Business (Marketing/Networking)

Using Social Media to Boost Your Language Services Business. Nataly Kelly. 40:12 March. (See Translation/Interpreters and Computers)
Most language services providers agree that a social media presence is important, but very few stop to consider what kind of presence they want to create.

Networking is a two-way street. And your side of the street is all about helping others, not asking them to help you.

Business (Personal Finance)

Freelance translators tend to obsess about per-word reimbursement rates, but they often do not set their rates in a manner that reflects goals and working habits.

A discussion of why keeping track of finances is so critical at each stage of your business.

Business (Project Management)

Most of the pitfalls of the post-translation client review process can be avoided when all parties have a better understanding of the process and the expectations for the end result.

Sun Tzu’s The Art of War and Business. David Evseeff. 40:14 April.
Written over two thousand years ago, The Art of War is well known as an effective guidebook for waging military campaigns, but it can also be applied to modern-day business strategy and management for providers of language services.

As a freelance translator and former project and localization manager, David Rumsey discusses issues related to quality, the translator-project manager relationship, and technology.

To Sign or Not to Sign? Chris Durban Answers the Question. Catherine Jan. 40:12 June.
When nobody takes responsibility (and credit) and opacity reigns, clients and good translation suppliers suffer.

A project coordinator for interpreting services provides an inside look into the daily operations of a large company, including tips on how to get assignments.

---

**History**

A client needs help to deliver an English speech into Flemish and obtains the assistance of a translator for a custom-designed immersion into a language utterly foreign to him.

---

**Interpreting**

An interpreter shows high school students that there really are careers for language majors.

Ignorance Is Strength. Ewandro Magalhães. 40:22 May.
Our speech and the virtues or limitations of our languages configure and discipline our way of thinking and how we function as interpreters.

Toward a Quieter Code of Silence: Upholding the Ethical Standard of Confidentiality. Jennifer De La Cruz. 40:25 May. (See Legal, Medical, Standards)
Interpreters need to treat all information, whether public or privileged, as something to protect.

Want to Improve Your Interpreting? Drop That Donut and Grab a Jump Rope! Holly Mikkelson. 40:21 July. (See Medical)
Research findings on brain activity have many implications for interpreters looking to improve their cognitive abilities.

The Deposition from Hell. Mark Freehill. 40:22 September. (See Legal)
The legal, logistical, personal, and practical problems inherent to depositions are complicated further when interpreting is involved. This is a cautionary but instructive tale.

**Confessions of a Conference Interpreter.** Michelle Hof. 40:17 October.
Professional identity as seen by a conference interpreter.

**Interpreting Spurs the Monkey Mind.** María Cristina de la Vega. 40:29 November-December.
As conduits for others’ thoughts, it is imperative for interpreters to remain focused. Here is a brief overview of some of the tools interpreters can use to calm an overactive mind.

**Interviews**

**Insights from the Tech Desk: Sitting Down with Jost Zetzsche.** Marcela Jenney. 40:10 February. (See Translators/Interpreters and Computers)
Jost Zetzsche shares his perspective on many aspects of the industry, including social media, the essential role of humans in the development of translation technology, as well as predictions for the translation and localization industry for the next five years.

**Talking with ATA Board Director David Rumsey.** Evelyn Yang Garland. 40:10 May.
As a freelance translator and former project and localization manager, David Rumsey discusses issues related to quality, the translator-project manager relationship, and technology.

A project coordinator for interpreting services provides an inside look into the daily operations of a large company, including tips on how to get assignments.

**Talking with Barry Rosenthal, Esq.** Evelyn Yang Garland. 40:16 November-December. (See Legal)
How can you mitigate potential risks associated with errors, omissions, and disputes when working with direct clients? Here is what an attorney has to say from a legal perspective.

**Legal**

**Another Jog Through the Juniper: A Translator’s Further Excursions into the Copyright Thicket.** Anne Milano Appel and Jeffrey S. Ankrom. 40:22 February. (See Literature/Arts)
Getting a good contract may depend on your doing some homework and raising the right questions at the right time.
Toward a Quieter Code of Silence: Upholding the Ethical Standard of Confidentiality. Jennifer De La Cruz. 40:25 May. (See Interpreting, Medical, Standards)
Interpreters need to treat all information, whether public or privileged, as something to protect.

