attendees to participate in the very popular “Buddies Welcome Newbies” program. The program pairs first-time attendees (“Newbies”) with more experienced attendees (“Buddies”). As a buddy, you help make your newbie’s first conference more enjoyable and rewarding by sharing tips from your experiences. In addition to the rewards you get from helping your Newbie, don’t be surprised if their enthusiasm is infectious and they help make your conference experience more enjoyable as well. If you’re a first-time attendee, your Buddy can provide a little extra support as you navigate all the sessions and events so you get the most out of your first ATA Annual Conference. There will be a debriefing on Saturday afternoon to help participants process everything they have taken in and learn what to do next.

Update Your Headshot: Another new benefit this year will be the presence of a headshot photographer in the Exhibit Hall. Photographer Sandra Pitre is offering on-site headshot services. Get three headshots for $30. This is a great opportunity for you to update your photo for your website or business card at a very affordable price. To make an appointment and provide payment, contact Sandra directly at ataphotos2018@gmail.com.

Dictionary Exchange: New this year is the Dictionary Exchange. If you have paper dictionaries and reference books you no longer need, bring them to the conference. There will be a table set up for you to drop off your books where newcomers to the profession can pick them up for free. Please note that this table will not be supervised, but strictly “first-come first-served.” Any items left on the table Saturday afternoon when the Exhibit Hall closes will be donated to a nonprofit organization if possible.

So, make sure your travel plans are in order to attend ATA59 in New Orleans. You can use the preliminary program on the conference website to start scheduling your sessions and networking events. Come together with more than 1,500 of your colleagues to improve your professional skills, expand your client base, make new friends, dine at some of the world’s best restaurants, and let the good times roll.

**IMPORTANT CONFERENCE LINKS**

- Buddies Welcome Newbies
  www.atanet.org/conf/2018/newbies
- Hotel Reservations
  www.atanet.org/conf/2018/hotel
- Job Fair
  www.atanet.org/conf/2018/jobfair
- Preliminary Program
- Special Events
  www.atanet.org/conf/2018/special
- Registration
  www.atanet.org/conf/2018/registration
Translation Scams Reloaded | Carola F. Berger

Thank you for the excellent article in the July-August issue about the various scams being practiced on translators. I also appreciated the links for reporting such scams.

As suggested in the article, I attach a copy of the report I made to the bank in whose name two forged checks were sent to me. I’ve also filed a complaint with the FBI using the link in the article. Keep these useful articles coming!

I do not bank with you but received two identical checks (one yesterday, one today), apparently drawn on your bank in New Orleans, which appear to be forgeries. These were sent to me via UPS: the first from Las Vegas, Nevada and the second from Miami, Florida. I attach copies of both checks and shipping labels to help you track the originators.

The following background information may help. I’m a certified translator in Atlanta, Georgia, listed in the Directory of Translators and Interpreters of the American Translators Association. Potential clients find me through that directory and generally contact me via e-mail and attach documents they wish me to translate. In this case, I was asked to translate a lengthy German document that appeared to be genuine and agreed to provide a quote for it.

The two checks were sent as advance payment for the translation that the client had said was urgently needed. I became suspicious when the first check arrived because: a) full payment in advance is not the normal practice in my business, b) the check covers double the amount I had quoted for the job, and c) the name of the issuer, Basics Underneath LLC, is misspelled Basics UnderMeath. Arrival of the second identical check today confirmed that suspicion beyond all doubt!

I also attach a copy of the e-mail from the client explaining why the check was being sent. However, in view of the apparent forgery, I intend to have no further contact with whoever that person may be. I trust that you can use this information to track down the people behind this scam and will do my best to answer any questions you may have.

Andrew Sherwood | Atlanta, GA
The American Translators Association’s Board of Directors met August 4–5, 2018, in Portland, Oregon. Here are some highlights from the Board meeting.

**Final Budget:** The Board approved the July 1, 2018–June 30, 2019 final budget and the 2019–2021 draft budgets. The approved budget is $3.24 million. This compares to last year’s budget of $3.31 million. The difference is due to a projected smaller Annual Conference than last year’s in Washington, DC.

**Audiovisual Division:** The Board approved the establishment of the Audiovisual Division (AVD). AVD will work to create a community to support and mentor audiovisual linguists and to build bridges between translators and interpreters and media content creators. The Board also approved the appointments of Deborah Wexler as acting administrator and Ana Salotti as acting assistant administrator until the AVD election in October 2019.

You can join AVD and any of the other 21 divisions anytime by going to your membership account. (And, just a reminder that division memberships are included in your ATA dues, so there is no extra charge for joining.)

**Proposed Bylaws Amendment.** The Board approved presenting a proposed bylaws amendment to the membership for their approval. The proposed change is to increase the number of signatories required to establish a division to 150. The current number required (20) has been in place for decades and was established when ATA was much smaller. This proposed bylaws amendment will be on the ballot this fall. The elections will be held October 25 at the Annual Meeting of Voting Members—also known as the Presentation of Candidates and Election—in conjunction with the Annual Conference in New Orleans, Louisiana. (Please see page 7 of this issue for more information on the proposed bylaws revisions and the candidate statements.)

**Date of Record:** The Board set September 24, 2018, as the date of record for the 2018 elections. This means that if you want to participate in this year’s elections you need to be a voting member by September 24. There are two ways to become a voting member: pass the certification exam or apply through the online Active Membership Review process (http://bit.ly/Active-Member).

The Board meeting summary and minutes will be posted online once they are approved. Past meeting summaries and minutes are always posted online at www.atanet.org/membership/minutes.php. The next Board meeting is set for October 27–28, 2018, in conjunction with ATA’s Annual Conference in New Orleans, Louisiana. As always, the meeting is open to all members, and members are encouraged to attend.

**Celebrate International Translation Day**
Join ATA in celebrating International Translation Day with a social media blitz on September 28! You’ll find posts, tweets, and downloadable infographics to share. Look for #InternationalTranslationDay and #ataitd2018!

**NEW FALL WEBINARS SET**
Get top-level learning delivered right to you through ATA’s webinar series. Two new webinars have been scheduled:
- Find and Keep Your Best Clients Using the 80/20 Principle (October 2)
- Building Entrepreneurial Skills for Interpreters and Translators (October 10)

ATA members get a 25% discount. Sign up today at www.atanet.org/webinars!
ATI 2018 Elections: Candidate Statements

ATA will hold its regularly scheduled elections at the upcoming 2018 ATA Annual Conference in New Orleans, Louisiana, to elect three directors for a three-year term. There will also be an election for a director for a one-year term. (The vacancy occurred with the election of Director Karen Tkaczyk to secretary.) In addition, members will vote on two proposed revisions to ATA’s bylaws.

DIRECTOR
(THREE-YEAR TERM)

EVE LINDEMUTH BODEUX
eve@bodeuxinternational.com

An ATA member for nearly 20 years, I have witnessed the many changes that have affected the language professions over the past two decades. It would be a privilege to help guide ATA into the future as a member of the Board of Directors. I am honored to be a candidate and thank the Nominating and Leadership Development Committee for their confidence.

Alongside my work as a freelance French-English translator specializing in international development, corporate communications, and tech marketing, I am a passionate proponent of professional associations and of the idea that we are stronger together. Starting out as editor of the newsletter for ATA’s French Language Division (FLD) when it was still produced in hard copy, I am now, quite a few years later, finishing my second term as FLD administrator. In this role, I have overseen the founding of the division’s social media presence, its continuing education podcast, and the rebirth of the FLD newsletter. I have successfully increased volunteer participation from members and fostered a strong sense of community within the division. I am currently serving my second term on ATA’s Divisions Committee, and have served on several division nominating committees.

In addition to my involvement in ATA, I have filled multiple roles in my local chapter, the Colorado Translators Association: two terms as vice president, e-mail list manager, Elections Committee member, and mentor. Other ATA chapters (Carolina Association of Translators and Interpreters, National Capital Area Translators Association, and Northwest Translators and Interpreters Society), in addition to the Société française des traducteurs and European Language Industry Association, have called on me to present on various topics. I have also been privileged to present at ATA’s Annual Conference.

I recently combined my expertise into a book for language professionals, Maintaining Your Second Language. And anyone who knows me knows I love to talk! I am co-host of the podcast Speaking of Translation, which has been a lively forum for the language professions since 2008.

This information should give you some context as to who I am and what is important to me. Since my earliest days in the language industry, I have been committed to bringing translators and interpreters together, sharing my knowledge, and helping translation and interpreting clients understand the importance of our work.

As a Board member, I would like to focus on:

■ Strengthening all divisions and local chapters—they are key to promoting member satisfaction and involvement.

■ Supporting ATA’s Government Relations Committee in monitoring laws, regulations, and policies that affect translators and interpreters in the U.S. and abroad.

■ Expanding ATA’s lobbying role. It is important to make our voices heard, not only at the very successful Advocacy Day during the 2017 conference, but every day, at the international, national, state, and local levels.

It would be my honor to serve you, and I thank you for your support.
**DIRECTOR (THREE-YEAR TERM)**

**MELINDA GONZALEZ-HIBNER**  
melindagonzalezhibner@gmail.com

It has been my honor and great pleasure to serve on ATA’s Board of Directors during the past three years, and I am excited to have the opportunity to do it again! I welcome the chance to continue serving interpreters and translators on such a large stage. If elected, I will continue my work as chair of ATA’s Interpretation Policy Advisory Committee (IPAC) and as a member of the Governance and Communications Committee.

For those of you who do not know me, I bring a unique set of experiences to the table. My personal focus and interest is to strengthen ATAs role as a voice for individual practitioners and to advocate for the highest standards of professional practice. That focus drove IPAC’s successful initiative to identify credentialed interpreters more prominently in ATAs Directory of Translators and Interpreters, which is a great program for interpreter members of ATA. It also propelled my participation in the upcoming ATA position paper on remote interpreting.

One of my goals is to continue working to improve the definition of our professions in the General Services Administration Schedule, which is used for the procurement of translation and interpreting services by the U.S. government. I will also continue to support a variety of continuing education options and the many projects of ATA’s Public Relations Committee.

I have worn many hats during my career, and I think this has allowed me to serve the members of ATA well. My experience includes heading the Court Interpreter Program for the Colorado State Courts, being an individual practitioner for over 15 years, and currently serving as a staff interpreter for a U.S. district court. I am a state and federally certified court interpreter and qualified as a seminar level interpreter by the U.S. Department of State. I am also an ATA-certified Spanish>English translator. I train court interpreters across the country and participate in certification testing and standards-setting programs for interpreters.

My service to the profession is long-standing at both the local and national levels. During my time on the Board, I have served as chair of ATA’s Interpretation Policy Advisory Committee, on the Government Relations Committee, on the Governance and Communications Committee, and as a spokesperson for the Public Relations Committee.

As our fields continue to experience fast transformation and growth, ATA must remain at the forefront of issues of importance to practitioners, the industry, and the profession. As a Board member, I promise to work on behalf of practitioner members, actively promoting professional standards and public awareness of our fields of practice.

I hope you will consider voting for me. It would be my honor and great privilege to continue to serve.

**DIRECTOR (THREE-YEAR TERM)**

**DIEGO MANSILLA**  
umbtranslation@gmail.com

It is an honor to be nominated for the prestigious position of director on ATA’s Board of Directors.

I have been a grader of English>Spanish certification exams for several years, so ATA’s Certification Program is one of my main areas of focus. I participated in the process of putting the new computerized exam in place. This undertaking, implemented by ATA Certification Committee Chair David Stephenson and the rest of the Certification Committee, was undoubtedly one of the most significant steps forward for ATA, and one that will require constant attention and adjustments given the rapid changes in technology. Together with fellow graders, I have offered many workshops for ATA certification candidates, including three-hour exam preparation workshops during the Advanced Skills and Training Day at ATA’s Annual Conference. I was also one of four graders who offered the first ATA Certification Exam Preparation Workshop this past January at the University of Massachusetts Boston. My expertise as an online professor of translation and my work as a proctor for the certification exam help me understand the challenges ATA’s Certification Program is facing and the type of support examinees need.

ATA certification is a highly treasured achievement for most professional translators. I would like to ensure that we offer candidates plenty of opportunities to improve their skills and be better translators so that they can eventually obtain certification. For instance, I am part of the group that is developing “study packets” for candidate preparation, which is a new initiative from the Certification Committee. If these offerings are well organized and executed, candidates will gain expertise, the Certification Program will enhance its visibility and reputation, and ATA will have many more certified members. I would love every member of ATA to be certified even as the same high certification standards are maintained.

One major accomplishment we achieved during my tenure as a board member of the New England Translators Association (NETA) was a close collaboration with the University of Massachusetts Boston for NETA’s annual conference. I wrote an article, which was published in The ATA Chronicle, after the first conference under this arrangement. NETA’s annual conferences have been held in collaboration with UMass Boston ever since, with increasing success: more attendees, new members attracted, a wider variety of sessions offered, and more sponsors. I was also directly responsible for the creation of NETA’s new Academic Division, which offers a unique opportunity for students, faculty, and professional translators and interpreters to share knowledge,
experience, mentoring, and work opportunities. There are multiple collaboration opportunities such as these for ATA. I think we should identify and promote these types of initiatives in which everybody wins.

