Business (Client/Community Outreach)

This year’s winner stays busy providing English and Spanish material for virtually every aspect of her school district’s operations, enabling teachers and school officials to communicate effectively with parents and the broader community.

While it is certainly good to discuss ideas we have about our profession and the associations that represent us, it is even better to take action to help implement new ideas and support the associations by serving as a volunteer.

Andrea Ondak, a French-to-English translator and English copywriter based in Connecticut, won the naming contest for ATA’s new client outreach newsletter, The ATA Compass.

While there have been other massive disasters with international relief needs, Haiti brought the translation community together like never before.

Business (Job Market)

Find out how translators, translation companies, and translation tool providers can work with the U.S. government.

Employment Growth Predicted for Translators and Interpreters. 39:32 June.

**Text-Based Adventure: The Art of Translating Video Games. Nora Stevens Heath. 39:16 August (See Specialized Terminology; Translators/Interpreters and Computers)**
The author provides an overview of video game translation, touching on the different types of translations involved as well as some of the unique challenges it presents.

**Translators Struggle to Prove Their Academic Bona Fides. Jennifer Howard. 39:18 September.**
Academe needs to take translation more seriously. How can translators reassure deans, department chairs, and other scholarly gatekeepers that translation qualifies as intellectual labor?

**Translation in Canada. Grant Hamilton. 39:12 October.**
There is a lot going on north of the border!

The field of K-12 education can be a reliable source of income for publishers and translators who understand the nature and requirements of this unique market.

**Exploring Career Options for Linguists and Other Exotic Species: The Prequel – “Know Thyself.” Bobbi Daren. 39:18 November/December.**
Based on her own personal quest, the author has put together some simple guidelines, tips, and tools to help put you on the road to finding your own career “holy grail.”

**Business (Marketing/Networking)**

**Promoting Your Practice in 60 Seconds or Less: Mastering the Elevator Speech. Lillian Clementi. 39:14 February.**
A good elevator speech briefly summarizes who you are and what you offer as a professional. Follow a few key tips, and networking events will suddenly become less terrifying, more fun, and more profitable.

**Managing Your Online Identity for Your Translation Business’s Success. Marcela Jenney. 39:21 May. (See Translators/Interpreters and Computers)**
Today we need to create, cultivate, and maintain an online identity that is consistent with our goals.

**Marketing 101 for Translation Companies. Grant Hamilton. 39:6 June.**
The basics of marketing apply to us, and we disregard them at our peril. Marketing is not just flashy websites. It is the sum total of everything you do.
By learning what the competition is doing, you will be in a better position to create strategies that will help set your business apart and generate more revenue.

How to Promote Your Services Using LinkedIn. Michael T. Pellet. 39:25 September.
This article presents a three-phased process on how to use LinkedIn to help promote your services and find more clients.

Blogs are a great way to boost your online visibility, but maintaining a blog and making it interesting for you and for others requires dedication.

Business (Personal Management)

Many freelancers and language services providers maintain financial accounts outside the U.S. New, stricter U.S. Treasury Department regulations for reporting financial accounts outside the U.S. have increased the scope of reporting requirements on such accounts, including for non-U.S. residents, and the penalties for noncompliance.

Workers’ compensation is an income-generating industry for interpreters and translators. However, as language professionals, we need to be aware of how workers’ compensation law applies to our industry, and who is required to purchase insurance.

Nigerian Scams: Still Going Strong. Rafa Lombardino. 29:24 October. (See Translators/Interpreters and Computers)
Online scam artists show no signs of slowing their efforts to take advantage of hardworking translators and interpreters. In this article, colleagues share their stories and discuss some of the names and situations to look out for when potential clients contact you.

Business (Professional Development)

This skill-building seminar—geared toward translation and interpreting in the new economy—presented an opportunity to learn finance from the experts.

If you are struggling to establish yourself as a translator or interpreter, read on to gain valuable insight from the multifaceted career path of one ATA member.
Business (Project Management)

Project Manager: The Maestro of Every Translation Project. George Rimalower. 39:26 April.
Much like an orchestra conductor, a project manager must carefully guide the finest professionals in their craft to create a finished product that will be enthusiastically received by its audience.

