Learn how translators can grow their client base, increase rates over time, and become a language service provider’s go-to person.

Although even the most peace-loving people cannot avoid all conflict, research has come up with ways to manage those situations effectively and with as little time wasted as possible.

E-mail Marketing for Translators. Jill R. Sommer. 38:12 June. (See Translators/Interpreters and Computers)
It is difficult for translation agencies and direct clients to send work if they are unaware that you are out there.

The most relevant lesson is knowing that your long-term success is going to depend on the strength of the relationships you can form with your repeat customers.

Participants at ATA’s recent professional development seminar were treated to lively presentations on résumés, dealing with agency clients, and project management, as well as multiple opportunities to market their services.

Please Welcome…ATA’s New Client Outreach Kit. Dorothee Racette, Lillian Clementi, and Chris Durban. 38:22 September.
ATA has rolled out a new business development tool designed to raise awareness of professional translation, inform translation consumers, and help you attract new clients by positioning yourself as a solution provider—a triple win.
Environmental Translation

An introduction to the field of environmental translation, including an overview of the documents in demand and some of the skills you will need to work in this area.

Interpreting

Scoring the Consortium for State Court’s Oral Proficiency Exam for Interpreters. Wanda Romberger. 38:24 January. (See Legal)
An overview of the scoring mechanism for the Consortium exam, including its design and the training received by exam raters.

Speaking in the First Person When that First Person is Not You. Jackie Metivier. 38:14 February. (See Legal; Medical)
Stepping into the public eye to promote the recognition of our profession not only makes good business sense, but is our duty as members of professional groups. The author describes her recent radio interview that focused on her work as an interpreter.

The Role of Interpreters During Disasters. Betsy Gard. 38:19 July. (See Medical)
This article reviews how working as part of a disaster response team affects the interpreter. Suggestions are given on how to manage stress associated with dramatic events.

Interpreting Bad News: What Interpreters Might Learn from Medical Training and Research. Laura Espondaburu. 38:12 August. (See Medical)
Reviewing the different training strategies offered to health care professionals for delivering bad news to patients can help interpreters do a better job under difficult circumstances.

Learn about the emerging modality of video interpreting—where it is used, what technology it employs, and for which applications it is most useful.

Role of Medical Linguists in an Influenza Pandemic. Patricia Thickstun. 38:12 November/December. (See Medical)
Medical linguists need to be prepared to meet the challenges they will face during the current influenza pandemic.

The Pitfalls of the Long Consecutive Mode in the Courtroom: Learning When to Use It. Janis Palma. 38:20 November/December. (See Legal)
In certain cases, the long consecutive mode might not be the most appropriate choice for the judiciary interpreter. This article discusses aspects of discourse that interpreters must keep in mind when choosing among long, short, or semi-consecutive renditions.
Legal

Speaking in the First Person When that First Person is Not You. Jackie Metivier. 38:14 February. (See Interpreting; Medical)
Stepping into the public eye to promote the recognition of our profession not only makes good business sense, but is our duty as members of professional groups. The author describes her recent radio interview that focused on her work as an interpreter.

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In certain cases, the long consecutive mode might not be the most appropriate choice for the judiciary interpreter. This article discusses aspects of discourse that interpreters must keep in mind when choosing among long, short, or semi-consecutive renditions.

When it comes to issues of plagiarism, translation can become a pretty murky area.

Literary

Translation in Every Classroom: Stepping into the Center for the Art of Translation’s Poetry Inside Out School Program. Marty Rutherford, Olivia Sears, and Sarah Valor. 38:16 March. (See School/Community Outreach)
By combining literary translation and poetry in urban classrooms, we can address our nation’s growing multilingual population while increasing students’ literacy skills.

Capturing an Elusive Truth—and Earning Recognition for It, Too. Jill Timbers (with passages by Kersti Juva). 38:20 March
Finnish literary translator Kersti Juva is the first translator ever appointed Artist Professor by the Arts Council of Finland, an award that brings recognition to the entire field of literary translation.

The author shares his personal experiences along the road to becoming a literary translator, including the challenges, approaches, ethical decisions, and rewards.
Speaking in the First Person When that First Person is Not You. Jackie Metivier. 38:14 February. (See Interpreting; Legal)
Stepping into the public eye to promote the recognition of our profession not only makes good business sense, but is our duty as members of professional groups. The author describes her recent radio interview that focused on her work as an interpreter.

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Role of Medical Linguists in an Influenza Pandemic. Patricia Thickstun. 38:12 November/December. (See Interpreting)
Medical linguists need to be prepared to meet the challenges they will face during the current influenza pandemic.