Finally, as a certified translator, grader, professor of translation, and former member of ATA’s Ethics Committee, I recognize the importance of following our code of ethics to guide our professional lives. I would be honored to receive your vote so that I can act in a leadership role for ATA and contribute my years of experience to serving you, our Association, and our profession.

DIRECTOR (THREE-YEAR TERM)

MEGHAN MCCALLOM
meghan@fr-en.com

I am honored to be nominated for a position on ATA’s Board of Directors. Having served in various capacities over the years for ATA and the Midwest Association of Translators and Interpreters (MATI), my local ATA chapter, I look forward to the opportunity to take my volunteer efforts a step further by serving on ATA’s Board.

I have been actively involved in ATA’s School Outreach Program, under the umbrella of the Public Relations Committee, since 2010. I was appointed to the position of School Outreach Program coordinator in 2011, and continue to serve in this capacity. In this role, I lead a team of fellow volunteers in promoting school visits to speak about the professions of translation and interpreting in classrooms around the world. Over the years our team has expanded and updated various aspects of the School Outreach Program, using our webpage to provide tips on videoconferencing and up-to-date resources to spark interest within today’s classrooms. Through the School Outreach Program, we spread our passion for translation and interpreting to thousands of tomorrow’s translators and interpreters and their future clients every year.

I served on MATI’s Board of Directors for two consecutive two-year terms from 2013 to 2017, both as director and acting vice president. In these positions, I participated in and led a wide variety of initiatives, including planning four annual chapter conferences, serving as the host chapter for ATA’s 55th Annual Conference in Chicago, moderating webinars, maintaining the organization’s website, blog, and social media pages, writing articles for and serving as co-editor and editor of the quarterly newsletter, and participating in MATI’s video podcast. The leadership, organizational, and technology skills I developed serving on MATI’s Board will serve me well as an ATA director should I be elected.

I am passionate about fostering a sense of community among translators and interpreters and advocating for our profession to the general public. I often speak to others about translation and interpreting, whether it is in a classroom, over Skype, at a trade fair, or in one-on-one meetups with people new to the field. When someone asks me how to start a career in translation, one of the first resources I point to is ATA. I encourage people to not only take advantage of the Association’s many resources, but also to get involved. If elected to serve as an ATA director, I will extend my enthusiasm for outreach and education to my new role with a focus on membership relations and recruitment for our Association.

Serving within ATA and MATI has been one of the most valuable and enjoyable parts of my career thus far. I am eager to work together with ATA’s Board to not only attract and build relationships with new members, but also to encourage active participation from current members to ensure long-term retention. I look forward to the opportunity to help carry ATA into the future to provide the best possible support, resources, and professional development for our current and future members. Thank you for your consideration.

I attended my first gathering of translators and interpreters on a winter night in Chapel Hill, North Carolina. The parking lot was dark and wet, but the coffee shop was filled with warm lights and welcoming faces. I left with a bundle of business cards, thrilled by the possibilities that lay before me. That evening marked the beginning of my career as a freelance translator and interpreter.

I frequented events hosted by the Carolina Association of Translators and Interpreters (CATI), an ATA chapter. CATI members guided and inspired me, and I wanted to give back. In 2015, I was elected to CATI’s board of directors. During my two years on the board, I ran the association’s mentorship program, initiated a school outreach presentation at Duke University, co-organized a workshop for local attorneys, and helped organize CATI’s conferences.

I attended my first ATA Annual Conference in 2014. The community immediately welcomed me, so when called upon, I volunteered for both the Interpreters Division (ID) and the Chinese Language Division (CLD).

I joined ID’s Leadership Council in 2015, where I quickly learned how to harness the power of social media. From July 2015 to June 2018, ID’s Twitter followers grew from 17 to 688, and Facebook likes from 877 to 2,468.

I have served as CLD’s newsletter layout editor since 2015. Additionally, I set up a group chat for CLD members and other Chinese translators and interpreters. Since 2015, the chat group has had daily activity, including job and training opportunities, ethics discussions, and plenty of translation questions and language jokes. The group has also helped members connect regionally and network offline.

Because so many of you have helped me, I want to help others succeed. I have spoken at two chamber of commerce meetings on why and how to work with
Raising public awareness of our www.atanet.org

I was selected to take a lead role on Engaging participation in ATA. Last year, I presented “Navigating summer of 2017. and have served as its chair since the ATA’s Mentoring Committee in 2016, and Steering ATA’s Mentoring Program in 2013, and became a mentor from the Icelandic, Norwegian, Swedish, and Dutch languages. I became a mentor in ATA’s Mentoring Program in 2013, and have taken on individual mentees each year since that time. I became a member of ATA’s Mentoring Committee in 2016, and have served as its chair since the summer of 2017. There are three areas of interest for which I could bring a good perspective to ATA’s Board: 1) languages of limited diffusion, 2) mentoring, and 3) expansion of ATA’s co-sponsorship of seminars and conferences abroad.

My experience working in a major language (German), alongside languages of limited diffusion, the Scandinavian languages, and Dutch, has taught me that the practices of those working in languages of limited diffusion differ somewhat from those who work in major language pairs. For example, pricing, breadth of specialization, the profitability of working with direct clients versus agencies, the usefulness of computer-assisted translation tools, and many other aspects require a different approach for those working in languages of limited diffusion. My perspective working on both sides of this equation would be a valuable resource to ATA’s Board as it strives to represent the interests of all members of the Association, no matter how common or obscure their language pairs.

Being a mentor in ATA’s Mentoring Program for the past six years has reinforced my commitment to helping recent graduates and career changers make the transition into our profession. When I started my career 17 years ago, I did so without the benefit of a mentor. As a dedicated and independent individual, I learned about the profession and built my translation career through trial and error, not really certain that people could actually make a living doing only translation. After nearly two decades as a successful freelancer, it is a pleasure to reassure nervous newcomers to the profession that succeeding in translation is not a pipe dream, but a very realistic professional goal with the correct approach. I would like to continue to advocate for mentoring as a member of ATA’s Board.

Finally, I have had the pleasure of attending conferences abroad that were co-sponsored by ATA (one of the most recent was in Freiburg, Germany), as well as other non-ATA-affiliated conferences, such as the Translation and Localization Conference in Warsaw, Poland. As a regular attendee of ATA’s Annual Conference, I have found earning ATA continuing education points at smaller conferences abroad to be an excellent opportunity to travel to new places and network with translators who do not have the opportunity to attend ATA’s Annual Conference. Attendance of our members at conferences abroad also raises ATA’s global profile and adds to the credibility of American translators and interpreters. If elected, I will focus on three areas:

1. **Raising public awareness of our profession.** We should continue educating current and potential clients about the value of ATA certification and interpreters’ credentials.

2. **Helping our members adapt to market and technological changes.** We are experts in our profession. We must collaborate with the industries that support and use services to engineer change together.

3. **Engaging participation in ATA.** I will work to assist ATA divisions and chapters in developing programs and presentations to draw both members and nonmembers to the ATA community.

I am a Mandarin interpreter certified by two state courts and a Chinese translator and teacher. I am also an ATA member like you. Please join me in shaping the changing landscape of our profession. Together, we are stronger.

Please email me to share more of your thoughts on our profession. Thank you for supporting the ATA community.

**DIRECTOR (THREE-YEAR TERM)**

**KYLE VRAA**

I am an ATA-certified Danish>English and German>English translator who has been freelancing full-time since the summer of 2000. I also translate from the Icelandic, Norwegian, Swedish, and Dutch languages. I became a mentor in ATA’s Mentoring Program in 2013, and have taken on individual mentees each year since that time. I became a member of ATA’s Mentoring Committee in 2016, and have served as its chair since the summer of 2017.

During the past year it has been my honor and privilege to be a part of the team of the brilliant and dedicated members of ATA’s Board. Having learned so much, I am delighted to have the opportunity to run for another year and to continue fulfilling promises made during last year’s election, in addition to tackling new challenges and committees.

I am currently a full-time freelance Spanish<>English interpreter specializing in the legal, government, and health care sectors. I previously worked on the corporate side, purchasing language services for many years.

Throughout my freelance and agency phases, I became increasingly involved as a volunteer with ATA and the Delaware Valley Translators Association (DVTA), my local ATA chapter. Within DVTA, I served first as a director and recently completed two terms as its president (2012–2017). I continue to serve on the board as chair of DVTA’s Public Relations and Certification Committees.

My current ATA activities include:

1. **ATA Public Relations Committee, Speakers Bureau (2015–2018)**

   - Last year, I presented “Navigating Language Access in Legal Proceedings” to the Philadelphia Bar Association as a representative of ATA’s Speakers Bureau. In 2018, I was asked to present on this topic again to the Philadelphia Office of Language Access.

   - I was selected to take a lead role on ATA’s PR Committee, generating speaking opportunities for members of the Speakers Bureau. By targeting organizations and associations interested in professional language services, we aim...
to leverage the talent pool of speakers in our bureau nationwide.

ATA Interpretation Policy Advisory Committee (2013–2018)
- I have been a member of IPAC since it was established, contributing to policy, strategy, and goals.
- IPAC continues to promote greater equity for interpreters with the ongoing implementation of the Credentialed Interpreter (CI) designation in ATA’s Directory of Translators and Interpreters.

ATA Chapters Committee Chair (2016–2018)
- As chair of ATA’s Chapters Committee, I serve as the national liaison between ATA Headquarters and all ATA chapters and affiliate groups, helping to solve any issues and answer questions. I have also collaborated with the chair of ATA’s Divisions Committee to organize the leadership training at the past three ATA Annual Conferences.
- Launched ATA’s Chapters Best Practices Initiative, which is a compilation of national resources, links, forms, and processes available to all ATA chapters to facilitate expedited, efficient, and consistent systems of operation.
- Formulated and led a study group at the August 2018 ATA Board meeting to examine, evaluate, and consider the current state, structure, and future of ATA chapters and affiliates for continuous improvement.

ATA’s Mentoring Program (2014–2018)
- I have been inspired to give back to our remarkable community by offering guidance and sharing experiences.
- I previously served on ATA’s Nominating and Leadership Development Committee (2012–2016). I remain on the Leadership Council for the Medical Division, following my two terms as assistant administrator (2012–2016). I have also contributed several articles to The ATA Chronicle and presented at ATA conferences in Chicago and Miami.
- I consider it a great privilege to represent your interests on the Board. I thank you for your vote and your deliberation of my candidacy.

Proposed Changes to the Bylaws to be Presented to the Membership for Voting in October 2018

In addition to electing four directors, voting members will also vote on proposed bylaws amendments. The Board approved putting forward two proposed bylaws amendments for approval by the membership. The proposed revisions appear below and are posted online at www.atanet.org/bylaws_change.php. Please note that material proposed to be deleted is struck through; material proposed to be added is underlined. ATA’s bylaws may be altered, amended, or repealed by a two-thirds vote of the voting members.

PROPOSED BYLAWS AMENDMENTS

Proposed: That Article III, Section 2a. of the Bylaws be amended as follows:
“1) Any person who (a) is professionally engaged in translating, interpreting, or closely related work, (b) is a citizen or permanent resident of the United States, and (c) meets one of the following criteria: (i) has passed a certification examination administered by the Association, or (ii) has been granted Credentialed Interpreter status by the Association, or (iii) has achieved demonstrable professional status as determined by peer evaluation, is eligible for Active membership.”

Commentary: The intent of this amendment is to provide equal treatment to interpreters who are certified or accredited by an ATA-recognized body and given “Credentialed Interpreter” status by ATA by automatically granting voting rights to such members.

Proposed: That Article XIII, Section 2a. of the Bylaws be amended as follows:
“A petition for the establishment of a Division must be signed by twenty or more voting, 150 or more active, corresponding, or associate members of the Association, at least 50 of whom must be active or corresponding members, who shall signify their desire to participate in the activities of the Division.”

Commentary: The requirements regarding the number of signatures necessary to petition for the establishment of a division have not changed since 1983, when total membership was about 2,175 and there was only one division (Sci-Tech), compared to the current approximately 10,000 members and 22 divisions.

The proposed amendment has two purposes:
First, to extend the right to support the establishment of a division to all individual members. The majority of individual members are not active or corresponding (voting) members. Yet associate members comprise the majority of division members. As only the division officers must be voting members, associate members may comprise the majority of volunteers in division activities. It is thus appropriate and just to allow associate members to demonstrate support for a new division.
Second, the number of signatures required is increased to ensure that a new division has sufficient core support to provide the required services. Divisions must have an administrator and assistant administrator. They usually also need a webmaster, newsletter or blog editor, listserv administrators, and other volunteers. The establishment of Leadership Councils for each division has also increased the number of division volunteers needed. Leadership Councils often have 10–15 members. Many divisions also have additional committees such as conference or networking committees that also require volunteers. The increase in the number of signatures required helps ensure that a new division has the minimum level of support from individual members who will comprise the core volunteers who will make the division viable.

www.atanet.org
Highly specialized translation conferences may be few and far between, but they’re worth their weight in gold.

