The ATA Board of Directors met July 25-26 in Chicago, Illinois. Here are some highlights:

**Budget:** The Board approved the July 1, 2009-June 30, 2010 budget. The budget forecasts $2.8 million in revenues, which is similar to the 2008-2009 budget.

**Proposed Bylaws Revisions:** The Board approved a motion to present to the membership proposed revisions to Article XII, Chapters and Divisions, of the Bylaws, to be voted on by the membership in this year’s elections. The proposed revisions create separate Articles for Chapters and Divisions to address their unique characteristics. While both chapters and divisions are components of ATA, chapters are separate entities. The proposed changes reflect the different relationships and attempt to streamline overall division governance and incorporate current practice.

In a related proposal, the Board approved a motion to present to the membership proposed revisions to Article VII, Other Committees, of the Bylaws. Specifically, this motion requests changing the name of the Finance Committee to the Finance and Audit Committee to underscore the importance the Board places on the annual independent audit of the Association’s finances, records, and financial controls.

**2014 Annual Conference Site:** The Board selected the Chicago Sheraton Hotel and Towers as the tentative site of the 2014 Annual Conference, pending final negotiations. The last ATA Annual Conference held in Chicago was in 1974.

**Divisions Task Force:** ATA President-elect and Governance and Communications Committee Chair (GCC) Nicholas Hartmann announced the formation of a GCC task force to examine the nature and role of special interest groups within the Association. Areas to be covered include: their function within the Association; finances; governance; mid-year conferences; and conference-related presentations.

**Guidelines for ATA Board Members:** The Board approved updating and revising the Guidelines for ATA Board Members. These guidelines, by which Board members must agree to abide, outline the commitments, responsibilities, and policies for ATA Board members.

**TBX Resolution:** The Board passed a resolution, based on a request from the Translation and Computers Committee and Standards Committee, urging translation technology vendors to
Dealing with Metaphors

The May 2009 issue is very good. I especially appreciated John B. Jensen’s article, “On Becoming a Literary Translator,” but I can’t resist taking exception to one point about images and metaphors in that article. Mr. Jensen writes, “...we are often challenged to come up with such equivalences when nothing quite like the original will work.” My question is: why not use the original if that is at all possible?

I teach a college course entitled “Decoding Russian (and Russia).” After a few introductory sessions, I use aphorisms as decoding material; these usually involve metaphors. The students find that the Russian metaphors give them insight as to differences between thinking as they do and thinking as the Russians do. Converting metaphors found in a foreign language text into run-of-the-mill, everyday English metaphors is not doing readers a favor.

Marie J. Hall
Bar Harbor, ME

Dear Ms. Hall,

Thank you very much for your observations. I largely agree with you: I did say “when nothing quite like the original will work.” My first inclination in dealing with images and metaphors is to try to use a (nearly) literal translation, but it must transmit the meaning intended by the author and not lead the text too far from its required naturalness. I fully recognize that to rely on the “trite” and true from the native target-language stock of idioms, metaphors, and images could fail utterly to maintain the original work’s voice, texture, and creativity.

The role of the translator in the historical enrichment of the world’s languages is tremendous. Thousands of expressions pass linguistic and culture barriers constantly through the literal translation of metaphors and calquing of idioms (think biblical translation). As purveyors of such enrichment, we must be careful in deciding what actually “works” while respecting both languages and cultures.

John B. Jensen
Miami, FL

---

From the Executive Director Continued from p. 10

implement TBX (Term Base eXchange) as an import/export format. TBX is an open standard for exchanging structured terminological data that has been approved by the International Standards Organization and the Localization Industry Standards Association. For more information, please see www.lisa.org/Term-Base-eXchange.32.0.html.

The minutes of the meeting will be posted online at www.atanet.org/membership/minutes.php. Past meeting minutes are also posted on the site. The next Board meeting will be October 31-November 1 in New York City. As always, the meeting is open to all members, and members are encouraged to attend.

---

American Translators Association
50th Annual Conference
New York City October 28-31, 2009 New York Marriott Marquis

For complete information and registration forms:
www.atanet.org/conf2009