Interpreting

Post Traumatic Stress Mess. Or How I Learned to Stop Worrying and Love Medical Interpreters. Michael King. 39:34 January. (See Medical)
A story of process, persistence, and patience.

Interpreters have to be great listeners to render large chunks of consecutive information at one time, so why would they not be able to listen to and mold their own sound just like they render meaning?

How Do You Do That? Ewandro Magalhães. 39:12 April.
Explore some counterintuitive processes that make simultaneous interpreting possible and learn the answer to a question that has puzzled interpreters for ages—but the answer may surprise you.

Health care interpreters face multiple sources of stress. Learn self-care techniques to change your stress responses before they become a chronic problem.

Why do translators and interpreters need to employ different tactics to render meaning? The answer could lie in an examination of the encoding process that takes place during every interpreted encounter.

The U.S. Department of Justice sent a letter to state courts clarifying the mandate to make language services available for people with limited English proficiency.

What the Doctor Ordered: Skilled Interpreting for Better, Less Costly Healthcare. Lillian Clementi. 39:10 November/December. (See Medical)
Dr. James Rohack, immediate past president of the American Medical Association, discusses the need for skilled interpreters in healthcare settings.
Balancing Tragedy and Irony in Musorgskii’s *Boris Godunoff*. Ronnie Apter and Mark Herman. 39:20 January.
The opera *Boris Godunoff* by Modest Musorgskii is usually regarded as a tragedy, but the play by Aleksandr Pushkin, on which the opera is based, was originally called a comedy. The translator must be aware of the opera’s genesis and preserve the balance between tragedy and comedy through careful consideration of diction registers.

Two Heads are Better than One: A Literary Translation Story. Tony Beckwith and Liliana Valenzuela. 39:18 February.
How Daniel Grandbois’s *Unlucky Lucky Days* became *Días afortunados desafortunados*.

Edith Grossman’s *Why Translation Matters* is a thoughtful and hard-hitting argument that literary translation is something a civilized society simply cannot do without. So why do most large English-language publishers—unlike their counterparts in continental Europe—refuse to issue more than one or two such translations per year?

Project Gen inadvertently became the world’s first publisher of manga (Japanese comics) in translation when it issued *Barefoot Gen Volume One* in 1978. Since the tenth and final English volume was not completed until 2009, the evolution of the Gen series exemplifies changes in the translation of manga over the past three decades.

New Certification Commission for Health Care Interpreters Opens Doors to Improve Provider-Patient Communication and the Quality of Medical Care. 39:12 January.
A solution to help health care practitioners and limited-English-proficient patients focus directly on quality health care rather than on an inability to communicate with each other is now at hand.

The ATA/Association of Translators and Interpreters in the San Diego Area Medical Translation Seminar turned out to be an intense, two-day event jam-packed with information and techniques specifically tailored for those pursuing translation and interpreting in the medical fields.
Post Traumatic Stress Mess. Or How I Learned to Stop Worrying and Love Medical Interpreters. Michael King. 39:34 January. (See Interpreting)
A story of process, persistence, and patience.

Informed consent is a critical ethical component of modern research involving human subjects. Accordingly, the translation of informed consent forms is critical to valid and ethical cross-cultural and cross-linguistic research studies.

Dr. James Rohack, immediate past president of the American Medical Association, discusses the need for skilled interpreters in healthcare settings.

**OBITUARIES**

- Josephine A. Thornton. 39:11 February.
- Marla Sanchez Pietton. 39:34 February.
- Thomas Wilds. 39:10 April.
- Laurel Ann Wagers. 39:36 April.
- Sarah Elizabeth Insch. 39:34 May.
- Ernst van Haagen. 39:39 June.
- Gustavo A. Pasquel Sánchez. 39:39 June.
- Maria Cristina Navia. 39:34 August.
- Ulrike Lieder. 39:45 September.

**Opinion/Editorial**

Google Built It, They Are Coming: The Advent of “as is” Translation Services. Ramiro Peña. 39:9 February.
Connectivity, flexibility, and visibility are Internet-driven, and no one in our industry can afford to ignore this fact.