On July 4, 2018, 120 expert financial translators from 12 countries and representatives from national and multinational institutions descended upon Brussels to attend the Université d’été de la traduction financière (UETF), the biennial Summer School for Financial Translators. Organized by the Société française des traducteurs (SFT)—this year with support from host institution BNP Paribas Fortis—UETF is an intense three-day conference packed with sessions, workshops, and networking opportunities. This event is generally not recommended for novice translators or for the faint of heart.

Why would some attendees travel nearly 4,500 miles to attend? Quite frankly, it would be tough to pass up a speaker lineup featuring Jean Paul Servais, chairman of the Belgian Financial Services and Markets Authority (FSMA)—roughly the equivalent of the U.S. Securities and Exchange Commission—and Vincent Van Dessel, chairman and chief executive officer of Euronext Brussels, along with 16 top industry experts.

Executives of this caliber don’t often take time out of their busy schedules to address language professionals.

On the agenda: compelling topics that ranged from the latest news on Brexit negotiations to current global macroeconomic trends, the business environment in the European Union, trade credit insurance, Basel III Pillar 3 regulations, VAT tax policy and fraud, renewable energy, and the oil and gas industry. The program also included challenging financial translation-specific sessions and workshops.

UETF 2018 featured 18 sessions over three days, delivering invaluable content and helping attendees expand their subject matter expertise, keep abreast of the latest trends in the fast-paced world of finance and economics, and—last, but definitely not least—improve their translation skills through downright granular translation slams and hands-on workshops. Here are some highlights and insights from the event.

**BREAKING DOWN BREXIT**

Conference attendees had an extraordinary opportunity to hear Brexit commentary and analysis from two renowned speakers—Joris Luyendijk, an author and journalist from the Netherlands, previously based in London, and Charles Grant, co-founder and director of the U.K.’s Centre for European Reform. Grant decided to make his session off-the-record, so, unfortunately, I cannot recap or remark on his speech (but I’m delighted to finally have the chance to say I can’t talk about something because it was off-the-record).

Luckily, Joris Luyendijk spoke on-the-record in his session (“Brexit: Why It Happened, How It Happened, What Happens Now?”), and what a rousing and frank speech it was. For an hour, Luyendijk led attendees on a colorful and sometimes jarring journey through “leaver” and European mentalities as they navigate tempestuous Brexit negotiations.

So why did Brexit happen? For this Dutch observer, Britain has a powerful misinformation machine with a host of media outlets, notably tabloids that he says skew the truth. Together, these have stirred negative sentiment within certain
demographics in the country for decades. Now that U.K. citizens have voted to leave the EU, the same misinformation machine is downplaying the economic consequences of this decision, both on a national and international scale. By contrast, Europe doesn’t have a unified media presence at an international level, which, Luyendijk says, means very little accurate information on the real consequences of Brexit is being published.

How did Brexit happen? Luyendijk says the referendum was “presented as just another stunt.” In addition, a peculiar phenomenon occurred. David Cameron and Boris Johnson both—uncharacteristically—underestimated their respective popularity, while Theresa May believed herself more popular than she really was. The end result: the “leavers” won the Brexit referendum although no official sincerely wanted it to happen.

What happens now? According to Luyendijk, Britain needs to wake up, realize it’s no longer in a position of power, and come to the negotiation table with realistic expectations and awareness that the EU will not go easy on them under any circumstances. Because the EU simply can’t. Any leniency would make every member of the EU wonder if they should leave the EU next, so it’s paramount that they make an example of Britain to show all other EU member states that leaving is a terrible idea. Luyendijk says the future of the EU depends on it.

What about Luyendijk’s personal take? He’s glad Britain voted to leave, as he believes the rest of the EU will be better off without them.

The Guardians of Belgian Finance

Jean Paul Servais, chairman of the Belgian FSMA, shared a meticulous account of FSMA and how it oversees the entire Belgian financial sector in his presentation “Rôles, réalisations et défis d’une autorité de contrôle telle que la FSMA” (“FSMA: Roles, Achievements, and Challenges”). FSMA was established by Belgian law on April 1, 2011 as an independent public institution and fulfills tasks assigned to it by the Belgian Parliament. Both the National Bank of Belgium and FSMA oversee the Belgian financial sector, but FSMA is responsible for overseeing the following areas:

- Financial markets and corporate financial reporting
- Compliance with corporate conduct rules
- Financial products
- Financial service providers and brokers
- Supplementary pensions
- Consumer financial education

AN INSIDER’S GUIDE TO EURENEX

Vincent Van Dessel, chief executive officer of Euronext Brussels, took us on a virtual tour of the Euronext stock exchange in his presentation “Euronext, le plus grand marché européen, construit selon un modèle fédéral” (“Euronext, The Largest European Stock Exchange, Based on a Federal Model”). He began with an overview of Euronext. If you’re not familiar with it, Euronext, as the title of the session suggests, is the largest European stock exchange, describing itself as “pan-European.” Founded in 2000 and listed since 2014, it operates member exchanges in six cities across Europe (Paris, Brussels, Lisbon, Amsterdam, London, and Dublin). Companies listed on Euronext markets include AB Inbev, L’Oreal, Airbus, and Danone. Each Euronext member exchange has its own regulator. Representatives from all six exchanges form a College of Regulators to discuss current market events and new developments.

Van Dessel provided his perspective on the role of markets and exchanges in the economy. He urged us to let go of the notion that the markets themselves influence the economy. Buyers and sellers really do the influencing—the stock exchange merely offers them the space to make it happen. He then walked us through the multitude of players and financial instruments involved in the stock market and their various roles in the investor universe. Finally, he explained how prices are formed from Euronext being an order-driven market—like the New York Stock Exchange and Toronto Stock Exchange—and how they use a fixing (price setting) schedule to minimize market volatility. I enjoyed reflecting on how Belgium (and other markets in Europe) seem to make more of an effort to maintain market stability than their U.S. counterparts.
Servais stressed how FSMA protects consumers by ensuring that investment products offered on the market are easy to understand, with as little fine print as possible. It also wants consumers to know exactly what fees each product entails. To that end, they verify that all financial product advertising is honest, clear, and user-friendly, and ensure that the financial products themselves comply with all applicable laws and regulations.

FSMA also monitors the stock market in several ways. First, they make sure companies meet financial reporting requirements, publishing complete information in a timely manner that accurately and faithfully depicts the company. Second, they verify that listed companies treat all shareholders equally. They also supervise how the markets themselves operate (including Euronext) and step in if needed. One thing I found fascinating was that Belgium suspends trading fairly regularly to maintain market stability. They also halt trading prior to press release publications (at the company’s request), which curbs insider trading. In addition, they supervise and regulate all types of brokers (banking, insurance, stock market, etc.). Overall, FSMA takes a prudent and responsible approach to financial oversight, and it was fun to learn the ins-and-outs of this institution compared to France’s stock market regulator, the Autorité des marchés financiers, the institution I know most about.

A FITFUL GLOBAL ECONOMY
As an attendee from the U.S., I found the session by Belgian economist Bruno Colmant, “Une économie incertaine” (“An Uncertain Economy”), the most gripping of them all, as he spoke at great length about the U.S. role in our global economy’s uncertainty.

He began by explaining the latest recessions for the U.S. and Europe and their respective recovery times (Europe’s recovery being slower than in the U.S. due to a third financial crisis in 2011). Colmant believes the global economy will continue improving throughout 2018, but warned that we are approaching the end of a growth cycle. Some warning signs of potential future instability are already visible—labor underutilization rates are still quite high in Europe, the Eurozone is still grappling with tensions between high-production countries in the north that want to make the euro as strong as possible, versus lower-production countries in the south that can’t keep up. The Phillips curve has flattened in the U.S., and wealth inequality and ageing populations are on the rise.

In addition to these current phenomena, there are any number of potential incidents that could trigger another crisis, such as a major central bank ending its monetary policy, higher inflation, geopolitical risks, rising isolationism around the world, and an economic downturn in China. Many of these potential incidents could be sparked by the unpredictable decisions made by the current U.S. president—launching trade wars, starting Twitter fights, ostracizing allies, exhibiting authoritarian tendencies, and threatening to leave international organizations and agreements such as the North Atlantic Treaty Organization, G7, World Trade Organization, and North American Free Trade Agreement. Any of these actions could have fast and far-reaching consequences from an economic standpoint. Brexit in the U.K. adds additional potential stress on the global economy, and Colmant warned that a hard Brexit would be tough for everyone.

As a U.S. citizen, I found Colmant’s talk poignant. Whatever your politics, you likely read local media and news that resonates with your own worldview. Hearing Dr. Colmant, who is not emotionally invested in American politics the way I am, talk about the global impact of our current political climate, was both powerful and educational. It’s a talk I will not soon forget.

AND THAT’S A WRAP
While this was my first time attending UETF, it will not be my last. Of all the annual translation conferences I’ve attended over the past eight years, none have catered so specifically to enhancing my skills and subject-matter expertise. I especially appreciated hearing directly from industry experts in addition to translation experts.

I left the conference with a greater appreciation of the interplay between politics, government regulations, and finance. I also brought home additional translation tricks and tips to help transform the most complex French texts into eye-catching English prose. It wasn’t easy picking a handful of sessions to highlight, as they were all thought-provoking and relevant to the field. For a full list of the conference program, see https://uetf.fr/en/home.html.

Amanda N. Williams is the assistant administrator of ATA’s Literary Division. An ATA-certified French>English translator, she specializes in business, international trade, and financial translation. She worked for one of the top 100 largest ocean importers in the U.S. She held various roles, including sales, operations, and trade compliance manager, where she was responsible for managing a U.S. customs audit and creating, implementing, and maintaining the company’s import compliance program. She served six years on the board of directors of the Atlanta Association of Interpreters and Translators, an ATA chapter. You can find her on Twitter as the Adorkable Translator (@Adorkable_Trans) or on her website at www.mirrorimagerotranslations.com. Contact: amanda@mirrorimagerotranslations.com.

ADDITIONAL INFORMATION
Société française des traducteurs
www.sft.fr
Université d’été de la traduction financière
https://uetf.fr/en/home.html
The Benefits of a Translator Collective: Staying Sane as a Freelance Translator

Freelancing can be isolating. Forming a working group with trusted colleagues can provide tangible and intangible benefits, including support from colleagues to avoid burnout.

Every freelancer must struggle at one point or another with balancing independence and solitude. I chose a career as a freelance Spanish>English translator in part due to this independence and to avoid a traditional business hierarchy and office politics. But 18 months after finishing my MA program, I found myself struggling with the solitude of being a freelancer working in a home office in a new city in Ohio where I had few friends. After a process of consideration, negotiation, and discussion, three colleagues and I decided to establish the Black Squirrel Translator Collective (BSTC), a working group that provides many tangible and intangible benefits, including helping each other avoid burnout.

How BSTC Got Started
ATA President Corinne McKay has written posts and presented on finding a “translation partner.” This person is someone you trust with whom you can work, bounce ideas off, and refer your clients to when you’re unavailable. When I heard Corinne present about this topic at an ATA Annual Conference, I immediately thought of several fellow graduates of the MA in Spanish Translation Program at Kent State University’s Institute of Applied Linguistics.

I already shared various interpersonal connections with these women. Victoria Chavez-Kruse was one year ahead of me in the MA program and connected me to an in-person translation internship in Spain after she completed it. Elizabeth Nelsen and Jamie Hartz were one year behind me, and I referred Elizabeth to the same internship in Spain after I completed it. Kent State University’s translation student organization paired me with Jamie Hartz as her “second year buddy” when she was an incoming first year MA student. Jamie had also met Victoria through a medical interpreting elective that Victoria took as a continuing education course.

After the four of us graduated, we often worked for the same clients and were sometimes paired up by agency project managers to edit each other’s work. We had also joined forces when we had job offers from direct clients. We spent long days in our solitary home offices in Ohio, Pennsylvania, Minnesota, and Washington State. Emails would often fly back and forth when we had particularly difficult translation issues and wanted help. It seemed I already had some potential translation partners, but how to formalize the arrangement?

The seed planted by Corinne McKay grew into a full-blown search for a way for me to feel less alone while continuing to be my own boss.

I was inspired by Localingua, a translation agency founded in 2006 by Kent State University graduates, but decided I didn’t want to focus on translation management. I also interviewed a woman who had started a partnership translation agency and explored that idea with Victoria, but
THE BENEFITS OF A TRANSLATOR COLLECTIVE: STAYING SANE AS A FREELANCE TRANSLATOR continued

Forming a group where we could share work while still maintaining independent businesses seemed like the best route.

we decided it wasn’t the right path for us. Finally, forming a group where we could share work while still maintaining independent businesses seemed like the best route. So, Elizabeth, Jamie, Victoria, and I decided to create an informal collective with a recognizable name but no formal legal structure. This would make it easier to market ourselves, collaborate when necessary, and stay in contact with each other.