Networking

Establishing a regional translators and interpreters organization is not an unmanageable task. This article outlines the authors’ experiences in starting an organization in Nevada.

Professional Associations: They Are Not Just for Professionals. Michael Collins. 38:16 July.
Professional associations offer an excellent platform from which to share knowledge about the field with potential future colleagues.

The Value of Conferences. Grant Hamilton. 38:26 September.
Attending industry conferences is a lot more valuable than first meets the eye. Read on to learn the five benefits you can derive from them.
OBITUARIES

- Jean Stilson Rowe. 38:32 February.
- Leon Mindlin. 38:36 March.
- Robert T. France. 38:36 March.
- Ben Teague. 38:9 June.

Opinion/Editorial

Ethical Codes: Where Are We? Diane Howard. 38:9 October.
There is more to ethics than what you see in the codes.

The lack of respect shown to our industry by those outside of our industry is our own fault, and no one can fix it but us.

Patent Translation

Using Patents to Find the Terminology You Need. Bruce D. Popp. 38:16 May. (See Technical Translation)
Patent practitioners search for the technical art most relevant to an invention. Translators can use patents found during that search as a source of relevant terminology.

School/Community Outreach

Preparation and perseverance pay off when a translator reaches out to her local business community.

ATA Stalwart Sandra Burns Thomson Wins 2007-2008 ATA School Outreach Award. Lillian Clementi. 38:10 February.
A determination to stay involved in her son’s school ultimately led Sandra Burns Thomson to the winning photo in the 2007-2008 ATA School Outreach contest.

Translation in Every Classroom: Stepping into the Center for the Art of Translation’s Poetry Inside Out School Program. Marty Rutherford, Olivia Sears, and Sarah Valor. 38:16 March. (See Literary)
By combining literary translation and poetry in urban classrooms, we can address our nation’s growing multilingual population while increasing students’ literacy skills.
Introducing the National Museum of Language. Greg Nedved. 38:16 April. Many years in the making, the National Museum of Language in College Park, Maryland, has opened to the public with much fanfare.

School Outreach Profile: Facing the Interminator. Lillian Clementi. 38:32 April. When ATA member Johanna Klemm spoke to her daughter Alicia’s first-grade class, she was rewarded with humor, insight—and an unexpected opportunity for Alicia to share her own experiences with her classmates.

School Outreach Profile: Opening a New Door. Lillian Clementi. 38:24 June. An encounter with a former professor lands ATA member Clarisse Bandeira de Mello in a college classroom, where she introduces a group of translation students to the nuts and bolts of interpreting.

ATA School Outreach Profile: Man With a Mission. Lillian Clementi. 38:24 August. Belkacem Hacene-Djaballah is on a mission to overcome American students’ fear of foreign languages.

School Outreach Profile: From Shanghai to Paris. Lillian Clementi. 38:16 October. Enthusiasm takes ATA member Claudia Dutra halfway around the world.

Technical Translation/Terminology
(See Monthly Columns: Dictionary Reviews; Translation Inquirer)

Some Lessons Learned in Chinese Technical Translation. Bruce G. Hyman. 38:30 January. The translation of Chinese-language scientific and technical documents, particularly in the rapidly developing information technology fields, requires constant attention to lexicography.

Top 10 Pet Peeves of a Technical Translator. Linda L. Gaus. 38:18 February. This list of pet peeves just might help you open up the channels of communication with the client, avoid common translation pitfalls, and make the translation process as pleasant as possible for everyone.

Using Patents to Find the Terminology You Need. Bruce D. Popp. 38:16 May. Patent practitioners search for the technical art most relevant to an invention. Translators can use patents found during that search as a source of relevant terminology.

The Sub-language of E-mail. Wendy Griswold. 38:30 September. (See Translators/Interpreters and Computers) Translating e-mail can be a challenge for many reasons, including lack of context and deliberate obfuscation. This article offers strategies for overcoming these obstacles.
As the science of chemistry continues to advance, so does its nomenclature. Hence, one of the many challenges faced by translators is the dynamic nature of chemical terminology.

Translators/Interpreters and Computers (See Monthly Column: GeekSpeak)

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

This article describes some basic concepts in terminology management geared toward the needs of freelance translators.

A brief review of the current status of machine translation tools and how they affect the different stakeholders in the translation arena.

First Date: Outreach from the Machine Translation Community to Translators. Laurie Gerber and Jay Marciano. 38:12 May.
What do translators need and want from technology, and what can machine translation/language technology developers do to help?