The Deposition from Hell. Mark Freehill. 40:22 September. (See Interpreting)
The legal, logistical, personal, and practical problems inherent to depositions are complicated further when interpreting is involved. This is a cautionary but instructive tale.

How can you mitigate potential risks associated with errors, omissions, and disputes when working with direct clients? Here is what an attorney has to say from a legal perspective.

Literature/Arts

If you want your translation to be a work of art, the art must be inside you.

Another Jog Through the Juniper: A Translator’s Further Excursions into the Copyright Thicket. Anne Milano Appel and Jeffrey S. Ankrom. 40:22 February. (See Legal)
Getting a good contract may depend on your doing some homework and raising the right questions at the right time.

My Mother Tongue. Tony Beckwith. 40:20 April.
A brief chronological account of the origins and evolution of the English language.

Translators of museum texts, particularly those to be used in exhibitions, must package information effectively to help visitors engage with the objects around them.

How one translator was lucky enough to be chosen to provide an English translation of the catalogue for a retrospective of works by Venezuelan painter Carlos Cruz-Diez.

Die Frau mit den 5 Elefanten, a documentary of the life and work of Swetlana Geier, the renowned translator of Dostoevsky and other Russian classical writers into German, holds lessons for translators in any language pair or specialty.
Wordplay belongs in translation. Subtitlers must learn to write what is almost said.

The author provides an overview of the main modes of audiovisual translation, such as subtitling, dubbing, and audio description, and highlights new growth areas within the industry and the changing role of the translator within it.

By applying some common-sense techniques, and drawing upon the depth and breadth of the translator’s experience and knowledge, all but the most inscrutable medical hieroglyphics can be understood and therefore translated.

Interpreters need to treat all information, whether public or privileged, as something to protect.

New Biological Drugs and Pharmaceutical Translation. Edward D. Zanders. 40:12 July
Pharmaceutical translators are increasingly likely to encounter new biological drugs in regulatory documentation. If you are interested in this field, this article provides some background on biological drugs and a brief description of their nomenclature.

What are the main challenges and constraints of an ever-changing global regulatory environment, and what strategies can translators employ to create accurate and engaging marketing copy within an existing promotional platform?

Want to Improve Your Interpreting? Drop That Donut and Grab a Jump Rope! Holly Mikkelson. 40:21 July. (See Interpreting)
Research findings on brain activity have many implications for interpreters looking to improve their cognitive abilities.
OBITUARIES

- Trudy K. Balch. 40:40 January.
- Don Cyril Gorham. 40:9 March.
- Regina Tocci. 40:9 June.
- Royal L. Tinsley Jr. 40:37 June.
- Jack Child. 40:35 September.
- Jorge Dieppa. 40:35 September.
- Lewis Townsend. 40:35 September.
- Eugene Nida. 40:38 October.

Standards

Toward a Quieter Code of Silence: Upholding the Ethical Standard of Confidentiality. Jennifer De La Cruz. 40:25 May. (See Interpreting, Legal, Medical)
Interpreters need to treat all information, whether public or privileged, as something to protect.

The Seoul of Standards and You. Alan Melby. 40:12 October.
There is an ISO standard for almost everything, from spices to film speed, but what about standards for translation?

Science

Science is not so mysterious nor the texts so difficult as you may think at first.

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

ATA President Nicholas Hartmann’s keynote address to attendees of the Ninth Conference of the Association for Machine Translation in the Americas in Denver.

Two competing visions of the Internet help a translator chart a possible course into the future of translation.

Jost Zetzsche shares his perspective on many aspects of the industry, including social media, the essential role of humans in the development of translation technology, as well as predictions for the translation and localization industry for the next five years.

Using Social Media to Boost Your Language Services Business. Nataly Kelly. 40:12 March. (See Business [Marketing/Networking])
Most language services providers agree that a social media presence is important, but very few stop to consider what kind of presence they want to create.

Tomorrow’s successful translators will be beloved not for their huge store of technical knowledge, but for their nimble style, effortless fluency, and ready grasp of the communication objective at hand.