In October 2016, the Black Squirrel Translator Collective was born, named after the unofficial mascot of the city of Kent, Ohio. We provide either translation only, or translation, editing, and proofreading for Spanish>English projects, and each project has a designated project manager.

HOW BSTC WORKS
We all continue to have our own clients, accept jobs as individual freelancers, and run our own separate business entities in our respective states. But we now use Slack, a group messaging platform, to hold asynchronous discussions on various topics on a daily basis and contact each other quickly if a multi-person job comes up or we need help. We schedule occasional “do it days” (another Corinne McKay suggestion) with video conference check-ins throughout the day as a means of holding ourselves accountable for crossing tasks off our to-do lists. In terms of promotion, we’ve inserted references to BSTC on our personal websites for search engine optimization purposes. We also pooled funds and hired a graphic designer to create a unique logo for use on BSTC business cards. We hand out these BSTC-branded business cards in addition to our own personal cards at ATA’s Annual Conference and promote the team to agencies, emphasizing that we can provide a small one-stop shop for translation, editing, and proofing services.

After the ATA Annual Conference, we each follow up with a few agencies, making that process much faster and easier than if we had to follow up individually. When we accept projects from a client for translation and editing, or translation, editing, and proofing, the designated project manager for that project is in charge of communicating with the client, calculating payments for the translator/editor/proofreader, submitting an invoice to the client, and paying BSTC members for their contributions. Each member involved in a project completes their part, raises any questions for others working on the project to discuss, and invoices the BSTC project manager for that project.

ADVANTAGES
Co-founding BSTC was by far the best business decision I’ve made in my translation career. The specific and measurable benefits from belonging to the collective are reflected in the additional money I’ve made from projects that I’ve participated in through the collective as a translator, editor, proofreader, or project manager. I’ve gained at least three new clients through no effort of my own because one of my fellow Squirrels, as we fondly refer to ourselves, brought a new client to the collective.

Since we share project management duties, our geographical dispersal allows us to be available to our clients for a wider chunk of the business day because we can hand off communication to someone in an earlier time zone. Several of us use Xero for our accounting software. Since we’re still individual business entities, we save time by submitting invoices to each other for BSTC jobs directly within the software, thus eliminating the need to manually enter this information. When one of us is on vacation or maternity leave, the other BSTC members step in to maintain the business relationships with our joint clients so we won’t lose them.

The less measurable benefits of BSTC are also numerous. I feel much less alone because when I need encouragement or want someone to share in my joy or frustration, I can count on one of my fellow Squirrels to be available within a few minutes via Slack. (In fact, all three other Squirrels are offering support and suggestions as I write this article.) We have a built-in community to weigh in on ethical conundrums. We can also offer each other feedback on new website copy, personal business card fonts and layouts, and whether or not to cut loose clients that have been causing headaches.

We even have fun message threads for non-work banter such as might occur around the water cooler in a traditional workplace: #flurryfriends, where we share photos and silly stories about our pets and children; #latestjob, where we describe our most recent assignment in just five words; and my personal favorite, #haiku, where we describe our
lives or work with short (and terrible) poems, such as “I love you so much / You’re the reason I function / An ode to coffee” by Jamie.

**CHALLENGES AND LESSONS LEARNED**

Working with the collective has been extremely beneficial to me, but involves a certain amount of interpersonal politics. To keep it running smoothly, we must be able to bring up potentially tough topics, including money issues and taxation. This was difficult for all of us in the beginning. We’ve held several rounds of discussion and negotiation to reach rates that are acceptable and fair for everyone, and we keep track of these and our projects workload through a shared Google Sheet that everyone can edit.

It can sometimes be difficult to find time for BSTC projects when our individual schedules are already full, so we’ve learned to let each other know when we’re unavailable. We sometimes bring in other trusted translators for projects, if permitted by the client, but sometimes have to turn down group projects because no one is available. Though our geographic dispersal is usually a benefit, deadlines can be a challenge if they are too late or too early for someone’s time zone. At the beginning, we took the time to write and approve job descriptions for each role in the translation process so that everyone knows what is expected when they step into a particular role, which has resulted in much smoother interactions. In short, despite the sometimes silly exchanges that take place within the collective, we make sure to act in a professional manner to ensure that the collaboration can continue smoothly.

**FINAL THOUGHTS**

I still love my solitary freelance life and my quiet home office, but working with my fellow Squirrels at BSTC has made my life much more balanced and sustainable. My office features a clipping from March 11, 2016, of a favorite comic by Sandy Bell-Lundy, “Between Friends.” This particular strip pictures a freelancer thinking to herself, “Sometimes I think being a freelancer working from home hasn’t been a good thing. My life is devoid of hustle and bustle and personal interaction and the synergy of office hoopla.” In the next two frames you see the character sitting with her feet up on her dog, cradling a mug of hot coffee as she sits back down to her computer. She says, “But then again . . . my life is devoid of hustle and bustle and personal interaction and the synergy of office hoopla.”

Thanks to Elizabeth, Jamie, and Victoria, I feel I have the best of the hoopla without being overwhelmed by it.

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**NOTES**


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Mary McKee is a freelance Spanish>English translator based in Seattle, Washington. She serves on the Editorial Board for *The ATA Chronicle*. She also serves on the board of the Northwest Translators and Interpreters Society, an ATA chapter. Contact: mary@mckeetranslation.com.
Tips for Networking When You Work from Home

The next time you think about the need to network to grow your translation or interpreting business, shift your mindset to how you can actually build relationships and invest in others. The returns are bound to be much greater.

It’s probably safe to say that a majority of freelance translators work from home. Even if you’re a freelance interpreter, you may not have a traditional office, since you likely go from one assignment to another during the workday. So, how do you work out the timing and logistics of networking with potential and current clients? If you’re anything like me, you don’t always have the bandwidth for traditional networking (i.e., taking time out of your hectic week to drive to an event, spending time talking to people who are usually unqualified leads, and then following up with anyone who showed promise over email or by phone later that week). It can be exhausting to try to fit everything in. While there’s a lot to be said for meeting people in person, I believe we could be doing this more effectively, especially for those of us who aren’t the best at traditional networking or have limited time for scheduling extra events in the middle of the week.

Let’s be honest. The traditional methods of networking are not effective for everyone all the time. Sure, it’s great to grow your network, but how many times have you attended a networking event and felt like you didn’t take away a single warm lead? Or how many times have you walked away with a few leads you felt were solid, only to follow up and hear nothing but crickets?

Well, if I’ve learned anything over the years about networking effectively, it’s that you don’t have to know how to work a room to be good (or great!) at networking. You can still form and grow a solid network when working from home, and you don’t necessarily have to lose time commuting or organizing business cards so you can remember whom to contact after an event. The following are my top tips for effective networking when you work from home.

1. Make time for one-on-one meetings instead. You don’t have to attend every in-person event near you to reach those in your local area. Instead, choose to set up one-on-one meetings and nix those large mixer events from the schedule. After all, it can be very draining to attend large networking events. There are too many unknowns.

   Let the person know you would like only an hour of their time, and make it clear what you plan to talk about so that you’ve also given that person the courtesy of feeling prepared. A huge perk of networking in one-on-one scenarios is that if the other person agrees to meet, no one’s time is wasted and you can make a more serious and effective connection. It will certainly be a more memorable one. You can also look up plenty of information about the other person and their business or organization in advance. This way you’re able to rule out some of those unknowns and show this person that you did your homework.

2. Send valuable information. Instead of trying to think of something intelligent to add to a conversation on the spot at a networking event, make better use of your time by researching leads/prospective clients and sending them something that’s worth their time. It could be an article you saw that might help them gain new perspective in their business, a blog post you wrote
that applies to them and what they do, or even a handwritten note. (Major points here if you do this, as it's not that common anymore to send handwritten notes. Trust me, people love them!)

Do you sell a service that might help someone in their day-to-day life? Offer to give them a sample of your work to use free of charge. I'm not saying you should give away your work or time, but think of something unique that will make them want to keep talking to you. Whatever you choose to send, it ought to be something more memorable than just your business card.

3. Network virtually. If you really want to do business with someone, one of the best steps you can take is to follow them on social media and interact with them. Is your lead someone who posts regularly on a topic about which you're knowledgeable? Take time every day to work on your social media game. You could even include them in one of your posts and recommend them as a great business, resource, or role model (you name it). Whatever you do, give credit where credit is due and be as classy about it as possible. Also, check your “networking” posts and comments for punctuation errors, typos, etc., before you hit “publish.” Even if the interaction takes place only online, publicly misspelling the name or social media handle of someone you want to get to know better is not a good way to make a first impression. After all, we are word people. If nothing else, we should get this part right!

4. Send a congratulatory note. A very kind way of networking with someone is to congratulate them when you see that they've accomplished something, accepted a new position, or celebrated a milestone. This is not the time to sell your services. Just say “congratulations” and be personable. That's all. They'll remember you for it.

5. Meet online if you can’t meet in person. While in-person meetings are ideal, technology allows us to “meet” people we might not ordinarily have the chance to sit down with. For example, I often have virtual coffee meetings with people in another state or country. Take advantage of the amazing technology out there that allows us to bypass geographic boundaries. You'll feel comfortable in your own space and there will be none of that first-time awkwardness that can sometimes come with meeting in person. You can still make a great connection and most likely have a more engaging conversation than you could at a large networking event.

6. Use your email list. Maybe you’ve heard this advice before, but use your email list. Seriously. Don’t depend on the power of social media to do mass networking for you. As people say—and it’s true—social media accounts are rented space. That’s made obvious every time Facebook and other platforms update algorithms. You have no idea if you’re even showing up in your followers’ feeds. But you know you’re going to show up in people's inboxes. So, work on building your email list and use email to network with current clients, leads, and people who have similar interests. Set up an email capture of some sort on your website and start sending out email to your list on a consistent basis. Provide your contacts with valuable information that makes them excited to see your email. Just by showing up in their inboxes, you’ll stay top of mind with the people on your list. This can lead to new projects, referrals, and other opportunities.

7. Let your other social gatherings double as networking opportunities. Now, I’m not telling you to start handing out business cards at every social gathering you attend. But when the opportunity arises, be ready. For example, when I’m in public and get asked about what I do, I’ve already got a brief elevator speech ready for anyone who might be a prospective client. (For tips on preparing an effective elevator speech, see the sidebar on page 20.) And you better believe I have a business card or two in my bag should they ask me for more information.

Be ready to meet people in unexpected places: airplanes, your child’s soccer game, the public library, church events, or wherever you spend time outside the home or office. After all, isn’t that how things go? You never know whom you’ll meet or be standing next to when you’re waiting in line somewhere. Being prepared to connect is not strange. It’s smart. Just remember that when you do get into a conversation, don’t spend a lot of time talking about yourself, as this may come off as being too “salesy.” Just give the person your information and request theirs. You can follow up with them later in a more appropriate way.

NETWORK OUTSIDE THE BOX

There are so many ways to network that don't involve taking time away from your family in the evenings or losing large amounts of time from your workday. No more attending an event and leaving with a fistful of cards, knowing that only one or two of those people might be truly interested in your services.

Think of ways you can communicate effectively with your target audience that work for you and your lifestyle, schedule, etc. Be creative and think outside the box! People will remember you more for these things and your business cards won’t end up in their trash can.

Finally, don’t be afraid to set up a limited number of meetings per week or month. For example, I only meet with people on Tuesdays and Thursdays for the most part. Stick to what works for you and what allows you to be effective in your business and grow at your own pace.

Jackson Spalding, a marketing communications agency, has a very refreshing perspective on networking. Their take is that making meaningful connections is all about building relationships rather than relying only on traditional networking methods.

Networking is about meeting people. […] Networking is a task while
relationship building is a commitment. It’s more long term than short term, more quality of relationships than quantity. Networking can be superficial, while relationship building is always about professional and personal sincerity.

So, the next time you think about the need to network to grow your translation or interpreting business, shift your mindset to how you can actually build relationships and invest in others. The returns are bound to be much greater.

Sure, it’s great to grow your network, but how many times have you attended a networking event and felt like you didn’t take away a single warm lead?

NOTES

Madalena Sánchez Zampaulo, an ATA director, is the owner of Accessible Translation Solutions and a Spanish>English and Portuguese>English translator. She joined ATA’s Public Relations Committee in 2012 before becoming its chair in 2014. She has also served as administrator for ATA’s Medical Division (2011–2015). She has a BA in Spanish from the University of Southern Mississippi and an MA in Spanish from the University of Louisville. She is also a consultant for the University of Louisville Graduate Certificate in Translation. You can read more of her articles on her blog at www.madalenazampaulo.com/blog.
Contact: madalena@accessibletranslations.com.
Recovering from Setbacks:
It’s the Narrative That Counts

Recovering from setbacks involves self-discovery: getting curious and noticing things about yourself to build self-awareness. Engaging thoughts, emotions, and your narrative—and rewriting it for better results—builds a strong foundation for action and lasting changes.