In an industry looking at steady growth in business, the key to the future is boosting everyone’s productivity.
**Specialized Terminology**  
*(See Monthly Columns: Dictionary Reviews; Translation Inquirer)*

The language of cosmetics is a blend of technology and creativity. Translators working with marketing copy for cosmetic products are challenged continually to draw on their creative resources and knowledge.

Translating Informed Consent: Methodological and Ethical Issues. Eric S. Bullington. 39:15 April. *(See Medical)*  
Informed consent is a critical ethical component of modern research involving human subjects. Accordingly, the translation of informed consent forms is critical to valid and ethical cross-cultural and cross-linguistic research studies.

This skill-building seminar—geared toward translation and interpreting in the new economy—presented an opportunity to learn finance from the experts.

Text-Based Adventure: The Art of Translating Video Games. Nora Stevens Heath. 39:16 August *(See Business: Job Market; Translators/Interpreters and Computers)*  
The author provides an overview of video game translation, touching on the different types of translations involved as well as some of the unique challenges it presents.

The field of K-12 education can be a reliable source of income for publishers and translators who understand the nature and requirements of this unique market.

**Translators/Interpreters and Computers**  
*(See Monthly Columns: GeekSpeak)*

An ever increasing number of translation tools on the market means more choices and decisions for translators.

Both Rosetta Stone and Pimsleur are effective tools for learning a language at an elementary level. Both claim to mimic the way a child learns his or her own language—but don’t count on it.

**Controlled Language: Does My Company Need It?** Uwe Muegge. 39:25 March. A brief overview of controlled languages and their use.

**Managing Your Online Identity for Your Translation Business’s Success.** Marcela Jenney. 39:21 May. (See Business: Marketing/Networking) Today we need to create, cultivate, and maintain an online identity that is consistent with our goals.

**Protect Your Most Valuable Assets: Data Security and Confidentiality.** Michael Wahlster. 39:20 June. It is always shocking to learn how many translators put no thought or effort into developing strategies to secure their data, even though these data are the lifeblood of their business.

**The Art of Translating Video Games.** Nora Stevens Heath. 39:16 August. (See Business: Job Markets; Specialized Terminology) The author provides an overview of video game translation, touching on the different types of translations involved as well as some of the unique challenges it presents.

**What Technology Companies Won’t Tell You: The Truth Behind Integration.** Bob Donaldson. 39:12 August. Language technology vendors and industry pundits agree—new technology will improve productivity in our industry. But what don’t they tell you? Here are some thoughts for reducing the “surprise” factor.

**Integrating Technology and Translation: ATA/Atlanta Association of Interpreters and Translators Translation Tools Seminar.** Amanda Williams. 39:29 September. ATA’s latest seminar provided an opportunity for attendees to begin to discover the abundant technological tools available to help them become more productive, and therefore more profitable.

**Data Standards: Can They Help Us and Can We Help Them?** Alan Melby and Jost Zetzsche. 39:20 October. What do incompatible railroad gauges and text segmentation have in common? It all comes down to the need for adopting professional industry standards to ensure a smoother ride for everyone.

**Nigerian Scams: Still Going Strong.** Rafa Lombardino. 29:24 October. (See Business: Personal Management) Online scam artists show no signs of slowing their efforts to take advantage of hardworking translators and interpreters. In this article, colleagues share their stories and
discuss some of the names and situations to look out for when potential clients contact you.

Blogs are a great way to boost your online visibility, but maintaining a blog and making it interesting for you and for others requires dedication.

MONTHLY COLUMNS

Blog Trekker


- Common Blogging Mistakes (From FeedForAll, www.feedforall.com). 39:30 May.

- The Tyranny of the Sub-Goal (From Corinne McKay’s blog, Thoughts on Translation, http://thoughtsontranslation.com). 39:29 June.


**Dictionaries Reviews Compiled by Peter Gergay**

**AUSTRALIAN ENGLISH**

**BRAZILIAN PORTUGUESE**

*Vocabulando Workbook.* **Author:** Isa Mara Lando. **Publisher:** Disal Editora. **Publication date:** 2008. **Available from:** www.disaleditora.com.br. Reviewed by: Ilka M. O. Santi. 39:38 August.


