

ATA 2010 Elections: Candidate Statements

ATA will hold its regularly scheduled elections at the upcoming 2010 ATA Annual Conference in Denver, Colorado, to select three directors.



Director

(three-year term)

Alan K. Melby

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If elected to a second term on ATA's Board of Directors, I will continue to work with fellow Board members to enhance the image of the translation and interpreting professions and provide opportunities for ATA members to prosper.

My ATA work during my current term on the Board has focused on translation standards and ATA's Certification Program.

In my 2007 candidate statement, I promised to develop a brochure about standards as a complement to the *Getting it Right* booklet, with co-author Chris Durban. Promise kept. The brochure can be downloaded free of charge by clicking *Translation: Standards for Buying a Non-Commodity* on the main page of ATA's website. Standards help us focus the

attention of clients on the importance of quality, not just price.

The first international standards on translation, supplementing existing national and regional standards, are being developed by the International Organization for Standardization (www.iso.org). It is crucial that ATA have a strong voice in the development of these international standards. I am a member of the project team working on a future international standard that will provide guidance about translation projects. As a member of ATA's Board, I am well positioned to ensure that ATA has appropriate influence on its development.

In 2007, I promised to assist ATA's Certification Committee in their drive to enhance the perceived and real value of ATA certification. I have kept this promise as well, by leading the effort to conduct a job task analysis of the job "translator." Fellow Board member Lois Feuerle and I have organized and analyzed four separate focus group discussions to define the knowledge and skills needed to be a successful translator. The next step in this project is to fine-tune the survey that will gather input from thousands

of additional translators and enable us to weigh and prioritize the knowledge and skills identified by the focus groups. The job task analysis will allow us to identify clearly which aspects of a translator's job are and are not tested by ATA's certification exam, thus increasing understanding of ATA's Certification Program.

Another aspect of certification that I promised to work on is the computerized certification exam. In 2009, the first successful keyboarded exam sitting was held. I have been involved in the effort to implement new features in the exam software that will support larger sittings by allowing part of the setup to be done in advance by remote access.

I have also served on ATA's Governance and Communications Committee and am among those pushing for a tagline to be used with the existing ATA logo. As a Board member, I will vote in favor of a tagline only if it indicates the importance of interpreters to ATA's mission.

Please give me one of your votes so that I can effectively pursue the above projects in a continued role on the Board of Directors.



Director

(three-year term)

Gloria K. Quintana

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I would first like to thank the Nominating Committee for recommending me as a candidate for the Board of Directors. It is an honor to be considered for this position.

I own and operate Quintana, Inc., a multilingual solutions company that I started in 1993. I have worked extensively in an effort to raise public

recognition of the language profession. It has always been my goal to ensure that the field of interpreting and translation are treated with utmost respect. An ATA corporate member since 1997, I have attended several of the Association's events for many years.

As a young adult, I had the opportunity to live abroad in Mexico, where I attended a private school. The experience and curriculum were one of a kind. I found it fascinating to be completely immersed in the culture. The most important thing I learned was that being immersed in a culture gives one the opportunity to really under-

stand the intricacies of a culture and language, but more importantly the sensitivity with which all cultures must be treated.

I feel promoting the recognition of the profession and the industry through educating the public, and improving the perception of the role and importance of qualified language professionals, is something which we all should strive to accomplish. If I am elected to serve on ATA's Board of Directors, I believe that as a team we could accomplish all this, and much more.



Director

(three-year term)

David C. Rumsey

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I am happy and honored to be nominated to renew my seat on ATA's Board of Directors for a full three-year term. I have currently been serving a one-year term since 2009. I hope to be able to continue work on expanding and upgrading ATA's website and its features.

I have been involved in all aspects of the translation business for over 15 years—as a freelance translator, a project manager, and an end client at a major software company. I have returned to freelancing, working with German and Scandinavian languages.

This broad experience has given me insight into the major changes in the language industry. As the global market expands, clients are realizing the importance of translation but struggle to find a way to pay for it or understand

what they are buying. Project managers struggle to educate their clients while trying to find and retain high-quality freelancers. Meanwhile, professional freelancers struggle to distinguish themselves from among the millions of hobby translators/interpreters located around the world who are creating a wide range of prices. All the while, technology continues to develop, requiring human translators to develop new skills to highlight their advantages.

In addition to being a focal point for the translation/interpreting industry, I would like to see the Association provide a greater number of technical and training services through its website. ATA's website should act as a portal to the profession, with expanded member profiles, forums/webinars, online courses, outreach kits, tool review/demos, and downloads.

I also see a greater role for ATA in facilitating better communication among freelancers, agencies, and end clients. Despite our different roles, we are all in this together. We all need to work to educate end clients and the general public about the value and quality of human translation and inter-

preting. Being able to address properly the issue of machine translation for the public is going to be critical in the coming years. Our best response to the growing use of machine translation is going to be certified human translators with a consistently measurable level of competence. Toward this end, I recommend standardizing and expanding ATA's Certification Program to bring legitimacy to the translation profession among agencies and end clients.