For almost 20 years words were my business. I’ve always been a language person. I love to travel and immerse myself in another culture, since each time I do so it’s like finding a new identity. I lived in four countries during and after college and graduate school, and eventually had my own company translating from French, German, Portuguese, and Spanish into English.

I loved working as a linguist. I was proud of all I accomplished. Then I hit a wall. You see, 10 years ago I was at the lowest point in my career—a woman on the verge of a breakdown.

Picture this. It’s late at night. I’m still at work, poring over documents for a complicated litigation. My colleagues are waiting for their edited drafts. I’m reviewing their work, plus I have my own translations to polish. We have a crazy deadline, and, as many of you know, with litigation there’s a lot at stake. I was so tired, beyond exhausted. My drive, my optimism, and my love of the work had vanished. I could barely find the energy to finish the job. In the morning, all the demands of daily life would rush back into the picture. All I could think of was getting to the finish line.

The truth is, despite all my experience and success, my work life was taxing me, physically, mentally, and emotionally. I was losing my confidence and had started to second-guess myself. I was burned out by constant deadlines, worn down by always striving for perfection, and unsure how I could stay on top of my languages and developments in translation technology and still run a business. No matter how hard I tried I felt a nagging sense of unworthiness and couldn’t stop blaming myself for how I felt.

A few weeks after that assignment I told a coaching friend how discouraged and exhausted I felt. She asked me a powerful question: “Where did you get the idea that you are the problem?” Her question shocked me. If I wasn’t the problem, what was?

BOUNCING BACK

Working with a coach gave me the answer. It launched my recovery and helped transform my perception of work so that I was able to see it not as a proving ground but as a learning space. Based on what I’ve learned from coaching, here are some strategies you can use to improve your work experience and help you bounce back.

David Whyte, a poet and philosopher who also works in the corporate world, calls coaching a “courageous conversation.” He also describes it as “moving away from ‘having all the answers’ to a proper relationship with an unknown future.” It involves opening yourself up to certainty and self-exploration. Ultimately, working with a coach is a way of discovering yourself.

How do you “discover yourself?” No one has a role model for being him or herself. We all share this handicap. You just need to get curious, start noticing things about yourself, and develop the habit of inquiry to build self-awareness. It’s a long process, but this is how you build the foundation for taking action and making changes that last.

With my coach, I soon realized that nothing would change if I couldn’t tell the truth about how I felt. My work had become a place of suffering and
RECOVERING FROM SETBACKS: IT’S THE NARRATIVE THAT COUNTS

continued

self-sacrifice and I wanted it to feel fulfilling again. I soon dove into the extensive work of Dr. Brene Brown, a research professor at the University of Houston and author who studies courage, vulnerability, empathy, and shame. I discovered that until I stopped the “performing, pleasing, perfecting, or pretending” that she writes about, fulfillment would be illusive. I had no idea that I was caught in that cycle. My coach gently guided me to a place where I could begin to accept and trust myself again, embrace my values, and see new choices for myself at work. This is difficult to do on your own and it takes time. That's why I worked with a coach. Here are three core lessons I learned from our collaboration.

1. BEFRIEND YOUR GREMLINS

Your gremlin is the narrator in your head. He has influenced you since you came into this world, and he accompanies you throughout your entire existence. He’s with you when you wake up in the morning and when you go to sleep at night. He tells you who and how you are, and he defines and interprets your every experience. He wants you to accept his interpretations as a reality, and his goal, from moment to moment, day to day, is to squelch the natural, vibrant you within. (Rick Carson, Taming Your GREMLIN: A Surprisingly Simple Method for Getting Out of Your Own Way)

Where does the word “gremlin” originate? In the early 20th century, the British invented the term to describe mischievous creatures that sabotage aircraft. The metaphor is obvious: gremlins often sabotage our behavior in times of stress, but they remain invisible until things start to go wrong.

Gremlins are our inner critics, often the harshest judges we have. They stay hidden until stressful events invite them back. They use negative scripts we’ve listened to for years to hold us hostage. Those scripts wield enormous influence over our thinking and actions.

Let me explain. Until my breakdown, I didn’t know I followed a gremlin script that said, “Work is a scary place. You must be vigilant.” After my breakdown, I followed some other gremlin scripts as a translator with which many of you might relate:

■ You must show more dedication to your languages.
■ You must work harder to be an expert in your field.
■ You need to be perfect to be valuable.

It’s important to realize that stress can trigger negative thinking. Of course, there are real circumstances that contribute to stress at work. Translators often feel disconnected from others because of outsourcing and remote work arrangements. Like people everywhere, they’re asked to deliver work quickly, and quality often suffers as a result. The pressure to do more with less is unrelenting.

Our inner critic doesn’t care about factors that may be driving our stress and unhappiness. It just piles on, pulling us into a vortex of negative thinking where what we’re thinking seems like the truth. We lose our perspective and limit ourselves.

How do you work with those negative voices so you don’t get hijacked? You must find the courage to befriend your gremlins. Here’s what I was able to do with the help of my coach.

I couldn’t pretend those scripts weren’t there. I had to identify them and investigate how and why they had such an influence over my life. I brainstormed how to work with them but not be ruled by them. Those gremlins are part of who I am, but now they’re not in charge of me or my future. It was hard work and took time, but I was able to create a new relationship with myself and my inner critic and move forward.

2. BUILD YOUR EMOTIONAL AGILITY

Research indicates the important role emotions play in our life experience. When we manage them better, we feel better. This seems obvious, but it’s tricky because most of us don’t have a comfortable relationship with our emotions, especially at work. Yet, we can’t grow or move forward until we stop letting them dictate our actions.

To make a change, we must identify not only our negative thought patterns, but also the emotions associated with them. If our actions aren’t giving us the results we want, we have to step back and look at the emotional drivers for those actions. Then we have to shift those emotions so we can make different choices about how to act. For example, everyone knows what it’s like to be “stuck,” but what are the emotional

You need to get curious, start to notice things about yourself, and develop the habit of inquiry to build self-awareness.

Getting specific about your emotions allows you to see more clearly where you really are and what you might be thinking. It also points to other emotions you may need more of to shift your experience. This process develops your emotional intelligence, which is built by identifying and naming all your emotions, even the ones that make you uncomfortable. Then, to manage your emotions better, you need to develop emotional agility.

In her 2016 book Emotional Agility, Dr. Susan David defines the term as neither buying into your inner experience nor suppressing it. It’s about becoming a better observer of your inner experience and not letting it drive you toward negative outcomes. Emotional agility lets you resource emotions that will do the job of moving you toward the actions you need to take to move forward. Here are some examples:

- If you feel burned out, where can you renew yourself or find excitement?
- If you blame yourself for everything, where can you find self-compassion?
- If you’re undermined by uncertainty, what generates trust in the future and yourself?

When you get better at seeing where you’re stuck, you’ll get better at resourcing what you need to get unstuck. So, go back to a gremlin script when things aren’t going well. Name an emotion that comes into play when you hear that script. Then name a second emotion you need to get out of that space.

When my inner critic reminds me of my shortcomings by whispering “You should be working harder,” I always feel some dread. What helps me work my way out of that moment is the emotion of detachment. Then I can step back and consider, “Is that true? Am I not working hard enough? What other factors could be in play?” An awareness of that gremlin helps me deal with the moment and not be captured by it.

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3. DECLARE A NEW NARRATIVE

The work of identifying the thoughts and emotions that surface at times of change actually involves action. The action is in the naming of whatever is challenging you. It’s in your language, even if that’s in a conversation with yourself or only one other person. Seeing the story I defaulted to—there is something wrong with me and work—helped me see that I had to find a new story to change my experience of work. I had to move from “I am the problem” to declaring, “I have a problem,” and that crucial linguistic shift put me back in charge of finding solutions for my work challenges.

The shift came because I no longer blamed myself. It was the gremlin’s script that had to be changed. Instead of “I’m unworthy unless I’m perfect,” I created a new, more empowering narrative. I broadened my perspective and decided to change my career.

When I made that choice I noticed I was fearful that people wouldn’t like this new version of me. I felt guilt about “abandoning” my language career, shame about “folding my tent” after all the time and energy I spent as a language professional, and unease that if I weren’t a language person, what could I offer? I needed courage to challenge these emotions and a new narrative to describe my evolving relationship with work. By voicing what was true for me, I discovered that I could rewrite the story of work to align more closely with what was important to me now: to work more closely with people, to have a work life that was more inclusive of my family and more generous to me, and to experience joy in working with languages again. That story laid the groundwork for my career change and a new and deep connection to myself.

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BEFRIEND YOUR GREMLINS

David Whyte asserts that work can be so much more than an arena in which to prove your worth. Rather, he says, “Work is part of the process for discovering the person you are meant to be.” That means it’s a place of inquiry and learning, but also stumbling and setbacks.

So, if you find yourself at a threshold, I invite you to befriend the gremlins, resource the emotions you need to move forward, and declare honestly what you need and where you want to go.

NOTES


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Alison Carroll is an executive coach certified by the International Coach Federation at the Professional Certified Coach level. She works with a broad spectrum of professionals at different stages of their lives and careers, as well as leaders leaving the military through The COMMIT Foundation, Stand Beside Them, Inc., and Capitol Post. As a coach, she uses a holistic model that builds a strong foundation of personal responsibility. Always attuned to language, she explores any hidden narratives standing in the way of change and partners with her clients to rewrite them in a clear and future-oriented way. Prior to becoming a coach, she ran her own business for several years as a translator working from French, German, Portuguese, and Spanish into English. You can visit her website at www.thehiddenarrative.com. Contact: alison@thehiddenarrative.com.
Modality Matters: Including Remote Interpreting in Interpreter Training Programs

Using the results of research conducted with health care interpreters who work remotely, the following will provide a framework to categorize key areas of professional development for this growing modality.

Using the results of research conducted with health care interpreters who work via telephone and video, the following will provide a framework to categorize key areas of professional development for remote interpreters and discuss perceptions and trends and how they impact training. While the examples shared are related to health care interpreting, the concepts may be applied to other areas of interpreting.

**A GROWING TREND**

Over-the-phone and video remote interpreting are being implemented more quickly in medical settings than ever before. Momentum is also growing in the legal field.

In 2016, for example, the Judicial Council of California approved a pilot project to evaluate and test video remote interpreting in three of the state’s superior courts (Merced, Sacramento, and Ventura). As of December 2017, two equipment vendors were completing equipment installation in all three courts and training was being scheduled. The pilot assessment period will last six months.

Regarding modality usage, three research studies have indicated a preference for in-person medical interpreting and video interpreting over telephonic interpreting, with one study adding evidence that the mode of communication affects perceptions of the quality of the encounter. Research also indicates that the cost of providing language services may be recouped through reduced testing, shorter visits, and better compliance with treatment and follow-up instructions.

While debating the pros and cons of remote interpreting is beyond the scope of this article, it’s important to acknowledge that fears and concerns among interpreters do exist, such as the possibility that face-to-face interpreting will disappear completely, that lowering cost is more important than customer service, or that remote interpreting is not as effective as face-to-face interpreting. Nonetheless, access to a qualified health care interpreter by phone or video still outweighs the alternative of utilizing an untrained ad hoc interpreter, or not having an interpreter at all.

**SURVEY SAYS**

As a graduate student in 2014, I had the opportunity to collaborate with the Health Care Interpreter Network (HCIN) and conduct a front-end analysis concerning the professional development needs of remote interpreters. HCIN is a nonprofit organization led by former hospital executives and technologists dedicated to creating an efficient and high-quality service for video health care interpreting. At the time of my research, HCIN was composed of more than 40 member hospitals and provider organizations across the U.S. and offered service in 20 languages.

To collect data from as many respondents as possible, I created a 15-question online survey that was sent to 299 interpreters.
with a completion rate of 41.8% (125). The survey was divided into three sections: 1) overall interpreting experience, 2) remote interpreting experience, and 3) professional development. It concluded with three demographic questions.

The study had two goals. The first was to explore the needs of health care interpreters who provide remote language services on a shared audio/video network. The second goal was to implement strategies that will increase access to professional development opportunities and improve morale, consistency, and the quality of service for this segment of interpreters. This analysis was significant because, depending on the size and scope of their organization, interpreters in the network did not have equal levels of support or access to professional development opportunities. This could be said to be reflective of the larger health care interpreting community. Here is a summary of the results:

**Interpreting Experience:** The respondents’ years of overall interpreting experience regardless of modality were distributed evenly, with the majority (33%) reporting more than 15 years in the field. However, the same respondents reported much less experience in remote-only interpreting, with the majority almost evenly split at 0–3 (47%) and 4–7 (41%) years.

**Working as a Remote Interpreter:** To gather qualitative data on their experience working as a remote interpreter, respondents were asked five open-ended questions. Convenience emerged as the main theme for what respondents liked most about remote interpreting (26), while sound and connectivity issues (59) were found to be the most challenging part of this work.