E-mail Marketing for Translators. Jill R. Sommer. 38:12 June. (See Business)
It is difficult for translation agencies and direct clients to send work if they are unaware that you are out there.

Driving targeted users to a company’s website is a top priority for almost any business. Multilingual search engine optimization is the most effective way to create this traffic by getting the company’s name on Google and other major search engines.

MemoQ: A Strong Contender for the Title of Best Translation Environment Tool. Naomi J. Sutcliffe de Moraes. 38:26 June.
With innovative features, ease of operation, and stability, MemoQ is a great all-around translation environment tool.
ATA’s Translation Tools Seminar in San Francisco brought nearly a hundred language professionals together to learn about computer-assisted translation programs and other productivity tools.

Learn about the emerging modality of video interpreting—where it is used, what technology it employs, and for which applications it is most useful.

The Sub-language of E-mail. Wendy Griswold. 38:30 September. (See Technical Translation/Terminology)
Translating e-mail can be a challenge for many reasons, including lack of context and deliberate obfuscation. This article offers strategies for overcoming these obstacles.

It is fascinating to watch the market right now. It is a bit like watching a gun duel in an old Western.

MONTHLY COLUMNS

Blog Trekker

- How Secure is Your E-mail? (From Translate This!) 38:37 April.
- Freelance Business Timeline. (From Thoughts on Translation) 38:33 May.
- Blogging for Business (From Translation Times) 38:33 June.
- Why a Test? (From About Translation) 38:33 July.
- Taking the Idiom Challenge (From Translation and Interpretation Blog). 38:32 August.
- Contracts and the Freelance Translator (From Tips for Translators). 38:37 September.
- I Think I’ve Read This Somewhere Before (From Thoughts on Translation). 38:34 October.
Business Smarts (Compiled by the Business Practices Education Committee)

- It’s Okay to Tell. 38:37 January.
- Retirement Planning. 38:29 February.
- Getting What You Are Worth. 38:31 March.
- Assessing Pricing Pressures. 38:36 April.
- Marketing to Direct Clients. 38:32 May.
- Importance of Networking. 38:32 June.
- Agency Owner Responds to Article on Payment Reduction. 38:32 July.
- Resolving Payment Issues. 38:32 August.
- Red Flags to Look Out For. 38:36 September.
- Ten Golden Rules for Making the Most of a Freelance Business. 38:32 October.

Dictionaries Reviews (Compiled by Peter Gergay)

(CHINESE)


(DUTCH)


(FRENCH)


(HUNGARIAN)


(ITALIAN)


(MUSIC)


(MEDICAL)


(POLISH)


(RUSSIAN)


(Spanish)


Entrepreneurial Linguist by Judy Jenner


GeekSpeak by Jost Zetzsche

- The Update Craze. 38:38 January.
- What the Font? 38:32 March.
- Be a Drag. 38:38 April.
- The Old Is Gone! The New Has Come! 38:34 May.
- Interpreting URLs. 38:34 June.
- Searching for Dependency. 38:34 July.
- The Gutsy Move. 38:34 August.
- About Missed Opportunities. 38:44 November/December.

**Humor and Translation by Mark Herman**

- Half a Cheer for Censorship. 38:46 January.
- A Translation Review. 38:42 February.
- Localization on a Grand Scale. 38:44 March.
- Errors. 38:49 April.
- A Song. 38:43 May.
- Hell Hath No Fury Like a Translator Scorned. 38:44 June.
- Sesame Street. 38:49 July.
- Punctured Egos. 38:45 August.
- Don Quijote’s Dog. 38:46 September.
- Going, Going, Gone! 38:44 October.
- English: No Turkish Delight, Especially for Rhymers! 38:53 November/December.

**Letters to the Editor**

- Term-mining Patents. Isabel Leonard. 38:10 July.
- Dealing with Metaphors. Marie Hall. 38:11 August.

**Success by Association**

- California Federation of Interpreters. 38:42 January.
- National Association for Bilingual Education. 38:34 February
- Japan Association of Translators. 38:38 March.
- American Association for Applied Linguistics. 38:42 April.
- South Eastern Medical Interpreters Association. 38:38 May.
- Washington State Court Interpreters and Translators Society. 38:38 June.
- International Medical Interpreters Association. 38:40 July.
- Mediterranean Editors and Translators. 38:36 October.
The Translation Inquirer by John Decker

- 38:44 January.
- 38:40 February.
- 38:42 March.
- 38:41 May.
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- 38:46 July.
- 38:43 August.
- 38:45 September.
- 38:42 October.
- 38:51 November/December.