**CZECH/SLOVAK**

**ENGLISH**

**FINNISH**

**HINDI**

**(POLISH)**
Overview of Polish-English Information Technology Dictionaries. **Reviewed by:** Piotr Graff. 39:40 March.

**(RUSSIAN)**
*Russian-English/English-Russian Pocket Legal Dictionary.* **Author:** Leonora Chernyakhovskaya. **Publisher:** Hippocrene Books. **Publication date:** 2009. **ISBN:** 978-0-7818-1222-1. **Available from:** www.hippocrenebooks.com. **Reviewed by:** Boris Silversteyn. 39:36 June.

**(SERBIAN/CROATIAN)**
*Serbian and Croatian-English Medical Dictionary.* **Author:** Svetolik Paul Djordjevic. **Publisher:** Jordana Publishing. **Publication date:** 2010. **ISBN:** 978-0-976448-00-6. **Available from:** www.jordanapublishing.com. **Reviewed by:** Eric S. Bullington. 39:39 September.

**(SPANISH)**

**(Tagalog)**

**Entrepreneurial Lingulist by Judy Jenner**
- 2010: Here’s to an Entrepreneurial Year! 39:37 January.
- Working With Your Editing Twin. 39:28 February.
- How to Get Paid. 39:30 March.
- Game, Set, Match: Tennis Meets Translation. 39:30 April.
- Phone Calls: An Endangered Species. 39:32 July.
- What’s Her Name Again? 39:30 August.
- First Time is the Charm. 39:29 October.
- The Judge and the Chicken. 39:29 November/December.
GeekSpeak by Jost Zetzsche

- DTP Conundrums. 39:40 January.
- Get Those Things Out of There! 39:34 March.
- Schereshewsky and the Cloud. 39:34 April.
- Technology with a Human Face. 39:32 May.
- With All Due Respect. 39:30 June.
- Transcreation. 39:32 August.

Humor and Translation by Mark Herman

- Eat Your Marrow, or is It Zucchini? 39:50 January.
- You Are Old, Father Chadwick. 39:42 February.
- Talking Animals. 39:46 March.
- Don Quijote’s Dog Revisited. 39:44 April.
- The Second Oldest Profession. 39:44 May.
- More on Astérix. 39:42 June.
- Graecum Est. 39:44 July.
- Monkey Tail and Little Sponge. 39:44 August.
- What a Pair! 39:44 September.
- The Language of the Wolf: A Fable. 39:40 October.
- Bridegrooms and Bobe-Mayses. 39:40 November/December.

Letters to the Editor

- I Feel Like I’ve Read This Somewhere Before. Eve Hecht. 39:11 January.
- Opera in Translation. Mark Herman. 39:12 September.

Success by Association

- World Association of Sign Language Interpreters. 39:36 February.
- Literary Translators’ Association of Canada. 39:38 March.
- Colorado Association of Professional Interpreters. 39:38 April.
- Indian Translators Association. 39:36 May.
• Irish Translators’ and Interpreters’ Association. 39:34 June.
• Austrian Association of Certified Court Interpreters. 39:38 July.
• Argentina Association of Conference Interpreters. 39:36 August.
• European Association for Studies in Screen Translation. 39:33 October.
• Argentine Association of Translators and Interpreters. 39:34 November/December.

The Translation Inquirer by John Decker

• 39:48 January.
• 39:40 February.
• 39:44 March.
• 39:42 April.
• 39:42 May.
• 39:40 June.
• 39:42 July.
• 39:42 August.
• 39:42 September.
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• 39:38 November/December.

ATA COLUMNS/RELATED TOPICS

ATA Certification Forum

• Preparing for 2010. 39:45 January.
• Into-English Grading Standards for Certification Exams. 39:37 February.

ATA Elections

• Call for Nominations. 39:9 January.
• Candidates Announced. 39:8 June.
• Candidate Statements. 39:13 September.