In terms of advice they would give to an interpreter who is new to remote interpreting (18), when asked what they would change about remote interpreting and why, the most common response (19) was better audio quality to allow for more accurate interpreting.

**Professional Development:** In this part of the survey, respondents were asked how they receive information related to professional development opportunities, which resources they find most valuable, what topics are of greatest interest to them, and how they prefer to learn.

Most respondents (99) received information about professional development opportunities from colleagues (66%), followed by leadership (62%) and association memberships (55%). On a scale of 1 to 5, with 1 being their first preference, online discussion boards were ranked highest by respondents.

When asked for topics of interest to develop educational material, five themes emerged. Most respondents showed an interest in material related to medical specialties (44), followed by medical terminology (20) as a sub-theme of language resources. When asked about preferred learning methods, the majority selected hands-on practice (73%) and listening (72%).

**Demographics:** Three demographic questions were included to help analyze the data, which 98 respondents (78%) answered. Most respondents had some college credit (22%) or an associate (24%) or bachelor’s degree (25%). In terms of age and gender, the majority were either 30–49 (45%) or 50–64 (36%) years old, and most were female (70%).

**What’s in It for Me?** The most telling information about the professional development needs of remote interpreters came from five open-ended questions, which can be used to analyze your own remote-specific interpreter training needs.

- What do you like best about remote interpreting?
- What do you find most challenging about remote interpreting?
- What advice would you give an interpreter who is new to remote interpreting?
- If you could change one thing about remote interpreting, what would it be?
- Why would you choose to make that change?

When participants were asked, “What do you find most challenging about remote interpreting?” most responses were related to sound, connectivity, and noise issues, while a few mentioned exposure to sensitive situations. In other words, the tools provided—in this case technology—can have a significant impact on the interpreter’s ability to provide quality service.

As another example, when asked, “What advice would you give to an interpreter who is new to remote interpreting?” the most common responses were related to asking for repetition, followed by listening and taking notes. These are certainly skills that can be transferred from on-site interpreting experience, and become even more critical when there is a lack of context or nonverbal cues.

In terms of the topics of greatest interest for continuing education, the top responses included medical terminology, mental health, ethics, oncology, cardiology, diabetes, and anatomy and physiology.

The participants’ responses were then categorized into five groups (Motivation, Information, Tools, System, and Skills), together with levers (advantages) and obstacles, to identify opportunities and make recommendations. The results ultimately demonstrated a need for more than just training in the traditional sense. (See Figure 1 on page 26.)

**Implications for Training**

As health care organizations continue to look for ways to provide language services more efficiently and cost-effectively, remote interpreting is likely to impact the performance of experienced and entry-level interpreters in different ways.

**Visualization and Note-Taking:** Experienced interpreters who have worked face-to-face with patients and providers have the benefit of transferring their familiarity with medical settings (e.g., sights, sounds, smells, space, and protocols) to visualize what is taking place. Note-taking becomes especially critical without context and nonverbal cues, leading to the need for more emphasis on this skill for remote interpreters. As an instructor, I’m curious to know what percentage of health care interpreters have worked exclusively in call centers and how their training and visualization skills compare to those with on-site experience who also work remotely.
Flow and Consistency: Experienced on-site interpreters may also feel more comfortable increasing their level of assertiveness to manage the flow of the conversation when working remotely than an interpreter who is new to the field. Regardless of experience, to improve consistency of service for all parties involved, it’s important for the interpreter to include the same key elements every time he or she makes an introduction. Here’s an introduction checklist:

■ Greeting
■ Name
■ Language
■ Use first person
■ All speech will be interpreted
■ Confidentiality
■ Hand signal (video) or verbal prompt (phone)

An effective introduction can be accomplished in three sentences. Thus, the introduction becomes a mini pre-session and the interpreter is ready to start. Here’s a sample introductory dialogue:

Hi, I’m [name], your [language] interpreter.

Please speak directly to each other in the first person. Please understand that everything that is said will be interpreted and kept confidential.

I will [do this/say this] if I need to interrupt for clarification. Let’s begin!

Self-Care: While risks like exposure to bodily fluids and radiation are removed when interpreting remotely, factors that are sometimes beyond the interpreter’s control (e.g., workspace available, volume of requests, quality of technology, and administrative support) may increase an interpreter’s stress level and decrease their ability to focus on interpreting.

For an interpreter working in a call center, there is a greater need to mitigate background noise and other distractions than in a home office where the interpreter works alone. On the other hand, working alone may lead to a greater feeling of isolation for new and experienced interpreters alike.

Resources and Guidelines: When working remotely, access to resources, such as online glossaries and protocols preferred by the hiring organization become essential to ensure the accuracy and consistency of the services provided. Finally, training for health care providers on how to effectively interact with a remote interpreter, as well as the importance of bringing a qualified interpreter into the encounter regardless of modality, should continue to be a priority for health care organizations.
Sure, we all know how to use Microsoft Word, but I’m sure there are many of you out there who have never stopped to check out its more advanced features. Let’s take a tour!

It’s safe to say that virtually all translators are at least proficient with Microsoft Word, but how many of us have investigated its more advanced features? The following are some Word functions that I’ve found to be particularly useful for translators that you may not have noticed. The majority of these tricks are helpful for formatting documents neatly and tidily (and automatically), which is something that could otherwise eat up an inordinate amount of a project’s allotted time.

The steps and descriptions that appear here are written for the 2016 version of Word on a PC, but these features should exist in all versions of the software. If your interface differs, just search online for instructions for your version to find out exactly where to click to execute the same tasks.

**TAB STOPS**

A tab stop sets the location where a cursor stops after a tab is inserted in the body of a text. Tab stops are useful for aligning pieces of text. To use them, click on the tab stop selector and scroll through the selections until you arrive at the desired tap stop. Then click on the appropriate spot on the ruler at the top of the page to place the tab stop. (See Figure 1 below.)

There are five different kinds of tab stops.

**Left, Center, and Right:** If you place a left, center, or right tab stop and then insert a tab in the document, any text that comes after the tab will be left-, center-, or right-aligned with that tab stop. (If your text is so long that it runs past the tab stop, Word will automatically use the next tab stop available. If no other tab stops have been set, Word will advance the cursor to the next half-inch mark on the ruler.)

The left, center, and right tab stops are extremely useful for creating neatly aligned headers and footers, though they have many other uses as well that are limited only by your creativity. (See Figure 2 below.)

**Decimal:** The decimal tab stop aligns columns of numbers according to the decimal point, whether the decimal is explicitly typed out or merely implied mathematically. This tab stop must be reapplied to each paragraph (i.e., after every carriage return). You can apply it to multiple paragraphs at once by selecting all the desired paragraphs and then placing the tab stop. The decimal tab stop is helpful for creating neat
columns of figures that have differing numbers of digits before or after the decimal point. (See Figure 3 above.)

Bar: Instead of aligning text, the bar tab stop inserts a vertical line or bar in the paragraph to which it’s applied. The resulting bar is handy for making neat, ad hoc columns. (See Figure 4 above.)

TAB LEADERS
If you’ve ever tried to insert a row of dots or dashes that runs perfectly to the end of the page—for instance, in a table of contents—you know how much of a headache it can be to get everything to align perfectly, especially if you change the text font or size later. That’s where tab leaders come in. Tab leaders require the use of tab stops. (See Figure 2 on page 27.) There are three different varieties of tab leaders: dots, dashes, and underscore. To create a tab leader, follow these steps:

- Place a right tab stop where you want the row of dots or dashes to end. Then place your cursor at the end of the text. This is where the tab leader will start.
- Press the tab button on your keyboard. The cursor should jump to the right tab stop that you placed.
- Next, in the ribbon at the top of the screen, click Paragraph ➔ Tabs. (Side note: The ribbon is where a majority of Word’s commands are located and where settings are made. These items appear as buttons, input boxes, and menus. In earlier versions of Office for Mac, many of these commands were located on the Formatting Palette.)
- Under Leader, choose the style of tab leader you want (dots, dashes, or underscore). If you have multiple tab leaders, you can set them up for the current paragraph, section, or the whole document.

Figure 3: Example of a column of numbers aligned according to the decimal point using the decimal tab stop.

Figure 4: Example of table created using the bar tab stop.

Figure 5: Example of tab leaders.
stops in the paragraph, all of them will appear in a list under Tab Stop Position and you’ll have to select which tab stop you want the tab leader to apply. (See Figure 5 on page 28.)

In my work, I use tab leaders most frequently for tables of contents and French birth certificates, which commonly end every line with a row of dashes running all the way to the right margin as a way to ensure that no text can be added later.

FIND–REPLACE

Everyone has used Word’s Find-Replace tool, but did you know you can search for more than just text?

Searching for Formatting: The Find-Replace tool can be used to search for text that is formatted in a particular way. Here’s how to do it:

Press Ctrl + H to bring up the search box.

Click More ➔ Format. Here you’ll find a variety of attributes for which you can search. For example, under Font, you can choose to search for text that is size 14 point, italicized, red, and in Arial font. Under Styles, you can look for text written in a particular style (discussed later).

For translators, the most relevant formatting attribute to search for is Highlight. In our line of work, it’s common to receive documents with portions of highlighted text, accompanied by instructions from the client to touch only those sections. Using Find-Replace not only makes the workflow straightforward, it can also be used to obtain an accurate word count at the end of the project, even if the highlights are particularly numerous or scattered. To obtain a word count of highlighted text:

■ In the Find–Replace dialog box, place the cursor in the Find What field. (See Figure 6 above.)

■ Under the More ➔ Format drop-down menu, choose Highlight. You’ll see the caption Highlight appear underneath the field. The trick lies in doing the same thing again.

■ With the cursor still in the same field, click Format ➔ Highlight. The caption under the field will change to Not Highlight.

■ Leaving both the Find What and Replace With fields empty, click Replace All. This tells Word to find all the non-highlighted text and replace it with nothing (i.e., to delete the text).

ANNOUNCEMENT

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You can use the Find-Replace tool to search for special characters, many of them invisible to the naked eye but important to formatting (e.g., paragraph marks, tabs, page breaks, and non-breaking spaces). You can also use it to search for other characters that are visible, but don’t appear on the keyboard (e.g., en- and em-dashes). (See Figure 7 on page 29.)

STYLES

Styles are a great timesaver, especially in long documents with repeated formatting. In Word, a “Style” is simply a set of formatting parameters saved under a single name. For example, let’s say we want to format all section headers in a document the same way: in red, size 12 point, Times New Roman font, and indented half an inch from the left. Using Styles, we can save all those attributes under a single name. For this example, let’s save it under the name “SECTION.” A button with the same name is created automatically in the Style bar in the ribbon at the top of the screen, and from then on we can apply all the attributes to a piece of text with one or two clicks.

Thus, all non-highlighted text is deleted, leaving behind only highlighted text, making it quick and easy to get a word count.

Here’s one way to create your own Style:

- Format a piece of text with all the attributes you want.
- Leave your cursor somewhere in that text, and click on the arrow in the bottom right corner of the Styles bar. (See Figure 8 above.)
- Click the New Style button in the bottom left corner of the Style menu that pops up. A dialog box will appear with the attributes of the text. You can then adjust the attributes manually, add more if desired, and name your Style. (Again, let’s call it “SECTION.”) Now click OK to save.

A button with your new style will appear in the Style menu and in the Style bar. (See Figure 9 above.)

To use your new Style, place your cursor in the text to which you wish to apply the Style. (No need to highlight any text; Word will apply the style automatically to the entire paragraph.) Click either one of the Style buttons (in the menu or in the bar), and voilà! Word applies the Style to your text.

You can alter the attributes of your newly created Style by right-clicking on the desired Style button and choosing Modify. This opens up the same dialog box as before, where you can change the font, size, color, etc. It’s also possible to change the definition of your Style from within the text. To do this:

- Change the format of any piece of text that has been given the SECTION Style.
- Make sure to leave the cursor somewhere in that text.
- Right-click on one of the SECTION Style buttons and choose Update SECTION to Match Selection.

In both cases, all text that has been given the SECTION Style will automatically be changed to match your new formatting. This spares you the tedium of having to go back and do it manually for each piece of text, potentially saving enormous time.

SAVE TIME AND AGRIMENTATION

Microsoft Word, like the rest of the software in the Office suite, contains far more features than a single person is ever likely to use. Nevertheless, learning a few of its specialized functions will help you save time and aggravation in the long run.

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Too Much Data?

I’ve been pondering a lot about one of the most dramatic changes we’ve seen in the world of translation. And now you say: Yes, I know, machine translation! You’re right that this is a big change, but it’s not really what I’ve been thinking about (at least not exclusively).

I’ve been thinking about data. We have access to so much data! While there are clearly some advantages to this, there are plenty of disadvantages as well. Or maybe a primarily one: we need to learn to become (better) data curators. (I can’t remember ever having heard of that as a topic of study in a translation program.)

What’s this data I’m talking about? Okay, let’s start with the most obvious: (y)our termbase and translation memory (TM) data.