ATA COLUMNS/RELATED TOPICS

ATA Bylaws

- Proposed Changes to the Bylaws to be Presented to the Membership for Voting in October 2009. 38:16 September.

ATA Certification Forum

- Revised Procedure for Establishing a New Language Combination within ATA’s Certification Program. 38:39 January.
- New Continuing Education Processing Fee. 38:47 January.
- What is the Purpose of ATA’s Certification Examination? 38:30 February.

ATA Elections

- Call for Nominations. 38:9 January.
- Candidates Announced. 38:8 June.
- Candidate Statements. 38:9 September.

ATA History

- Determining Your Subject Area Capability. Donald Leffler. 38:26 February.
- Henry Wadsworth Longfellow on Translation. 38:34 April.
- Translators Hall of Fame: Lewis Galantière. Henry Fischbach. 38:31 May.
- No More Retyping. George Sheehan. 38:30 June.
• The Translator’s Role in an International Society. 38:28 July.
• Frederick Ungar. Henry Fischbach. 38:30 August.
• A Lexicographer’s Life: Dr. Richard Ernst. 38:34 September.
• ATA at 25. Anna Lilova. 38:30 October.

**ATA Honors and Awards**

• Alexander Gode Medal: Peter Krawutschke. 38:12 January.
• Lewis Galantière Award: Norman R. Shapiro. 38:13 January.
• Marian S. Greenfield Financial Translation Presentation Award: Eugenio Virguti. 38:13 January.
• ATA Student Translation Award: Clinton Pechacek and Heather Outland. 38:14 January.
• School Outreach Award: Sandra Burns Thomson. 38:14 January.

**(ATA Member News)**

• Erik Camayd-Freixas; CETRA Language Solutions; Elisabeth Frias; Nataly Kelly; McElroy Translation; SDL; Translations International Inc.; Hélène Pielmeier; Denis L. Bousquet; Hana Kucerova. 38:32 February.

• Daniel P. Linder; Peritus Precision Translations; Syntes Language Group; Translation Source; Translations International, Inc. 38:36 March.

• CETRA Language Solutions; Eriksen Translations Inc.; Tuomas Kostiainen; Yves Avérous; Sonia Wichmann; Janeth Mónica Pérez; Paula Dieli; Stafford Hemmer; Norma Kaminsky; Syntes Language Group; Mark Ritter. 38:36 June.

• Francesca Caviglioni; Diane Guillard Parlante; Liliana Valenzuela. 38:26 July.

• Lisa Carter; STAR Group; Alina Mugford. 38:36 August.

• CETRA Language Solutions; CyraCom International, Inc.; Dynamic Language Center; Eriksen Translations; Geneva Worldwide, Inc.; Language Services Associates; LinguaLinx, Inc.; Sajan, Inc.; TransPerfect Translations International, Ltd.; Renato S. Beninatto; Sandra L. Kingery; Rocío Txabarriaga. 38:38 September.

• Tereza d’Avila Braga; CETRA, Inc.; Mark Herman; Ronnie Apter; Language Line Services; Nebraska Association for Translators and Interpreters. 38:35 October.
From the Executive Director: Walter Bacak, CAE

- Your ATA Membership. 38:9 January.
- Board Meeting Highlights. 38:9 February.
- ATA Membership by the Numbers. 38:8 March.
- Spending Money to Make Money. 38:9 April.
- Board Meeting Highlights. 38:8 June.
- New Member Benefit: Member-Provider Program. 38:9 July.
- Board Meeting Highlights. 38:10 August.
- Back to Business. 38:8 September.
- Upcoming Elections. 38:8 October.
- Board Meeting Highlights. 38:8 November/December.

From the President: Jiri Stejskal

- Translate Server Errors. 38:7 January.
- Iraqi Interpreter Mask Ban Lifted. 38:7 January.
- Our Strengths: Conference, Size, Headquarters. 38:7 March.
- What We Are Lacking: Urgency, Revenue Resources, Interpreter Certification. 38:7 April.
- Opportunity Is Knocking: 100,000 Members? 38:7 May.
- Our Challenges: Global Outsourcing and Crowdsourcing. 38:7 June.
- Client Outreach: Coming Soon to a Computer Near You. 38:7 July.
- Ask Not What the Crowd Can Do for You, but What You Can Do for the Crowd. 38:8 August.
- First Person Singular. 38:7 October.

From the President: Nicholas Hartmann

- Moving On. 38:7 November/December.

From the President-Elect: Nicholas Hartmann

- Looking Forward. 38:8 April.
- Too Much of a Good Thing. 38:8 July.