This month, in lieu of his regular GeekSpeak column, Jost gives translation tool vendors some suggestions regarding what users are looking for in terms of capability.

Watson’s Win. Craig McGinty. 40:10 May.
Watson’s win on Jeopardy! is not our loss. It represents a significant milestone in the exponential growth of computing power and is a telling example of our remarkable human capacity for inventiveness.

This year marks the 200th anniversary of the Luddite uprising in England. As technology gains traction in the language services industry, translators and interpreters may be tempted to follow their example.

It seems that sometimes the installation of new software can adversely affect other existing software on your computer. Following a few preventive tips can help you avoid disaster.

Arabic on Free and Open Source Software. Timothy A. Gregory. 40:21 October.
The commercial software development world has overcome several challenges related to the use of Arabic over the past few years, but where does the free and open source software community stand?

Quick and Dirty: Terminology Management for the Impatient. Naomi Sutcliffe de Moraes. 40:26 October.
Learn how to store your terminology quickly so it will not slow you down, how to convert existing glossaries into a flexible format, and how to access your terminology quickly—whatever your budget.
You can add a lot of value to your relationships with clients if you help educate them about the appropriate use of machine translation.

MONTHLY COLUMNS

Blog Trekker


Dictionaries Reviews Compiled by Peter Gergay
(CZECH)

(DANISH)

(BRAZILIAN PORTUGUESE)

(CHINESE)


(FRENCH)


(GERMAN)

(INSURANCE)

**INTERPRETING**


**LEGAL**


**POLISH**


**RUSSIAN**


**SPANISH**


Entrepreneurial Linguist by Judy Jenner

- Instant Dislike. 40:37 January.
- Ready for Court. 40:30 April.
- Adventures of Working Remotely. 40:34 June.
- What My Optometrist Taught Me. 40:30 July.
- Work It Out! 40:28 August.
- Think of Yourself as a Customer. 40:36 September.
- Court Interpreter Bootcamp. 40:36 October.
- Ode to Peter Less. 40:34 November/December.

GeekSpeak by Jost Zetzsche

- Get Those Things Out of There! 39:34 March.
- Cultural Rifts. 40:32 April.
- Data Is Good, Right? 40:42 May.
- Training Machines. 40:36 June.
- An Ode to Unicode. 40:33 July.
- The F-Word Again. 40:31 August.
- One Sweet Box of Chocolate. 40:38 September.
- Automation Addiction. 40:37 November/December

Humor and Translation by Mark Herman

- I Am the Very Model. 40:46 January.
- Der Struwwelpeter and Dee Buzhakopp-Peeta. 40:44 February.
- The Little Flower. 40:40 May.
- Through the Looking Glass. 40:44 June.
- Krylov’s Fables. 40:40 July.
• A Cautionary Tale. 40:40 August.
• He Said, She Said. 40:45 September.
• The Bard of Translation. 40:44 October.
• The Bible Again. 40:44 November/December.

Letters to the Editor

• Transcreation, or, Once Again, No Respect! Mark Herman. 40:9 February.
• Calculating Rates. Eve Hecht. 40:11 April.
• Hourly Reimbursement. Lawrence Schofer. 40:11 April.
• My Mother Tongue. Ilse Andrews. 40:10 November-December.
• Interpreting in the Booth. Gabriela Rangel. 40:10 November-December.
• Ewandro Magalhães Interpreting Article. Lauro DeBarros. 40:10 November-December.

Success by Association

• Texas Association of Judiciary Interpreters and Translators. 40:36 February.

The Translation Inquirer by John Decker

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

ATA COLUMNS/RELATED TOPICS

ATA Certification Forum

• The Journey of Establishing Certification for a New Language Pair. Tess Whitty. 40:38 April.

ATA Divisions
ATA’s new Governing Policy for Divisions contains many significant innovations for division leadership. The most significant is the establishment of a Leadership Council for each division, which will share the workload associated with increased membership and ensure the future of the division.

ATA Elections

- Call for Nominations. 40:11 January.
- Candidates Announced. 40:10 June.
- ATA’s Nominating Committee: A Second Peek Behind the Curtains. Tuomas Kostiainen. 40:20 September.