However, serving on the Board of Directors is less about policy and more about doing the work that is required to make the organization run. I have already served 18 months on the current Board as well as two terms as the administrator of the Nordic Division and as editor of that division's newsletter, *Aurora Borealis*. I have also been a board member of two local service organizations and my condo association. I have the skills and dedication to ensure that ATA continues to provide the best services and features to its members.

I would appreciate your consideration in the upcoming election.



Director

(three-year term)

Caitilin Walsh

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Conference attendees in New York City enjoyed oatmeal for breakfast. I know I liked it, and I would love to take full credit for it, but I think it is an excellent example of how your Board of Directors works together to listen to you, to grow the Association, to innovate for the benefit of the members, and how small changes can make a big difference.

When I joined ATA's Board three years ago, I was incredibly impressed with the high-level discussion points that were on the agenda—from analyzing the validity of the Certification Program with an eye to accreditation and international reciprocity, to constantly strategizing to improve the reputation of translators and interpreters among business, academic, and government leadership, to grappling with issues like cost pressures on freelancers and interpreter certification. I promised to move toward clarity of purpose and transparency of process.

I have done just that, though certainly not on my own. Anything with my name on it represents the efforts

and dedication of others, both within the Board and outside. I worked with chapter leadership to formalize our relationships, putting in place a letter of understanding that clarifies expectations on both sides of the equation. I introduced small changes in elections transparency so we can better understand and see the process by which those that serve are selected. I added my two cents on divisions issues, striving for structures that will support and encourage these secondary homes within ATA in their mission to serve those with shared interests, specialties, and working languages. I recently joined the effort to redesign our website, polishing our public face

as well as shoring up the back end.

And I campaigned to get oatmeal on the breakfast table. As ATA's Board talks about things heard at the conference, time and again the carb-heavy breakfast gets a few disapproving comments. Rather than dismiss them as frivolous, I suggested a solution: oatmeal. It is an inexpensive way to respond to the needs of the membership for a good

breakfast. One could even argue that it supports our stated purpose of furthering professional education, since you cannot learn on an empty stomach.

I remain grateful for the efforts of those numerous souls who continue to inject their energy into our Association for the common good. But I am reminded that small things often make the difference. I would be delighted to

continue to offer my creative problem-solving skills to the Association. I hope to carry on casting a thoughtful light on both old and new challenges, encouraging our Association to keep moving on the path toward clarity of purpose and transparency of process.

I sincerely hope you will allow me to continue to serve you in the capacity of director.



Director

(three-year term)

Ted Wozniak

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I would first like to thank the Nominating Committee for putting my name forward to represent the members of ATA as a member of the Board.

I have been translating for almost 30 years, first as a German linguist in the U.S. Army and later as a freelance translator. When I first made contact with other translators in the then still-nascent cyber world, I was surprised at the degree to which my “competitors” were willing to assist in improving my skills and building my business. I had not experienced this in the business world previously, first as an accountant and later as a stockbroker. This cooperative spirit among translators has inspired me to try to give back continually to my colleagues over the years, and I try to encourage new members of our profession to do the same.

If elected to represent you, I wish not only to promote this cooperation by improving communication among translation professionals, but also to address a few key areas where I believe ATA can continue to make improvements. Some of those areas include:

- Offer more business education.
- Complete the revision of the Code of Professional Conduct.
- Revitalize the Ethics Committee.
- Improve communication between members and ATA.
- Increase efficiency and search for cost savings.
- Improve cooperation with the Association of Language Companies.
- Work on Model Contract project.
- Offer military linguist outreach program.

Educating our members about the business aspects of our profession is dear to my heart and has seen dramatic improvement over the past several years. I believe I have made some small contribution to this with my conference presentations on ensuring payment, retirement/investment planning, and accounting.

I strongly support and wish to advance the current project to update the Code of Professional Conduct and Business Practices, to revitalize the long-moribund Ethics Committee, and to promote communication channels such as ATA's Business Practices list.

Increasing efficiency and cost savings are other areas where I see the potential for improvement. Providing online channels for ATA members to communicate with each other and to the Board could be expanded beyond e-mail newsletters and electronic distribution of *The ATA Chronicle* to include

online surveys and greater use of e-mail groups and professional networking sites to foster two-way communication. Online seminars and presentations could reduce the cost of professional development seminars. Board members could hold online meetings and e-mail voting to obtain the same benefit. Such efforts could be in conjunction with, not in lieu of, physical regional and annual conferences, which still allow for fantastic networking and social interaction among members of our “lonely” profession.

In conclusion, here are my key points/areas of concern:

- Improve communication between members and ATA.
- Offer more business education.
- Improve cooperation with the Association of Language Companies.
- Increase the use of electronic meetings/balloting by the Board.
- Increase the use of online presentation/seminars to save costs.
- Revitalize the Ethics Committee.
- Work on Model Contract project.
- Complete the revision of the Code of Professional Conduct.
- Offer military linguist outreach program.

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