ATA Honors and Awards

• Ungar German Translation Award: Rodney Livingstone. 39:14 January.
• Marian S. Greenfield Financial Translation Presentation Award: Silvana Debonis. 39:14 January.
• Alicia Gordon Award for Word Artistry in Translation: Grant Hamilton. 39:15 January.
• Call for Entries: ATA Awards (Alexander Gode Medal; Lewis Galantière Award; Student Translation Award; Marian S. Greenfield Financial Translation Presentation Award; American Foundation for Translation and Interpretation JTG Scholarship in Scientific and Technical Translation or Interpretation; S. Edmund Berger Prize for Excellence in Scientific and Technical Translation; Alicia Gordon Award for Word Artistry in Translation; Harvie Jordan Scholarship. 39:43 February.

(ATA Member News)

• Beyond Words (ALTA Language Services, Inc.); Musings From an Overworked Translator (Jill R. Sommer); Translate This! (Michael Wahlster); Eriksen Translations, Inc.; In Every Language; The Medical Interpreting and Translating Institute Online; Eva Molina; Northern California Translators Association; Schreiber Translations, Inc. 39:43 January.

• Denis L. Bousquet; Evelyna Radoslavova; Judy Jenner; Milena Savova; Monterey Institute of International Studies; McElroy Translation; Catherine Muir; TermNet. 39:34 February.

• D. Bannon; Tina Cargile; Nebraska Association of Translators and Interpreters; Rafiqullah Rahman. 39:36 March.

• CETRA, Inc.; Eurasia Translations, Inc.; Jonathan Hine; Judy Jenner; Cecilia Lawinski; Sandro Tomasi. 39:36 April.

• Christine Bucher; The Localization Industry Standards Association; Anglocom Inc.; Maria Edstrom. 39:34 May.

• David Utrilla; Sara Freitas-Maltaverne. 39:32 June.

• Alexis Levitin; Syntes Language Group; Dynamic Language Center; Geneva Worldwide, Inc; Certified Languages International; LinguaLinx, Inc.; Translation Plus, Inc.; Translation Source. 39:36 July.

• LTC; Richard E. McDorman; Marianne Reiner. 39:34 August.

• Sandra L. Alboum; Alejandra M. Jorge; Karina R. Tabacinic; Marita C. Propato; Alina R. Mugford; Syntes Language Group; adaQuest; Certified Languages International; CETRA, Inc.; CyraCom International, Inc.; Dynamic Language Center; Eriksen Translations Inc.; Fluent Language Solutions; Language Line Services; Language Services Associates; Para-Plus Translations, Inc.; ProTranslating; Sajan; TransPerfect Translations International, Ltd.; U.S. Translation Company; Welocalize. 39:32 October.
From the Executive Director: Walter Bacak, CAE

- Numbers and the New Year. 39:8 January.
- Remembrance, Welcome, Honors, and More. 39:8 February.
- Board Meeting Highlights. 39:8 March.
- ATA Membership Works for You. 39:9 April.
- Member Feedback. 39:9 May.
- Board Meeting Highlights and Thanks. 39:8 June.
- Denver Conferences and the ATA Election. 39:9 July.
- Board Meeting Highlights. 39:9 August.
- 2010 Elections. 39:9 September.
- ATA and Your Professional Development. 39:9 October.
- Your ATA Membership. 39:8 November/December.

From the President: Nicholas Hartmann

- Role Models. 39:7 April.
- How to Be President. 39:7 May.
- Getting the Word Out. 39:7 June.
- Divided We Stand. 39:7 July.
- At Your Service. 39:7 August.
- Universality. 39:7 September.
- Getting Together. 39:7 October.
- Real Voices. 39:7 November/December.

From the President-Elect: Dorothee Racette

- The Power of Networking. 39:8 April.
- ATA’s Annual Conference: The Big Picture. 39:8 May.
- ATA Conference Program: A Reflection of National Trends. 39:8 July.
- Tips for First-Time Conference Attendees. 39:8 August.
- Planning Your Time in Denver. 39:8 September.
- Conference Follow-Up Tips. 39:8 October.

From the Treasurer: Gabe Bokor
• Treasurer’s Report. 39:9 March.
• The Fiscal Year 2010-2011 Budget. 39:10 September.