ATA and AFTI Honors and Awards

- ATA Student Translation Award: Sarah Puchner. 40:14 January.
- American Foundation for Translation and Interpretation JTG Scholarship in Scientific and Technical Translation or Interpretation: Maria L. Khodorkovsky. 40:14 January.
- Call for Entries: Alexander Gode Medal; Ungar German Translation Award; Student Translation Award; American Foundation for Translation and Interpretation JTG Scholarship in Scientific and Technical Translation or
(ATA Member News)

- Celia Bohannon Named ATA Honorary Member. 40:9 January.

- Lisa Carter; CETRA Federal Services, Peter W. Krawutschke; Alexis Levitin; Valeria Petrocchi; Lawrence Schofer; Sue Ellen Wright. 40:40 January.

- Ann Folger; Isabel Framer; Jonathan Hine; Tzviya Levin; Breon Mitchell. 40:38 February.

- Renato Beninatto; Andy Klatt; Monica Nainsztein Rodríguez. 40:30 March.

- Benjawan Poomsan Becker; CETRA; Teneo Linguistics Company, LLC. 40:34 April.

- Ronnie Apter; Catherine Bokor; Gabe Bokor; Javier Castillo; Michael Collins; Mark Herman; John Milan; Diana Rhudick. 40:30 May.

- Anne Connor; Laurie Gerber; Noriko Nakazawa; Lawrence Schofer; Jiri Stejskal; Syntes Language Group; U.S. Translation Company. 40:37 June.

- Tatiana Batova; CETRA Language Solutions; Confluent Translations, LLC; Robert Cruz; Rosemary W. Dann; Maria Cristina de la Vega; Peter W. Krawutschke; Syntes Language Group. 40:36 August.

- Izabel Arocha; Denis L. Bousquet; Nanette Gobel; Nataly Kelly; Andy Klatt; Kathleen Shelly; Cristina Silva; Jiri Stejskal; Benjawan Poomsan Terlecky. 40:44 September.


ATA School Outreach

- Congratulations to Ana Safrin Winner of ATA’s 2009-2010 School Outreach Contest! 40:16 January.
• **Spreading the Word: Ana Safrin Wins 2009-2010 School Outreach Contest.** Meghan McCallum. 40:16 February.
  Career day presentations at her daughters’ school gave Ana Safrin a chance to promote the profession—and to capture the winning photo for ATA’s 2009-2010 School Outreach Contest.

  An interpreter shows high school students that there really are careers for language majors.

**From the Executive Director: Walter Bacak, CAE**

- Board Meeting Highlights. 40:8 January.
- International Federation of Translators to Meet in the U.S. 40:8 February.
- Board Meeting Highlights. 40:8 March.
- Networking and Professional Development. 40:10 April.
- The ATA Website. 40:9 May.
- Board Meeting Highlights. 40:9 June.
- Maggie Rowe, the Voice of ATA, Retires. 40:9 July.
- Staff Recognition and Welcome. 40:9 August.
- Board Meeting Highlights. 40:10 September.
- ATA’s Culture of Giving. 40:9 October.
- End of the Year Housekeeping. 40:7 November/December.

**From the President: Nicholas Hartmann**

- New Beginning. 40:7 February.
- Good Neighbors. 40:7 March.
- The Next Gig. 40:7 April.
- All in a Day’s Work. 40:7 May.
- A Culture of Plenty. 40:7 June.
- Facing the Changes. 40:7 July.
- By Any Other Name. 40:7 August.
- Getting Better with Age. 40:7 September.
- A Tip of the Hat. 40:7 October.
- Real Voices. 40:7 November/December.

**From the President: Dorothee Racette**

- Improving Buyer Awareness. 40:6 November-December.
From the President-Elect: Dorothee Racette

- “3 Days Lead to 3 Miles of To-Do Lists.” 40:8 April.
- Boston: Follow the Red Brick Road. 40:8 May.
- Take Charge of Your Business. 40:8 June.
- Top 10 Reasons to Attend the Annual Conference. 40:8 July.
- Conference To-Do List. 40:8 August.
- Planning Your Conference Activities to Suit Your Needs. 40:8 September.
- Working Together for the Greatest Benefit. 40:8 October.

From the Treasurer: Gabe Bokor

- Comments to the 2011-2012 Budget. 40:9 September.