For years, I—along with many others—was a proponent of the big mama TM and big papa termbase, which essentially consisted of just one repository each for all your TM and termbase data. We had good reasons. I’ve had cases where an entire file in a new project was virtually identical to a file in a much earlier project, even though the projects didn’t seem to have anything in common with each other. If I hadn’t used my big mama TM at that point, I would have spent a few hours of unnecessary translation work. But things have changed since then.

First, if you’ve been a translator since the early days of TM use, those big mammas have become monstrous mammas, slow and unwieldy. More importantly, the technology has changed. With most tools using some kind of automatic subsegment retrieval, the data that otherwise would likely never have been touched again is being processed all the time, resulting in suggestions that are often unhelpful. The concept of sub-segmentation or fragment reuse is fantastic, as long as you have a TM that reflects what you’re currently translating. Otherwise it will slow you down at best, or decrease the quality of your output at worst.

The termbase is different because it’s not being used for more granular data access like the TM. But the older big papa gets, the more confusing will be his suggestions. Common termbases that can be used profitably for all kinds of customers are useful for only the very few among us who have such a narrow field of expertise that there really is only one set of terminology, or who have only the one client who always lets us work on the same kind of material. For a freelance translator, however, that is the very rare exception.

Instead, for TMs and termbases we’ve already had to learn how to silo and curate data. But what about other data? Large terminology databases such as IATE, the EuroTermBank, or TermCoord are clearly very helpful. Typically well researched and replete with sources, subject matter information, and other metadata, these troves of data have been used by most technical translators (working in the respective language combinations) as long as they’ve been available. These data sources can become problematic, though, when we bring them into our translation environment tools. I would venture to guess that most translators who have tried to use the EuroTermBank plugin in memoQ or have brought IATIS via TBX export into their translation environment have felt a bit like they were drowning in a sea of data. Yes, this trove might contain the lifesaving term, but only after looking very long and very hard.

Years ago, I found a glossary of maybe 20,000 English>German generic terms. I was so excited to import it into my master termbase, expecting it to greatly increase my productivity. Instead, it made me waste several hours identifying and deleting those terms after a few days of fighting with extreme data overload. Naturally, the data that forms the glossaries and termbases mentioned previously is not generic, but it tends not to be helpful right in your translation environment unless you’re able to narrow it down to a much greater detail than is offered.

And then there are the many corpora out there that just seem to be waiting to be turned into TMs. These include the massive DGT TM of the DGT (European Commission), the famous English<>French Hansards corpus of the Canadian Parliament, the United Nations corpus in Arabic, Chinese, English, French, Russian, and Spanish, and the many other corpora that could be used as TMs and are listed on the OPUS corpus page.

Yes, they can all be used. But are they beneficial? They do benefit machine translation (MT) developers as fodder for their engines (provided they are building generic engines), but for translators they are in all likelihood overkill.

Does this mean we should completely ignore these data sources? Probably not, but only if we can find better ways of using them than in the brute force manner of bringing them in as regular TMs. As reference material that we can consult for some tricky phrases they might be great. But that’s what the
We need to be curators to select the right data from which we will choose, as well as “on-the-fly-curators” to make the right choices in a timely and effective manner as we work.

The makers of the Linguee online dictionary figured out long ago, and you can get much of the information via that route as well.

That brings us to MT. In addition to all the (potential) data mentioned above, there are also various MT engines you can consult as you translate. In many cases you can connect not only one but several of those engines within your translation environment at the same time and use their suggestions or parts thereof.

The questions then become obvious: Where is the limit to our capacity to process all that data with which we’re bombarded? At what point do our brains go into overdrive and wear us out much earlier in the day than they used to? When do we just choose something to “get it done with” rather than produce high-quality translation?

These are very important questions and I don’t know that anyone has the answer. For one thing, I suspect that the answer varies from translator to translator. Also, I think it’s a matter of training. Though I’m not aware of any program or course that offers this (though I imagine it might be a very successful endeavor if done right), we’ll have to train ourselves not to become distracted by information presented all around the target field where we have to enter the translation. We need to be curators to select the right data from which we will choose, as well as “on-the-fly-curators” to make the right choices in a timely and effective manner as we work.

Martin Kappus, who teaches at the ZHAW Zurich University of Applied Sciences in Switzerland, explored part of this question in a posting on the Language Technology Wiki recently:

Nowadays machine translation suggestions are dynamically generated and presented to translators and post-editors. They are even adapted depending on the input by the translator/post-editor. It seems that these new methods yield better output from MT and they also seem to get the translator more “involved” in the post-editing process. Do these additional resources pose additional cognitive load on the translator/post-editor? Particularly when working in longer segments where the suggestions change frequently and rapidly?

Should we use the space provided by the Language Technology Wiki (www.langtech.wiki) to discuss all of this? I think it would be a very profitable debate.

NOTES
My Southwest Story: Getting in the Media

A few months ago, the in-flight magazine of Southwest Airlines, aptly named *Southwest: The Magazine*, ran a one-page feature on yours truly, which I still find hard to believe.¹ A friend of mine who runs a public relations firm told me that the PR value of this is in the range of $150,000, which I found even more difficult to believe. Many colleagues have asked me how this all came about. I’m happy to share, even though this particular set of conditions may not be easy to replicate. I’m also including some tips on how to get some media coverage for yourself and your business.

First, while I have had media training as an ATA spokesperson, I don’t think you need to have any special knowledge to get yourself in the media, although a basic understanding of how the media works helps.

Second, I think it’s important to go after media coverage from a media outlet you trust or are passionate about. In my case, Southwest Airlines has been my favorite airline since 2000, when, as a poor graduate student, I overslept, missed my flight to Albuquerque, and went to the airport in tears, only to find that Southwest was delighted to put me on the next flight for free. I’ve been a loyal customer ever since.

Last year, I started posting photos of Southwest during my travels, as I fly a lot for work. Most of them included positive comments about Southwest employees, including one funny handwritten sign on a flight that read, “Yes, we are full. Yes, we have wifi. Yes, our pilots are single.” I actually had no PR strategy in mind when I posted the photos, other than wanting to let the airline know how much I appreciate it. Sometimes media coverage works like that—it can be unexpected and a result of your online presence. There’s so much complaining about services happening on social media that companies truly appreciate it when you give them some positive feedback, especially if you have a relatively large digital footprint (just another reason to work on this).

**Southwest A-List**

“Languages have the power to unite the world.”

— Judy Jenner, Co-Owner, Twin Translations

PASS IT ON “I’m passionate about teaching the next generation of linguists through my work as an adjunct professor at UC San Diego and Unix, my alma mater.”

GAMI, SET, MATCH! “My husband and I love to travel. We’re looking forward to using my Companion Pass and Rapid Rewards points to attend the U.S. Open in New York this year.”

PAGETURNER “I’m a voracious reader of books in my three languages: English, Spanish, and German. My goal is to read around 50 books a year.”

Judy’s travels earn her A-List Preferred status through 50 one-way qualifying flights or 70,000 tier qualifying points.

Courtesy of Southwest Airlines

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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. Ideas and questions should be directed to judy.jenner@entrepreneuriallinguist.com.
In general, getting yourself media coverage is a great strategy to increase your visibility and potentially your business, even though its effectiveness is very difficult to measure.

Via Twitter, Southwest thanked me for my comments and asked for my address to send me some gifts to show their appreciation. The entire correspondence with a marketing writer happened exclusively on Twitter, and after a few days of friendly exchanges, I casually mentioned that I noticed that their in-flight magazine features one frequent flyer a month, but that it’s oftentimes men in similar industries (think software) and no one in a profession like mine. The marketing writer agreed but was noncommittal. After a few weeks she asked me to send her a blurb about myself, also via Twitter. I didn’t hear anything for months, but then I received the e-mail informing me that I would be in their April issue and that we needed to schedule the interview and photo shoot.

In general, getting yourself media coverage is a great strategy to increase your visibility and potentially your business, even though its effectiveness is very difficult to measure. Here are some tips you might find useful. Just remember that getting this done will require some effort.

**Pitch to a magazine or publication you like and that makes sense.** Perhaps your university’s alumni magazine? Or if you’ve just given a lecture on how attorneys can best work with interpreters, why not try contacting the local lawyers’ association to see if they would be interested? Perhaps you could reach out to a local business paper that runs features on small businesses? Look for interesting angles and topical connections.

**Be brief.** Just like translators and interpreters, editors are busy people and appreciate brief communication. Be succinct. Tell them who you are and why they should feature you. Editors tend to like international angles, especially in smaller markets, and we fit right in.

**Make it easy for the media.** If the editor likes your story, things may happen quickly because they have deadlines to meet, so be flexible in terms of interview times and/or photo ops. Don’t expect the publication to pay for hair or makeup: that’s usually on you if you want that (I paid for my own for Southwest Airlines magazine).

**Give up control.** One of the scary parts about working with the media is that you have no control over what will ultimately be published. While I liked my Southwest article, I would have stated some points differently, but I wasn’t the article’s author. It’s hard to give up control, but you won’t get to have a say in what gets published most of the time.

I’d love to hear if you had any media success. Have fun!

NOTES


Judy Jenner is a Spanish and German business and legal translator and a federally and state-certified (California, Nevada) Spanish court interpreter. She has an MBA in marketing and runs her boutique translation and interpreting business, Twin Translations, with her twin sister Dagmar. She was born in Austria and grew up in Mexico City. A former in-house translation department manager, she is a past president of the Nevada Interpreters and Translators Association. She writes the blog *Translation Times* and is a frequent conference speaker. She is the co-author of *The Entrepreneurial Linguist: The Business-School Approach to Freelance Translation*. Contact: judy.jenner@twintranslations.com.
Human-Centered Translation Technology

The European Association for Machine Translation (EAMT) held its 21st annual conference in Alacant, Spain, on May 28–30, 2018. The organizers made a great effort to invite professional translators to the conference with the goal of bringing machine translation (MT) researchers, developers, and vendors closer to the actual individuals using MT systems. I had the honor of being invited as a keynote speaker and embraced the opportunity to present ideas on “human-centered translation technology.”

If research on the translation process and translators has taught us one thing, it’s that we don’t behave like automatons.

Is there space for the human in the modern translation pipeline?

I’ve attended many MT conferences over the past decades and witnessed the considerable developments in MT. I’ve also seen the considerable and enduring divide between the MT research and development community and the translator training, research, and professional translation community.

During a webinar presented in April 2018 by the Translation Automation User Society (TAUS), the modern translation pipeline was characterized as data-driven, self-learning, invisible, and autonomous. This leads to the question: Is there space for the human in this pipeline? I believe so, and my mission at EAMT’s conference was to convince translation technology developers, and MT researchers and developers in particular, to pay more attention to the humans who use the output from their systems. Which humans did I have in mind? Of course, professional translators are the first cohort to consider, but I also made a plea for thinking about end users.

Let’s start with professional translators. At the TAUS webinar mentioned above, some large global companies confirmed that they now publish “fully automatic useful translation” online (i.e., raw MT output that hasn’t been edited by a translator). However, they also confirmed that they are still benefiting from traditional translation networks and that translation memory (TM) was their first line of support for translation, followed in second place only by MT. With much recent hype about MT, it’s easy to lose sight of the fact that TM technology is still very much relied upon.

Many translators have been using TM tools for many years, and there is no doubt that such tools are highly beneficial in certain contexts. However, in the research domain, several studies of professional translators at work have reported that TM editing environments are still not without their faults. Not all translators will agree with this, but the findings suggest that some translators are irritated by, for example, being forced by TM user interfaces (UI) to focus on “segments” rather than entire texts. Instability of tools, as well as bugs, continue to annoy translators, as does the perceived “complexity” of the interfaces. Although some TM environments have undergone sleek redesigns recently, we still find that the TM UI can be very “busy.”

A workplace study I helped conduct, using eye tracking technology to observe how professional translators worked with their normal tools, found that translators looked at the “target text window” 61% of the time. However, this window occupied only 19% of the screen space available in the UI when it was in the default configuration mode of the tool. Of course, the translator could customize the UI to make this window bigger, but the information presented in other parts of the UI are also important for the translator. However, my research colleagues and I believe that interfaces in general could be better designed, possibly even made adaptive, so that the part that requires the most attention at any particular point is given the most dominance.

If research on the translation process and translators has taught us one thing, it’s that we don’t behave like automatons. Though there are agreed-upon general approaches to translation, each translator has his or her own nuances in terms of process, product, and preferences. However, translation technology development hasn’t really embraced this fact to date, especially not MT development where the MT output is often sent to the translator regardless of its suitability or quality. To place the human in the center of the picture, I believe we need to look at the potential of “personalization.” What follows is somewhat overly optimistic thinking, so bear with me.

Personalization

Personalization means tailoring a product or service to better fit the user. In areas such as education, personalization has been shown to have positive effects on learners and learning. Personalization is based on learning about user needs, interests, preferences, expertise, workload, and tasks. Context is highly relevant and user modeling is key.

If we think about translation for a moment, it’s a task that can be modeled. Context is also highly relevant. So, I believe that we could, theoretically, produce translation tools that are personalized not just to individual translators, but to individual translation tasks. For example, if TM (or even MT) data were tagged for register (e.g., formal, informal), and we knew that a specific job required a formal register, we could personalize the translation engine so it prioritized the suggestions tagged as “formal” only. A translation engine could also “learn” about the interests of a translator by logging the types of informational searches the translator carries out. The translation engine could also learn about the online
resources a translator uses most frequently by logging the time spent on a resource or whether the translator cuts and pastes information from that resource.

As another example related to the use of MT, we know that translators have varying levels of tolerance for MT. We also know that this is context-dependent. For example, it may depend on the language pairs you work with, on the text type you’re translating, or on the time you’ve been given to produce the translation. Using this kind of information, a personalized MT engine could be established for each translation task. MT could be useful for one context (so switch it on) and totally useless for another (so switch it off). One translator might find MT suggestions useful at a certain quality level while another might find them irritating. So, by using quality estimation scores, the engine might “learn” the tolerance threshold for each individual translator for each specific translation context.

It must be acknowledged here that this kind of “machine learning” is contentious and raises ethical issues, so I’m not suggesting that this be done without knowledge or approval from individual translators. It’s also the case that this kind of learning isn’t easy and would take time before the “engine” was sophisticated enough to be useful. As I said, this is overly optimistic thinking, but the aim is to at least move us away from the scenario where any kind of MT output is produced and sent to translators for all contexts.

WHAT ABOUT END USERS?
The final part of my talk at EAMT2018 focused attention on a group who are largely forgotten when we discuss translation technology: end users (i.e., the people who are the recipients or readers of the translation produced via tools). This isn’t to say that translators forget about their readers, because they don’t! However, we know very little about the impact on end users of different translation modalities, especially raw (unedited) MT or post-edited MT and how it compares with translations produced by a professional translator without the aid of MT. At Dublin City University, we’ve started researching various types of users to see how comprehension, task completion, and attitude is affected if the user is provided with raw or post-edited MT or with “human” translation. For example, some work has been carried out at Dublin City University to see how well users can follow an instructional text that explains how to carry out tasks in MS Excel. Another researcher is investigating comprehension levels when learners are exposed to MT, post-edited, or “human” translations of subtitles in online courses.

PUTTING HUMANS AT THE CENTER
Investigating the impact of different translation modalities is really putting the human in the center of translation technology. The final end user group in the study I mentioned earlier included those who might need translation as part of humanitarian response efforts. We’re researching the role and need for translation (not just interpreting) in “crisis” and disaster contexts through a project funded by the European Union called the International Network in Crisis Translation, or INTERACT. 5 Humanitarian response is often in need of translation, and it’s a sector that is becoming ever more technologized. MT has already been used to assist with communication on the ground during the Haiti earthquake of 2010, and there is every likelihood that it will be used again in the future. If we get it wrong in this context, we get it really wrong. So, for this kind of end user, we need to make sure we’re not just repackaging MT engines as they are now and handing them over for use without any discussion or consideration of the impact on end users in these kinds of contexts.

My mission at EAMT2018, as mentioned previously, was to try to get translation technology researchers and developers to think more about how the output from their systems affects end users—whether professional translators or consumers. At least we’ve begun to open up the conversation. If you are interested in finding out more about some of the research mentioned above, please visit: http://bit.ly/OBrien-research.
Remember, if you have any ideas and/or suggestions regarding helpful resources or tools you would like to see featured, please e-mail Jost Zetzsche at jzetzsche@internationalwriters.com.

NOTES


2 This article is based on a chapter by Sharon O’Brien and Owen Conlan, “Moving Towards Personalising Translation Technology,” which will soon be published in Moving Boundaries in Translation Studies (John Benjamins Publishing Company).


5 For more information on the International Network in Crisis Translation, see http://bit.ly/INTERACT-project and @CrisisTrans on Twitter. This project receives funding from the European Union’s Horizon 2020 Research and Innovation Program under the Marie Skłodowska-Curie Grant Agreement No. 734211.

Sharon O’Brien is an associate professor in the School of Applied Language and Intercultural Studies at Dublin City University. She teaches translation, translation technology, localization, and research methods. Her research focuses on human factors in translation technology, especially machine translation and, more recently, the role of translation in crises and disasters. Contact: sharon.obrien@dcu.ie.

NEW CERTIFIED MEMBERS

Congratulations!

The following ATA members have successfully passed ATA’s certification exam:

**English into Chinese**
- Shaobo (Chris) Jiang
- San Jose, CA
- Xin Li
- Philadelphia, PA
- Hou-Pu Shen
- Redmond, WA
- Sean Song
- Ellicott City, MD

**English into Italian**
- Susanna Talia
- Fenelego, Italy

**English into Japanese**
- Kaya Matsumoto
- Kobe, Japan
- Tsubasa Mine
- Fukuoka, Japan

**English into Spanish**
- Celeste Andreetti
- Buenos Aires, Argentina
- Maria Antonini
- San Jose, CA
- Andres Diaz
- Arden Hills, MN
- Leopoldo Guzman
- Sarasota, FL
- Paola Patchen
- Mexico City, Mexico
- Laura Ramirez Polo
- Urbana-Champaign, IL
- Reynaldo Romero
- Houston, TX
- Maria Teague
- Buenos Aires, Argentina

**English into Swedish**
- Lisa Dahlander
- Playa del Carmen, Mexico

**English into Ukrainian**
- Valentina Bren-Buzil
- Howell, NJ

**Chinese into English**
- Xiaochuan Cao
- Shanghai, China
- Adrian Dunbar
- Jersey City, NJ
- Timothy G. Durgin
- Milltown, NJ
- Rony Gao
- Toronto, Canada
- Evelyn Yang Garland
- North Potomac, MD
- Huailing Wu
- Foshan, China

**French into English**
- Elizabeth Eckardt
- Chicago, IL
- Tamara Lindner
- Olympia, WA
- Michele Rosen
- Baltimore, MD
- Chelsea Rosendale
- Saint Paul, MN

**German into English**
- Robin Bonthrone
- Austin, TX
- Scott Ellsworth
- San Francisco, CA
- Frauke Rininsland
- Santa Fe, NM

**Italian into English**
- Robert E. Sette
- Denver, CO
- Susan Smith
- Genova, Italy

**Portuguese into English**
- Daniel Erlich
- Sao Paulo, Brazil

**Russian into English**
- Karen Schmucker
- Bellevue, WA

**Spanish into English**
- Alex Bonnet
- El Paso, TX
- Ashley Caja
- Washington, DC
- Valeria Delmar
- El Paso, TX
- Marco Hanson
- Austin, TX
- Melinda Gonzalez-Hibner
- Albuquerque, NM
- Peter Katel
- Albuquerque, NM
- Autumn Linn
- Bellingham, WA
- Sarah McDaniel
- Denver, CO
- Mary McKee
- Seattle, WA
- Sonia Verjovsky
- Cuernavaca, Mexico
I’m sure many people wonder what the procedure is for establishing new language pairs for testing within ATA’s Certification Program. As far back as five years ago, when I took the Arabic>English certification exam, I wondered why English>Arabic was not offered and what it would take to make it happen. Now, five years later, having led the effort to establish English>Arabic certification, gained the satisfaction of seeing it approved last October, and, as English>Arabic language chair, recently experienced the crowning moment of passing ATA’s first certified English>Arabic translator, I can say that it takes many things. The process involves a lot of hard work, good contacts, organizational skills, and, of course, matters of protocol (e.g., gathering enough signatures), but it starts with dedication, commitment, and a spirit of perseverance. Balls have a way of rolling, as long as you get them rolling.

My involvement with the process began in late 2015, when I was contacted by David Stephenson, chair of ATA’s Certification Committee, as a potential member of a workgroup charged with establishing English>Arabic certification. The members would serve as initial graders for the pair upon establishment. At the time, others had already gathered the signatures of 50 individuals interested in taking the exam, the minimum degree of documented interest needed to move forward. David asked me to send my CV and to translate a short passage from English into Arabic. The members would serve as initial graders for the pair upon establishment. At the time, others had already gathered the signatures of 50 individuals interested in taking the exam, the minimum degree of documented interest needed to move forward. David asked me to send my CV and to translate a short passage from English into Arabic. Shortly after I had done so, David informed me that from among those who had done the same thing, I was one of the two people who had been judged by a group of evaluators as having produced superior translations. This moment ushered in almost two years of work to establish English>Arabic certification. Fortunately, I was already an Arabic>English grader at the time, and that experience was very helpful throughout the process.

The most important step was to expand the workgroup to ideally five members. This involved several rounds of testing administered by David, who served as Certification Committee liaison for the startup group. Early in the process, my partner chose to withdraw from the group, so we were down to one workgroup member (myself). At this point, David informally designated me language chair for the English>Arabic certification exam.

David would send prospects a passage to translate, collect and anonymize the translations, and then send them to me for evaluation. To ensure reliability, I had the exams evaluated by external parties as well until some of the prospects had been selected for further consideration, at which point they too participated in the evaluation process.

To identify prospects, I exhausted my contacts: most notably, the WordReference language forum (www.forum.wordreference.com) and Kent State University. WordReference.com is the internet’s premier dictionary website, with a very well-indexed and strictly moderated forum serving as a supplement to the dictionaries. In the many years I’ve been an active member and moderator of the forum, I’ve developed connections with many talented and skilled translators. Kent State University has a distinguished translation studies program, with a considerable percentage of Arabic-speaking students. Other sources of contacts included ATA and the program I was teaching for at the time.

Prospects who performed well were selected for further consideration, at which point they were trained on ATA grading standards and participated in the evaluation of subsequent tests. They were confirmed upon successful completion of their training. We repeated the process until we had reached our goal of five graders. Nevertheless, while evaluating translations of one of our test passages for another purpose, one performance struck me as being particularly strong. David supported selecting this person produced superior translations. This moment ushered in almost two years of work to establish English>Arabic certification. Fortunately, I was already an Arabic>English grader at the time, and that experience was very helpful throughout the process.

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Prospects who performed well were selected for further consideration, at which point they were trained on ATA grading standards and participated in the evaluation of subsequent tests. They were confirmed upon successful completion of their training. We repeated the process until we had reached our goal of five graders. Nevertheless, while evaluating translations of one of our test passages for another purpose, one performance struck me as being particularly strong. David supported selecting this person
for further consideration, and he eventually joined the team.

It took over a year to form the group, and it was well worth it. The group members—the current graders—are not only top-notch translators, but they also exhibit a representative degree of geographic diversity that has proved instrumental for grading purposes. The five members other than myself (Palestinian) hail from Egypt, Iraq, Morocco, Saudi Arabia, and Syria, respectively. As an added bonus, our Iraqi grader has spent a considerable amount of time in Libya.

The six of us spent the better part of a year selecting and editing passages, completing and discussing sample translations, preparing both passage-specific and language-specific guidelines, and submitting passages for approval by the Passage Selection Task Force. Reaching a reasonable degree of consensus wasn’t always easy or straightforward, particularly when it came to identifying translation challenges in each passage. I set the high standard of unanimous agreement on all challenges, which we achieved after a great deal of communication and discussion. Fortunately, all but one of our eight passages were approved immediately, and the other one was approved after we made one small change.

English>Arabic certification was officially approved in October 2017, together with Chinese>English. It’s immensely rewarding to see that English>Arabic certification has come to fruition, and I feel fortunate to be working with such a stellar group of graders, whose impressive skills are only rivaled by their eminently respectful and cooperative attitudes. The wisdom of the human resources precept “Hire for attitude; train for skill,” which David shared with me at some point during the process, has only been confirmed by my experience. While the minimum qualifications should absolutely not be compromised, the importance of having the right attitude cannot be overestimated. Skills can be tweaked, honed, and expanded, but an unfavorable attitude is hard to change and could prove devastating.

Here are my main pieces of advice for anyone seeking to help establish any of the many language pairs in which ATA does not currently offer certification:

**Be patient and persistent.** The process takes a lot of time if you want to get it done right.

**Communicate consistently with your Certification Committee liaison.** I must have asked David dozens, if not hundreds, of questions throughout the process. When in doubt, ask!

**Do not settle.** You must keep your standard high, even if this means more work and/or delays in the process. Quality pays off in the long run!

For information about the nuts and bolts of establishing a new certification pair, see http://bit.ly/establishing-certification. Currently, efforts are underway to establish certification in Farsi, Korean, and Romanian. If you speak one of these languages and think you have what it takes to join the effort, please contact:

- **For Farsi:** Sepideh Moussavi
  (info@farsilanguagecenter.com)

- **For Korean:** Jisu Kim
  (KLDnewsletter@gmail.com)

- **For Romanian:** Anisoara Tutor
  (anisoara.tutor@yahoo.com)

**Elias Shakkour** is the language chair for ATA’s English>Arabic certification exam. Contact: eshakkour@gmail.com.
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